

**09:30**

### REGISTRATION AND BREAKFAST

*Offered by AWEX (Agence wallonne à l'exportation et aux investissements étrangers) and Wallonie-Bruxelles International in Luxembourg*

**10:00**

### OPENING WORDS

**Guy Daleiden**

CEO, Film Fund Luxembourg

**Myriam Achard**

Chief, New Media Partnerships and PR,  
PHI Montreal

**10:10**

### FOCUS IRELAND: THE IRISH XR ECOSYSTEM

*With the support of Creative Europe MEDIA Desk*  
Discussion on Ireland's immersive ecosystem, highlighting key institutions, creators and opportunities

**Speakers:**

**Conn Holohan**

Director, Centre for Creative Technologies, University of Galway

**Jo Mangan**

Artistic Director/CEO, The Performance Corporation

**Camille Donegan**

CEO, Eirmersive

**Moderator:**

**Guy Daleiden**

CEO, Film Fund Luxembourg

**10:45**

### SPOTLIGHT ON...

**Speakers:**

**Amy Rose**

Undershed, Watershed Bristol

**David Massey**

Wales Millennium Center

**Katharina Weser**

Berlinale EFM XR Programme 2026

**Michael Swierczynski**

Dream Feel Factory

**11:30**

### MAKING UK VENUES IMMERSIVE: PROGRAMMING, CHAMPIONING AND WORKING TOGETHER TO BUILD THE IMMERSIVE MARKET

Discussion on how UK cultural venues are developing immersive programming and collaborating to strengthen the XR sector

**Speakers:**

**David Massey**

Senior Producer, Wales Millennium Center

**Amy Rose**

Lead Curator and Director, Undershed - Watershed Bristol

**Moderator:**

**Ben Luxford**

Director of UK Audiences, British Film Institute

# Immersive Pavilion

Simultaneous interpretation in English and French will be available. Une traduction simultanée en anglais et en français sera disponible.  
The IMMERSIVE DAYS are organised with the support of Creative Europe MEDIA Desk Luxembourg. Les IMMERSIVE DAYS sont organisés avec le soutien de Creative Europe MEDIA Desk Luxembourg.

**12:10**

**KEYNOTE: "AFTER THE IMAGE: NEW FORMS OF WAR REPRESENTATION" BY KARIM BEN KHELIFA**

Moderator:

**Monique Simard**

Chair of the Board, Fonds Québecor

**12:50**

**LUNCH**

**14:30**

**SPOTLIGHT ON...**

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Speakers:

**Delphine Jenart**

wake! the digital creative ecosystem of Wallonia

**Alexandra Gérard**

UnitedXR Europe

**Marine Haverland**

fomo.scene

**15:05**

**Transregional Networks: The New Immersive Centre Alliance**

Discussion on the new transregional Immersive Center Alliance (ICA): new alliances between immersive venues and cultural institutions

Speakers:

**Denys Lavigne**

President, Oasis Immersion Montreal

**Paolo Loeffler**

Managing Director, Digital Art Center – Kunstkraftwerk Leipzig

**Madalina Ivascu**

Co-founder and New Media Art Curator, MINA, RADAR & One Night Gallery

**Can Florian Ahegger**

Digital Art Center and Partnership Director, GIOLABS

Moderator:

**Rachel Parent**

Independent

**15:55**

**COFFEE BREAK**

**16:15**

**SPOTLIGHT ON...**

Speakers:

**Philippe Rivière**

Art Explora

**Prodromos Tsiavos**

Onassis Foundation

**Michèle Ziegler**

NewImages Festival

**16:55**

**FIRESIDE CHAT: SINGING CHEN ON THE CLOUDS ARE TWO THOUSAND METERS UP**

Conversation with director Singing Chen about the creation of *The Clouds Are Two Thousand Meters Up*

Speakers:

**Singing Chen**

Director

**Min-Wei Kuo**

Festival & Exhibition Manager

Moderator:

**Jordana Leigh**

Vice President of Artistic Programming, Lincoln Center

**17:40**

**CLOSING WORDS**

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