



VIRTUAL REALITY
EXPERIENCE

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**VIRTUALITY
BECOMES
REALITY**

**16-18
ottobre
2020**



VRE is a Green Oriented festival



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VRE20: VRE - Virtual Reality Experience Extended Edition

**on site: MAXXI - National Museum of Art from the XXI century - VILLA
MARAINI - VILLA MEDICI - AULA MAGNA UNITELMA SAPIENZA
digital: VEER PLATFORM - STREAMING ON SOCIAL CHANNELS**

ROME | 16th - 18th of October 2020 (2nd Edition)

From the 16th to the 18th of October 2020, these are the dates of the second edition of **VRE - Virtual Reality Experience**, which this year carries the emblematic subheading of Extended Edition: the International festival founded and directed by **Mariangela Matarozzo** - dedicated to VR Cinema and to the vast world of Immersive Technologies and their impact on our present and near future. It will happen in some of the most important physical locations, like the **MAXXI** National Museum of Art from the XXI century, **Villa Maraini**, home of the Swiss institute, in the prestigious **Villa Medici**, home of the France Academy, in the Aula Magna Unitelma Sapienza in Rome, next to the university city. And the online with the **VeeR VR** platform and the streaming on VRE's social channels. (access is free upon reservation, for details on the [site](#) there are specific info). VRE, that this year will be inside the section **Risonanze della Festa del Cinema of Rome**, will explore the multiple employments of VR and in general of the new technologies: from Arts to medicine, from entertainment to business and from the promotion of cultural heritage to gaming.

In this second edition VRE presents its Official Selection on the VeeR Platform <https://veer.tv/>; available from every device (visors, PC, tablet, smartphone), without time or place limits and with free access in over 150 countries all over the world. 22 360° films from the United Kingdom, France, Germany, Sweden, Italy, China, Australia and the United States. With the variety of topics, stories, suggestions of great emotional impact, the Artistic Direction wanted to favour the social and cultural topics of greater relevance and depth according to some great focuses: from the attention to the environment to inclusivity, to attention to the heritage.

Inside this selection an international Jury formed by **Yair Agmon, Jaehee Cho, Pierre Emmanuel Le Goff, Rafael Pavon, Kirsty van der Plas**, will declare the Best VR Film and the Best Interactive Experience 2020. An under 30 Jury (all coming from high schools and universities) will be entrusted with the selection of the VRE Young Best VR Film. Lastly, also this year is established the VRE Rai Cinema Channel VR Award.

Great opening at the **MAXXI** National Museum of Art from the XXI century, heart of the contemporary artistic experimentation, which from the **16th to the 18th of October** will host a Selection of VR Experience among the most engaging and immersive of the International scene. With **Dreamin' Zone** by Fabienne Giezendanner (France, Switzerland, Germany, South Korea) we will take part in the story of a Korean woman searching for her lost father. **Ayahuasca: Kosmic Journey** by Jan Kounen (France) plunges us into the mystery of the amazon forest led by the indigenous Shipibo, a traditional healer; with **The Holy City** by Nimrod Shanit (Israel) we will be protagonists of a journey inside the city of Jerusalem, the holy city. **Battlescar** by Nico Casavecchia, Martín Allais (France, USA) offers us the scene of a New York of the Seventies through the eyes of a punk teenager, while **Once Upon a Sea** is an extraordinary and engaging journey in the region of the Dead Sea, the lowest place on earth. We will explore the amazing world of **Gloomy Eyes** by Jorge Tereso, Fernando Maldonado (France, Argentina, Taiwan, USA) with his love and dark story and finally **The Key** by Celine Tricart (USA) will force us into a metaphorical journey to discover a hidden truth, crude as reality.

Still from the **16th to the 18th of October**, in **Villa Medici**, in collaboration with **Rai Cinema VR, France Institute** and **France Academy** some VR stations will be set up with a selection of French films shot at 360°, from the Official Selection. **Saturnism** by Mihai Grecu, **The Real Thing** by Benoît Felici, **Mathias Chelebourg**, **-22.7°C** by Jan Kounen, **Molécule**, **Amaury La Burthe**. The film will be available on the **App Rai Cinema Channel VR**.

