

From:		To:	CONFERENCES	
Time:	09:00	12:30	Digital models & decent work for creators	
Location:	Schadee Zaal		<p>With: Maria Blom, Eva Moerart, Lucy Askew, Kat Molesworth, Tijs Vastesaeger, Leen de Winter, Tobias Van Royen, Jan Pauly, Dr Mathilde Pavis, Caspar de Kieffe. Moderator: Dearbhail Murphy.</p>	
Type:	Conference		<p>The European trade union federations in the Media Arts and Entertainment sector are working together to examine the opportunities and the challenging issues posed by digital business models, new forms of rights exploitations and sustainable digital work in the Media, Arts and Entertainment sector. In a rapidly changing environment, ensuring that creators can derive real value from work in the digital sphere is an ongoing and fast-moving challenge.</p> <p>The four Federations (FIA, FIM, UNI MEI and EFJ) have joined hands with Belgian legal consultancy and reflection organisation for the arts Twee-eiige drieling (TWIID) to look at the challenges and opportunities encountered by performers and other media, arts & entertainment sector workers as they navigate the expanding digital and virtual landscape.</p> <p>They will present the initial findings of their upcoming report, looking at how these creatives approach business models online; new counterparts and the challenge of transparency; ownership of work and digital labour rights. The report will explore how the digital evolution is affecting working lives and careers in the sector.</p> <p>9.00- 9.10 Welcome Introduction to the Atypical Work Project Series Dearbhail Murphy, Project Coordinator</p> <p>9.10 – 10.00 “Digital Models and Decent Work for Creators” Presentation of the initial findings of the Project Research: Tobias Van Royen & Tijs Vastesaeger, Belgian Consultancy TWIID Q&A, moderated by Dearbhail Murphy</p> <p>10.00 – 11.00 The Experience of Creative Workers in the Virtual Environment Moderated by Tobias Van Royen</p> <p>Eva Moerart, Podcast Maker & Co-Author of “Zelf een Podcast Maken” Lucy Askew, Executive Director and Creative Producer at Creation Theatre, a pioneer in digital and site-specific theatre Leen de Winter, Cultuurconnect - innovation in the digital offer of the cultural sector in Belgium Leen de Winter, Performing artist & Manager for musicians in the online environment</p> <p>11.00 – 11.30 Coffee Break</p> <p>11.30 – 12.30 Opportunities and Threats: what actions are needed? Panel discussion moderated by Tijs Vastesaeger</p> <p>Kat Molesworth, Founder Member of Creators Union UK Caspar de Kieffe, Kunstebond – Trade Union for the Creative Sector in the Netherlands Maria Blom, Musikerforbundet, Sweden - React-EU: the Digital Music Empowerment, Dr Mathilde Pavis, Assistant Professor at the University of Reading, with a focus on AI and IP issues Jan Pauly, Advisor at the Belgian support platform for musicians Vi.be</p> <p>12:30-13:30 Lunch Sandwich Lunch for Participants</p> <p>Please note that the final panel of this event will convene in the Van Capellen Zaal, at 13:45.</p>	
From:		To:	CONFERENCES	
Time:	10:00	11:15	Immersive creativity	
Location:	Jurrianse Zaal		<p>With: Michel van der Aa, Babusi Nyoni. Moderator: Monique van Dusseldorp, Benjamin de Wit.</p>	

Type:	Conference	<p>Leave it to creators to come up with new formats, new experiences and new forms of art, games and more based on XR technology. In this session we explore immersive worlds, and the role of design, UX, and art in developing them.</p> <p>Michel van der Aa is a truly multidisciplinary figure in contemporary music. A unique voice, he combines composition with film and stage direction, and script writing. Classical instruments, voices, electronic sound, actors, theatre and video are all seamless extensions of his musical vocabulary. In 2021/22 his new film opera Upload explored the possibility of eternal life through an upload of a digital version of ourselves. Previously he made Eight, a mixed reality project that created a unique, groundbreaking fusion of musical theatre, VR and visual art. How does van der Aa see immersive tech, and how does his creative process work?</p> <p>Babusi Nyoni is a tech entrepreneur and innovator building tools for future Africa. His work centers on the fields of Artificial Intelligence and big data innovation. He developed the world's first AI football commentator, an app for the early diagnosis of Parkinson's Disease and the first machine learning model that can accurately identify black women's hairstyles. His most recent experiments include an African metaverse framework for decentralising the metaverse to make it more accessible, as well as a tool to host dance parties for people joined via the internet.</p>
From:	To:	

Time:	10:00	11:15	Metaverse and immersive audio
Location:	Van Capellen Zaal		With: Richard Burki, Mélodie Mousset, Sam Mateosian. Moderator: Muki Kulhan.
Type:	Conference		<p>Immersive audio gives us the opportunity to cast a "spell", a narrative, a story over the listener/viewer that goes beyond mere production value... It can be magic in itself. How will the creative industry be able to incorporate immersive audio into all media?</p> <p>Muki Kulhan (moderator) is a creative ImmersiveXR Producer with over two decades of professional, award-winning experience creating interactive and immersive content across emerging platforms, 'verses'/worlds, RT-3D, cutting/bleeding-edge MetaTech and 5G innovation, engaging fans via music, sport, broadcasting and entertainment.</p> <p>Richard Burki founded Future Phonic Studios in 2014; a sound experience company specializing in crafting 3D sound and music experiences for the digital world of tomorrow. Constantly seeking to blur the line between reality and its digital counterpart Future Phonic Studios selectively collaborates with agencies, creatives and professionals across multiple industries to bring innovative immersive auditory experiences to the world that are crafted without compromise.</p> <p>Mélodie Mousset is the co-founder of PatchXR with founding partner Edo Fouilloux, combining her artistic background and global network to build a new platform for fantastical immersive virtual worlds, opening the metaverse to unprecedented imaginative creation. Her critically acclaimed, Golden Halo-winning Hanahana _ Multiplayer VR sandbox has seen some four million hand-created sculptures made by users worldwide. Her work has been exhibited at venues including MOCA (Los Angeles), Bund Museum (Shanghai), The Metropolitan Art Society (Beirut), Hek (Basel), and Kunstmuseum Stuttgart.</p> <p>Sam Mateosian is a creative technologist and founder of Yarn Corporation. Driftspace is a platform for creating and publishing VR stories combining video and interactive 3D content. Driftspace has enabled creators around the globe to publish VR content on a wide range of topics. Most recently he produced Exhibition A, a social VR music and arts experience that was selected for Tribeca Film Festival's Best in Season.</p>
From:	To:		

Time:	11:15	12:15	Digital culture - researching and sharing our heritage
Location:	Van Capellen Zaal		With: Doruk Eker, Carlos Bayod Lucini, Boudewijn Koopmans. Moderator: Aric Chen.

