

# META— LOGUES— 2022—

---

“Empowering cultural XR collaborations”

## OPEN CALL FOR APPLICATIONS

---

- Are you a **cultural worker or entrepreneur** eager to explore and realize the potential of XR technologies for your organization?
- Are you an **artist or a curator** keen to experiment with new Augmented or Virtual mediums?
- Are you based anywhere in **Europe** with a working command of the English language?

**Metalogues** is a program designed to meet your needs when it comes to adopting new approaches in cultural storytelling or the arts by means of Extended Reality (XR) technologies. The program aims to bring together individuals, organizations and entities from the European cultural space that have an active interest or are involved in XR projects in their field, along with XR professionals and companies that have created or have participated in similar cultural endeavours, with the purpose of advancing cross-sectoral dialogue and empowering international cooperation. Metalogues provides a digital and physical platform for networking, knowledge transfer, development and promotion of cultural XR ventures taken up between actors in the European cultural and technological scenes.

**Applications are now open** for your participation at **Metalogues\_2022**. Individuals such as artists, curators, educators and researchers, and formal or informal entities such as artistic groups and collectives, art galleries, museums, cultural centres, theatre and concert halls, from all-over Europe, are invited to apply for participation in the 2022 edition of Metalogues, which will unfold in 3 parts throughout the year.

**The first part** of Metalogues 2022, includes a **3-day XR workshop** which will take place online from Monday, July 4<sup>th</sup>, to Wednesday, July 6<sup>th</sup>, 2022, afternoon hours. Workshop participants will have the opportunity to learn about the latest technologies, projects and collaborations between the cultural space and the XR industry, as well as to formulate their own idea into a unique proposal with the potential to be developed into an actual proof-of-concept project. The workshops offer a space for discussion on individual project ideas and the evaluation of their potential, consultation with XR industry experts and guidance on how to develop an idea into a viable, working prototype.

**The second part** of the programme consists of an international **all-day event** which will take place online on Friday, July 8<sup>th</sup>, 2022. The event will invite a larger audience into a programme of talks and roundtable discussions on available XR technologies, presentation of concepts and examples of successful cultural XR applications, speed networking meetings and more. The event will also provide a stage for the workshop participants to present their refined



concepts. At least three of those concepts will be selected and matched with an appropriate XR professional or company, in order to collaborate and produce a working proof-of-concept. The resulting teams will be provided with the necessary information and requirements, including administrative assistance and mentoring, to develop their projects.

**The third part** of the programme will take place physically at the **Beyond 4.0** International Expo to be held from September 29<sup>th</sup> to October 1<sup>st</sup>, 2022, at the Thessaloniki International Exhibition and Congress Centre. The Expo is a focal point for developing companies active in new technologies and their various fields of application. The project teams resulting from the all-day event will be supported to present and demonstrate their working proofs at a dedicated pavilion for Metalogues 2022 in the exhibition space. They will have the opportunity to present their works in person to the Expo visitors, parallel to a rich program of events and workshops on AR and VR applications in the broad spectrum of Arts and Culture, organized by Metalogues with leading XR industry experts.

### Interested to apply?

Visit [www.metalogues.eu](http://www.metalogues.eu) and apply for participation at the Metalogues 2022 workshops or at the Metalogues 2022 online event. The language of the programme is English. Note that the available seats for participation in the workshops are limited.

### Any questions?

Should you need any further information or clarification, please contact:

Sotiris Stampoulis

Phone: +30 2310 889 613 (9.00-13.00 Monday to Friday)

Email: [Sotiris.Stampoulis@goethe.de](mailto:Sotiris.Stampoulis@goethe.de)

---

Metalogues is an initiative of the [Goethe-Institut Thessaloniki](#) conducted in cooperation with [Malvi](#) creative agency, supported by the [Academy of International Extended Reality](#) and [TIF-Helexpo](#), and funded by the [German Federal Foreign Office](#).

Powered by:



M A L V I

Supported by:

**HELEXPO**

**aixr.**

Funded by:

