

IMMENSIVA 2025 PROJECT PROPOSAL

Introduction and objectives

The **IMMENSIVA Festival 2025**, a digital culture event now in its sixth edition, titled **XR SOCIAL BLOCKS (or Social Bricks XR)**, drives technological innovation, interdisciplinary creation, and, most importantly, social impact. After several past editions with a broad and experimental approach—exploring VR, AR, AI, performing arts, collaborations with research centers, etc.—this new edition takes a step further towards **consolidating tangible results with scalability and long-term projection**.

IMMENSIVA 2025 – XR SOCIAL BLOCKS will maintain the same format as previous editions, including:

- **IMMENSIVA Artist Residency**
- **IMMENSIVA Day** for professionals and institutions
- **IMMENSIVA Expo**

However, it will focus on more **specific and evolved objectives**:

Key goals of the project:

- **Design prototypes** that address **inclusion, diversity, and environmental issues**, integrating **top-tier artistic and technological** approaches.
- **Train and empower artists, developers, and creators** in **AI and XR technologies** to generate immersive narratives with a strong social emphasis.
- **Build a legacy**: Develop a **modular ecosystem of immersive experiences ("XR Blocks")** that institutions (museums, universities, training centers) can license and adapt for their **educational and cultural projects**.
- **Connect communities and institutions** (educational and cultural) and **enhance interdisciplinary collaboration**, culminating in **IMMENSIVA Day**, a space for exhibition, demonstration, and networking with potential partners.

To achieve this, the adoption of an **AI/XR Toolkit** is proposed as the **foundation for implementing XR Social Blocks**, ensuring **scalability and easy adaptation of prototypes** to different contexts.

Justification and relevance

Today, **extended reality (XR) and artificial intelligence (AI)** technologies enable **new forms of empathy and awareness** regarding **social issues** (diversity, inclusion, climate

crisis, etc.). While past IMMENSIVA editions focused on an **experimental, multidisciplinary** spectrum that merged **art, technology, and creation**, this edition aims to **reinforce**:

- **The creation of high-quality technological and artistic prototypes** with strong potential for **scalability and distribution**.
- **A focus on high-impact social themes** (inclusion, environment, diversity).
- **The consolidation of results**: The **XR SOCIAL BLOCKS ecosystem** will be **easily transferable to other institutions (educational and cultural)**, ensuring **long-term and broader impact**.

Additionally, **playful elements and dance** are incorporated as **key strengths** that **facilitate group cohesion and collective movement**, promoting **empathy and self-expression**. These dynamics remain **integrated within a broader and more strategic framework**, focused on **effectiveness and scalability**.

For **optimal impact**, demonstrations should include a **"playful" introduction** that fosters **empathy and self-expression**, preparing participants to **fully engage** with the **social messages** in the second part.

General description of the proposal

3.1 Thematic Axis and Modular Blocks

The project is structured around the concept of **immersive storytelling through "Blocks" (or Bricks)**. Each Block corresponds to a segment of the XR experience, which may include:

- **Augmented or virtual reality scenes** (visual and sound-based).
- **AI-generated elements** (music, animations, storytelling).
- **Collective dynamics** (movement, participatory choreography, symbolic gestures).
- **Social focus** (inclusion, gender equality, climate change, migration, etc.).

The **immersive experience ecosystem** will be developed in **Unity**, featuring **built-in tools** that facilitate **integration and content editing**, allowing teams to **add or modify content** without requiring advanced technical knowledge.

The **AI/XR Toolkit** will provide **libraries and resources** for **modular content creation**, simplifying the incorporation of **AI and XR mechanics** into each Block.

3.2 XR + AI Training and Creation

To ensure **high-level productions**, participants will receive a **training program** focused on:

- **AI applied to creation**: Visual environments, sound effects, AI-generated narratives.
- **XR and Unity development**: AR/VR, gesture control, modular timeline logic.
- **Immersive and artistic storytelling**: Storytelling, collective play, movement dynamics.