Type:	Conference	<p>How can we preserve our cultural heritage with XR technology? In this session you will learn about three very different approaches. From taking art into the world via AR, to bringing art into 3D files by scanning them, and putting all possible information together for a new view of our past.</p> <p>Aric Chen (moderator), General and Artistic Director at Het Nieuwe Instituut</p> <p>Doruk Eker is the Co-founder Lucify.io & Orb Amsterdam Doruk is on a journey as a creative human. AR forms his current playground. He co-founded Orb Amsterdam and Lucify.io to create new ways of bridging the digital and the physical world. In his talk he'll share how artists, collectors and galleries use Lucify.io to offer next level screenless experiences for digital art in the real-life-metaverse.</p> <p>Carlos Bayod Lucini is Project Director at Factum Foundation. His work is dedicated to the development and application of digital technology to the recording, study and dissemination of Cultural Heritage. With the Lucida 3D Scanner, he has digitized 200+ artworks in the main museums and archaeological sites, contributing to revealing the importance of the painted surface's relief. In his talk he will explore the meaning of facsimiles within the field of Art & Cultural Heritage Preservation.</p> <p>Liselore Tissen is a PhD candidate at Leiden University and Delft University of Technology, where she researches the significance of 3D printing for the art field and the moral and ethical discussions prompted by the introduction of this technology to the art world. She specializes in conservation studies and 3D printing paintings, with a particular interest in the sociological importance of this technology.</p> <p>Boudewijn Koopmans, Projectmanager Amsterdam Time Machine. The Amsterdam Time Machine is a research program of the University of Amsterdam and works together with other Dutch and European Time Machines. In this 'Google Earth of the past', users will eventually be able to travel back in time and navigate cities at the level of neighbourhoods, streets, houses and even zoom in on the photos on the walls.</p>
From:	To:	

Time:	11:30	12:30	Volumetric video & production
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Location:	Jurrianse Zaal	With: Natasja Paulssen, Sönke Kirchhoff, Dr. Oliver Schreer, Richard Broadbridge. Moderator: Monique van Dusseldorp.
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Type:	Conference	<p>Volumetric Video is a technology that allows the creation of dynamic 3D models of persons, which can then be integrated in any 3D environment like computer-generated characters. Volumetric capture is a technique used to film footage in three dimensions for viewing in a virtual or mixed reality headset. In this sessions you can learn more about how to produce videos that leverage volumetric display technologies.</p> <p>Richard Broadbridge is CEO of At 4DViews providing accessible & high-quality volumetric capture systems to content creators. Operating since 2007 in the volumetric capture space, 4DViews today provides the HOLOSYS, the only fully-packaged, high quality volumetric capture system available in the market.</p> <p>Dr. Oliver Schreer is head of "Immersive Media & Communication" research group at "Vision & Imaging Technologies" department at Fraunhofer HHI and Associate Professor at Technical University Berlin. His main research fields are 3D video processing and immersive and interactive media services and applications exploiting Augmented and Virtual Reality technologies. In a recent project between UFA and Fraunhofer HHI, a VR documentary about the last German survivor of the Holocaust Ernst Grube has been produced. A second project started in collaboration with the University Munich, creating a concept for a VR experience together with Dr. Eva Umlauf, the youngest Jewish survivor in the concentration camp in Ausschwitz.</p> <p>Sönke Kirchhoff is a producer, stereographer, consultant and instructor. He is the founder of reallifefilm international GmbH, which produces feature films, documentaries, commercials and live broadcast content.</p> <p>Natasja Paulssen, Founder 4DRstudios, volumetric capture studio, Creative Director Dutch Rose Media. 4DR Studios is the first and only volumetric video studio in the Netherlands and one of the few high-quality volumetric video studios in the world.</p>
From:	To:	

Time:	12:30	13:30	Embodiment: new ways of interactivity in the video games
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Location:	Van Capellen Zaal	With: Antonio Greppi, Manex Darcenes and Hector Paz. Moderator: Verónica Rodríguez.
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Type:	Conference		<p>The gaming industry is one of the areas that is making the most of the potential of Extended Reality, and this is explained, in part, by the embodiment or the ability of users to feel the virtual body as their own.</p> <p>As a result, more and more companies are focusing on the form of interaction within virtual experiences, to make them more organic, offering the user a more realistic and immersive experience.</p> <p>In this session, on the challenges and opportunities seen in this sector, through projects such as the haptic suit of OWO, which works through muscle electrostimulation and offers more realistic physical sensations; the experience that brings us closer to the digital twin –metaverse- of Rafa Nadal's Academy, created by Imascono, or the shooter with hand-tracking of the company Miru called Finger gun, which offers a more accurate and natural experience in the interaction.</p> <p>With: Verónica Rodríguez (moderator), VR Producer & Marketing at Out of the Blue Games. Antonio Greppi, Chief Marketing Officer, CMO @ Owo. Manex Darcenes, Co-founder & CEO of Miru Studio. Hector Paz (Imascono)</p>
From:	To:		
Time:	12:45	13:30	Creators' Lab presents
Location:	Eduard Flipse Zaal		<p>With: Margherita Landi, Nicolas Blies, Stéphane Hueber-Blies and Ian Biscoe. Moderator: Joris Weijdom.</p> <p>Creators' Lab is the place where new content is being created during Immersive Tech Week. This way we facilitate the development of XR storytelling and give European XR creators an extra push in the back.</p> <p>Together with CineDans and Design Academy Eindhoven two projects were selected: Margherita Landi and the Blies Brothers.</p> <p>On Tuesday, Wednesday and Thursday, visitors can join to see the first results and interact with the makers from 17:00-18:00.</p> <p>The results of the work during the week is presented in this session.</p> <p>The Blies Brothers (Stéphane Hueber-Blies & Nicolas Blies) are two French multimedia artists and filmmakers. They used the Cinedans VRLab as initial research for their new project 'Autoportrait: The Taste of Unbalance': The project seeks to develop the principle of "choreographic digital sculpture". The two brothers put themselves on stage in a disarticulated digital body. Through a choreography based on micro-movements, "Autoportrait: The Taste of Unbalance" explores the digital body as a metaphor for trauma and the vital need to reappropriate our own bodies.</p> <p>Margherita Landi is a choreographer and video maker. Since 2014, she has been involved in research on the body and new technologies and how the relationship between the two transforms many common human rituals. During The Cinedans VRLab, she started the first step of research for a 3D notation system for movement. In this research phase, the system allows the choreographer to co-create with dancers in real time, exploring the categories of space and time. The project is inspired by Laban's cube and the game Twister.</p> <p>The projects have been supported by Ian Biscoe and his team from Design Academy Eindhoven.</p>
Type:	Conference		
From:	To:		
Time:	13:30	14:30	Creative industries and immersive content
Location:	Jurrianse Zaal		<p>With: Jared Ficklin. Moderator: Muki Kulhan.</p> <p>Today's leading innovators are creating virtual spaces designed to meet up, build worlds, battle on, buy virtual goods, dance off and jam out. As technology continues to evolve at a blistering pace what does it mean for the next generation of creators?</p> <p>Join industry leading entrepreneurs, designers, global innovators and technology executives in a discussion on how they are empowering the next generation of creatives.</p> <p>With: Muki (moderator) Jared Ficklin</p>
Type:	Conference		
From:	To:		

