

# Press Release

77<sup>th</sup> VIFF VR EXPANDED 2020

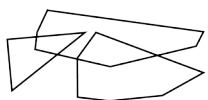
Satellite Program

ESPRONCEDA Institute Of Art & Culture  
Barcelona

02.09.2020



12.09.2020



**ESPRONCEDA**  
INSTITUTE of ART & CULTURE

# Venice VR Expanded Barcelona

The ESPRONCEDA – Institute of Art & Culture in Barcelona, is honoured to collaborate this year with Venice Biennale as the only partner in Spain to bring to Barcelona the amazing program of the 77th VIFF VR Expanded 2020, the Virtual Reality section of La Biennale di Venezia.

This year due to Covid restrictions, Venice VR Expanded won't be held in Venice island Lazzaretto Vecchio as usual. Instead, the event will be online for accredited professionals and it will travel the world through international institutions selected in collaboration with Mr. Michel Reilhac, expert and consultant for the Venice Biennale VR Competition, being ESPRONCEDA – Institute of Art & Culture. The visitors will have access to VR equipment necessary to view the artworks online. Furthermore, it will also be possible to show the works in a second location: Mataró, thanks to our partners: LAVS, VRNRG and MAC Mataró.

From 2nd to 12th of September the public can experience the 44 immersive projects of the 77th VIFF VR Expanded 2020, coming from 24 countries, in the VR Lounge of ESPRONCEDA, which was selected along with other prestigious institutions to be an Expanded Satellite, such as the PHI Center in Montreal, the Stichting Eye Filmmuseum, in Amsterdam, the HTC Corporation - VIVE ORIGINALS in Taiwan, the Portland Art Museum & Northwest Film Center in Portland, the Espace CENTQUATRE-PARIS – Diversion in Paris and other respected galleries, museums, institutions and VR leaders worldwide.

The program will present 31 immersive projects in Competition, nine projects Out of Competition – Best of VR (International selection of the finest VR works) and four projects developed during the fourth edition of the Biennale College Cinema – VR.

The 77th VIFF VR Expanded 2020 Jury will award the following prizes: Grand Jury Prize for Best VR Immersive Work, Best VR Immersive User Experience and Best VR Immersive Story.

The information about each VR work in exhibition will be updated on the Venice Biennale website.

# Virtual reality experience

Virtual Reality is an advanced technology that produces a real immersive experience in three senses : visual, acoustic and movement. When you put the VR headset the dimensions designed by the artist allow you to move inside a wonder of visuals and sensations.

The VR works could be a 360° visual experience with surrounding sound to more sophisticate interactive and playful artistic proposals where you could manipulate virtual objects, change the environment with your voice and walk into different scenarios interacting with other users that are virtually in the same place.

# Safe culture

ESPRONCEDA – Institute of Art & Culture creates a safe environment, where accurate Covid protocols are implemented in audience safety distance and disinfaection of all the surfaces and the equipment (VR headset), after each individual use.

The use of the masks is mandatory by both staff and visitors while inside Espronceda. There are ventilators to provide a healthy atmosphere.

All visitors need to book an appointment to have their chance to enjoy the VR works (which is done at the purchase of tickets online).

# How to attend

## VR Lounge Mataro Headquarters

The visit allows access to the entire programme for a period of 1 hour to visitors who must previously book their free entrance online at [www.lavs.cat/tickets](http://www.lavs.cat/tickets) or at the reception of Can Palauet (Carrer d'En Palau, 32 08301 Mataró, Barcelona).

It will also be possible to access without prior reservation and view the experience of third persons through monitors.

## VR Lounge Espronceda Headquarters

ESPRONCEDA – Institute of Art and Culture is giving access to all the content for a period of 1h to the visitors that will purchase in advance a ticket with a price of 10 euros.

Ticket are available in ESPRONCEDA website, by means of the Eventbrite event.

We encourage the visitors to prepare their visit beforehand by selecting the VR works they are interested in. During the visit each visitor will be assisted by a mediator on how to access the virtual world of Venice VR.

All the works in the selection are restricted to viewers ages 14 and above.

# Visiting times

## Barcelona Headquarters ESPRONCEDA - Institute of Art & Culture.

The visits are available every day from 2nd to 12th of September (see times below). Tickets are only available for sale online. There's no ticket sales on sight. That allows us to provide a safe experience to visitors while observing the sanitary guidelines to the current covid19 situation.

From 2nd to 8th September, 12h to 22h (last entrance at 22h)

From 9th to 12th, 12h to 18h (last entrance at 17h)

Address : Nave 4 y 5, C. d'Espronceda, 326, 08027 Barcelona

## Mataró Headquarters (From 4 to 12 September)

Visiting hours:

Monday to Friday from 17h to 20h, Saturday from 11h to 14h and from 17h to 20h and Sunday closed.

Address: Can Palauet Museum, Carrer d'En Palau, 32. 08301 Mataró, Barcelona

# About

## **ESPRONCEDA – Institute for Art & Culture**

was founded in 2013 in Barcelona as an innovative center and international platform for contemporary arts, education and cultural diffusion.

Its mission is to provide a multidisciplinary environment and a platform for creation which promotes international dialogue between artists, curators, critics, gallery owners, collectors, cultural institutions and lovers of art & culture. Believing also in the importance of synergies of art, science & technology, Espronceda created in 2019, IMMENSIVA, a platform for Art & Advanced Technologies: [www.immensiva.com](http://www.immensiva.com)

### **Press contact:**

Alejandro Martín [alejandro@espronceda.net](mailto:alejandro@espronceda.net)

Renata Procópio [renata@espronceda.net](mailto:renata@espronceda.net)

### **Address :**

Carrer d'Espronceda 326, nave 5. 08027 Barcelona.  
Metro Navas.

### **Follow us :**

### **Partners :**

**IMMENSIVA**

**LAVS** / Laboratori d'Art  
Visual i Sonor

M/A|C

 Generalitat de Catalunya  
Departament de Cultura

 GOBIERNO  
DE ESPAÑA  
MINISTERIO  
DE EDUCACIÓN, CULTURA  
Y DEPORTE

 Ajuntament de  
Barcelona