The 16th and the 17th of October in **Villa Maraini** it will be possible to assist to the event produced by the Swiss Institute in occasion of **VRE20: la Comédie Virtuelle**, by **Gilles Jobin** who will transform VRE's guests into dancers and will introduce them into the walls of the Genevan Eaux-Vives.

The 16th and the 17th of October will also be the days dedicated to Virtual Reality and sustainable development 2030, this is the goal and the fil rouge that goes through the editorial and artistic choice of VRE20. Community life, education, work, health, gender inequalities, sustainability and development are the big topics of the 2030 Agenda to take on the twists and turns in where virtual reality could be, and in some cases already is, a precious tool of engagement and investigation.

A lot of events to talk about the impact of the new emerging technologies on great and current topics with **Talk, Masterclass, Panel and Keynote** in a hybrid mode: October the 16th in the **Aula Magna Unitelma La Sapienza** in presence and live streaming. The 17th the appointments move on the StreamYard platform and available live on the festival's social channels and Twitch.

Collateral Events

The 15th of October, the **United States Embassy in Italy**, in the Transatlantic Thursdays programme and on the occasion of VRE, will host the Speech by **Kristine Severson** about VR as a powerful medium able to generate empathy and awareness and its application for sustainability.

The 17th of October at 11.30 am at Auditorium Ara Pacis is scheduled the press launch of **Lockdown 2020: L'Italia invisibile** the documentary by Omar Rashid co produced with Rai Cinema. Omar Rashid, Vinicio Marchioni, Matilde Gioli, Laura Acerboni will attend.

The 6th of November, VRE will host one of the satellite events of New Horizons Edition, by **VRDAYS Europe**, the annual meeting, became a point of reference worldwide for Managers, Professionals, Researchers, Artists of Immersive Technologies.

Many topics, many sides of a single great and new gaze upon the world and upon creativity. With the objective and the dream to make of Technology the tool for a new Humanism, thanks to the extraordinary power of the art of narration which the immersive technologies offer. With the awareness that Virtual Reality is as today an absolutely powerful medium capable to make us acquire an ever greater level of awareness and understanding thanks to the mechanism of empathy that the immersiveness is able to generate. And with a very particular look at the value and at the ethical implications of technologies, pursuing as main objective that of making the Festival a privileged place for reflection on these topics of great interest and topicality.

The Festival ideated and produced by the Cultural Association Iconialab thanks to the contribution of Regione Lazio, with the patronage of MIBACT - Ministero per i beni e le attività culturali e per il turismo, Roma Capitale, Unesco|Rome City of Film, ASI – Agenzia Spaziale Italiana, Ambasciata degli Stati Uniti d'America in Italia, Istituto Svizzero Roma, Istituto Francese, Goethe, Ambasciata Israele in Italia, and in collaboration with CNR, RAI CINEMA Channel, Giovani per UNESCO, Bicocca | MIBTEC, Unitelma Sapienza, Accademia di Francia.

A special thanks for the support and collaboration to the United States Embassy in Italy, to the Swiss Institute in Rome, to Israel Embassy, and to our Official Partner Teleconsys.

All VRE 2020 events are free upon obligatory reservation for the venues in compliance with the anti-covid regulations.

The Official Selection is available on VeeR VR <https://veer.tv/> and is free to access.

Info: www.vrefest.com

Mail: segreteria@vrefest.com

Fb: <https://www.facebook.com/vrexperiencerome/?ref=bookmarks>

IG: <https://www.instagram.com/?hl=it>

YouTube: <https://www.youtube.com/channel/UCUei0YxStfdlXKD7lWnNS8g>

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Cinema VR: Official Selection

The official selection of VRE 2020 includes 22 works filmed at 360° from the United Kingdom, France, Korea, Nigeria, Germany, Sweden, Italy, China, Australia and USA. A variety of topics, stories, suggestions with strong emotional impact and great artistic value.

In the Official Selection was given particular attention to young talents, national and international, who use XR technologies in a fresh and innovative way.

Synopsis

TITLE: Gimme One

DIRECTED BY: Harry Silverlock, Montague Fitzgerald

COUNTRY: UK

YEAR: 2020

RUNNING TIME: 14'

SYNOPSIS: Five UK ballroom artists express themselves through dance and motion, captured by the director with the employment of digital volumetric techniques and motion captures. A unique representation of this vibrant subculture.