Time:	13:30	14:30	The theatre stage of the future: Performing Arts Symposium
Location:	Eduard Flipse Zaal		With: Toby Coffey, James Turnbull, Annastina Haapasaaari. Moderator: Joris Weijdom.
Type:	Conference		<p>More and more theatre and performance experiences are being held online, partly stimulated by two years of the global pandemic. However, these experiences are now much more than linear video streams of an existing theatre play. Instead, current experiments engage audiences in novel interactions with digital actors in online real-time 3D worlds. Reversely, these technologies are also increasingly being used in physical theatre events, both in their design process and final performances.</p> <p>While theatre and the performing arts have a long history of experimenting with different types of indoor and outdoor locations for their shows, the emergence of XR and the Metaverse, or 3D internet, poses new opportunities and challenges. How can digital and physical theatre spaces overlap and become co-located hybrid stages? How can real-time 3D technologies be used in its design? And what does this mean for audiences who potentially become co-performers?</p> <p>In this first session of the Performing Arts Symposium trilogy, leading large venue theatre companies show their latest cutting-edge innovations and discuss in-depth exciting new theatre stages of the future.</p> <p>With: James Turnbull, Producer, Royal Shakespeare Company, UK Toby Coffey, head of digital development National Theatre, UK Annastina Haapasaaari, Project Manager at Finnish National Opera and Ballet</p> <p>Hosted by Joris Weijdom, head of the AXRLab at the HKU University of the Arts Utrecht.</p>
From:		To:	
Time:	13:45	14:45	Finding the right policy framework: Driving sustainable digital models in the Media, Arts and Entertainment Sector
Location:	Van Capellen Zaal		With: Maaïke Verberk, Henca Maduro, Alexis Georgoulis. Moderator: Aric Chen.
Type:	Conference		<p>What are the challenges and opportunities encountered by performers and other media, arts & entertainment sector workers as they navigate the expanding digital and virtual landscape? What does this mean for policy makers?</p> <p>Panel discussion moderated by Aric Chen, General and Artistic Director of Het Nieuwe Instituut (Rotterdam).</p> <p>Maaïke Verberk, Director of DEN, the Dutch Network for Digital Heritage Henca Maduro, Performing Arts Professional & Advisor to the Raad van Cultuur on its recent report 'Digitalisering als Kans' Alexis Georgoulis, Performer & /Niklas Nienass, Member of the European Parliament Aude Cefaliello, researcher at the European Trade Union Institute (ETUI) and expert on the impact of AI on labour protections</p> <p>Please note that a special session from 9:00-13:00 takes place in the Schadee Zaal - in that session results of a research report on Digital Models and Decent Work for Creators will be presented.</p>
From:		To:	
Time:	14:15	15:25	Horizon Projects Present
Location:	Schadee Zaal		With: Pablo Cesar, Patrick de Lange, Christos Stentoumis, Marc Christie

Type:	Conference		<p>14:15 - 14:30 TransMIXR: Ignite the Immersive Media Sector by Enabling New Narrative Visions with Pablo Cesar from CWI</p> <p>The future of media experiences poses a series of thrilling challenges, and the maturity of eXtended Reality (XR) and Artificial Intelligence (AI) technologies provides a unique window of opportunity for the European Creative and Cultural Sector (CCS) to reimagine digital co-creation, interaction and engagement possibilities. In TRANSMIXR, we aim to create a range of human-centric tools for remote content production and consumption via social virtual reality.</p> <p>14:35 - 14:50 An introduction to XReco with Patrick de Lange, CEO and Founder of Sound B.V.</p> <p>XRECO will build the enabling technology and pave the way for lifting the use of XR media content from being occasionally involved in media production to being regularly integrated in the media industry. How? XRECO will create a data-driven ecosystem for the media industry, supporting the whole value chain around the creation of news and entertainment content, the creation and (re-)use of location-related 2D and 3D assets and of XR experiences, considering novel data monetization and rights management policies. A set of AI-based services are built around a Neural Media Repository, incl. 3D neural reconstructions, neural based device localisation, de-/re-lighting and holoportation. 20 partners from 12 countries will combine their competences and visions to enable efficient media data sharing, discovery, recommendations, and transformations, involving different types and sizes of media organisations.</p> <p>14:55 - 15:10 The XR4DRAMA project with Christos Stentoumis, Co-founder and Director of the up2metric.</p> <p>XR4DRAMA is an H2020 innovation action dedicated to improving situation awareness via extended reality (XR), artificial intelligence (AI) and other technologies. The proof of concept is focusing on the cases of disaster management and media planning.</p> <p>15:15 - 15:30 Volumetric Capture Technologies for Interactive Narratives with Dr Marc Christie from IRISA lab, Associate Professor, Project Coordinator of the INVICTUS project.</p> <p>Our aim is to present the most recent advances in volumetric capture and processing technologies within the H2020 project INVICTUS. We will demonstrate the impact of novel shape representations and motion retargeting techniques on 3D volumetric captured data using deep learning technologies. We will also demonstrate how these technologies can be exploited in Virtual and Augmented Reality applications to create more realistic and more interactive volumetric representations of characters.</p>
	From:	To:	
Time:	14:30	17:00	<p>Virtual fashion & virtual bodies: How immersive technologies and virtual experiences play a role in fashion and perception of identity</p>
Location:	Jurriense Zaal		<p>With: Beata Wilczek, Sander Veenhof, Nik Gundersen, Suzanne Vos. Moderator: Leroy Sirasit van Halen.</p>

