

Immersive technologies have opened a new paradigm that transforms the landscape of Cultural and Creative Sectors (CCS)



Heritage & Museums

Enhance visitor engagement with culture and art through

- Interactive virtual tours
- Historical environment recreation
- Immersive digital exhibitions
- 3D Artifacts interaction

Expand creative possibilities for live performances and attract new audiences

- Virtual elements in live performances
- Remote performances
- 360° virtual environments
- Interaction with digital avatars



Performing Arts

How can CCS professionals use immersive technologies?

How are immersive productions made?

What knowledge and tools are needed?

What opportunities do they offer?