

From:			To:			CONFERENCES	
Time:	10:00	12:30	Metaverse & the city			Smart Cities, Creative Industries, Metaverse, Diversity, Future of Work	
Location:	Jurriense Zaal		With: Rathenau Institute				
Type:	Conference		<p>Earlier this year the City of Rotterdam and partners embarked on a journey together with the Sharing Cities Alliance to explore the metaverse. This rapidly emerging phenomenon offers great opportunities for our city and our citizens, but it also brings along several challenges that we need to address together. Inspiring leaders from various sectors will share their own perspective of the metaverse and what it means for our city and cities around the world.</p> <p>How will this new digital reality shape the way we live, work and play? With</p> <p>Harmen van Sprang, Founder Sharing Cities Alliance / Member Metaverse Standards Forum (curator and moderator) Bas Boorsma, Chief Digital Officer, City of Rotterdam. Marloes Pomp, Founding Contributor Dutch DAO, Dutch Blockchain Coalition Manon den Dunnen, Digital transformation specialist, Dutch Police Henk Burgering, Program Manager Provincie Zuid-Holland Roland van der Heijden, Program manager Digital City Rotterdam</p> <p>This 'Metaverse & The City' event is brought to you by the City of Rotterdam, Rotterdam Partners, Province South-Holland and the Sharing Cities Alliance.</p>				
From:			To:				
Time:	13:00	20:00	Vision & Impact Conference 1			Creative Industries, Metaverse, Diversity, Future of Work, Industry, Education & Talent, Neuro & Life Sciences, Future of Media, Healthcare & Wellbeing, Media & Branding, Gaming & esports	
Location:	Jurriense Zaal		With: Nonny de la Peña, Skip Rizzo, Jay Latta, Melodie Mousset, Funs Jacobs, Janneke Staarink, Wilbert Lek, Dave Geensen. Moderators: Benjamin de Wit en Monique van Dusseldorp.				
Type:	Conference		<p>Vision & Impact Conference Powered by CLICKNL</p> <p>The world of immersive tech is moving fast and it can be hard to keep up. Join us for an opening session that looks beyond the hype to predict where Virtual Reality, Augmented Reality, the Metaverse and mixed reality are heading – and how this will shape our future.</p> <p>14:00-14.15 Welcome A warm welcome to Rotterdam - and an interactive kick-off to the afternoon by Benjamin de Virt, Virtual Festival Director Janneke Staarink, Managing Director, De Doelen Wilbert Lek 李可为, Managing Director, Rotterdam Partners David Geensen, Programma Manager International Business, City of Rotterdam</p> <p>14:15-14:30 The State of XR - Hologram keynote by Nonny de la Peña What is the state of XR story telling today? And how will the we tell stories, share meaning and find connection in the future?</p> <p>Nonny de la Peña is regarded as one of the most influential pioneers in virtual and augmented reality and was recently named WSJ Technology Innovator of the Year. She has been called "The Godmother of Virtual Reality" for her pioneering work in immersive storytelling and immersive journalism. And as CEO of Emblematic Group, she leads the company in creating cutting edge technologies to tell stories.</p> <p>14:30-15:00 World building - the future of reality is virtual Immersive media offer new ways of experiencing real as well as imagined worlds. Whether these worlds start out as a story, movie or game, they offers fans a place to gather and interact. Experiencing virtual worlds can be a form of entertainment or can offer an artistic experience. In both cases the world to experience has to be developed. A fireside chat with two pioneers in the field.</p> <p>Monique van Dusseldorp (moderator)</p> <p>Melodie Mousset is an award-winning artist Mélo die Mousset is a known innovator in mixed media art. the Creative Director of PatchXR, building a new platform for fantastical immersive virtual worlds, opening the metaverse to unprecedented imaginative creation.</p> <p>Funs Jacobs is the Category Lead Gaming for Media.Monks, utilizing the ever-growing gaming culture to help brands seize the attention of new, diverse audiences worldwide. He was an early investor in esports group FaZe Clan and co-founded Block Party and Bare Knuckle. The world of gaming has a long experience with spatial computing, world building and engagement.</p> <p>15:00-15:30 Super Humans - Brain enhancement through VR Immersive technology can be used to boost or control brain rhythms and to alter neural dynamics - it has the potential to transform a wide range of medical and mental health-related field. It also gives us deeper insight into how the brain works. If our access to virtual experience would become ubiquitous - what would be the role and meaning of XR in today's world?</p> <p>Skip Rizzo is the Director of Medical VR at the USC Institute for Creative Technologies. Over the last 25 years, Skip has conducted research on the design, development and evaluation of VR systems across the domains of psychological, cognitive and motor functioning in healthy and clinical populations. What new forms of brain enhancement does he see on the horizon?</p> <p>Jay Latta is an Emerging Technology Strategist with a passion for analyzing complex technologies and systems. His TechThinkTank "STINT - Strategic Intelligence for New Technologies" is focused on humanitarian purposes, scientific research and advanced ideas, which bring benefits to mankind. What technology developments does he see to make us super human?</p>				
From:			To:				
Time:	13:00	17:00	Vision & Impact Conference 2				
Location:	Jurriense Zaal		With: Alexandra van Huffelen, Markus Reinisch, Lucas Rizzotto and others				

