

Holo Labs

dive_in

Programme for Digital
Interactions

**HoloLab #1:
New Forms of
Participation
and Interaction
13-14
October 2021**

kulturstiftung-des-bundes.de/dive-in
#ProgrammDiveIn #HoloLabs #HoloLab1

**KULTURSTIFTUNG
DES
BUNDES**

Programme

Wednesday

13 October

14:00
Soft opening on gather

14:30
Tour through gather

15:00
Welcome by the German Federal Cultural Foundation
— FRIEDERIKE ZOBEL, research associate *dive in*

Moderator: [VERA LINSS](#)

15:15–17:00
Interactive keynote: “Let’s get working (together!)”
— YAW! KOLLEKTIV, artists’ collective

17:00–17:15
Break

17:15–18:15
Input talk: “Interaction Concepts and Their Potentials for Various Settings and Audience Groups”
Q+A with audience
— KATRIN GLINKA, cultural studies scholar

17:15–18:15
Panel: “Participation and the Ability to Act – Possibilities of Audience Interaction in Hybrid Projects”
— SOPHIA HUSSAIN, director of *Escape the Room 2.0*
— LENBACHHAUS MUNICH, team of the project *Collaboratory*

Moderator: [VERA LINSS](#)

Thursday

14 October

10:00–10:15
Welcome and introduction to Day 2

10:15–11:15
Panel: “Playfully Remembering – Interaction in Activities of Remembrance”
— STEFFI DE JONG, cultural studies scholar, University of Cologne
— LEONIE KUBIGSTELTIG, Berlin Wall Memorial
— JÖRG FRIEDRICH, indie game developer, PaintBucket Games

Moderator: [VERA LINSS](#)

Input talks

10:15–11:15
“Tips and Tricks for More Digital Accessibility”
— ADINA HERMANN, chairwoman of the Sozialhelden Akademie

11:15–11:30
Q&A on gather

11:30–12:00
Meet-up: Digital Accessibility

11:30–12:00
“Playful Audience Participation as Social Negotiation”
— FRIEDRICH KIRSCHNER, degree programme coordinator of Spiel&&Objekt, HfS Ernst Busch

12:00–12:15
Q&A on gather

12:15–12:45
“Decolonising the Digital Sphere” (EN)
— RENATA AVILA, human rights attorney, CEO Open Knowledge Foundation

12:15–12:45
“From Gamification to Participation – Chances and Risks of New Digital Interactive Formats”
— DAVID WEIGEND, head of Education and Participation, Futurium Berlin

12:45–13:15
Lunch break

13:15–13:45
“Digital Experiences for Older Participants”
— MANOUCHEHR SHAMSRIZI, co-founder of gamelab Berlin

13:15–13:45
“Onboarding / Offboarding / Fallback Channels: Audience in VR”
— KATHARINA HAVERICH, media artist

Workshops

13:30–18:00
“The Future is Not Digital. Hybrid is the Future!”
(in person at the Hybrid Space Lab in Berlin, or digital from 15:30–18:00)
— PROF. ELIZABETH SIKIARIDI AND PROF. FRANS VOGELAAR, founders of the Hybrid Space Lab

13:45–15:45
“Simple & Easy Language”
— INGA SCHIFFLER, language mediator

13:45–15:45
“VRChat – Social VR as a Theatre Venue”
— UNREAL.THEATER, theatre artists collective

13:45–15:45
“Digital Programmes for Older Participants”
— MANOUCHEHR SHAMSRIZI, co-founder of gamelab Berlin

15:45–16:00
Closing statements and outlook at HoloLab #3

16:00
Soft ending on gather

HoloLab #2

Digital Summit in the *dive in* programme

Digital spaces offer new opportunities for cultural education and artistic production, allowing for direct interaction with and between audience members. Artists can integrate this interaction into their concepts and offer audience members the chance to shape the performance/work themselves. The result is more personalised experiences which take audience's diverse backgrounds into account.