TITLE: 1st Step - from earth to the moon

DIRECTED BY: Jörg Courtial, Maria Courtial

COUNTRY: Germany

YEAR: 2019

RUNNING TIME: 14'

SYNOPSIS: An inspiring look at the astronauts of Apollo 11 and 17: the first and the last humans to step foot on the Moon. This 360 recreation hopscotches through time and space to show viewers some unusual perspectives.

TITLE: Rain Fruits

DIRECTED BY: Younggyoon Soong, Sngmoo Lee

COUNTRY: South Korea

YEAR: 2019

RUNNING TIME: 14'

SYNOPSIS: Tharu comes to Korea from Myanmar in hopes of becoming a trained engineer. After a series of experiences as an alien worker, he realizes that his dream can only come true where his heart is: in his homeland.

TITLE: Apeiron

DIRECTED BY: Sandro Bocci

COUNTRY: Italia

YEAR: 2019

RUNNING TIME: 9'

SYNOPSIS: What is time? *Apeiron* is an immersive journey through the depths of this question. In a progression of visual speculations the viewer experiences the unfolding of time from outside time, in a place of the undefined. The VR experience is an experimental use of a high magnification field of view.

TITLE: Saturnism

DIRECTED BY: Mihai Greco

COUNTRY: France

YEAR: 2020

RUNNING TIME: 4'

SYNOPSIS: Step inside one of the darkest paintings in the history of art: Goya's 'Saturn Devouring His Son'. You will find yourself alone with mad Saturn himself in the cold and gloomy landscape. *Saturnism* is a visceral and instinctual 360° experience.

TITLE: The Waiting Room VR

DIRECTED BY: Victoria Mapplebeck

COUNTRY: UK

YEAR: 2019

RUNNING TIME: 15'

SYNOPSIS: *The Waiting Room* is a journey in VR that tells the story of Victoria Mapplebeck and her fight against breast cancer, from diagnosis to therapy and recovery. The focus of the work is a nine minutes shooting at 360°: the last session of radiotherapy.

TITLE: The Real Thing

DIRECTED BY: Benoît Felici, Mathias Chelebourg

COUNTRY: France

YEAR: 2018

RUNNING TIME: 16'

SYNOPSIS: The Real Thing is a journey into a copy of our world. Seeking the monumental copycat architecture of China and other countries around the world. Residential areas where people live an everyday life in places simulating other places.

TITLE: -22.7°C

DIRECTED BY: Jan Kounen, Molécule, Amaury La Burthe

COUNTRY: France

YEAR: 2019

RUNNING TIME: 8'

SYNOPSIS: -22.7°C is a Vr experience inspired by the adventure of electronic music producer Molécule who went to Greenland to capture the sounds of the Arctic compose. Listening to the sounds of the magnetic polar nature, you'll explore your inner world, until reaching a state of harmony.

TITLE: Black Bag

DIRECTED BY: Qing Shao

COUNTRY: China

YEAR: 2019

RUNNING TIME: 12'

SYNOPSIS: The ex-military security guard, Mr.S works for a bank and leads the life of a normal working-class man. He fantasises about a major heist, a dream that becomes reality when a mysterious black leather bag is deposited into the bank vault by a VIP.

TITLE: Passenger

DIRECTED BY: Isobel Knowles

COUNTRY: Australia

YEAR: 2019

RUNNING TIME: 10'

SYNOPSIS: You are on the back-seat of a taxi that moves in the dark. As the landscape changes, the outer environment becomes more and more surreal. You piece together your story (abstract and dreamlike) as you come through the peaceful shock of a new world.

TITLE: Moondust

DIRECTED BY: Noemi Forti

COUNTRY: Italy

YEAR: 2019

RUNNING TIME: 10'

SYNOPSIS: The first phase of quarantine for three astronauts was in the air stream. While the world presses outside the air stream's porthole, Collins, Armstrong and Aldrin are thrown into the still fresh and invasive lunar memory, that leaves them suspended between Earth and Moon.

TITLE: H.O.M

DIRECTED BY: Girolamo Da Schio

COUNTRY: Italy

YEAR: 2020

RUNNING TIME: 20'

SYNOPSIS: After he left his wife Theresa in a women's mental institution years before, Ed comes back to visit her, hoping to definitively move past his skeletons in the closet. Ed's convictions on what is the norm and what is not will be shaken.