Type:	Conference	<p>Vision & Impact Conference Powered by CLICKNL</p> <p>16:00-16:20 Dazzle '...giddy perspectives, algorithmic choreography and psychedelic dancing figures – humanoid, geometric or entirely abstract – that can pass right through you like digital ectoplasm. It's pure fantasy...' Sanjoy Roy The Guardian</p> <p>Bruno Martelli</p> <p>16:20-17:00 Most impactful industry use-cases How can a company train workers to unload hazardous materials, how can a surgeon learn a new procedure, how can city planners understand changes in the city, how can people develop more empathy, how can AR be used to train a soldier? In this session we explore the most impactful application of AR and VR across different industries.</p> <p>Alex Foster, Business Development Manager, RIVR, will share how VR is being used in emergency services and the military for training, recruitment, public engagement and much more</p> <p>Jussi Mäkinen, Chief Brand Officer at Varjo, makers of the world's most advanced VR/XR products and services - with 162 million Euro in funding the leading European company in this space. How is Varjo used in the space industry?</p> <p>Faviola Brugger-Dadis, Founder & Chief Innovation Officer at NeuroReality of NeuroReality, a medtech company focused on developing Virtual Reality-based cognitive telerehabilitation software for individuals with acquired brain injuries.</p> <p>Bas Boorsma, Chief Digital Officer, City of Rotterdam. With 20 years of experience in the 'smart city' space, Boorsma is lead orchestrator, facilitator and ambassador to the city and its innovation ecosystem.</p> <p>17:00-17:45 Our future society - virtual spaces, public values Our digital age is reshaping our lives and the things we aspire to. It affects how we learn, how we socialize, where we live and the way we engage in public life. Our future society is often predicted to be a world of virtual spaces - developed by commercial companies. What are the values we want these spaces to have, what are public spaces, and what does this mean for society?</p> <p>With a special address by Alexandra van Huffelen is the Dutch State Secretary for Kingdom Relations and Digitalisation</p> <p>And a panel discussion with Monique van Dusseldorp (moderator) Alexandra van Huffelen is the Dutch State Secretary for Kingdom Relations and Digitalisation Markus Reinisch, Vice President, Public Policy, Europe & Global Economic Policy, Meta Rehana Schwinniger-Ladak, Head of Interactive technologies, Digital for Culture and Education, European Commission Mariëtte van Huijstee, Research Coordinator Responsible Tech at Rathenau Instituut (Dutch technology assessment institute)/ member of the Scientific Council of Network Media Literacy (Netwerk Mediawijshheid) Zakia Guernina, Member of the Board Rotterdam University of Applied Sciences / Member Top sector Creative Industries</p>
Time:	13:00 13:45	<p>[NL sessie] Ondernemen en werk in het Rotterdam van 2030 - een verkenning naar de impact van web3 en de metaverse</p> <p>Met Marloes Pomp, Martijn Peltenburg, Jordi Meeder, Rénette Sastrowidjojo. Moderator: Koen Hartog.</p> <p>De metaverse en web3 krijgen vorm. De stad Rotterdam wil hier op tijd in mee groeien. In deze verkenning naar ondernemen en werk in Rotterdam in 2030 zijn de belangrijkste uitkomsten van gesprekken met meer dan 30 ondernemende experts gebundeld.</p> <p>Want we zijn op zoek naar het ondernemerschap dat zich ontwikkelt. Voor en met de stad. Zodat we tijdig voorsorteren op de banen van de toekomst, het werk van de toekomst en de digitale economie. We sluiten daarmee aan op al die ondernemers en bewoners die dagelijks Rotterdam kleur en uitstraling geven.</p> <p>13:00 Opening & Presentatie met daarin de uitkomsten van de verkenning Koen Hartog (moderator), Program Manager Blockchainprojects</p> <p>Presentatie met daarin de uitkomsten van de verkenning Marloes Pomp, opsteller van de verkenning Ondernemen en werk in het Rotterdam van 2030. Marloes is daarnaast Founding Contributor Dutch DAO, adviseur van de Dutch Blockchain Coalition en de Nederlandse AI Coalitie</p> <p>13:20 Reactie op de verkenning door de gemeente Rotterdam Martijn Peltenburg, Projectmanager Digitale Economie, Gemeente Rotterdam</p> <p>13:25 Panel met MKB bedrijven die aan de verkenning hebben meegewerkt olv de moderator Koen Hartog</p> <p>Panelleden: Gijs den Butter, Chief Product Officer, CEO SenseGlove Jordy Meeder, Chief Marketing Officer Wagmi3D.com / Nft2print Jan Verwoerd, CEO 360Fabriek Rénette Sastrowidjojo, Algemeen directeur bij Axiflex / CEO at Galaxy Technology/Desa.world & House of Afangarok</p> <p>13:45 Afsluiting</p>
Location:	Schadee Zaal	
Type:	Conference	
From:	To:	ROUNDTABLES & WORKSHOPS
Time:	10:00 11:15	<p>Citizen's Think Tank: Join the conversation about the digital environment of the future!</p>
Location:	Studio	With: Rathenau Institute

