

## 1. Internal Educational Program of the Residency

This component takes place during the Residency phase of the festival, where artists, developers, and experts in AI/XR collaborate to create Immersive Blocks (or “Blocks”). It consists of:

- **Training Residencies, Introductory Courses, and Workshops (Block 1)**
  - **Content:** Theoretical and practical sessions on AI, XR, and social narrative.
  - **Objective:** To equip participants with the technological and artistic foundations necessary to address social issues through immersive experiences.
- **Mentorships:**
  - Guidance from experts to ensure knowledge transfer and the quality of the proposals.
- **Specific Workshops:**
  - **Immersive Dance:** How to integrate movement, performance, and dance as a vehicle for empathy.
  - **Social Narrative and Artistic Co-creation:** Designing and adapting stories that promote inclusion and diversity through XR and AI.
  - **Prototyping and Demonstrations:** Using AI frameworks and XR platforms (Unity + AI/XR Toolkit).
- **Documentation and Systematization of Results:**
  - Recording processes and prototypes created during the Residency to generate case studies and best practices.
  - A final report with pedagogical and methodological recommendations, contributing to the final version of the Global Educational Program.

In this way, the internal training of the residency serves as a "practical laboratory" and provides materials for building a broader learning corpus, which will be gradually developed.

**Table of Courses and Workshops – Internal Educational Program (IMMENSIVA Residency 2025)**

	Workshop/Course Title	Description / Main Content	Dates / Period	Instructor(s) / responsible	Notes
1	<b>General Overview of AI, XR, and SDGs + Practical Introduction to XR (Unity + AI/XR Toolkit)</b>	Overview of AI, XR, and SDGs: An introductory presentation on immersive technologies (VR/AR), creative artificial intelligence, and their connection to the Sustainable Development Goals (SDGs). The session explores the social potential of IMMENSIVA 2025 – SOCIAL XR BLOCKS and its impact agenda on inclusion and diversity. Practical Introduction to XR (Unity + AI/XR Toolkit): A theoretical-practical session focused on installing and using key tools (Unity, AI/XR Toolkit). Participants will build hands-on micro-prototypes to grasp XR development logic and establish the foundations for immersive social projects.	To be defined (months 1-2, residency)	<b>Fran Macià or Marc Gálvez</b>	Helps align participants with the mission and values of the festival. Each participant practices in real-time using their laptop, with support from mentors. La Salle and Neàpolis may also collaborate by providing infrastructure and technical support.
2	<b>Immersive Dance &amp; Collective Movement + Social Storytelling &amp; Artistic Co-creation</b>	Immersive Dance and Collective Movement: A workshop combining dance, performing arts, and XR. Participants will be introduced to motion sensors and collaborative choreographies designed to enhance group cohesion and empathy. Social Narrative and Artistic Co-creation: A session focused on designing stories with a strong emphasis on inclusion, diversity, and social issues. Participants will analyze impactful XR examples (e.g., "Common-AI-verso" by CSIC-III A) and develop scripts for immersive installations or performances with a strong social commitment.	To be defined (months 2-3, residency)	<b>Samira Allauat or Lissette Lemus</b>	These activities reinforce the bodily dimension (dance, movement) and the narrative dimension (social script) of the Blocks. TPK (L'Hospitalet) can host or co-produce part of the practices, extending the experience beyond Barcelona.
3	<b>Storytelling for Immersive Installations + Social Impact in Projects</b>	Storytelling for Immersive Installations: A 2-4 hour workshop focused on narrative construction for XR installations, AI integration, and creative scriptwriting approaches. Participants will formalize their narrative vision before diving into the technical aspects. Social Impact in Projects (TBD): A 2-4 hour session providing tools for designing projects with a strong social responsibility component. Successful case studies will be presented, along with reflections on the role of digital culture in social transformation (aligned with the SDGs).	Dates to be defined (Conceptual Phase)	<b>Àlex Ginés (Neàpolis)</b>	Both sessions emphasize the coherence between XR narrative and social impact. They help establish the motivations behind each Social XR Block and define inclusion and diversity goals.
4	<b>Creative Artificial Intelligence + Augmented Reality</b>	Creative Artificial Intelligence: A 2-4 hour workshop on generative AI (images, sound, text) applied to immersive art. Algorithms and examples of "machine learning for artists" are shared, with a focus on integrating AI into XR projects.	Dates TBD (Technical)	<b>Kris Pilcher</b>	It allows participants to explore AI and AR in a complementary way, creating prototypes that combine machine learning with