TITLE: The '?' Motorist revisited in Virtual Reality a homage to Walter R. Booth 1869-1938

DIRECTED BY: Ragnar di Marzo

COUNTRY: Sweden

YEAR: 2019

RUNNING TIME: 10'

SYNOPSIS: A Ford T arrives on the moon with two women behind the steering-wheel. They land and they discover a small, beautiful cinema, a reminiscence of the first cinemas of the beginning of the XIX century. The original movie by Walter Robert Booths is projected inside the cinema.

TITLE: People2People - Sarah

DIRECTED BY: Fabian Vetter

COUNTRY: Germany - Israel

YEAR: 2020

RUNNING TIME: 18'

SYNOPSIS: Sarah is an Arab Israeli musician living in the West Bank. Being raised in Israel and residing in Palestine for many years, Sarah experiences life and reality on both sides of the separation wall. This is not easy because she doesn't belong to one side more than the other.

TITLE: People2People - Ophir

DIRECTED BY: Fabian Vetter

COUNTRY: Germany - Israel

YEAR: 2020

RUNNING TIME: 16'

SYNOPSIS: Orit is an Israeli girl who lives in kibbutz Tze'elim close to the Gaza Strip. Despite the proximity to the Occupied Palestinian Territory she has never had any contact with people from the other side but strongly believes that deep down they are not so different from her.

TITLE: Daughters of Chibok

DIRECTED BY: Joel and Kachi Benson

COUNTRY: Nigeria

YEAR: 2019

RUNNING TIME: 11'

SYNOPSIS: On April 14th 2014, the sleepy agrarian community of Chibok, in North East Nigeria, was thrust into the global spotlight when the terrorist group Boko Haram, stormed the town at night and abducted 276 teenage schoolgirls from their dormitories.

TITLE: Courage to Question - Chief, Lydia, Asha, Alice

DIRECTED BY: Megan Sullivan

COUNTRY: USA

YEAR: 2019

RUNNING TIME: 24'

SYNOPSIS: The VR series Courage to Question takes you up close and in person with women's rights activists across the globe as they fight for a world where women and girls can live freely and equally.

TITLE: Ritorno al Bletterbach

DIRECTED BY: Daniele Dalledonne

COUNTRY: Italy

YEAR: 2020

RUNNING TIME: 14'

SYNOPSIS: A virtual reality experience that wants to give everyone the chance to go down the Bletterbach gorge, fly to the Corno Bianco and, thanks to imagination, make sense of events that go far beyond the scale of human dimensions.

TITLE: Ma Terre - Mai Terra

DIRECTED BY: Vito Foderà

COUNTRY: Italy

YEAR: 2019

RUNNING TIME: 15'

SYNOPSIS: An aesthetic and sensorial journey which takes us back to the stone, the origin, to our being men and women inextricably bound to earth and through it, to each other. A reflection on the identity and the boundary that aims to go beyond any barrier.

TITLE: Sanctuaries of Silence

DIRECTED BY: Adam Loftén, Emmanuel Vaughan-Lee

COUNTRY: USA

YEAR: 2018

RUNNING TIME: 7'

SYNOPSIS: Silence just might be on the verge of extinction and acoustic ecologist Gordon Hempton believes that even the most remote corners of the globe are

impacted by noise pollution. An immersive listening journey into Olympic National Park, one of the quietest places in North America.

TITLE: When we stayed home - Venice

DIRECTED BY: Targo

COUNTRY: France

YEAR: 2020

RUNNING TIME: 15'

SYNOPSIS: Alex Hai is the first transgender gondolier of Venice and he acts as tourist guide for the Venician episode. He's been a gondolier for 24 years, and for the first time he is forced to leave his gondola Pegasus in the pier when Italy declared the national block. "Venice has never been so empty", he states.

TITLE: Lockdown 2020 - L'italia Invisibile

DIRECTED BY: Omar Rashid

COUNTRY: Italy

YEAR: 2020

RUNNING TIME: 19'30''

SYNOPSIS: The documentary film describes, through the employment of virtual reality, a unique journey across the beauty and the desolation of the most important Italian art cities during the Covid-19 emergency. Rome, Venice, Milan, Naples and Florence are narrated by the voices of Matilde Gioli and Vinicio Marchioni.