Type:	Conference		Developed and produced by Willem de Kooning Academy.
			<p>Virtual Fashion & Virtual Bodies will critically investigate and explore how immersive technologies (VR/AR/MR) are deployed in fashion. From the promise of a lower environmental footprint to the creative freedom it offers and much more. Virtual fashion allows us to re-imagine our gendered bodies, challenge the boundaries of our human species and expand our understanding of identity.</p> <p>Digital designers and artists will share their journey and show us their work, and students of Willem de Kooning will present their interactive future fashion concepts in an interactive exhibition.</p> <p>14.30 - 14.40 Introduction and opening Welcome by host and moderator Leroy Sirasit van Halen, Fashion Design and Research specialist at Willem de Kooning Academy</p> <p>14.40 - 15.00 Beata Wilczek - Fashion planet Beata Wilczek works across fashion and tech as a researcher, educator and strategist. She is an advocate for sustainability, digital transformation and systemic change in fashion and creative industries. In 2021 she founded a fashion consultancy Unfolding Strategies and joined NFT marketplace The Dematerialised as a Head of Impact. How can digital fashion save our world?</p> <p>15.10 - 15.30 Sander Veenhof - Experimentation and future expectations regarding AR and fashion Sander Veenhof is an AR pioneer and one of the first artists to create innovative use-cases for AR, VR and Hololens mixed reality. In this lecture he will show his many experiments regarding virtual fashion. He thinks a real boost can be expected when consumer AR glasses will hit the market. Step by step, we'll enter a new era for digital fashion, with some problems to fix, but with way more new and interesting opportunities to explore.</p> <p>15.40 - 16.00 Pitches student work Willem de Kooning Academy presented by Leroy van Halen and Anouk van Klaveren</p> <p>16.00 - 16.20 Nik Gundersen - The virtual fashion experience Nik Gundersen is an outstanding (digital) designer. He has developed a very special handwriting and aesthetics. He shows how a combination of visuals/ aesthetics, movement, interaction and material expressions can result in special immersive experiences.</p> <p>16.30 - 16.50 Suzanne Vos - Virtual Fashion Design Suzanne Vos is Senior designer at The Fabricant, an Amsterdam based digital fashion pioneer. The Fabricant believes in a new fashion industry that belongs to creators, one where we remove history's gatekeepers and create a new economy where our financial rewards are finally equal to our talent. Collaborations happen in real time across the planet, making multi-creator digital collections that give each of us the chance to be recognised and monetise our efforts for the long term.</p>
	From:	To:	
Time:	14:45	15:45	The performing body in XR: Performing arts symposium
Location:	Eduard Flipse Zaal		With: Michel van der Aa, Cassandra deKlerck, Margherita Landi. Moderator: Joris Weijdom.

Type:	Conference	<p>When we move around in XR our bodies are often represented through an avatar. This digital double often shows only part of our body, like the head, torso, and hands, or calculates the position of our virtual legs and feet in quirky ways, depending on the platform used.</p> <p>While research shows we can feel embodied through these avatars, they are still fragmented and limited representations of our actual physical bodies. However, we can do things with these virtual avatars that we cannot do in real life, which offers challenges and opportunities for choreographers, dancers, and digital artists.</p> <p>How can the digital representations of our physical bodies in virtual environments be used to perform? Is it essential to have an increasingly realistic representation, like metahumans in XR? And what do these technical developments offer the performing Arts from the perspective of embodiment?</p> <p>In this second session of the Performing Arts Symposium trilogy, artists exploring the digital double in the context of the performing arts show their ongoing artistic explorations and final work.</p> <p>Work-in-progress initiated at the Cinedans VRLab and further developed at the VRDays Creators' Lab will be discussed as well as cutting-edge final performances shown during the Immersive Tech Week.</p> <p>Joris Weijdom, (moderator) head of the AXRLab at the HKU University of the Arts Utrecht.</p> <p>Michel van der Aa, Composer and media artist who combines composition with film and stage direction, and script writing.</p> <p>Cassandra deKlerck, Independent (immersive) filmmaker and founder of Virtual Acting Studio</p> <p>Margherita Landi, Choreographer, Media artist, VR director</p>
From:	To:	
Time:	15:00	16:00
Location:	Van Capellen Zaal	
Type:	Conference	<p>Creative Europe MEDIA, organised by Mediadesks Netherlands, Belgium Flanders, Luxembourg</p> <p>With Babette Wijntjes, Marine Haverland, Laure Hendrickx, Danielle Giroux. Moderator: Carole Kremer.</p> <p>How to find new opportunities in the emerging and sometimes disjointed XR value chain? Join us for three case studies and learn from the speakers about win-win collaborations, curated work with XR artists and makers, and innovative spins on existing exhibition and distribution models</p> <p>With</p> <p>Babette Wijntjes, Founder at Cassette and Co-Founder at Vedette. Wijntjes will share her experiences Cinema VRiations. Cinema VRiations proposes an innovative model to reach the audience with VR productions, and will pilot at 3 cinema halls in the Netherlands. Central to the project is the creation of VR-hubs, consisting of a VR-station for the personalised exploration of 3D spaces, and a VR-cinema that displays 360°-film in existing, "traditional" cinema spaces.</p> <p>Marine Haverland, Co-founder at fomo.scene / Laure Hendrickx, Storytelling expert for TV Series and Virtual Reality will present the fomo.scene, a curation, mediation and exhibition production company for immersive experiences. In collaboration with existing cultural venues, fomo.scene curates the XR works, coordinates the artistic, scenographic and technical aspects in order to facilitate access to immersive arts in Belgium and beyond.</p> <p>Danielle Giroux, Head of distribution, Astrea. Astrea strives to make virtual reality and mixed reality content accessible and visible online to audiences in their homes around the world, by offering localised services. Astrea is based on the belief that the best way to reach a global audience is to adapt your virtual reality content to meet the needs of diverse audiences.</p> <p>This session is organised by Creative Desks Netherlands, Belgium Flanders, Luxembourg.</p>
From:	To:	
Time:	16:00	17:00
Location:	Schadee Zaal	
		<p>Web3 for creators</p> <p>With: Marloes Pomp, Ivano Salonia. Moderator: Edmund Howard.</p>

