

Partner search

Creative Europe Culture Programme

Strand	Bridging culture and audiovisual content through digital
Deadline of the strand	autumn/winter 2019
Deadline for confirming your interest	autumn/winter 2019

Organisation Information

Name	VRHAM! Festival
Country, City	Germany, Hamburg
Short description	VRHAM! - Virtual Reality & Arts Festival Hamburg is the first international artistic Virtual Reality festival. After the second edition last June, VRHAM! is already established as an important date in the international VR art scene. The festival presented a large selection of extraordinary international Virtual Reality experiences and live performances. VRHAM! offers a unique platform for both artists and visitors to engage with this new immersive art form. A festival for and by artists who are literally breaking into new dimensions with the new medium of virtual reality.

Contact details

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Project

Sector area /
specialism

Immersive Art Festival (Virtual & Augmented Reality)

Description

Programme: The artistic program comprised three categories: **VREXHIBITION** (an exhibition of the most outstanding international VR projects and installations), **VRHAM! Live** (performance-based formats such as VR concert, dance performances etc.), and **VRHAM! on top** (discourse program, additional installations and performances on site and in the city).

Location: The festival was set up in several locations and the former railway shed at the Kreativzentrum (Creative Center) Oberhafenquartier Hamburg

Status Quo: With the second edition of the VRHAM! Virtual Reality & Arts Festival, we were able to build on the success of the first edition and also expand our program to contain new formats and new forms of content. We have succeeded in enhancing the exhibition concept with performative and musical live formats and want to continue to work on creating new formats in the field of virtual art and bringing the most exciting international artists to Hamburg with their projects. The worldwide festival landscape has become aware of VRHAM! over the last two years and we have been able to firmly establish ourselves with the artistic orientation of our festival. Hamburg and VRHAM! have become a name in the artistic VR scene and we will continue to strive for internationalization. We are already in contact with international partners to install worldwide VRHAM! satellites and to present our concept internationally.

Preview 2020: VRHAM! Festival will again take place in Hamburg's Oberhafenquartier in June 2020 and once again offer a wide-ranging programme that reflects the great diversity and innovative potential of this art form. Furthermore, it will provide an important opportunity for VR/AR artists to connect with each other and with players of the creative industry and sciences.

Partners searched

Countries	All regions
Profile	festival, museum, cultural centre, university or company with focus on digital and immersive arts.

Other

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Date of publication:

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