HoloLab #2 on 13 and 14 October turns its attention to new forms of interaction and participation. Keynotes, input talks, workshops and best-practice examples by programme participants and international experts invite the public to join the discussion on current developments and to collaborate on new ideas, reflect on goals and challenges, and develop strategic steps toward achieving those goals.

Programme content & contributions

Wednesday 13 October

15:15 – 17:00

Interactive keynote: “Let’s get working together)!”

Future-oriented cultural activities require new perspectives on working (together). What is needed so that participation in cultural work can truly take place? How is the relationship between institutions and visitors changing? And to what extent do the framework conditions have to change? These are the questions which the yaw! kollektiv presents in their interactive keynote address. The artists' collective defines itself as one committed to participation-based cultural work and reflects this practice in their events. They offer examples and visions of a future-oriented approach in times of new accessibility and more complex, hybridised worlds. Welcome to a place where you can mutually reflect, discuss and engage in playful experimentation!

YAW! KOLLEKTIV is an independent team of artists devoted to contemporary museum development, innovative education and cultural processes of participation. The team formed from a collaboration with the Weimar Bauhaus Agents and has since specialised in working for institutions interested in opening themselves to their audiences, as well as internally to their own staff.

17:15 – 18:15

Input talk: “Interaction Concepts and Their Potentials for Various Settings and Audience Groups”

Web-based search functions for digitalised collections, multimedia guides for exhibitions, and visitor-friendly communication in social media have meanwhile become standard formats of digital knowledge transfer and communication at cultural institutions. Now the question is: What innovative, interactive formats can be used to reach a diverse audience by means of digital technologies? In her presentation, Katrin Glinka offers examples from her many years of experience in research and museum work which point to

the enormous educational potential of digital technologies with their wide variety of interactive formats in a cultural context. She also highlights where the challenges lie in terms of their design, development and usage.

KATRIN GLINKA is a cultural studies scholar whose research focuses on digital technologies in a cultural context, data visualisation and human-computer interactions. She has headed the HCC Data Lab in the Human-Centered Computing research group at the Institute of Computer Science at the FU Berlin since 2020. From 2017 to 2020 she was responsible for the general scientific supervision of the joint project museum4punkt0 at the SPK. Prior to that, she conducted research on the visualisation of digital collections at the Potsdam University of Applied Sciences.

17:15 – 18:15

Panel: “Participation and the Ability to Act – Possibilities of Audience Interaction in Hybrid Projects”

Does including the audience into the creative process necessarily mean relinquishing artistic autonomy? How does the relationship of authority change between the creators and the audience if the audience can decide on the content itself? In this panel discussion, two projects funded by the *dive in* programme share their experiences: *Escape the Room 2.0*, which directly encouraged viewers to shed their passivity and actively shape the sequence of scenes, and the *Collaboratory* at the Lenbachhaus, a digital platform that invites visitors to engage in a playful manner. How does this audience interaction function, how did the organisers technically implement their projects, and what kind of cooperation with the audience did they achieve?

SOPHIA HUSSAIN studied German studies and media studies in Hamburg and now works as a freelance stage director. She created several immersive theatre projects with adolescents, such as *Die Heilanstalt (The Sanatorium)* – a 21-hour theatre performance with over 100 juvenile actors – and directed the *dive in*-funded project *Escape the Room 2.0*. The **COLLABORATORY** is a digital open space at the Lenbachhaus. The project aims to overcome social distance and create a space for exchange and joint activities. The team behind the project is comprised of art education and digital communication staff at the museum and web developers.

Thursday **14 October**

10:15 – 11:15

Panel: “Playfully Remembering – Interaction in Activities of Remembrance”

Interactive remembrance can serve as a bridge between contemporary educational methods and historical events. Digital spaces of experience can make the past participative and individually relevant to visitors. What role do visitors play in an individualised historical narrative, how can differences be made visible and used productively, and what opportunities lie in playfully exploring history and stories?