Type:	Roundtable	
From:	To:	
Time:	12:30	13:45
Location:	Studio	
Type:	Roundtable	
From:	To:	
Time:	14:30	15:45
Location:	Studio	
Type:	Roundtable	
From:	To:	
Time:	13:00	20:00
Location:	Grote Zaal Hal	

Voor Nederlands, zie beneden.

Digital technology is developing rapidly. And the impact on our lives is increasing. Would you like to talk about this? Are you curious about the latest technological developments? On Monday 28 and Tuesday 29 November, the Rathenau Instituut wants to engage with citizens about the digital environment of the future. Some refer to this future as 'the metaverse'. What are your wishes and concerns for this new digital environment? You do not need any technical knowledge to participate, and there are no costs involved. Prior to the conversation you can take a look at the VR Playground in De Doelen for free and get an impression of the latest technological developments. If you live in the Netherlands and are older than 18, sign up! We will take your wishes, concerns and needs with us in our conversations with politicians, policy makers and people from the business community.

You can register for one of the free sessions here:
<https://www.rathenau.nl/nl/citizens-thinktank-praat-mee-over-de-digitale-omgeving-van-de-toekomst>

About the Rathenau Instituut

The Rathenau Instituut has been involved in research and debate about the impact of science, innovation, and technology on society for 35 years. Major private investments in the metaverse require public visions of that metaverse. The Rathenau Institute therefore initiates a dialogue with citizens, policy makers, politicians and entrepreneurs to develop these public visions together. In this way we want to follow up on our ten design requirements for the digital society of tomorrow. What needs to be done to ensure that the metaverse enriches our world, instead of impoverishes it?

Praat mee over de digitale omgeving van de toekomst!

Digitale technologie ontwikkelt zich snel. De invloed van bijvoorbeeld sociale media op ons leven wordt steeds groter. Vind jij het interessant om hierover mee te praten? Ben jij benieuwd hoe het internet van de toekomst er uit gaat zien? Of maak je je zorgen over de invloed van technologie op ons leven? Op maandag 28 en dinsdag 29 november wil het Rathenau Instituut met jou in gesprek over de nieuwe digitale toekomst. Sommigen noemen die toekomst ook wel 'de metaverse'. Wat zijn jouw wensen en zorgen over deze nieuwe technologie? We voeren dit gesprek op de Immersive Tech Week in de Doelen in Rotterdam. Je hoeft geen technische voorkennis te hebben om mee te doen. Voorafgaand aan het gesprek kun je gratis een kijkje nemen op de VR Playground in de Doelen en zo een indruk krijgen van de nieuwste technologische ontwikkelingen. Als je in Nederland woont en ouder dan 18 bent, meld je dan aan! We nemen jouw wensen, zorgen en behoeften mee in onze gesprekken die we voeren met politici, beleidsmakers en mensen uit het bedrijfsleven.

