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Culture meets immersive environments: A new media landscape across Europe

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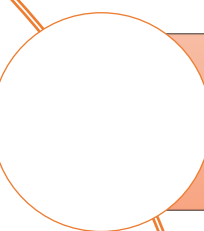
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TRANS
MEDIA
CATALONIA



Introduction: What is XR?



Innovative uses for Virtual Reality



Technology meets culture: TRACTION and MEDIAVERSE



Conclusions

1 - INTRODUCTION

What is XR?

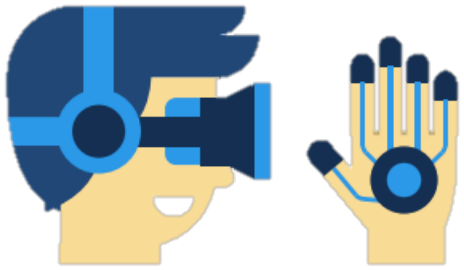
Reality

Mixed Reality

Virtual

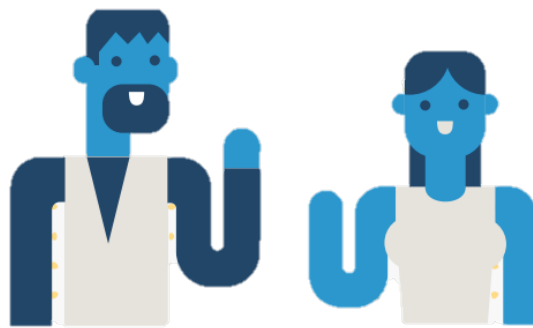


2 – INNOVATIVE USES FOR VIRTUAL REALITY



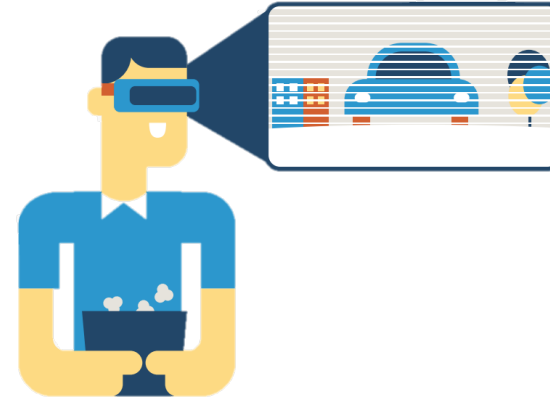
EDUCATION

Better retain
knowledge



THE MEDIA

Immersive
journalism



ENTERTAINMENT

Video games or
extreme sports



CULTURE/ART

Virtual visits



MEDICINE

Reducing the
effects of
Parkinson



INDUSTRY

Practice and
test in a
virtual world



TRACTION



3.1 – TRACTION

OBJECTIVES:

- Opera co-creation and participatory art
- Empower people in 3 communities (Barcelona, Portugal and Ireland)
- New technologies and novel audio-visual art representation formats
- Social change

<https://www.traction-project.eu/>

3.1 - TRACTION

Virtual Reality community opera





MEDIAVERSE

3.2 – MEDIAVERSE

OBJECTIVES:

- New media forms of expression
- Introduce novel tools and methods
- 3 use cases
- Accessible media content

<https://mediaverse-project.eu/>

3.2 - MEDIAVERSE

Immersive storytelling:
Creating immersive 360° experiences



4 – CONCLUSIONS

- ✓ XR technologies enable easy, fast and affordable access for wide audiences.
- ✓ Main risk: the resistance to or dislike of VR, as it is a new and unknown experience for many.
- ✓ Need to promote the accessibility concepts and implement access services at the design process.

Disclaimer



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