Type:	Conference	Immersive tech and the Metaverse are based not just on new applications of spatial computing - they are closely connected to Web3 - from digital ownership to decentralized content marketplaces, from smart contracts to open data tools for creatives to DAOs as a new form of cooperation.
		In this session we explore what Web3 means for creators
		Edmund Howard (moderator) is a Web3 brand strategist, Founder Gen3 and Co-Founder MET AMS, building Europe's leading and most inclusive future creators platform.
		Marloes Pomp is the initiator of Dutch DAO. Marloes works as an advisor at the Netherlands AI Coalition and the Dutch Blockchain Coalition. Both coalitions are a jointly developed partnership by government, industry and knowledge institutions. Within the Netherlands AI Coalition she's building a European Network of ELSA ('Ethical, Legal and Societal Aspects') labs. In her contribution she will talk about DAOs and what they can be for creators.
		Ivano Salonia is an XR Artist - Art Director working at the intersection of artistic practice and design with new media. In the past years my work has been focused exclusively on experimenting alternative artistic production processes and visual languages involving VR and AR, AI and new technologies.
From:	To:	
Time:	16:00 17:00	XR creators panel: Performing arts symposium
Location:	Eduard Flipse Zaal	With: Baboo Liao, Celine Daamen, Boris Debackere, Vanessa Hanneschläger. Moderator: Joris Weijdom.
Type:	Conference	Designing time-based XR experiences for one or more participants involves know-how from many fields of expertise, from media, games, and the performing arts. An XR artist needs strategies to create and test interactive narratives and reactive 3D environments while dealing with cutting-edge technologies in constant development resulting in all sorts of instabilities. As such, this new field poses novel artistic challenges, asks for adapted workflows and possibly new interdisciplinary vocabulary. Meanwhile, traditional cultural organizations, podia, and funding programs, especially in the performing arts, are often unable to facilitate such productions, as well as understand why these are often more expensive to produce and show.
		What skills does the XR experience designer need to explore the artistic potential of XR? Which disciplinary know-how is essential, and how do you collaborate? And how exciting the metaverse is in the context of the performing arts?
		In this third and final session of the Performing Arts Symposium trilogy, an inspiring panel of interdisciplinary artist show and discuss their XR projects.
		Hosted by Joris Weijdom, head of the AXRLab at the HKU University of the Arts Utrecht.
		Baboo Liao Boris Debackere Celine Daamen Vanessa Hanneschläger
From:	To:	
Time:	16:15 17:15	Location-based XR and VR e-sports
Location:	Van Capellen Zaal	With: Frédéric Lecompte, Alexandra Nancarrow, Rowan Stroo. Moderator: Kevin Williams.

Type:	Conference	<p>Location-based entertainment (LBE) VR offers VR experiences that allow users to physically interact with the environment and each other, and are often sensor based. They are offered in virtual reality cafés to immersive cinema and theme parks – but so far have remained a niche industry. The same goes for VR e-sports competitions.</p> <p>AR based location based games can also take place outside. Niantic, the company behind Pokemon Go has now released its AR map for other apps and a location-based social network called Campfire – allowing anyone in the world to build games on their maps. What will the future hold for location based games?</p> <p>With: Kevin Williams (moderator), is a specialist on entertainment and technology assisting international clients in developing immersive and interactive entertainment technology and facilities. Co-Founder Spider Entertainment as well as publisher of the Stinger Report.</p> <p>Frédéric Lecompte, Founder of BackLight, multi-awarded XR studio specialized in immersive high-end brand activation & premium VR installations & content for Location Based Entertainment & Culture. Is LBVR a Game changer or massive illusion?</p> <p>Alexandra Nancarrow, Chief of Strategy and Corporate Partnerships, Tennis Esports, a VR tennis application with real ball physics. You put on the VR goggles, take the racket and play tennis from home – on a virtual court, with virtual balls, against virtual or real opponents. You can join tournaments and participate in the VR tennis league.</p> <p>Rowan Stroo, Division Director Esports at talent agency Sports Entertainment Group (SEG). SEG represents the interests of hundreds of international talents in football, cycling, esports and music. Rowan is responsible for the production of dozens of esports and gaming events, including qualifiers for the World Cyber Games, national FIFA championships and the first ten editions of the biggest gaming event in the Benelux: Firstlook Festival (25.000+ visitors).</p>
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From:	To:	Final reflections, Rapid Fire & networking drinks
Time:	17:15 18:30	

Location:	Feestzaal
Type:	Conference
From:	To:

Time:	18:00 20:00	Student XR Awards Ceremony
Location:	Van Weelde Zaal	

Type: **Conference**

Rotterdam is gearing up for the first Student XR Awards in the Netherlands, organised by Rotterdam University of Applied Sciences! XR projects which were created in the context of a study can earn prizes in the following categories:

- Best immersive application
- Best autonomous project (art)
- Most inspiring application
- Immersive and Extended (VR/AR/MR in combination with sensors)

The evening will be kicked off by Benjamin de Wit, Festival Director of Immersive Tech Week and Zakia Guernina, member of the Executive Board of Rotterdam University of Applied Sciences. Together with moderator Frederike Manders, programme manager Immersive Tech Rotterdam University of Applied Sciences, they will explore the role of immersive content in (higher) education. Kim Cornelius, director of Beauty & Fashion College Zadkine, and Harmen van der Wal, founder of architecture firm Krill, will delve deeper into the subject.