VR Experiences

From the 16th to the 18th of October the MAXXI National Museum of Art from the XXI century will host a Selection of VR Experience among the most engaging and immersive of the International scene. **The Key** by Celine Tricart directly from Tribeca and from the Biennale Cinema di Venezia 2019 which proposes the dramatic past of refugees; to **Gloomy Eyes** by Jorge Tereso, Fernando Maldonado (France, Argentina, Taiwan, USA) which recreates the perceived world of a zombie in the unreal 1983 in Woodland City. Or **Battlescar** by Nico Casavecchia, Martín Allais (France, USA) which recreates the life of Lupe a puertorican punk girl in 1978. While in **Dreamin' Zone** by Fabienne Giezendanner (France, Switzerland, Germany, South Korea) he recreates the memory of a mature Korean woman searching for her lost father. **Ayahuasca: Kosmic Journey** by Jan Kounen (France) is a visionary experience through the kingdoms of medical plants led by the indigenous Shipibo, a traditional healer of the amazon forest. **The Holy City** by Nimrod Shanit (Israel) immerses us directly into the holy city of Jerusalem and finally Adam Lavy with **Once upon a Sea** accompanies us through the physical and poetical exploration of the legendary Dead Sea.

Synopsis

THE KEY by Celine Tricart, USA, 2019, 16'

What is the key for? Where does it come from and what does it open? *The Key* is an interactive experience which blends immersive theatre and virtual reality. A journey through dreams and memories inside which the viewers will make decisions and tough choices. A metaphorical journey towards the discovery of a hidden truth, coarse as reality.

It participated in: Tribeca Film Festival, La Biennale Cinema di Venezia 2019 where it won the Premio Speciale della Giuria (Best Virtual Reality).

GLOOMY EYES by Jorge Tereso, Fernando Maldonado, France, Argentina, Taiwan, Usa, 2019, 19'

In this exquisite VR experience, it is 1983 on a cold night in Woodland City, and being a zombie is still illegal. Like all of his kind, Gloomy is hiding in the forest, away from bounty hunters. The night is quiet, but Gloomy still tries to stay out of sight. He doesn't feel comfortable around others of his kind. While bitterness plagues the city, he strives to find a balance in his mysterious dual nature.

DREAMIN' ZONE by Fabienne Giezendanner, France, Switzerland, Germany, South Korea, 18', 2020

Yuri, a sixty-seven year old Korean woman, remembers that first day of spring when, on her eight birthday, she decided to leave her mother's home in South Korea to find out if her father, a violinist and a soldier prisoner of war in the North, is still alive. She will find an amazing adventure waiting for her: here she will chance upon weird birds, mysterious spirits but also traces of war... will she be reunited with her father?

BATTLESCAR by Nico Casavecchia, Martín Allais, France, Usa, 28', 2019

Lupe is a puertorican girl who lives in New York in the late Seventies. Her handwritten diary guides us into the experiences she lives in 1978, when in the cell of a juvenile institute of detention she meets another girl, Debbie, also running from her home, who exposes her to the Bowery punk scene and to the late Seventies Lower East Side secrets.

AYAHUASCA: KOSMIK JOURNEY by Jan Kounen, France, 20', 2019

A visionary experience through the realms of the medicinal plants, led by indigenous Shipibo traditional healer in the amazon rainforest. This mind blowing experience is a voyage through one of the most mysterious spiritual practices on the planet: Ayahuasca, the vine of the soul, and how to find your inner space. Experience the magic and healing power of Ayahuasca.

THE HOLY CITY by Nimrod Shanit, Israel, 25', 2019

Transport yourself to the world's spiritual epicentre in this engaging sensory narrative experience built using stunning photogrammetrical scans of Jerusalem. The Holy City utilizes a series of challenging interactive games in room-scale environments to help nurture empathy and understanding amongst the Abrahamic cultures and religions that co-inhabit the city.

ONCE UPON A SEA by Adi Lavy, Israel, Canada, 22', 2020

Once Upon a Sea is a poetic, interactive XR documentary which tells the tragic tale of the legendary Dead Sea - a place of undeniable healing powers and, for many, a place of indescribable magnetism. Through a physical exploration of the sea's forbidden, moonlike landscapes, to intimate encounters with local characters, the user gets a rare glimpse into one of the world's most dangerous, soon to be extinct, wonders.