		Augmented Reality: A 2–4 hour practical session to create AR experiences using smartphones or headsets. The session explores how to overlay virtual layers onto physical spaces to generate interactivity and user participation.	Phase)		augmented reality. Neàpolis can collaborate on the AR aspect with small exhibitions in Vilanova i la Geltrú.
5	<b>Virtual Reality + Haptics</b>	Virtual Reality: Explore the creation of VR environments with Unity, incorporating VR headsets and, if applicable, AI-generated content. The session covers optimization and user experience. Haptics: A workshop to learn the use of haptic interfaces and devices (gloves, sensory vests), adding tactile and sensory feedback to enhance immersion and empathy in XR environments..	Dates TBD (Technical Phase)	<b>Esen Küçüktütüncü (UPC)</b>	The multisensory component of the prototypes is enhanced. Perfect for creators seeking intense and unique experiences.
6	<b>Ethics, Empathy, and Sustainability in XR Art</b>	Ethics of Art and Technology: Reflection on privacy, intellectual property, authorship, and the social and environmental impacts of using advanced technologies. The goal is to develop a critical perspective and ethical commitment that guides artistic-technological practice. Art, Empathy, and Sustainability: Analysis of artistic projects with an ecological focus and strategies to generate empathy and environmental awareness. The objective is to promote creative dynamics that strengthen emotional connection and social responsibility in relation to sustainability.	Dates TBD (Phase 2 or 3)	<b>Roc Parés or Daniel González (BeAnother Lab)</b>	This course unifies ethical reflection (privacy, authorship, etc.) with a socioecological perspective. It is ideal for ensuring that XR prototypes incorporate environmental responsibility and ethical best practices, enhancing empathy and sustainable action.
7	<b>AI Tools in Art Creation</b>	AI Tools: A collection of AI libraries and applications (computer vision, NLP, etc.) adapted for XR projects. Includes cases of "machine learning for artists" and integration with Unity.	Dates TBD (Technical Phase)	<b>Fran Macià (UPF)</b>	Both sessions provide creators with advanced tools for immersive sound and AI. The fusion of interactive audio and computer vision capabilities expands the range of creative possibilities.
8	<b>Business Model + International Project Management</b>	Business Model: A 2–4 hour course on sustainable business models for artistic XR projects with a social component (sponsorships, crowdfunding, grants). International Project Management: How to manage projects in international settings, connect with festivals (Ars Electronica, STARTS...), handle exhibition logistics, and protect intellectual property.	Dates to be defined (Marketing Phase)	<b>Marta Ordeig (Garage Stories) or Henrik Sprengel (Espronceda)</b>	Suitable for those seeking commercial scalability and global reach. La Salle can be involved to strengthen the entrepreneurship and innovation aspects.

## IMMENSIVA Day and Expo

After the residency, **IMMENSIVA Day** (a professional event) and **IMMENSIVA Expo** (an open exhibition) take place, where XR prototypes with a social dimension are presented to institutions, industry professionals, and general audiences.

## 2. Online Educational Program

### "Social Constructions and XR: Art, Technology, and Ethics for Social Transformation"

This program emerges from the learnings of the **IMMENSIVA** Residency and is designed as an **open reference curriculum or guide** for artists, educators, and institutions. Its development is currently in the design phase, aiming for **completion by 2026**.

However, in 2025, at least two components of this curriculum (specifically Modules 2.4 and 2.5) will be implemented as short courses within the residency's educational program. This will allow participants to familiarize themselves in advance with the core content of the online proposal.

#### 2.1 Foundations of Social Constructions and Critical Theory

**Description:** Review of key concepts in sociology, anthropology, and social psychology (identity, culture, norms, power).

**Objective:** Understand how these constructions influence human perception and behavior and their relevance in creating socially impactful XR narratives.

#### 2.2 Introduction to Digital Art and Emerging Technologies

**Description:** A historical and conceptual overview of digital art evolution, exploring emerging disciplines (virtual reality, multimedia interactives, etc.).

**Objective:** Recognize the expressive and educational potential of digital art in articulating messages for social awareness.

#### 2.3 Extended Reality (XR) and Immersive Environments

**Description:** Overview of key innovations and tools in VR, AR, and MR, with an emphasis on applied research.

**Objective:** Familiarize students and professionals with the conceptualization, production, and evaluation of immersive experiences.

#### **2.4 Artificial Intelligence in Artistic Creation**

**Description:** Tools and techniques of AI applied to autonomous content generation and creative programming.

**Objective:** Explore generative models and experimental approaches to integrating AI into socially engaged artistic processes.

#### **2.5 Ethics of Art and Technology**

**Description:** Reflection on privacy, intellectual property, authorship, and the social and environmental impacts of advanced technologies.

