

Virtual Worlds Connect

Brokerage event

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Espronceda / LemonGrass Communication

- **SME** based in Barcelona (Spain)
- **ESPRONCEDA Institute of Art and Culture** (since 2013):
INNOVATIVE CENTER FOR CONTEMPORARY VISUAL AND
DIGITAL ART, INCLUDING EDUCATION AND CULTURAL
RESEARCH



XR - related Activities

- **IMMENSIVA Residency (launched 2019):** World's first artist residency exclusively dedicated to XR, paired with an annual festival showcasing pioneering immersive works and experimental methodologies.
- **Immersive Project Portfolio:** Over 40 XR and immersive experiences produced in collaboration with cultural institutions, research partners, and creative industries.
- **Flagship Events Presence:** Projects presented at major international platforms including Ars Electronica and Venice Immersive.
- **Nubia Labs (launched 2023):** Intensive incubation and mentoring programme supporting emerging XR and AI-driven projects, with strong links to industry and research.
- **European & Horizon Europe Engagement:** Active partner in Horizon 2020, S+T+ARTS, Creative Europe, INNOVLAB, Erasmus+, and CERV projects, with proven experience in cross-sector collaboration and international dissemination.



Capabilities

- **Artistic Intelligence & Immersive Creation:** Artistic research and experimentation using XR and AI as tools for human-centred innovation.
- **Residencies, Incubation & Mentorship:** Structured programmes inspired by S+T+ARTS and NESTA methodologies, supporting experimentation, skills development, and knowledge transfer.
- **Co-production & Cross-sector Collaboration:** Design and production of multidisciplinary XR and AI experiences through partnerships with research centres, SMEs, and cultural institutions.
- **XR & AI R&D:** Development of immersive environments, data-driven experiences, motion-based interaction, and experimental virtual worlds.
- **Prototyping & Exhibition Facilities:** Dedicated spaces in Barcelona for prototyping, testing, and public presentation of immersive and virtual world projects.
- **European Dissemination Network:** Strong links to festivals, innovation hubs, and cultural platforms across Europe, enabling wide visibility and impact



Why Partner with us?

- **Human-centred validation:** Real-world testing of AI, XR, and virtual world experiences through artistic residencies, public exhibitions, and audience engagement.
- **Art and technology as methodology:** Using artistic practice to explore ethics, perception, soft skills, and cultural meaning in emerging technologies.
- **Strong European reach:** Access to artists, researchers, cultural institutions, and dissemination platforms across Europe.



Links

- www.espronceda.net
- www.immensiva.com
- www.nubialabs.com
- DECK ESPRONCEDA: <https://bit.ly/4jZQKtn>
- PIF ESPRONCEDA: <https://bit.ly/465UbsH>

Calls of Interest

Horizon Europe Programme

- **HORIZON-CL2-2026-01-HERITAGE-01 – “Artistic Intelligence”**
Harnessing the power of the arts to address complex challenges, enhance soft skills, and boost innovation and competitiveness.

Creative Europe Programme

- **CREA-CROSS-2026-INNOVLAB – Creative Innovation Lab**
Cross-sectoral projects using technologies such as AI, blockchain, and virtual worlds to innovate across the audiovisual and cultural and creative sectors.



Secondary Calls of Interest

Horizon Europe Programme

- **HORIZON-CL4-2026-04-HUMAN-01 / 02 – Virtual Worlds & Web 4.0**
Developing core technologies, architectures, and human-centred applications for future virtual worlds.



Calls of Interest

WHY:

Espronceda works with creative technology as a way of exploring how people experience, understand, and shape emerging technologies such as AI, XR, and virtual worlds.

Through artistic practice, experimentation, and public engagement, we support European consortia in developing human-centred, culturally grounded innovation that can be shared, adapted, and scaled across sectors with creative input from leaders in the European cultural sector.

