

# Immersive Days

## DAY 2 - XR and Immersive Industry Day

09:30

### REGISTRATION

10:00

### OPENING WORDS

Guy Daleiden,  
CEO, Film Fund Luxembourg

Myriam Achard,  
Chief for New Media Partnerships and Public Relations,  
PHI Montréal

10:10 - 11:10

### Virtual Archives:

#### The Challenges of Archiving XR and Immersive Works

Discussion on the archiving practices around XR and Immersive works.  
*Discussion sur les pratiques d'archivage concernant les œuvres XR et immersives.*

#### Speakers:

Laurent Duplouy (Service Multimédia Bibliothèque nationale de France)  
Patrick Gyger (Plateforme 10, Lausanne)  
Camille Françoise (Europeana Network Association & Spofware Heritage)  
Dominique Santana (Transmedia Project "Radio Lëtzebuerg")

Moderation: Jeanne Dompierre

11:15 - 11:45

### Spotlight on...

Some presentations from key players in the XR sector.  
*Quelques présentations d'agents clés du secteur XR.*

Venice Immersive Think Tank  
Speaker: Michel Reilhac

Pavillon KIKK  
Speaker: Charlotte Benedetti

GridX & GIOLABS  
Speaker: Can Florian Ahegger & Damiano Picci

11:50 - 12:50

### Work in Progress

Presentation of XR projects made in/with Luxembourg at different stages of development.  
*Présentation de projets XR made in/with Luxembourg à différents stades du développement.*

#### Speakers:

A Long Goodbye (Fernand de Amorin, Tarantula Luxembourg)  
Selection of projects (Marion Guth et François LeGall, a\_BAHN)  
Whispering Forest (Katarzyna Ozga, Iris Productions)

Moderation: Mathieu Gayet

12:50 - 14:15

### NETWORKING LUNCH

14:15 - 15:15

### FOCUS: Co-producing Immersive Works Internationally with German Regional Funds

Discussion on the funding and co-production opportunities in Germany.  
*Discussion sur les opportunités de financement et de coproduction en Allemagne.*

#### Speakers:

Max Permantier (FFF Bayern)  
Till Hardy (Film- und Medienstiftung Nordrhein-Westfalen)  
Dr. Jan Asmus (Film Fund Hamburg Schleswig-Holstein)

Moderation: Carole Kremer

15:20- 16:00

### Spotlight on...

Some presentations from key players in the XR sector.  
*Quelques présentations d'agents clés du secteur XR*

Dark Euphoria  
Speaker: Mathieu Rozières

Behaviour Interactive  
Speaker: Fabien Siouffi

Layers of Reality  
Speaker: Olga Alekseeva

XN Québec  
Speaker: Jeanne Dompierre

The IMMERSIVE DAYS are organised with the support of Creative Europe MEDIA Desk Luxembourg

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16:00 - 16:35

## COFFEE BREAK

16:35 - 17:10

## KEYNOTE SPEECH: VASSILIKI KHONSARI

17:15 - 18:00

### AI/XR: The Future of AI for Immersive and Virtual Arts

Discussion on the evolution of AI technology in immersive arts.  
*Discussion sur l'évolution de l'intelligence artificielle dans l'art immersive.*

Speakers:

Rehana Schwinninger-Ladak (DG CNCT European Commission)  
Octavian Mot (Director, AI & ME)  
Misch Strotz (LetzAI)

Moderation: Alessandra Luciano

18:00

## CLOSING WORDS

Simultaneous interpretation in English and French will be available.  
*Une traduction simultanée en anglais et en français sera disponible.*

## SPEAKERS AND MODERATORS

### Alessandra Luciano

Coordinator of the Digital Cultural Strategy, Ministry of Culture

### Camille Françoise

Europeana Network Association

### Can Florian Ahegger

GRIDX & GIOLABS

### Carole Kremer

Head of Promotion & Communication, Film Fund Luxembourg

### Charlotte Benedetti

Pavillon KIKK

### Damiano Picci

Velvet Flare

### Dominique Santana

Director, Radio Lëtzebuerg

### Fabien Siouffi

Behaviour Interactive

### Fernand de Amorin

Producer, Tarantula Luxembourg

### François LeGall

Producer, a\_BAHN

### Dr. Jan Asmus

(Film Fund Hamburg Schleswig-Holstein)

### Jeanne Dompierre

XN Québec

### Katarzyna Ozga

Producer, Iris Productions

### Laurent Duploux

Service Multimédia Bibliothèque nationale de France

### Marion Guth

Producer, a\_BAHN

### Mathieu Gayet

Head of Industry, Geneva Digital Market

### Mathieu Rozières

Dark Euphoria

### Max Permantier

FFF Bayern

### Misch Strotz

CEO & Co-founder, LetzAI

### Michel Reilhac

Venice Immersive Think Tank

### Octavian Mot

AI & ME

### Olga Alekseeva

Layers of Reality

### Patrick Gyger

Plateforme 10, Lausanne

### Rehana Schwinninger-Ladak

DG CNCT European Commission

### Till Hardy

Film- und Medienstiftung Nordrhein-Westfalen



The Immersive Pavilion 2025 is open today from 11:00 until 20:30. Please join us there for our opening reception at 18:30.

Le Pavillon Immersif 2025 est ouvert aujourd'hui de 11h00 à 20h30. Veuillez nous rejoindre pour notre réception d'ouverture à 18h30.