Virtual Worlds Connect Brokerage Event

II Edition

October 5-6, 2026

Industry Contact Point Digital Transformation

Industry Contact Point Industry 4.0

Ministry of Science and Higher Education Republic of Poland

XR 4EUROPE

XR POLSKA
POLSKA FUNDACJA RZECZYWISTOŚCI ROZSZERZONEJ

AVRE

Vitruvio Virtual Reality

Type: SME / Private company · Brand of ASSA srl
Country: Italy

Multidisciplinary XR studio active in immersive and interactive media since 2013.

Team: creative directors, designers, authors, XR developers and 3D artists.

Pipeline: concept, writing, experience design, interaction design, 3D production, Unity/Unreal development, testing and delivery.

We develop our own projects and act as a development and production partner for concepts created by universities, RTOs, companies and cultural institutions.

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Topic / Role / Contribution

Topic

HORIZON-CL2-2027-01-HERITAGE-08.
Safeguarding & transmission of intangible cultural heritage

Role

XR development, digital reconstruction & immersive production partner

Contribution

Transform cultural knowledge, practices and narratives into immersive experiences. Support documentation, interpretation and transmission through XR environments, digital characters and interactive storytelling. Translate research content into accessible, engaging and testable real-time applications. Contribute to demonstrators, pilots and public-facing immersive outputs.

Technology / Expertise

A complete XR production pipeline for heritage, culture and immersive storytelling

- Concept and experience development
- Writing and narrative design
- Immersive storytelling formats
- Digital reconstruction workflows
- 3D environments and assets
- Digital characters / virtual humans

- VR/AR application development
- Unity and Unreal Engine production
- XR UX/UI and interaction design
- Real-time prototyping
- Testing and user-oriented validation
- Complete XR production and delivery



Experience / Cooperation Sought

Relevant experience

XR works presented in major Italian contemporary art museums and cultural institutions. Two interactive documentary experiences developed for INAF — Italian National Institute for Astrophysics.

Lucky Shot: VR videogame based on physical interaction, object manipulation and precision mechanics.

Immersive short film currently being submitted to international immersive and film festivals.

We are looking for cooperation with

Universities, RTOs, museums, heritage institutions, cultural organisations and SSH researchers.

Historians, anthropologists, curators, coordinators and WP leaders working on intangible cultural heritage.

Consortia seeking an XR partner able to design, develop and produce immersive demonstrators and public-facing experiences.

**We combine research,
storytelling,
digital reconstruction
and XR production
to turn intangible cultural heritage
into immersive experiences
that can be documented,
interpreted,
experienced
and transmitted.**

