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## EXHIBITION: DEMO AREA

### VIRTUAL EXHIBITION OF ANDALUSIAN DESIGN

**Company:** Andalusian Association of Designers (AAD)

**Description:** this demo is an exhibition of design pieces that come from the professional practice of members of the Andalusian Association of Designers. Most of the pieces are graphic, industrial and space design.

There will be a specific room for the Malaga designer Antonio Herráiz, who will have a selection of pieces developed for the field of culture.

This exhibition is part of the germ of the future Andalusian Design Documentary Fund, on which the AAD is currently working.

The Virtual Exhibition of Andalusian Design is being developed by Opossum, a company specialist in the development of virtual environments and augmented reality.

**Web:**

<https://www.aad-andalucia.org/>

<https://opossum.es/>

### CIENCIAVR IMMERSIVE SPACES FOR EDUCATION AND CULTURE

**Company:** CIENCIAVR

**Description:** there will be a series of demonstrations with augmented reality (AR) applications and contents developed by CienciaVR. The innovation lies in the creative and differentiating use we make of technology to promote immersive and interactive spaces and that is why our resources allow the development of different skills such as scientific and technological, digital, cultural, personal and social awareness and expression, learning to learn and communication, contributing to meaningful learning.

- AR-T IMMERSIVE CULTURAL CITIES
- CAJAL 2022. BUTTERFLIES OF THE SOUL
- MICROBIOLOGY-AR
- EDITORIAL-AR
- BIOINVASORES-AR
- SUSTAINABLE DEVELOPMENT GOALS 2023
- C-AR-DIO

**RRSS:**

<https://www.instagram.com/cienciavr/>

<https://www.facebook.com/people/Cienciavr/100069691313830/>

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## CORDOBA 360

**Company:** Creaciones Inmersivas S.L.

**Description:** immersive content in 360° video inside the tactile totem + VR glasses.

**RRSS:**

<https://www.instagram.com/cordoba360oficial/>

**Web:**

<https://cordoba360.es/>

## SHARED VIRTUAL REALITY

**Company:** HOLAVR

**Description:** shared Virtual Reality is the only technology that allows you to enjoy Virtual Reality in a group. It puts an end to the isolation of VR glasses, allowing the people wearing the glasses to see all the real objects around them and the other people with whom they share the experience, within the virtual environment in which they are immersed in 360°. A 2-seater 9D cinema module moved by hydraulic arms will be exhibited in an enclosed space. The visitor will enjoy a virtual trip in an aircraft. They can see the place where they are sitting and their companion, making a very real flight through a natural landscape or an archaeological 3D reconstruction.

**Web:**

<https://holavr.es/>

## HOLOGRAPHIC DEVICES

**Company:** Newtonlab Space

**Description:** holographic content related to the event.

**RRSS:**

<https://es.linkedin.com/company/newtonlabspace>

<https://www.instagram.com/newtonlabspace/>

<https://twitter.com/newtonlabspace>

**Web:**

<https://www.newtonlabspace.com>

<https://www.theshowwindow.com/>

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## PHYGI

**Company:** Quatechnion, S.L.

**Description:** touch totem tool with VR goggles + Behavioural Analytics and Measurement System.

**RRSS:**

<https://www.linkedin.com/company/quatechnion/>

**Web:**

<https://phygismartshelf.com/es/>

## EXPERIMENTAL MUSEOLOGY HUB (HUME): MUSEUM EXPERIENCES IN THE METAVERSE

**Company:** REMED Network of Museums and Digital Strategies

**Description:** HUME is an Experimental Museology Hub located in the UPV's Polytechnic City of Innovation, organized and coordinated by REMED, the Network of Museums and Digital Strategies. It is a space for experimentation dedicated to researching new digital museum formats open to collaboration between different private and public entities. We analyze the different media where real, virtual and hybrid exhibitions are developed to create new social and emotional experiences. In addition, the Hub offers consultancy services to effectively apply virtual and augmented reality technologies, artificial intelligence chat bots and innovative digitization processes in museums. At this fair, we will present an experience developed in the last year on the Spatial.io platform where we innovate with the individual and group interaction of visitors to analyze their behaviors in this interactive metaverse. For this purpose, we have prepared several socialized virtual exhibitions that can be enjoyed during the fair at our stand.

**RRSS:**

[https://www.instagram.com/REMED\\_20/](https://www.instagram.com/REMED_20/)

[https://twitter.com/REMED\\_20/](https://twitter.com/REMED_20/)

<https://www.linkedin.com/company/remed-red-de-museos-y-estrategias-digitales/>

[https://www.facebook.com/REMED\\_20/](https://www.facebook.com/REMED_20/)

<https://www.youtube.com/channel/UCpeTGTdpUA5anzmprUAjH0g>

**Web:**

REMED: <https://remed.webs.upv.es/>

HUME: <https://hume.institutoidf.com/>

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## MULTI-USER VR EXHIBITION

**Company:** UNIVRSE

**Description:** Univrse allows hundreds of people to share the same Virtual Reality experience with total freedom of movement. This innovative solution has been developed for museums and cultural institutions and represents a real revolution in the use of immersive experiences in the field of culture.

**RRSS:**

<https://www.linkedin.com/company/univr-se>

<https://www.instagram.com/univr.se/>

**Web:**

<https://www.univr.se/>

## MALAGA VIRTUAL

**Company:** Visitas Virtuales S.L.

**Description:** is an immersive impact ecosystem that allows you to visit and explore Malaga and virtualize your business into its digital twin, build customer loyalty and expand into a new world full of opportunities in a collaborative, immersive and entrepreneurial environment.

An immersive impact ecosystem is a digital environment that combines advanced technology, such as virtual, augmented and mixed reality, in order to create an immersive experience for the user where they can immersive experience for the user where they can interact.

**Web:** <https://www.visitasvirtuales.com/>

## FRIDA KAHLO'S DREAMS GRUPO PLANETA'S ARTIKA COMPANY BOOK IN VIRTUAL REALITY

**Company:** Voson Engine SL

**Description:** In "Frida Kahlo's Dreams" experience, guests will be able to sample an exclusive book valued at over €5,000. The visitors will be able to walk through a museum detailing the creation of this collector's item.

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## **XR&C- VIRTUAL REALITY AND METAVERSE SOLUTIONS FOR CULTURAL PROJECTS**

**Company:** XR&C

**Description:** In the tech-demo area there will be a group experience for a maximum of 7 people simultaneously in virtual reality, in which visitors will be able to explore 2 of our art galleries, with the painting exhibitions "Ethereal" by Linda Hollier (Canada) and "De status animae" by Concha Galea (Malaga) in which the protagonists will be explaining their work, in the case of Linda virtually in metaverse from Canada (in English) and in the case of Concha Galea in person at the following times:

Linda Hollier: 12h to 14h and 16h to 17h - 19/06

Concha Galea: 12 to 14h - 20/06  
10h to 12h - 19/06  
10h to 12h - 20/06

The rest of the opening hours are free to visit the galleries.

**Web:** <https://musicosdelmundounidos.com/xrc/>