

REAL-IN OPEN CALL FOR ARTIST RESIDENCIES

Collective and interactive digital experiences for innovation in creative industries.



Co-funded by the Creative Europe MEDIA Programme of the European Union



Are you a creative or artistic team developing immersive and interactive projects in Music festivals, Performing Arts or Fashion Industry?

Are you willing to experiment and prototype collective and interactive experiences?

Do you want to open new paths for innovative and participative approaches with the audience in the creative industries?

WHO CAN APPLY?

The calls are open to creatives and artistic teams with an immersive and/or interactive project (in development or finalized) into which they would like to implement a collective and interactive dimension. Your project must be in one of the following sectors: Music Festivals, Performing Arts or Fashion Industry. Particular attention will be paid to projects that combine those disciplines. Applicants will be eligible from any country in the world.

HOW TO APPLY

You must submit your application in English via our application form to present your project

LINK: <https://form.jotform.com/211813023377045>

WHAT WE OFFER

- **1 week of residency in Marseille (FR)** provided by Dark Euphoria with the support of 2 technical directors from In lum.in (tech studio), to develop sketches and prototypes of immersive and interactive experiences based on 3d volumetric capture and real-time interaction (the travel and accommodation expenses are covered by the project)
- **Remote follow-up** and technical support for your project (2-6 months following the residency)
- **Production and prototyping costs** (up to €10,000)
- **Showcase** in major EU events related to creative industries
- **Networking** and peer-learning
- **Communication and promotion**
- **Mentoring** by renowned experts in the field

Each selected team will be supported by a REAL-IN partner expert of the field :

- [Espronceda for Music Festivals](#)
- [La Manufacture for Performing arts](#)
- [MFEET for Fashion Industry](#)

TIMELINE

Call opening
5 July 2021

Call closing
22 August 2021

Publishing of the results
End of September 2021

Residencies
Between October and December 2021

Showcase / REAL-IN conventions

The 3 prototypes will be showcased during 3 conventions, as follows:
Music team : 2 days in the course of Sonar festival - June 2022 in Barcelona – Spain
Performing arts team : 2 days in the course of Avignon festival - June 2022 in Avignon – France
Fashion team : 2 days in the course of Milan Fashion Week - June/September 2022 - Italy

WHAT ARE THE SELECTION CRITERIA

- **Innovation:** overall idea and objectives, solution to the open call challenge, project outcomes, engagement,
- **Impact:** artistic, social and economic impact, sustainability,
- **Implementation and artistic quality:** artistic proposal, implementation plan, use of the technology,
- **Team:** skills, knowledge, previous work and experience in the interactive arts, music, performing arts, fashion & design and XR fields.

SELECTION PROCESS

1 project for each of the following sectors - Music Festivals, Performing Arts and Fashion Industry - will be selected by an international jury.

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REAL IN

RESIDENCY STEPS

After being selected the 3 teams will be involved in the following steps:

1. SHARING OF SECTORS' CHALLENGES

A meeting will be organized by each partner (Espronceda for the project for Music Festivals - La Manufacture for the project for Performing Arts - MEET for the project for Fashion Industry) with the selected team to share a brief that will detail the challenge.

The brief comes from 3 focus groups of experts from each sector.

2. RESIDENCY

Each creative team, consisting of up to 4 team members, will take part in a 1-week residency in Marseille (FR), provided by Dark Euphoria (producer of artistic digital experiences). This residency time in Marseille (one week) offers the selected artistic team a technical and editorial support around their existing or in progress XR project. The laureates will be supported by two technical directors (video technical director and IT technical) from the company Inlum.in, specialised in real-time volumetric capture.

The objective is to propose new perspectives to the chosen project by adding « natural » interaction (without headset), based on the movements and gestures of the public/audience.

After a first day of presentation of the potentials of the technology based on an existing project ("Froth of the daydream") and the in-site test of the technology with kinect cameras, we will invite the artists to reflect on how to use this innovative tool in order to improve the narrative or playful dimension of their project.

The remaining days will consist of exchanges with the technical directors, obtaining moodboards, sketches, models of the XR project with this technology and working on first steps to implement this new technology. One week being much too short to create concrete visual or graphic material, we propose a remote project support over the following month after the residency with the technical directors so as to be able to obtain a teaser or a prototype of the final rendering that will be showcased at REAL-IN international convention.

The production budget of up to 10,000 Euros is to be spent in order to guarantee the best possible presentation of the project at the convention.

The residency expenses of the creative team (travel, accommodation and subsistence) will be covered by REAL-IN consortium.

PRODUCTION BUDGET

The selected team will be allocated a production budget up to 10,000 Euros upon presentation of invoices for technical and production costs related to the project: equipment, material purchase, external services (technical development). The budget must be used to create measurable outcomes that can be presented to an audience at REAL-IN conventions and fulfill the open call's objectives.

3. PRESENTATION / SHOWCASE

The results of the residency will be presented to a professional audience during REAL-IN conventions. It may take different forms depending on the team's project outcomes (prototype, demo, workshop, screening, etc.) and will be discussed jointly between the team and the artistic direction of the REAL-IN's partners. During this public presentation, the artist will be able to present a prototype, a work step, or a finalised work, depending on the progress of the project at the end of the residency. The costs for these moments of presentation (travel, accommodation, subsistence costs etc.) will be covered by REAL-IN consortium.

IF YOU HAVE ANY FURTHER QUESTIONS PLEASE CONTACT:

Music Festivals: alejandros@espronceda.net
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Performing Arts: malbert@dark-euphoria.com

Fashion: fatime.zekjiri@meetcenter.it