Talk, Masterclass, Panel, Keynote

The 16th of October the **Aula Magna Unitelma Sapienza** will host the **Talk and Masterclass** in a hybrid mode, in presence subject to availability, and in live streaming.

Each year the XR are more and more embedded, relevant and necessary. The most diverse branches expand, improve and become more competitive: just think about the medical applications, about the innovative methodologies tied to the promotion of culture or about the new possibilities for the cinema. At the same time new areas of knowledge and of research appear on the international and cultural landscape, arousing interest and curiosity. The central thread that guides the choices of topics in VRE20 is the issue Sustainable Development. Some of the most influential voices in immersive technologies' fields will take part in different exchanges and moments of reflection in order to discuss together about relevant topics of great interest, not only for professionals.

Date: 16 oct 2020: TALK Hybrid - Aula Magna UNITELMA SAPIENZA with live streaming

Talk

h 10.30 - length: 45'

Emerging technologies, health and medicine - in collaboration with Unitelma Sapienza, Found. S. Lucia

The great potential of emerging technologies in the medical field for people's health and well-being.

Speakers: Gaetano Tieri (Director of Virtual Reality Lab, University of Rome Unitelma Sapienza), Marco Sacco (President of EuroVr - Director of CNR Stima), Giovanni Morone (S. Lucia Foundation physiatrist doctor expert in rehabilitation technologies) and Marco Iosa (Associated Professor, Psychology department, Università Sapienza di Roma).

Masterclass

h 12.00 - length: 45'

New technologies for young people

The opportunities for the development of professional competences for the jobs of tomorrow.

Speakers: Antonio Libonati (CEO of UNESCO Giovani Association), Andrea Geremicca (CEO EISS European Institute of Innovation and Sustainability), Carlo Rodomonti (Strategic and Digital Marketing Manager of Rai Cinema) e the testimonial Federico Montagna (Digital Curator - creator of Artoday).

Talk

h 14.30 - length: 60'

Ethics and Emerging Technologies

A philosophical approach guided by ethics in the development of the emerging technologies.

Speakers: Giovanni Tridente (Communication Office Coordinator & Professor of "Position Papers" at the Pontifical University of the Holy Cross), Gilberto Corbellini (Director of the human and social sciences department, cultural heritage CNR), Massimo Chiriatti (CTO Blockchain & Digital Currencies - University Programs Leader), Paolo Benanti (Ethics of Technologies, Information and AI Ethics, Big Data), Nicola Gasbarro (Professor of history of religions and cultural anthropology at the Università degli Studi di Udine).

Panel

h 16.00 - length: 60'

Making Art in XR - Culture, art and immersive technologies

The bond between Art and immersive technologies. How does the contamination between the classic artistic genres and immersive technologies occur?

Speakers: Simone Arcagni (Professor at the University of Palermo, journalist, columnist, consultant), Laura Delli Colli (President of Cinema per Roma Foundation), Valentino Catricalà (Dir. Art Section Maker Faire-The European Edition | Art Consultant Sony CS Lab Paris), Emmanuelle Cuénod (General and Artistic Director | Geneva International Film Fest), Michel Reilhac (Programmer Venice VR, Head of studies for Venice Biennale College Cinema VR), Celine Tricart (Storyteller - Founder

of Lucid Dreams Production) e Evelyn Wang (Independent art curator Shanghai, China).

Talk

ore 18.00 - durata: 60'

How to build the virtual experience of cultural heritage - in collaboration with CNR - forms, languages, interactions and technologies. Innova Patrimonio is a new narrative form to enhance historic villages, between dramaturgy and mixed reality.

Speakers: Daniele Ferdani (researcher of the institute for the applied technologies to the cultural heritage of the Cnr"VR in archeology), Emanuel Demetrescu e Augusto Palombini (researchers of the institute for the applied technologies to the cultural heritage of the Cnr), Eva Pietroni (researcher of the institute for the applied technologies to the cultural heritage of the Cnr), Bruno Fanini e Alfonsina Pagano (researchers of the institute for the applied technologies to the cultural heritage of the Cnr).