Je kunt je online aanmelden voor een van de gratis sessies op deze website:
<https://www.rathenau.nl/nl/citizens-thinktank-praat-mee-over-de-digitale-omgeving-van-de-toekomst>

Over het Rathenau Instituut

Het Rathenau Instituut houdt zich al zo'n 35 jaar bezig met onderzoek en debat over de impact van wetenschap, innovatie en technologie op de samenleving. Grote private investeringen in de metaverse vragen om publieke visies op die metaverse. Het Rathenau Instituut gaat daarom in gesprek met burgers, makers, publieke professionals en overheden om die publieke visies samen te ontwikkelen. Zo willen we vervolg geven aan onze tien ontwerpeisen voor de digitale samenleving van morgen. Wat moet er gebeuren om te zorgen dat de metaverse onze wereld verrijkt en niet verarmt? Hoe beschermen we kinderen in het onderwijs tegen de risico's van immersieve technologie? En is onze democratie weerbaar genoeg tegen een verdere vervaging tussen nep en echt?

Citizen's Think Tank: Join the conversation about the digital environment of the future!

With: Rathenau Institute

Zie boven.

See above.

Citizen's Think Tank: Join the conversation about the digital environment of the future!

With: Rathenau Institute

Zie boven.

See above.

EXPERIENCES

Playground

<p>Type: Experience</p>		<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>DRIFTSPACE 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, Guillame 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>
<p>From: To:</p>	<p>10:00 13:00</p>	<p>Church of VR (pro hours)</p>
<p>Location:</p>	<p>Willem Burger Foyer</p>	

Type:	Experience
From:	To:
Time:	13:00 17:00
Location:	Willem Burger Foyer
Type:	Experience
From:	To:
Time:	10:00 17:00
Location:	Eduard Flipse Zaal
Type:	Creators at work
From:	To:

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 flanerier 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.

Church of VR (open to all)

See above.

CREATORS AT WORK

Creators' Lab (invitation only)

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.

Together with CineDans and Design Academy Eindhoven we have selected two projects whom we are providing with tech, developers and mentors to make a leap in their project. This year the creators are Margherita Landi and the Blies Brothers.

On Tuesday, Wednesday and Thursday, visitors can join to see the first results and interact with the makers from 17:00-18:00.

On Friday the final results at presented in a special session from 12:45- 13:30 also in the Eduard Flipse Zaal.

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 'The Taste of Unbalance': a poetic, choreographed walk in virtual space. VR in combination with AI makes you aware of your own way of walking by emphasizing the synchronous and asynchronous nature of your footsteps.

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, Margherita researched the implementation of VR within the Laban notation system, a dance notation system invented by the dancer, choreographer and theoretician Rudolf von Laban in the first half of the 20th century.

If you want to visit out of visiting hours, call or email Laura Eager on +447909078907 or lauraeager.info@gmail.com.

<p>Time: 17:00 18:00</p> <p>Location: Eduard Flipse Zaal</p> <p>Type: Creators at work</p>	<p>Creators' Lab - visiting hours</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>On Tuesday, Wednesday and Thursday, visitors can join to see the first results and interact with the makers. On Friday the final results are presented in a special session from 12:45- 13:30 (Eduard Flipse Zaal).</p> <p>Together with CineDans and Design Academy Eindhoven we have selected two projects whom we are providing with tech, developers and mentors to make a leap in their project. This year the creators are Margherita Landi and the Blies Brothers.</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 'The Taste of Unbalance': a poetic, choreographed walk in virtual space. VR in combination with AI makes you aware of your own way of walking by emphasizing the synchronous and asynchronous nature of your footsteps.</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, Margherita researched the implementation of VR within the Laban notation system, a dance notation system invented by the dancer, choreographer and theoretician Rudolf von Laban in the first half of the 20th century.</p> <p>If you want to visit out of visiting hours, call or email Laura Eager on +447909078907 or lauraeager.info@gmail.com.</p>
<p>SOCIAL EVENTS</p>	
<p>From: To:</p> <p>Time: 17:45 19:00</p> <p>Location: Feestzaal</p> <p>Type: Social event</p>	<p>Networking drinks</p>
<p>From: To:</p> <p>Time: 19:00 22:00</p> <p>Location: Feestzaal</p> <p>Type: Social event</p>	<p>Opening dinner</p>