The awards will be presented by Zakia Guernina. The new XR Awards in the Netherlands should encourage students to continue developing in this fascinating new field of digital realities.

Name of moderator: Frederike Manders, Programme Manager Immersive Tech
 Names of speakers:
 Benjamin de Wit, Director Immersive Tech Week
 Zakia Guernina, member of the Executive Board Rotterdam University of Applied Sciences
 Kim Cornelius, Director Beauty & Fashion College, Zadkine
 Harmen van der Wal, founder Architecture firm Krill

Names of jury members:
 Roshan Nejal, award-winning VR storytelling expert Willem de Kooning Academie (Jury Chair)
 Sander Veenhof, AR expert and teacher at the Gerrit Rietveld Academy
 Anita Abaisa, Directeur IBIAS VR
 Martijn Kors, Phd Persuasive Gamedesign
 Jan Verwoerd, founder 360 Fabriek

The exact times:
 18:00 – 19:00: introduction & interviews
 19:00 – 20:00: awards ceremony Student XR Awards
 From 20:00: Party time in the Feestzaal!

Time: 10:00 11:00

Location: Van Weelde Zaal

Type: **Conference**

Startup Wise Guys XR Showcase

Hosted by Michael Barngrover and Andrey Lunev

Join the Startup Wise Guys XR Showcase event power packed with interesting conversations and cool startups from the first Wise Guys XR program. You'll have a chance to hear Soma Reality, Virtual Beings, SkillUP, and Patch XR pitching from the stage while the rest of the teams will be briefly introduced by Andrey Lunev, Startup Wise Guys XR Venture Partner.

After the pitches, the floor will be opened for an Ask Me Anything session with Andrey Lunev and all the startups present. Ask your questions and learn more about the Wise Guys XR acceleration program, the startup experience going through it, and their future growth plans.

The event will be moderated by Michael Barngrover, Co-founder of XR Crowd.

From: To: **ROUNDTABLES & WORKSHOPS**

Time: 10:00 11:00

Location: Van Beuningen Zaal

Roundtable: Art Education & XR

With: Ian Biscoe, Birgit Lichtenegger, Nikki van Sprundel, Joris Weijdom

Type:	Workshop	What does it take to start with XR and metaverse related technologies in art education? During this roundtable session some pressing topics will be discussed with pioneers in this field. The perfect place to gain insight and extend your network before you dive into the rest of the Friday at Immersive Tech Week.
		With: Nikki van Sprundel - Coördinator, researcher & teacher of Immersive Media & VRAcademy at Netherlands Film Academy Dr. Ian Biscoe - visual and performance artist, director, producer, entrepreneur, designer and engineer at Design Academy Eindhoven Joris Weijdom - Mixed Reality Researcher and senior lecturer at HKU University of the Arts Utrecht Birgit Lichtenegger - media artist and software engineer, currently employed by the Willem de Kooning Academy, where she teaches and manages its "Interaction Station".
From:	To:	
Time:	13:00 14:00	University research findings discussions
Location:	Schadee Zaal	With: Angela Strunks, Hafize Demirci, Pater Troxler, Ana Falcon. Moderator: Sophie Sutherland.
Type:	Roundtable	In this session, academic researchers from all over Europe will share their latest projects and research findings. Join us to hear what the smartest minds are working on. Curated by Sophie Sutherland and moderated by Carole Gendron With contributions of Angela Strunks M.Ed, PhD Candidate at University of Cambridge, exploring the impact of immersive technologies such as Virtual Reality in education. Hafize Demirci MD, PhD Candidate Virtual Reality and Digital Solutions in Surgery, co-founder Taskforce QRS Amsterdam, working the importance of Digicoaches at the hospital. Peter Troxler, lector RAAIT and Program Director Hogeschool Rotterdam Ana Falcon, Metaverse (VR) storytelling expert, Doctoral student in VR screenwriting at the Estonian Academy of Music and Theater
From:	To:	
Time:	13:00 14:00	Roundtable: XR at the Dutch Police
Location:	Hudig Zaal	With: Gerard ten Buuren, Dutch National Police
Type:	Roundtable	XR technology offers the police many opportunities. For example, virtual reality is used to train location and time independent and mixed reality is applied to make spatial information visually insightful. But imaging-technology is not only about opportunities. Shadowy worlds arise in synthetic reality where different rules apply than in the real world. And what is reality anyway? What is fake and what is real? The Dutch police are going to talk about the up- and downsides of media-technology and its relationship with police work. Do you want to see, hear and experience examples? Come and meet us at the playground or visit our workshops.
From:	To:	
Time:	13:00 14:30	Hogeschool Rotterdam Ronde Tafel sessies (NL-talig / Dutch language session)
Location:	Van Beuningen Zaal	Met oa Frederike Manders, Peter van Waart & Justien Marseille

Type: Roundtable

Tijdens deze Round Table Sessies gaan deelnemers vanuit verschillende perspectieven met elkaar om de tafel om te bedenken hoe onze immersieve toekomst eruit gaat zien en wat dat gaat betekenen voor studenten, docenten, mkb, overheid en bewoners van de stad.

Er zullen vier rondetafelgesprekken plaatsvinden over hoe de immersieve middelen onze toekomst gaan beïnvloeden. Wat betekenen ze voor de maatschappij, voor de stad, voor het onderwijs? Wil je hierover meepraten, loop dan gewoon binnen.

Met onder andere

Frederike Manders, Programma Manager Immersive Tech, Hogeschool Rotterdam & CEO/VR-expert MaMaProducties

Peter van Waart, Coordinator Smart & Social City, RDM Centre of Expertise

Justien Marseille, Future Science researcher, Kenniscentrum Creating010

Deze sessie wordt georganiseerd door Hogeschool Rotterdam.

From: To:

Time: 14:15 15:15

An intro in Web3 - Hosted by the Dutch Web3 Community

Location: Hudig Zaal

Type: Roundtable

With: Dan O'Kelly, Thony Doerga, Mike Lelieveld. Moderator: Bo Smol.

In this session the speakers take you with them on a journey of a conservative perspective on the web3 Ideology to an optimistic business perspective. An exciting and amazing discovery of tech, art, startups & use cases.

