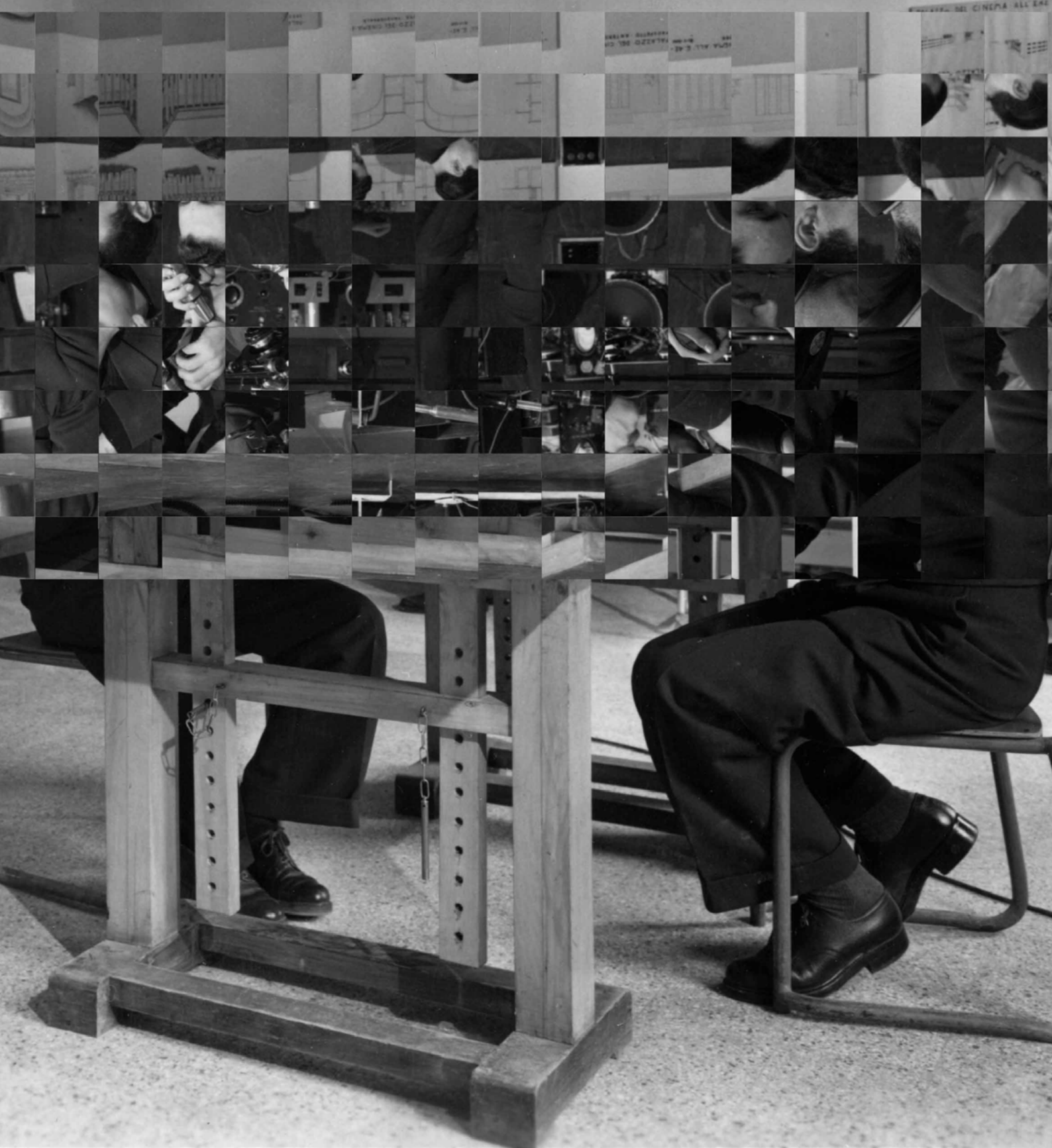


CSC
IMMERSIVE
ARTS LABS



CSC Immersive Arts Labs

The Ecosystem of Immersive Production

7th - 12th December 2023
Island of San Servolo, Venice

WHAT

Immersive production within the Immersive Arts Industry encompasses the creative and technical processes involved in crafting immersive experiences that captivate and engage audiences on a profound level. It involves the seamless integration of various media, such as virtual reality, augmented reality, and interactive storytelling, to transport viewers into entirely new realms of sensory and emotional exploration. Immersive production teams collaborate to design, develop, and execute these experiences, using cutting-edge technology and innovative storytelling techniques to blur the lines between the physical and digital worlds.

The role of the producer is key in any Extended Reality project, but what are the differences and new paradigms that distinguish the making of immersive works from conventional audio-visual products? To navigate the intricacies of delivering a project within budget and translating clients' visions to developers, certain key skills and knowledge are essential.

