

VRHAM! – Virtual Reality & Arts Festival Hamburg

VRHAM! – Virtual Reality & Arts Festival Hamburg is the first international artistic Virtual Reality festival which first took place 2018 in Hamburg. After two successful festival editions in Hamburg's Oberhafenquartier, VRHAM! has firmly established itself as an important date in the international VR art scene. Due to the effects of the Corona Pandemic, the third festival edition of VRAHM! will take place from June 4 to 7, 2020, as a predominantly digital festival.

VRHAM! VIRTUAL

VRHAM! VIRTUAL is an experiment. It is the first art festival to transform its complete program into an almost real world of experience with virtual features. The core of VRHAM! will remain the same: to show outstanding artistic VR work from all over the world and to introduce its creators. In addition to the virtual exhibition, there is an extended Live program with digital panels, keynotes, parties and live acts

>>>Jury & Awards

The 5,000 Euro **VRHAMMY Award** goes to the best international VR production of this year's exhibition program and will be awarded with the kind support of the ZEIT-Stiftung Ebelin und Gerd Bucerius at the digital festival opening on June 4, 2020, in the presence of the artists. VRHAM! has been able to win three renowned experts for the international jury: **Liz Rosenthal**, Curator of immersive content for Venice International Film Festival's »Venice VR«, Founder & CEO of Power to the Pixel, **Kay Watson**, Digital Curator at Serpentine Galleries in London, and **Jesse Damiani**, Deputy Director of Emerging Technology at Southern New Hampshire University, Forbes Contributor, and Editor-at-Large of VRScout. Once again the visitors of the digital festival edition can vote online for their favourite VR experience from this year's artistic program. The **VRHAM! People's Choice Award** is presented during the closing event on 7 June 2020.

>>>Virtual Venue Partner

VRHAM! was able to win the *Museum of Other Realities (MOR)* and *Kaleidoscope*, a global network for Virtual Reality creators as Virtual Venue Partners for the festival's artistic exhibition. *MOR* has been created in 2017 and serves as a virtual museum as well as a showcase venue for immersive art and a place where artists can exchange ideas and knowledge. *Kaleidoscope* is a global network that connects XR creators, producers and international industry members, and helps to develop, finance and distribute XR-Projects. All works of art will be exhibited in the digital edition VRHAM! VIRTUAL at the Museum of Other Realities and can be experienced by festival visitors with the appropriate technical equipment. INVR. Space is responsible for the "virtual" design. The Museum of Other Realities will have its own VRHAM! exhibition space, reminiscent of the Gleishalle in Hamburg's Obhafen.

>>>Partner, Sponsors & Supporters

Festival Partner: Telekom Magenta VR

Sponsors: Behörde für Kultur und Medien Hamburg, NORDAKADEMIE-Stiftung, Deutsche Kreditbank AG, NORDMETALL-Stiftung, Filmförderung Hamburg Schleswig-Holstein, ZEIT-Stiftung Ebelin und Gerd Bucerius, Hamburgische Kulturstiftung, Gebr. Heinemann SE & Co. KG, Hypo-Kulturstiftung, Rudolf Augstein Stiftung, Adalbert Zajadacz Stiftung, HafenCity Hamburg GmbH, Creative Europe Desk Hamburg

Virtual Event Partner: Museum of Other Realities, INVR.SPACE, Kaleidoscope

Supporters: giraffentoast design, elbnetz, SpiceVR, Spherie, Vilicon&Salley

Cooperation Partners: ITZ - Institut für theatrale Zukunftsforschung, CPH:DOX, Schleswig-Holstein Musik Festival, Thalia Theater, VRDays Europe, Espronceda Institute of Art & Culture

Network Partners VR Businessclub

>>>Arts Program

All art works can be seen at the Museum of Other Realities until 4 August

**** = art works **ADDITIONALLY** also available in the Magenta VR App until 4 August**

****Rain Fruits** by Youngyoon Song and Sngmoo Leeist (*available 4 to 18.6.*) a story about future dreams and disappointments of a young man from Myanmar, will be shown at **VR CINEMA** with another 360° project under the thematic bracket DRIFT OF LIFE. Six more works are presented in the section under the topics FLOW OF TIME and CHANGE OF MIND

****7 Lives**, Jan Kounen, Charles Ayats, Sabrina Calvo, France 2019

A teenage girl jumps in front of a subway train. In each of the witnesses a traumatic memory awakes. To end its wandering, the soul rising from the tracks must pass into each of their minds, delve into their memories, and help them find peace.