With

Thony Doerga - Product Manager Web3 Advisor with a specialty in gaming,
 Mike Lelieveld - Web3 Label Highfive.xyz
 Dan O'Kelly - Dan O'Kelly studio
 Bo Smol (moderator) - The Dutch Web3 Community

A session organised by the Dutch Web3 Community.

From: To:

EXPERIENCES

Time: 09:00 20:00

Location: Grote Zaal Hal

Playground

Type:	Experience
	<p>Playground showcases breathtaking immersive, digital worlds and experiences that connect the real and the virtual in new and unexpected ways. Free for all! A place to come together and engage with new technologies such as AR, VR, Web3, haptics and more. Playground is a space at de Doelen featuring state of the art technology and unforgettable immersive and interactive experiences for people of all ages and backgrounds to enjoy.</p> <p>Access to Playground is FREE but you need to reserve a time-slot so we can ensure a good experience for everyone.</p> <p>TENNIS ESPORTS: VR TENNIS AS A VIRTUAL SPORT Building a virtual sport from grassroots to enhance the tennis experience and increase participation</p> <p>DRIFTSPEACE Driftspace is a social sharing platform for spatial media in VR. Spacemittens is our latest experiment in social VR using networked hand tracking and gesture detection. Play with friends as glittering disco-ball avatars in zero gravity and paint with your fingers in the infinite expanse of space.</p> <p>EMPOWER PEOPLE WITH XR MEDITATION EXPERIENCES CaptainVR is developing Immersive coaching and health Experiences to empower people. They measure the effectiveness of the tools with Biofeedback to empower people to become the captain of their lives again.</p> <p>DIGITAL HUMANS 4DR Studios brings 'soul to digital' through high-quality volumetric productions that capture even the subtlest movement and expression in razor-sharp detail. Showcase of work by Studio 100, Guillaume de pakketbezorger uit de 18e eeuw, Schola Medica, BUAS, Envisions, Chagall, Studio Wildvreemd, Virtual Acting, YLE.</p> <p>THE VIRTUAL CAMPUS When COVID hit, ErasmusX, a radical innovation unit within Rotterdam Erasmus university, took action and created a virtual version of the campus in Minecraft. The project was rewarded with the Best in Class Award 2021.</p> <p>STYLY AR INSTALLATION STYLY invites visitors into an immersive mixed reality experience featuring the creative expressions of 6 international artists. Using Augmented Reality designed on the STYLY Studio platform, each immersive installation invites a playful interaction with the physical surroundings of the VR Days Playground.</p> <p>VALKYRIE INDUSTRIES While wearing EIR armbands and Meta Quest 2 headset, the audience will experience engaging fitness HIIT classes. Get prepared to be electrified to get to the top of the fitness leaderboard</p> <p>VELICUS Introducing CPR+, a Mixed Reality application that allows you to practice CPR while interacting with digitally projected objects. Instead of practicing on just a manikin, you can create a more immersive experience by seeing an actual person, heightening the educational experience and increasing learning retention.</p> <p>VR HEALTHY VR Healthy conducts research into the physical and mental health aspects of VR games. They have developed a certification for VR games based upon any benefits found through scientific research.</p> <p>WINTOR Understand the history of Rotterdam by its statues. At the Playground you can find 3D scanned statues from the city center and learn more about it. If you want to see the real deal, you can use the AR-tour to go out and learn more at the sites of the statues using a location-based AR tour.</p> <p>ROTTERDAM PHILHARMONISCH ORKEST The Virtual Reality Orchestra Discoverer - experience a 3D experience with the orchestra. Step on the stage and stand in the middle of the orchestra. Listen and watch it from different positions.</p> <p>WISDOM Wisdom is a breakthrough in science education that explains the effects of psychedelics on the brain within the predictive coding neuroscience framework. You will also be able to interact with the Wisdom character outside of VR with a biofeedback meditation game.</p> <p>JUSTIN BEAVER: CLIMATE CHANGE FROM ANIMALS' PERSPECTIVE Justin Beaver is a unique interactive VR film experience where the audience can experience climate change, pollution and global warming from the perspective of an animal.</p> <p>INTOD'MENTIA This experience allows players to experience an ordinary day from the perspective of someone with early dementia.</p> <p>CINE VR CINEVR is a virtual movie theater available with a VR headset to watch 2D, 3D and 360° videos alone or with friends and family in one of the 8 amazing thematic 3D theaters: drive-in, beach, Imax, antic theater, haunted house, spaceship... CINEVR is the first block of a global metaverse dedicated to entertainment with more than 600k downloads worldwide.</p>
From:	To:

Time:	10:00	16:30	Trade Show
Location:	Trade Show Floor		
Type:	Experience		Our exhibitors are showing the way forward. Discover cutting-edge tech and innovations from front-running companies. Expect to find immersive technology solutions for real world problems in industry, healthcare, creative industry, education, entertainment and more. Walk around, meet new people, find new solutions and build bridges across industries.
From:	To:		
Time:	10:00	13:00	Church of VR (pro hours)
Location:	Willem Burger Foyer		
Type:	Experience		At the Church of VR, you have the opportunity of experiencing the most creative projects of 2022, a rich selection of innovative, inspiring, intimate, mindboggling and award winning creative VR projects. Transcend into the virtual, move into the future, dive into someone else's inner world or become part of an entirely different place and time on earth. Selected projects: Kubo walks the city Like an "ethno-detective", follow the footsteps of Kubo, a Korean writer in his urban flaner in Seoul in 1934. Spacewalkers Experience history as you immerse yourself in the world's first-ever spacewalk captured in cinematic VR outside the International Space Station. Everywhen A 360° video adaptation of EVERYWHEN – an intermedia performance that deals with the topic of historic recurrence through movement, 3d visuals, and sound spatialization. Chroma 11 Chroma 11 is a Virtual Reality immersive experience based on the true story of lost love of dance artist Aaron Khek Ah-hock and his partner Ix Wong Thien-pau. Clouded VR Upload your mind to the cloud and immerse yourself in a dystopian virtual holiday in the Cloud Hotel, and enjoy an abstract narrative experience. Uncanny alley Uncanny Alley is a murky corner of the Metaverse that follows Gh0st, Glitch and other Metazins as they navigate their corner of the Metaverse. Quantum bar Eager to serve engaging conversations, the Quantum Bar's AI bartender is always happy to hear what's on his visitors' minds. Darkening How is the world perceived by someone with depression? The animated immersive film uses virtual reality to address depression and the ways to cope with it. I pity the garden I Pity the Garden is an immersive artwork about a premonition of the end. Through the VR experience, the viewer is led into a realm of magical realism. Immortelle Immortelle is an atmospheric and figurative 6DOF work illustrating the flights and falls of psychological endurance. This is not a ceremony You're invited to witness an unforgettable cinematic VR experience, guided with care and kindness by tricksters, matriarchs and buffalo. The Choice The Choice is a virtual reality experience that lets us see from a different perspective the emotional and complex nature behind one woman's choice. Lavrynthos Lavrynthos places you at the heart of the labyrinth of Crete to tell you the story of the unlikely relationship between the Minotaur and his next meal: a girl named Cora. (Hi)story of a Painting: The Light in the Shadow An animated 6DoF VR series aimed at engaging young audiences with art by creating intimate, gripping and relatable experiences. From the main square A civilization blossoms, with all its contradictions, only to become a danger to itself. Encircling a central square, a new town emerges in all its diversity. Diary of a shapeshifter Haunted by a shadow casted by fear an artist faces surreal manifestations of his subconscious mind.
From:	To:		
Time:	13:00	17:00	Church of VR (open to all)
Location:	Willem Burger Foyer		