STEFFI DE JONG is a research assistant at the University of Cologne. She is currently working on a project financed by the Gerda Henkel Foundation on the history of re-enactments and on a project that portrays the Holocaust in VR, financed by the Grimme Forschungskolleg. She has collaborated on the research project *Exhibiting Europe*, has worked at the Humboldt University of Berlin and Maastricht University, and earned her doctorate at the NTNU in Trondheim in 2012.

JÖRG FRIEDRICH co-founder of Paintbucket Studios, is a game developer and designer. Paintbucket Studio develops games based on historical events and creates

interactive memories. In the game *Through the Darkest of Times*, which he co-developed, players become resistance fighters against the Nazi regime. Friedrich regularly holds lectures on the topic of game and narrative design at universities throughout Germany.

LEONIE KUBIGSTELTIG works in the field of diversity-oriented program and audience development. She has worked at the Hygiene Museum Dresden and is currently co-curating the online exhibition 'After the Flight' for the Berlin Wall Foundation, Marienfelde Refugee Center Museum. She has a professional background in theater directing/choreography and has directed, among others, at various stages in London, at Schauspiel Frankfurt and in Berlin at the Gorki Studio as well as realized participatory formats with young people and institutions of independent youth welfare.

10:15–11:15

Input talk: “Tips and Tricks for More Digital Accessibility”

Many people encounter barriers in the digital media world. Sometimes they can't understand video content because subtitles are missing. Or they don't feel included because they are represented in clichéd (pictorial) language – if at all. Through inclusive media work, we can dismantle such barriers, recognise new perspectives for creative content and reach more people. From web tools to phrasing, Adina Hermann presents an overview of ways that can make media more accessible and inclusive – with background info on accessibility, practical tips and tricks.

ADINA HERMANN studied communication design and art direction in Hamburg before she began working at Sozialhelden e.V. in Berlin in 2012. Today she is head of design and one of the members of the association's executive board. She also manages the projects *Pfandtastisch helfen!* and *wheelramp.de*, and regularly holds workshops and lectures on accessibility and inclusion.

11:30–12:00

Input talk: “Playful Audience Participation as Social Negotiation”

Theatrical performance is capable of creating, connecting with and examining yet-unknown worlds and visions. To this end, we need new forms of artistic performance that shift from narration and storytelling and focus instead on investigating the conflict of the action. Social negotiation becomes a world-building element in this respect, from which a complex, performative event is developed from personal experiences and playful exchange. In other words, negotiation becomes the aesthetic principle.

FRIEDRICH KIRSCHNER is a stage director and software developer. He uses interactionism as a theoretical basis and video games as the technological platform for participative social simulations. His works have debuted at numerous international festivals and exhibitions, including the Laboral Gameworld Exhibition in Gijon, the American Museum of the Moving Image in New York, the Ottawa International Animation Festival, the Seoul Media Art Biennale and the Ars Electronica Festival in Linz. He was the director of the Machinima Film Festival in New York in 2008. As a professor of digital media, he coordinates the master's degree programme “Spiel & Objekt” at the Ernst Busch Academy of Dramatic Arts in Berlin.

12:15–12:45

Input talk: “From Gamification to Participation – Chances and Risks of New Digital Interactive Formats”

Digital tools offer new ways to stimulate interaction between visitors and

institutions. This input talk presents an overview of what is digitally possible today and demonstrates how the next digital project can be planned and developed. The presentation concludes with a “deep dive” into the topics of gamification, game development and creative digital formats for use in co-creation.

DAVID WEIGEND heads the Education and Participation department at the Futurium in Berlin. Together with partners from academia, business and society, the team at Futurium develops new interactive formats that allow users to creatively engage with the future. David Weigend is an economist, design thinker and graduate of the master’s degree programme “Futures Studies” at the FU Berlin. He has accompanied numerous innovation and strategy processes as a trainer and moderator and has worked for several years as a game developer himself.