The CSC Immersive Arts Lab **The Ecosystem of Immersive Production** is conducted by industry professionals such as Alexander Herrmann (German XR production company Expanding Focus) and Agata di Tommaso (French distribution company Diversion Cinema) who will share their invaluable insights and top tips across the various phases of production and distribution, shedding light on the nuts and bolts of successfully managing and producing immersive projects.

WHEN & WHERE

The workshop will take place from the 7th to the 12th December at CSC Immersive Arts Center on the Island of San Servolo in Venice. Participants will arrive on Thursday 7th and meet each other on a Welcome event with the experts. Activities are to start the following day and end with a moment of collective restitution on the morning of Tuesday 12th. Participants are expected to attend the whole programme. Venice non-residents are warmly advised to book an accommodation at the San Servolo Island through the application process.

TO WHOM

Up to 10 participants, with no age limit, will be selected among producers, filmmakers, artists and industry professionals who are looking to delve deeper into the realm of Immersive Production. The intensive workshop will be held in English.

THE PROGRAMME

The intensive workshop aims at offering a full overview of the current state of the international XR production ecosystem and the steps that are necessary for the production and distribution of an Immersive Experience.

The programme foresees lectures, case studies, and practical exercises including a library of VR experiences to watch. The workshop will provide guidance and expertise in the following areas:

- The current state of the geography of VR production worldwide
- Public funding
- Equity and ethical impact
- Coproduction and commercial deal
- Distribution formats ranging from festivals to Location-Based Entertainment (LBE) experiences, from online platforms to sales channels.

The discussion will also touch upon the distinctions between immersive installations and stand-alone experiences, shedding light on the unique considerations and creative possibilities each offers. Our guests will share their insights on effective production and distribution strategies that resonate in this dynamic industry, providing valuable guidance for the participants through one to one sessions.

THE EXPERTS

Alexander Herrmann

Alex is an XR and games creator and multiple founder. After studies in MultiMediaArt, Dramaturgy and Film Production he worked at the Film Academy Baden Württemberg in the department of Interactive Media where he brought people from many different disciplines together to create interactive content and where he implemented creative hackathons as early as 2013. Besides he was consulting big companies like Universal London and RedBullMedia for the creation of new digital formats. Since 2016 he is running expanding focus, a studio dedicated to XR and games production. Besides that he mentors in different educational programs like the European Creators Lab.

Agata di Tommaso

Born and raised in Turin (Italy), Agata got her first Bachelor's degree in Cinema from her hometown university. She then moved to Bologna and got a Master's degree in Semiotics, writing a master's thesis on the impact of new technologies on exhibitions, from its creation to the visitors' experience. After a double Master in Management of Cultural Goods that took her from Venice to Paris, she met with Diversion cinema and became International Sales & Festival executive within its distribution department.

Cinema, new technologies, immersive realities are in the DNA of this company, which, in the last 7 years, has become a leader in distribution & diffusion of immersive productions.

Agata has been speaking about XR distribution at, among others, MakerFaire Rome, IAAD Institute, Politecnico in Turin, KIKK Festival, La Sapienza in Rome, the Italian Cultural Institute in Paris, and has been a jury for XR project pitches at Torino Short Film Market 2021 and Lichter Film Festival 2022.

HOW TO APPLY

To submit your application, please send the documentation listed below in one single pdf via email at immersivearts@fondazionecsc.it referencing "Immersive Arts Labs. Production" before the **24th of November 2023**. Selected participants will be notified by the end of **1st December 2023**.

Please specify in the email text the registration fee for which you apply and attach the following documentation:

- Bio and CV
- Letter of motivation (1 page, max 350 words or 1800 characters)
- Portfolio if available

The fee to attend the CSC Immersive Arts Lab as professional is 980 Euro. The fee includes the accommodation on the San Servolo Island's residency, two dinners and the lunches from 8th to 11th December. For those who lives in the venetian's area or have an alternative solution for the accommodation the fee is 480.00 Euro including two dinners and the lunches from 8th to 11th December.

The fee to attend the CSC Immersive Arts Lab as student is 780 Euro. The fee includes the accommodation on the San Servolo Island's residency, two dinners and the lunches from 8th to 11th December. For those who lives in the venetian's area or have an alternative solution for the accommodation the fee is 280 Euro including two dinners and the lunches from 8th to 11th December.

CONTACTS

[CSC Immersive Arts. A Center for Expanded Moving Images](#)

San Servolo Island, Venice

Head of Studies Sara Tirelli
Project Manager Elena Piaggi

For any queries or issues related to the application process, please write to: immersivearts@fondazionecsc.it

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immersivearts@fondazionecsc.it