Type:	Experience	See above.
From:	To:	
Time:	15:00	21:00
Location:	Grote Zaal	
Type:	Experience	
<p>Dazzle</p> <p>Dazzle is a Moving image installation with live performance, sound and virtual reality. This unique experience at Immersive Tech Week combines dance with dazzling optical illusions. The VR experience invites audience members to dance with performers shifting between virtual and live choreographies.</p> <p>The Virtual Realist duo Gibson/Martelli work with live simulation, performance capture, installation and video to create immersive exhibitions. This unique project re-imagines the Dazzle Ball held at the Royal Albert Hall, London, in 1919. Zig-zag motifs -- inspired by First World War naval camouflage -- are applied to costumes and set design, playing with audiences' vision and perception.</p> <p>This project uses next-gen streaming motion capture and machine learning to deliver an incredible fusion of dance & immersive technology for multiple participants. DAZZLE is a multi-sensorial experience inviting audiences on a journey to perform, explore and disguise in the many realities we call ours.</p> <p>Reality becomes fluid, and identities extend, shifting seamlessly between fashion and avatar, performance and live motion-capture, virtual and physical - a mind-bending masquerade. As an answer to our longing for togetherness, audiences choose to be active participants or observers as they travel through mixed realities, breaking with perceptions of art to be spatially separated or untouched by its visitors.</p> <p>This event is organised by De Doelen and part of de Doelen programming. It is not part of the official Immersive Tech Week program. As such ITW passes do not give access to these performances.</p> <p>TICKETS FOR THURSDAY/SUNDAY FOR SALE AT DE DOELEN AND ONLINE</p>		
From:	To:	
Time:	19:00	21:00
Location:	Jurriaanse Zaal	
<p>Cosmogony - Gilles Jobin XR performance</p>		

Type:	Experience
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Cosmogony is a live performance featuring three dancers who are motion captured live at Gilles Jobin Company's studio in Geneva and screened in real time 7000 miles away at TheEgyptian in Park City and simultaneously online at the New Frontier Spaceship Cinema House for a worldwide audience.

The movements of the dancers are captured in Geneva, sliced up into digital 'bits' and sent instantaneously through cyberspace to appear as avatars, on screen and in real time for a live audience, thousands of miles away from the company's studio.

The dancers' bodies and their avatars are entangled like particles in a quantum state, performing spooky actions at a distance, their movements instantaneously teleported across the world. The dancers act as the puppeteers of their own bodies, animating their avatars in real time and composing the cosmogony of a world in suspension.

In a cosmic space or in the heart of a virtual city, the moving bodies of the dancers break free from the laws of physics to the droning analog sounds of Swiss doom rock band Tar Pond, offering the audience a mesmerizing journey beyond reality.

Director Gilles Jobin
 Dancers Susana Panadés Diaz, Rudi van der Merwe, Jozsef Trefeli
 Lead Dance Artist Susana Panadés Diaz
 Lead 3D Artist Tristan Siodlak
 Lead Technologist Camilo de Martino
 Lead Technical Artist Pierre-Igor Berthet
 Motion Capture Pedro Ribot
 Mocap cameras Qualisys
 Music Tar Pond
 Music Arrangement Marky Edelman, Tommy Vetterli
 Mastering Dan Suter / Echo Chambe

Free access for Immersive tech week full pass holders, please note only limited seating available on a first come first serve basis.

If you do not have a full pass, you can buy a ticket at De Doelen (on site) or via their website. The Virtual Realist duo Gibson/Martelli work with live simulation, performance capture, installation and video to create immersive exhibitions. This unique project re-imagines the Dazzle Ball held at the Royal Albert Hall, London, in 1919. Zig-zag motifs -- inspired by First World War naval camouflage -- are applied to costumes and set design, playing with audiences' vision and perception.

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TICKETS FOR THURSDAY/SUNDAY FOR SALE AT DE DOELEN AND ONLINE

From:	To:
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IMPULSE

Time:	10:00	17:00
Location:	Van der Vorm Zaal	
Type:	IMPULSE	

IMPULSE 1-on-1 meetings (invitation only)

From:	To:
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SOCIAL EVENTS

Time:	17:15	18:30
Location:	Feestzaal	
Type:	Social event	

Final reflections, Rapid Fire & networking drinks

From:	To:
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Time:	17:15	18:30
Location:	Feestzaal	
Type:	Social event	

Celebration time! Immersive tech week closing party

On the invitation of Hogeschool Rotterdam

What a week that was! Let's celebrate the first Immersive Tech Week!

Hogeschool Rotterdam invites all delegates still in the building on Friday evening for a party! Put on your best outfit, bring your best dance moves, and join us for free drinks and bites. Let's end the week with a bang!