**Objective:** Develop a critical perspective and ethical commitment to guide artistic-technological practices.

#### **2.6 Art, Empathy, and Sustainability**

**Description:** Analysis of artistic projects with an ecological focus and key strategies for fostering empathy and environmental awareness.

**Objective:** Promote creative dynamics that strengthen emotional connection and social responsibility around sustainability.

#### **2.7 XR Project Design for Inclusion and Diversity**

**Description:** User-centered design methodologies aimed at creating XR environments that promote inclusion and participation of vulnerable communities.

**Objective:** Equip participants to produce immersive narratives that address cultural diversity and equity.

#### **2.8 Social and Technological Innovation Lab**

**Description:** Collaborative hands-on sessions where participants apply previous content, developing prototypes and social intervention proposals through XR/AI.

**Objective:** Reinforce learning with real projects that integrate art, technology, and civic engagement.

#### **2.9 Case Studies from the 2025 Residency**

**Description:** Compilation of prototypes, work dynamics, and insights from the 2025 edition, illustrating the practical application of the curriculum in a real-world setting.

**Objective:** Provide concrete examples to inspire and validate institutions or groups interested in adopting the IMMENSIVA methodology in their educational programming.

The goal is to establish a fully developed program by 2026 that serves as a standard for training XR creators with a social perspective, enabling more institutions and professionals to adopt the **BLOCS SOCIALS XR** principles in their educational and cultural practices.

### 3. Institutional Workshops: Implementation of “XR Social Blocks” in Educational Institutions

This module, currently in the design phase and expected to be consolidated by 2026, aims to translate the IMMENSIVA methodology into a series of hands-on workshops and activities tailored for educational institutions (schools, universities, museums, training centers, etc.). The goal is to guide teachers, students, and facilitators in the experimentation and practical production of immersive experiences following the "XR Social Blocks" model.

However, in 2025, at least two Institutional Workshops will be implemented through partnerships with Neàpolis, TPK, and La Salle, allowing participants to familiarize themselves in advance with the support structure for the implementation of "XR Social Blocks" in educational institutions.

#### Workshop Methodology and Support

- **Collaborative Sessions:** Learning dynamics based on small-scale experiments, prototyping, and iterative processes that encourage active participation and idea exchange.
- **Ongoing Support:** The IMMENSIVA team provides mentoring and step-by-step guidance to help each institution adapt and refine its XR experiences with a social approach.
- **Pilot Projects:** Through cycles of testing and feedback, participants engage in "learning by doing," strengthening their confidence in the real-world application of XR and AI technologies.

## Key Resources

- **Case Studies:** Collection of prototypes and impact metrics from the Residency, illustrating the transformative potential of XR narratives.
- **Technical Materials:** Installation guides for the "AI/XR Toolkit," best practice manuals, and recommendations for optimizing resources in different educational settings.
- **Best Practices and Ethics:** Specific guidelines to ensure inclusion and social responsibility in each workshop, considering ethical and accessibility aspects.

## Expected Outcomes

- **Knowledge Transfer:** Each institution gains familiarity with IMMENSIVA's methodologies and tools, enabling long-term replication of immersive creation dynamics.
- **Training of Multipliers:** Teachers, managers, and professionals trained in these workshops become local references, promoting digital culture and social innovation beyond the festival.
- **Full Implementation by 2026:** Through the progressive rollout of workshops and hands-on documentation, this educational branch aims to establish a stable network of institutions integrating XR Social Blocks into their curricula.

This ensures that the knowledge generated at the IMMENSIVA Residency extends beyond the festival setting, embedding itself within the educational community and fostering a lasting and scalable legacy.

## 4. Methodology and Student Profile

The program follows an interdisciplinary approach, combining theoretical classes, hands-on workshops, and collaborative projects. It promotes project-based learning, where students develop artistic-technological proposals addressing specific social issues such as inclusion, diversity, and environmental awareness.

### Student Profile

The program is designed for professionals and students in the fields of art, design, social sciences, technology, and related disciplines who seek to enhance

their skills and critical vision at the intersection of art, technology, and transformative action.

## 5. Conclusion

This Educational Program will materialize at the Residency (2025) and is expected to expand into an online curriculum and institutional application guides by 2026, ensuring that XR innovation and social commitment reach broader communities and future generations of creators.

More information:

Immensiva 2025 Synopsis:

<https://www.immensiva.com/immensiva-festival-2025/>

Immensiva 2025 Project Proposal:

<https://www.immensiva.com/immensiva-2025-project-proposal/>