****Aperion**, Sandro Bocci, Italy, 2020

What is time? In a progression of visual speculations the viewer experiences the unfolding of time from outside time, a place of the undefined.

****Et Cetera**, Joanne Ho, Germany, 2020

A spatial poem in VR that explores feelings of overwhelmingness, fear, awe, and relief within abstract virtual environments and extends the theory of the sublime to our digital lives.

****Flow**, Yao Wang, Canada 2020

A lost fisherman drifts on the river through a small village where people live in harmony with their natural environment. Through his eyes, Flow makes the utopian fable "The Peach Blossom Spring" come alive in a beautiful 3D landscape..

****Lithodendrum**, Ida Kvetny, Denmark, 2020

Dancing figurines and deep techno grottoes make up for all the closed adventure parks and shopping malls during the Corona quarantine. Like Neverland, this world only exists if you believe in it, but is it the future?

****MYRa**, Olivia McGilchrist, Canada 2020

In MYRa, we are invited to witness the totality of a spherical watery world by being given a double insight: the exterior view of the seams and peripheries of the image and the experience of being thrust into its regenerative interior

****New World**, Kerenza Harris, Alessio Grancini, USA 2020

New World invites us to join Astra and Yu as they journey through a world in chaos. With this surrealistic 360° experience the artists deal with the current threat of the Corona crisis.

The festival section **VREXHIBITION** presents ten state-of-the-art VR experiences, including the project ****Daughters of Chibok** by Joel 'Kachie Benson, which won the Golden Lion for the best VR story at the Venice Festival in 2019. From the perspective of mothers, the Nigerian director recounts the aftermath of the 276 young girls abducted in 2014 by the terrorist group Boko Haram and examines current global issues of gender justice

****A crescendo of Ecstasy**, Mary Sibande South Africa, 2018

Familiar sculptural forms and figures meet Virtual Reality, bringing this experience dramatically to life. Its focus is on the complex relationship between reality, fantasy and artistic imagination.

Gravity VR, Fabio Rychter, Amir Admoni Brasilien, Peru 2019

In this world without walls, horizon, up and down orientation, there is no vertigo or fear. We are just floating peacefully in zero gravity.

****La Apparizione** Christian Lemmerz, Denmark 2017

A golden tortured body, released from the cross and floating in deep darkness, his wounds revealing flesh and blood behind the glistening metal surface of his skin. The crucified Jesus Christ meets us as a fusion between the suffering Savior and a bodybuilder bordering on vulgarity.

****Hominidae** Brian Andrews, USA 2019

Hominidae depicts an ecosystem of x-ray visibility. Creatures have evolved in surprising ways, where humans, birds, spiders and frogs share unique anatomies.

Icarus Michel Lemieux, Canada 2019

A mixed reality VR with full-body tracking in which two users immerse themselves in the myth of the young man who burned his wings reaching for the sun.

****Living Pages** Maxime Coton, Belgium, Irleand 2019

Imagine your body literally immersed in a book. The letters of the alphabet, the punctuation marks have escaped the limits of the page and seem to have an autonomous life. Living Pages is an original poem that is expressed at the same time as it is contemplated.

The Bone Michelle-Marie Letelier, Germany 2019

The interactive VR experience The Bone puts us in the skull of a wild salmon allowing us to immerse into the stream of consciousness of wild and farmed salmon and their very different living conditions.

