



Immersive Experiences

Pilots Launch with Artists and Cultural Organisations

Artcast4D pilots are launching in Issy-les-Moulineaux, Hounslow, Valencia, and Athens, bringing together artists, museums, and cultural organisations to create immersive experiences in public spaces, performance art, and tourism. These projects aim to deepen public engagement with cultural heritage while exploring the cutting edge of immersive experiences. Using AAAseed, an innovative open-source 2D/3D real-time engine, Artcast4D assesses the impact of this technology on the arts, helping boost the competitiveness of local cultural sectors.

Issy-les-Moulineaux Takes the Lead with Citizen Engagement

In Issy-les-Moulineaux, Artcast4D is teaming up with the French Museum of Playing Cards to bring immersive, interactive art to the city center. This pilot project invites both residents and professionals from the cultural and creative industries to co-create using Artcast4D technology, blending event promotion, cultural heritage, and real-time interactive experiences. The first community artwork, *Fresco*, was unveiled at the #Vivalssy festival during the European Night of Museums in May 2024.

Art in the Public Space: Hounslow's Creative Exploration

Hounslow, UK, is embracing Artcast4D's vision by bringing art into public spaces. Watermans Arts Centre will curate five artistic commissions, highlighting the accessibility of Artcast4D technology for non-specialist artists. With artists like Tendayi Vine, Tom Dale Dance Company, and Insectotropics experimenting with this tech, the projects—ranging from digital performances to long-term installations—promise to captivate audiences and strengthen cultural connections with twin town Issy-les-Moulineaux.



Team photo, September 2023, Valencia, Spain



Fresco, May 2024, Issy-les-Moulineaux, Paris, France



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Cross-City Collaboration

Issy Mix project combines concerts, mapping, installations, and a cross-city collaboration with Hounslow, featuring simultaneous creative panels.

Valencia: Pioneering Innovation in Art and Experience

In Valencia, Spain, Espai LaGranja and the Instituto Valencià de Cultura (IVC) are demonstrating the power of combining performance art with immersive technology to captivate audiences and spark creativity. **TEK-NET**, an experimental dance piece directed by Elton Luis and showcased on 3 May 2024, explores the intricate relationship between humanity and technology through electro dance, offering a thought-provoking reflection on our digital age.

Athens Redefines Museum Experiences

Athens, Greece, is redefining museum experiences with its Wisdom Tourism pilot. Set at the AiTHERION exhibition space, visitors are invited to explore moral dilemmas through the innovative IdeoVisual© methodology. This interactive journey, enhanced by AI, blends ancient philosophical wisdom with modern technology, encouraging deep reflection on timeless questions in a fresh, engaging way.

Join Artcast4D's Early Adopters Programme!

Are you an artist, software developer or a cultural institution eager to explore the potential of immersive technology? Join Artcast4D's Early Adopters Programme and be among the first to trial cutting-edge interactive experiences. For more details contact us via our website, www.artcast4d.eu.



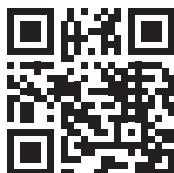
Tendayi Vine, The Pillars of Our Latex House, March 2024, Hounslow, UK



TEK-NET, May 2024, Valencia, Spain



Socrates Avatar, June 2024, Athens, Greece



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