Date: 17 oct 2020: Talk Streaming | StreamYard/ social channels

Panel

h 10.00 - length: 120'

AR and VR for the world of culture, education and training - in collaboration with VR/AR by Lorenzo Montagna.

Trends, suggestions and research to concretely know the value of immersive technologies for us all, as people and as professionals

Speakers: Lorenzo Montagna (President of VRARA Italia, Senior Advisor PwC, Founder SecondstARVR), Davide Pantile (Project manager BU New Media ETT SPA), Giovanni Bazzoni (President of Digital Tales USA), Laura Iacovone (Founder & CEO 3f-lab SRL), Donato De Ieso (Founder & CEO Dilium SRL), Michela Di Vietro (CTO Augmented city SRL).

Keynote

ore 12.00 - length: 30'

Virtual reality and the challenges of the present in the fashion industry - in collaboration with IMPERSIVE by Guido Geminiani.

The creation of an immersive wow/gadget effect experience for global fashion brands has become a useful element in the digital relationship routine.

Panel

ore 14.30 - lenght: 40'

Customer Engagement in the Spatial Computing Era - In collaboration with Another Reality

How AR and VR can improve brand and customer engagement and at the same time show the future face of communication: holographic, interactive, gamified.

Speakers: Erminia Nicoletti (Cloud Marketing Leader IBM), Paolo Colavolpe (Product Manager Island Record), Lorenzo Cappanari (Ceo Another Reality).

Panel

h 15.20 - length: 45'

Virtual Reality between experimentation and entertainment in collaboration with Multiplayer

Virtual reality as an experimental tool in contexts aimed at entertainment and cultural dissemination.

Talk

h 16.30 - durata: 30'

XR and Sustainable Development

The XR as an opportunity for a more fair, inclusive and supportive future, towards the goals set by the 2030 Agenda.

Speakers: Ollie Rankin (VR Storyteller, Public Speaker, and VFX Supervisor in Marina del Rey), Kristine Severson (Immersive Content, Social Impact former Sony Interactive Entertainment).

Talk

h 17.30 - durata: 30'

Digital Humanities: Women's approach

From STEM to STEAM for a modern and interdisciplinary approach to research and innovation (with the goal of achieving an even greater gender equality) that values the essential bond between Art and Science.

Speakers: Valentina Cagnina (Co-Founder and Mentor OFpassiON), Gianna Martinengo (Founder and CEO of Didael KTS and creator of Women&Technologies), Maria Eugenia D'Aquino (creator and Artistic Director of TeatroInMatematica/ScienzaInScena presso PACTA).

Keynote

VRE21 - "XR per un Futuro Virtuale: Partnership con Laval Virtual" by Carlo Corinaldesi



VRE and the Arts

Never as with Virtual Reality the visual arts have encountered the performance and became scenography of immersive journeys and tool of internalization of great ethical social and spiritual messages.

The employment of VR technologies amplifies the urgency to create new artistic forms capable of expressing the complexity of the modern feelings. At the same time it's exactly because of the endless possibilities given us by immersive technologies that we can imagine to expand our creativity limitlessly. To think our body as many-sided, indefinite and at the same time sensitive and capable to represent the forms of thought, motion and dance. And also participated, shareable and social. The body as an artistic and mnemonical tool, connected to all other bodies and the other stories. In the section of VRE20 dedicated to the contemporary Arts we find *La Comédié virtuelle* by Jilles Jobin, recently featured in **Venice VR Expanded of the 77°** Mostra del Cinema di Venezia.

LA COMEDIE VIRTUELLE a project by Cie Gilles Jobin in collaboration with the Comédie de Genève, Switzerland, 2020

Competing with many other works in the section of **Venice VR Expanded of the 77°** Venice Film Festival, the project, created by the Comédie de Genève - the oldest theatrical institution of the canton - and the troupe of the choreographer Gilles Jobin, encourages the users to enter in a new multi-user VR space. Designed as a three-dimensional experience, it allows the public to visit, as an avatar, the new Eaux-Vives building that's yet to be inaugurated. The user becomes a character in the virtual space through the avatar: he can freely move in the different spaces, dance, come in contact with the other participants and talk to them. The virtual building becomes an artistic space which hosts a sinuous, ever-changing, personal and yet collective story. We witness the digital shaping of a real theatre which becomes a virtual space of meeting, research, production and creation of XR projects.