****Quantum Tesseract** Kris Pilcher USA 2020

Quantum Tesseract visualises the fourth dimension through sculptural projections of "HyperCubes" existing in a constant state of quantum unfolding. Here a viewer can find themselves in a place beyond three dimensional existence possible only through virtual reality.

The Key Celine Tricart, USA 2019

The Key is a magical realism experience that will take us on a journey through dreams, facing challenges and difficult decisions, leading to a shocking reveal.

>>>Live Program

>>>Opening, VRHAMMY Award & Guided Tours

The digital opening ceremony on 4 June at 19.00 h with speeches, talks and live music is also an award show. The VRHAMMY Award, worth 5,000 Euros, goes to the best international VR production in this year's exhibition program and is presented with the kind support of the ZEIT-Stiftung Ebelin und Gerd Bucerius in the presence of the artists and the international jury of experts. On the same evening, **public guided tours through the digital exhibition** will be offered, for which visitors can register already before the start of the festival

>>>Talks & Workshop (Selection)

In one of the virtual artist talks on 5 June at 16.00 h Ulrich Schrauth will ask the artists **Michelle-Marie Letelier** (The Bone), **Christian Lemmerz** (La Apparizione) and **Michel Lemieux** (iCarus) what bridge VR art can build in times of physical distance.

In the final panel, Ulrich Schrauth will discuss with **Mark Atkin** (CPH:DOX), **Michel Reilhac** (Venice VR) and **Judith Guez** (Laval Virtual) the opportunities that lie in the current experiments in virtual implementation, what new possibilities can arise in the long term from digital festival formats, and if and how physical implementation will always remain the better option.

On June 5 at 17 h Students from Innsbruck present the project **52HZ – WEIRD INTERMEDIATE BEINGS** in **Emerging XRtists** that deals with simulated animal perspectives

The LAVAMUSEUM - Online VR Art Masterclass on June 7th at 11 h is about the creation of a VR painting and how to use VR as an artistic tool.

>>>Events (Selection)

With **Cyber Ballet**, VRHAM! VIRTUAL presents a theatrical installation by the CyberRäuber. The project was actually supposed to premiere in April at the Badisches Staatstheater Karlsruhe. Now the CyberBallet about an artificial intelligence that wants to have a body, takes place in virtual space. After the joint experience, the CyberRäuber are ready to answer questions.

The **Virtual Noise Showcase** on 6 June at 6 h pm will showcase a selection of the best XR projects currently in development that use the power of immersive audio. Whether it's an XR music video, a sound sculpture or an ambisonic narrative, the Virtual Noise Showcase will showcase new work from some of the world's most innovative XR artists.

>>>Residencies

The projects **Captured** and **The smallest of Worlds - a Social Landscape of collected Privacy** were selected for this year's residencies in cooperation with Filmförderung Hamburg Schleswig-Holstein. During the festival, both artistic teams will give an insight into the current state of their work, which will be realized in the context of a digital residency and accompanied by international mentors

.>>>Closing, People Choice Prize & Concert in Cooperation with SHMF

After the final panel discussion and the presentation of the People's Choice Award to the most popular work of this year's program, VRHAM VIRTUAL! will end musically on 7 June: In cooperation with the Schleswig-Holstein Musik Festival and with the support of the Nordakademie Foundation, the work **Tessellatum** by Donnacha Denney from the concert series »Moondog« will be broadcast live by viola da gamba-player Liam Byrne and four string players in the Museum of Other Realities and on YouTube.

>>>Festival Access

The complete festival program can be accessed from the comfort of your own home via computer, mobile VR glasses, or high-end VR glasses. The digital exhibition of VRHAM! VIRTUAL can be accessed via the Museum of Other Realities. Additionally, a large part of the artistic festival program can be accessed via the Magenta VR app, however, only in Germany. The entire live program with panels, workshops, artist talks, events including the opening and closing ceremonies, as well as streamed guided tours, video material and interviews with the artists, will be streamed on the VRHAM! YouTube channel from 4 to 7 June.