12:15 – 12:45

Input talk: “Decolonizing the Digital Sphere” (EN)

The world is being digitally colonised by a handful of corporations and messianic tech leaders, self-appointed and impossible to remove, provoking an unprecedented disruption in our democratic institutions and threatening our freedoms. As new systems are rolled out, we need to collectively imagine the accountability mechanisms that will limit that power and turn the tables, giving it back to people to use it as a tool to accelerate the changes the world needs, but also to enable the creation and cultural expression in the million new dimensions the digital sphere offers as possibilities.

RENATA AVILA Guatemalan, 1981 is an International Human Rights Lawyer and author. She is the CEO of the Open Knowledge Foundation. She is an affiliate at HAI at Stanford University. With more than fifteen years of experience working in cutting edge issues related to technology and society. She co-founded the <A+> Alliance for Inclusive Algorithms and the Polylateral Association. She is a Board member for Open Future and Cities for Digital Rights. She also serves as a Global Trustee of the Think Tank Digital Future Society.

13:15 – 13:45

Input talk: “Digital Experiences for Older Participants”

Art education programmes often lack digital services targeted specifically at older audiences. Having to navigate new digital technologies is often a challenge to the older generation. What conditions have to be met to create successful programmes for all age groups? In this input talk, Manouchehr Shamsrizi discusses the difficulties and differences in applying digital technologies to various target groups and shows how to spark curiosity in an older target group.

MANOUCHEHR SHAMSRIZI is the co-founder of the gamelab.berlin in the Excellence Cluster at Humboldt University and also co-founder of the social start-up RetroBrain. He serves as a member of various think tanks on issues of digitalisation and justice, e. g. for the Stifterverband für die Deutsche Wissenschaft. He also lectures on “The Future of Blockchain, Gamification, Virtual Reality and Artificial Intelligence as Social Drivers”, e. g. at Leuphana University in Lüneburg and the Stockholm School of Economics in Riga. Shamsrizi is an Ariane de Rothschild fellow at the University of Cambridge and Global Justice fellow at Yale University.

13:15–13:45

Input talk: “Onboarding/Offboarding/Fallback Channels: Audience in VR”

Seeing each other in real life and later meeting each other in a VR environment. Giving women a digital outlet to realise their dreams of aggression against men. Hanging upside down with a horse running circles around you. Katharina Haverich discusses her experiments on social community-building in virtual realities and offers insights into digital gang formation which function outside of rectangular video windows. What is needed to get female viewers to spend time together in artistic spaces and settings in VR? A senselessly upbeat progress report.

KATHARINA HAVERICH works at the interface of media and theatre under the influence of dreams. She stages dream-based sequences in digital and physical spheres. Haverich plays with dark and daring scenarios in which she constantly rearranges the position of the audience. She is a founding member of the Virtual Club of Dangerous Women and Radical Daughters, as well as neo.NEULAND and unreal.theater.

13:30–18:00

Workshop: “The Future is not Digital. Hybrid is the Future!”

What are inspiring, inclusive and sustainable hybrid art and cultural formats? In this workshop, we will speculate on hybrid spaces for artistic and cultural practices. We will experiment with co-creative processes in place at a hybrid design studio so that we can develop our own ideas on infrastructures and networks for combined on-site and online co-creative projects and integration of the public. Furthermore, we aim to formulate recommendations for hybrid modular and mobile systems which can integrate urban society into the development processes.

PROF. ELIZABETH SIKIARIDI and **PROF. FRANS VOGELAAR** jointly head the Hybrid Space Lab, a think tank and design lab for cultural innovation. The focus of their years' long collaboration has been on hybrid space, a radical new realm created from the interaction and fusion of digital and physical spaces. Hybrid Space Lab favours a transdisciplinary approach in which the biological and the technological are mutually considered, based on which it develops concepts for hybrid spaces.

Note: This workshop will be held for a limited number of participants as a hybrid workshop – as a face-to-face workshop in the Hybrid Space Lab in Berlin from 13:30–18:00 and digitally via our event platform from 15:30–18:00.

