

## FROM 11:00 AND AFTER REGISTRATION,

you are welcome to visit our VR **showcase** coordinated by Poolpio in the room TerArken 2 with some amazing projects to discover:

The pilot of the first VR TV drama series, **ADA/M**

**NOTES ON BLINDNESS**, an immersive VR project based on the documentary film

The first VR music video **WHAT DO WE CARE4?** and **WELTATEM**: a voice-driven VR-experience

**SMALL TALK**, the first BBC talkshow in VR

**SENS VR**, the first VR game inspired by a comic (*Sens* by Marc-Antoine Mathieu)

The virtuality experience **C.A.P.E.**  
**DROP-DOG**

**PHILIP**, the first French VR fiction about Philip K. Dick

**WHITE PIG**, a project initiated by the Goethe Institute of Washington and the Théâtre de Liège on the topic “privacy and Internet”, which became a VR movie produced by RTBF in November 2016 (tbc)

The VR performance **IMMERSIO**: the participant, by entering in a black 3x3m cube, experiences a “dive” in a drifting virtual universe

**PARADISE**, the first VR fiction short movie in Belgium

**MISMATCHED**, a Polish VR series

**LA VIE À VENIR EN 360**, RTBF’s first VR fiction

As well as demos by **NOZON** and in partnership with Plaine Images (Tourcoing) by **LUCIDWEB**.

We wish to thank Juliette Duret, Pascale Valcke, Yves Gervais et Magali Cornelis (BOZAR), Jean-Louis Decoster (Poolpio) and his team for the coordination of the showcase, Maxime Coton, Thierry Duchateau (Audiovisual and Transmedia Department, University of Namur) for the recording and the streaming of the conference, Stéphane Piéra, Clarisse Bardirot and Marine Haverland for their precious advice on the conference programme, James Taylor and Mélanie Amilhat (SAA) as well as Damien Bol for the final read-through, Jeff Bertemes for the livetweet... and the team of “frères Debekker” for the catering.

Follow us on Twitter @SACD\_Be, and react with the hashtag #SACDxVR!

## From story to experience: programme of the conference

The conference will be held in English and French, with a live translation with headphones, except for some of the afternoon roundtables (see programme below). We are thankful to the interpreters Maja Lesic and Anne-Sophie Staquet. Please make sure you return your headphones at the end of the day!

### 09H-09H15

📍 FUMOIR

Welcome coffee

### 09H15-09H25

📍 STUDIO

**Welcome** by Didier Gosuin, Economy and Employment Minister of the Brussels-Capital Region, and Inès Rabadán, Chair of SACD Belgium, and Stéphane Piéra, member of the Board of Directors, responsible for interactive creation, SACD France.

### 09H25-10H05

📍 STUDIO

**Keynote** by Barbara Lippe, Creative Director and Founder of *entreZ*, which produced the pilot of the first TV drama series for VR **ADA/M**.

### 10H05-11H20

📍 STUDIO

**Writing for VR:**  
**building an experience**

When does it make sense to turn a story into VR? Is it a primary choice or an afterthought (maybe driven by financial opportunities)? How does the writer cope with immersion and interactivity? How far will this impact the user? What are the means the storyteller can use to guide the viewer from scene to scene?

Our speakers will explore the potential of virtual reality storytelling. They will look at the different ways to build empathy and engagement through immersive narratives. They will also tackle the ethical implications of the medium, and the issue of the ever-changing technology.

**With:** Béatrice Lartigue, artist, designer & artistic director of the immersive

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experience **NOTES ON BLINDNESS**:

Marieke Nooren, creative producer and dramaturge of WildVreemd, who created the first VR music video **WHAT DO WE CARE4 ?** and more recently the VR-opera **WELTATEM**, Julien Dubuc, videographer and light designer and Samuel Sérandour, sound designer and members of INVIVO, Nicolas Peuffaillit, screenwriter of *A Prophet, The Returned* and the interactive fiction *The Passengers*, Catherine Allen, immersive media specialist and executive producer of the first BBC VR show **NO SMALL TALK 360°**.

**Moderator**: Stéphane Piéra

or also for others? Is it going to be a solitary or a social experience? Which technology favours VR's accessibility by the general public? And, last but not least: how to monetize it?

**With**: Marie Blondiaux, producer (Red Corner) of the game **SENS VR**, Liz Rosenthal, founder and director of Power To The Pixel, Eric Joris, multi-disciplinary artist, stage director and founder of Crew, who initiated the virtual performances **C.A.P.E.**, Matthieu Labeau, business development manager of **NOZON**, Richard Nockles, 360 film producer and director and founder of Surround Vision, Pierre Zandrowicz, director of **I, PHILIP** and cofounder of Okio-Studio

**Moderator**: Inès Rabadán

## 11H20-11H50

📍 FUMOIR  
Coffee break

📍 TERARKEN 2  
Viewing of VR projects in the showcase

## 11H50-13H05

📍 STUDIO  
**VR for all! Building an audience**

As virtual reality moves beyond early adopters to the general public, speakers will discuss the challenges of building a new audience for a new medium. What are this future audience's expectations? And what opportunities does this evolution open?

The discussion will question VR: will this new medium be mainly for gamers

## 13H05-14H30

📍 FUMOIR  
Lunch and networking session

📍 TERARKEN 2  
Viewing of VR projects in the showcase

## 14H30-16H

Three simultaneous roundtables:

📍 TERARKEN 1, only in French

① **VR on stage: experience sharing and feedback**

**With**: Alex Lorette, writer and stage director, who worked recently on the VR project **WHITE PIG**, Julien Dubuc and Samuel Sérandour, members of INVIVO, Yann Deval, artist member of **IMMERSIO**.

**Moderator**: Léa Rogliano, visual artist currently working on the project *Carnet de voyage virtuel en Corée du Nord*

📍 STUDIO

② **VR and directing: between craftsmanship and experimentation, a new way to film**

**With**: Marijn Goossens, director of **PARADISE** and cofounder of Soulmade, Marieke Nooren, Marcin Lunkiewicz, producer of the series **MISMATCHED** and cofounder of mimo.ooo.

**Moderator**: Stéphane Piéra

📍 TERARKEN 3, only in French

③ **The funding of a VR project: how to find funds and monetize your product?**

**With**: Marine Haverland, audiovisual advisor at screen.brussels, Marc-Henri Wajnberg, writer, director and producer, Lucie Rezsóhazy, coordinator

for webcreation at RTBF Interactive which recently co-produced the VR fiction **LA VIE À VENIR EN 360**, Stéphanie Leempoels, Office Manager at Creative Europe MEDIA Desk - Fédération Wallonie-Bruxelles, Anna Charrière, project manager for new medias at the CNC.

**Moderator**: Inès Rabadán

## 16H00-16H30

📍 STUDIO  
Coffee break

📍 TERARKEN 2  
Viewing of VR projects in the showcase

## 16H30-17H00

📍 STUDIO  
**Cross flash-back on the afternoon roundtables**

## 17H00-17H30

📍 STUDIO  
**The VR temptation**, conclusion from our witnesses, the authors Brice Cannavo, Frédéric Fiévé and Priscille Cazin

## 17H30-19H00

📍 FUMOIR  
Drink

📍 TERARKEN 2  
Viewing of VR projects in the showcase