**EUROPEAN CREATORS’ LAB 2021**

**ONLINE EDITION**

**OPEN CALL DEVELOPMENT LAB**

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**WHAT IT IS**

The EUROPEAN CREATORS’ LAB has two parts: the DEVELOPMENT LAB and its little sibling, the BOOSTER LAB. Both labs have been nurturing and supporting European creatives in their knowledge of immersive storytelling, content creation with innovative technologies and future media since 2017.

Every year, creatives from around 25 nations participated, learning from each other and from our international experts and mentors, award winners and outstanding artists. Intense knowledge exchange, joint development of ideas, collaboration in teams and close contact with our mentors led to numerous successes and ongoing cooperation. Some projects "born in the lab" were further developed, funded, realised and selected for international festivals - and awarded.

The EUROPEAN CREATORS' LAB is unique in its methodology, approach, and implementation. We prepare an inspiring, protected, and non-competitive space for creatives in the deep conviction that innovation thrives best in a multi-disciplinary environment.

After the great successes in former years, we are now opening the call for the 2021 ONLINE edition in digital spaces and on virtual platforms.

The EUROPEAN CREATORS’ LAB is organized by the XR HUB Bavaria, in partnership with the Games & XR Association Mitteldeutschland, financed with the support of the Creative Europe MEDIA Programme of the European Union, the FilmFernsehFonds Bayern (FFF), and the Mitteldeutsche Medienförderung (MDM).

**WHAT WE DO**

We focus on storytelling, content development and the creative challenges of immersive story worlds. The DEVELOPMENT LAB hosts up to 50 participants and partners from all over Europe and international mentors. Packed with intense expert sessions, keynotes and masterclasses you will find a safe space to learn, explore, experiment and collaborate – in a non-competitive, multi-disciplinary, creative environment, where you develop ideas and make friends with the European VR family.

Learn how to master the new grammar of immersive storytelling. Ideate and develop a project with fellow participants from all over Europe and share your professional insights as an artist, a creator, a creative. Benefit from our alumni network and become part of the European xR family!

**MENTORS**

We are excited and proud to announce first mentors: **Kent Bye** (podcast [voicesofvr.com](https://voicesofvr.com/)), **Ana Brzezińska** (head of studio at Kaleidoscope**), Alex Herrmann** (founder XR studio expanding focus)**, Matthias Leitner (**digital storyteller, UX designer and SCRUM master), **Philipp Maas** (Director at Fable Studio), **Elisabeth Mayer** (VR researcher and specialist in games engines)**, Liz Rosenthal (**Curator, executive producer and pioneer of immersive and interactive creative media), **Sara Lisa Vogl** (VR artist, designer and co-founder of Women in Immersive Technologies Europe). Head and training lead is **Astrid Kahmke**.

The complete board of mentors will be published soon.

**FOR WHOM**

The European Creators' Lab is tailored for writers, directors, VR/AR developers, game designers, programmers, 360° filmmakers, techies, storytellers, creative producers, startups, marketing experts, journalists, media enthusiasts, future unicorns, artists and everyone with a solid creative professional background and a large portion of curiosity and open-mindedness.

**SELECTION**

The participants will be selected by a jury. Criteria include creative background, personal motivation, experience in VR/AR and/or 360°.

We provide a very small number of scholarships – following the regularities of the Creative Europe Media Programme.

**LOCATION**

The European Creators' Lab is for participants from all over Europe. We want to make it possible for all of you to be there. That is why we have decided on an ONLINE EDITION. The Lab will take place entirely in digital spaces and on VR platforms.

**DATES / PARTICIPATION FEE**

Application Deadline: September 12th

Announcement: September 27th

Development Lab: November 15th to 19th

Participation Fee: 350 € (+ 19% VAT)

**SOCIAL MEDIA**

Website: <https://european-creators-lab.com/>

LinkedIn: <https://www.linkedin.com/company/european-creators-lab>

Facebook: <https://www.facebook.com/groups/362914647399897>

Instagram: <https://www.instagram.com/european_creators_lab/>

#eucreatorslab2021 #immersivestorytelling #europeancreatorslab

**CONTACT**

Silke Schmidt

XR Hub Bavaria

[hi@xrhub-bavaria.de](mailto:hi@xrhub-bavaria.de)