13:45–15:45

Workshop: “Simple & Easy Language”

Composing simple language seems easy at first glance. Instead of long sentences, keep it short and sweet, avoid foreign words or at least explain them. But there is more to it than that. Writing simply also means making the implicit explicit. Hiding behind passive tense constructions and fluff phrasing? Not an option. And sometimes, words are not enough in digital media. The question is: Am I even reaching my readers? And if so, can they find their way around the medium? What pitfalls await them and how do they deal with them? Inga Schiffler answers your questions in this practice-oriented workshop.

After completing her training programme as a sign language interpreter in Granada, **INGA SCHIFFLER** studied translating and interpreting in Salamanca (B. A.) and Germersheim (M. A.). Today she interprets, translates, writes texts in easy and simple language, and shares her expertise in online and offline seminars. She also works as a research associate under Prof. Bettina Bock in an inclusive team devoted to easy language and the process of participative research.

13:45–15:45

Workshop: VRChat – Social VR as a Theatre Venue

The workshop invites you to jointly experience social, aesthetic and performative arrangements in VRChat. After we cook a meal and have coffee in our previously

designed VRChat rooms, we might have to escape from falling wreckage, cuddle with cute animals or participate in other exciting activities. It is likely we'll meet people from around the world in real time. And in the end, sitting around a campfire, we'll discuss how our shared time in VR changes social conditions like joint in-person contact, and what (im)possibilities of aesthetic interaction arise as a result.

As members of the [UNREAL.THEATER](#), Christopher Böhm, Holger Heißmeyer, Arne Vogelgesang and Katharina Haverich test the suitability of virtual worlds for use on stage. For this purpose, they meet each other as avatars in VRChat. They explore, talk, play and invite others to join them for an evening, interacting as active avatars from home wearing VR headsets or streaming the action as viewers on Twitch. After an initial mapping of over 25,000 community-created worlds, they build venues in which theatre performances can be produced and presented.

Requirements:

- Watch introduction video: ["What is VRChat and how do I get in"](#)
- Alternatively, [read this short introduction](#)
- Use VR headsets (e.g. Quest 1, Vive etc.)
- Alternatively, use Windows-compatible devices. Apple devices don't work with macOS.

13:45 – 15:45

Workshop: "Digital Programmes for Older Participants"

Cultural institutions do not usually go to extra lengths to address older target groups. But when it comes to digital cultural programmes, things have changed. Older audience members are usually more passive consumers of digital formats and require more training and introductory measures in this area. This workshop examines the possibilities of cultivating contact with older visitors and shows how digital programmes can be specifically designed for an older audience.

[MANOUCHEHR SHAMSRIZI](#)

15:45

Closing statements and outlook at HoloLab #3

Additional formats **Wednesday/Thursday** **13/14 October**

Wednesday, 13 October 14:30

Tour of the HoloLab grounds at gather.town

How does gather.town work as a digital event platform? What is there to discover on the grounds of HoloLab, and how can the platform be used for one's own events? On this guided tour through the gather.world, RosyDX will answer all your questions about the event environment.

Thursday, 14 October 11:30 – 12:00

Meet-up: Digital Accessibility

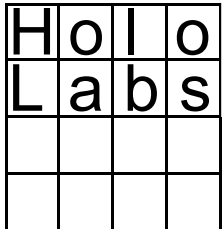
The meet-ups serve as an opportunity for participants to network on their own. They can be used to collaborate on topics of shared interest, find potential partners and staff for future projects, or discuss questions regarding one's own work. This meet-up on HoloLab is devoted to the topic of "Digital Accessibility".

General information about participation in the HoloLabs

The HoloLabs take place as a digital event. The event website offers participants access to the HoloLab grounds on gather.town. Here, participants are cordially invited to attend input talks and experience events in a mixed-reality environment, meet other participants and get to know the 68 funded projects in their respective HoloPlots. The meet-up area provides an easy way to arrange meetings with others on current developments, discourse and trends in the areas of digital art and education even after the events conclude.

Registration

<https://hololab.liteproject.de/>



Imprint

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Programme for Digital Interactions

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