- **Social orientation:** Designing experiences that **impact diversity and inclusion**.

3.3 Prototypes and Legacy

The participating teams will **co-create prototypes** that will become part of the **XR SOCIAL BLOCKS catalog**. At the end of the program, these prototypes should:

- **Demonstrate high artistic and technical quality.**
- **Deliver content focused on selected social areas** (e.g., migration stories, inclusive dance dynamics, environmental awareness experiences, etc.).
- **Be integrated into the final immersive experience ecosystem**, ready for **distribution and potential adoption** by third parties.

The **playful factor (movement, dance, collective choreography)** will serve as an **engagement and cohesion element**, showcasing how **XR fosters empathy, social interaction, and expression**.

Project structure

The plan is organized into **two overlapping phases**:

1. **Technological Development and Pre-production (March–September 2025)**
 - Implementation of the **XR SOCIAL BLOCKS immersive experience ecosystem** in Unity.
 - **AI integration** for asset creation (visuals, sounds, narratives).
 - Validation of the **modular architecture** and preparation of the first **Blocks** templates.
2. **IMMENSIVA Residency (June–October 2025)**
 - **Block 1: Introduction & Familiarization (Early June)**
 - Introductory **workshops (online/in-person)** on **XR, AI, and social storytelling**.
 - Training in **movement and collaborative dance dynamics** as tools for group cohesion and empathy.
 - **Block 2: Content Creation (July–September)**
 - **Multidisciplinary teams** design and prototype their **Blocks**, merging **social themes with AI, XR, and playful elements**.
 - **Weekly technical and artistic mentoring sessions**.
 - **Block 3: Production & Testing (September–October)**
 - **Final adjustments and testing** of prototypes.
 - Preparation of **demos** and coordination for the **public showcase**.

As a conclusion, **IMMENSIVA Day (mid/late November)** will present the projects to **institutions and stakeholders**, showcasing the **immersive experience ecosystem**.

Social and inclusion component

Unlike previous **multidisciplinary exploratory** IMMENSIVA editions, this edition strengthens its **social impact goals**, achieving **more tangible, scalable, and measurable prototypes**:

- **Inclusion and diversity**: Narratives that represent **diverse identities, cultural minorities, gender perspectives, and migration experiences**.
- **Environmental awareness**: **Immersive sequences** depicting **deforestation, polar ice melting**, and emphasizing **collective action urgency**.
- **Accessibility**: **Inclusive dynamics** allowing the participation of people with **different abilities and backgrounds**.

The **playful and dance elements** serve as tools to **enhance empathy and social expression**.

Educational and scalable impact of XR SOCIAL BLOCKS

6.1 Modular Tool

The main outcome will be a **modular immersive experience ecosystem**, with AI-enhanced scalability:

- **Personalization**: Blocks can be arranged to create different **narrative itineraries**.
- **Thematic focus**: Each Block tackles a **specific theme (environment, diversity, inclusive dance)** combining **images, sounds, and interactive mechanics**.
- **Easy editing**: Institutions with **basic Unity knowledge** can **adapt assets and narratives** efficiently.
- **AI/XR Toolkit**: Provides **libraries and templates**, simplifying **AI and XR integration**.

Conclusion

The **XR SOCIAL BLOCKS** project within **IMMENSIVA 2025** aims to:

- **Consolidate a scalable AI and XR platform** for social and artistic innovation.
- **Train creators in hybrid skills** (technical-artistic) and **raise social awareness**.
- **Develop high-quality prototypes** focused on **inclusion and sustainability**, leveraging **collective movement (dance, play, interaction)** to **foster empathy and expression**.
- **Leave a lasting legacy** by making **Blocks available for licensing and adaptation** by institutions (museums, schools, cultural spaces).

Thus, **IMMENSIVA 2025** positions itself as a **convergence space** between **art, technology, and social values**, fostering **real and sustainable impact** in the artistic and cultural landscape.