



ISE FAIR 2022

From May 10th to 13th 2022

Fira Barcelona - Gran Via

PROGRAM



CLUSTER'S BOOTH

In the 2022 edition, the Cluster shared a booth with Barcelona City Council (4A350 - link between pavilions 4, 5, 6 & 7) and several events were organized within the Agora space.

MEMBERS

Cluster partners were present with their own booth and also under the umbrella of the Cluster's and ACCIÓ's booth.

Cluster members at the cluster's booth (4A350): Blackfish. At ACCIÓ's booth (4A150): NRD, BAU, Ebantic, Eurecat, Lavinia, Motilde, Octocamvision, Sono, TVUP Media, Watchity i Windowsight. Companies with their own booth: Avixa (5U505), Infiled (3B400), Lang (3H600), Onionlab (4A100).

In addition, our partners, exclusively, were able to follow a private route and for a small group where they came into contact with partners and other companies and prominent projects.

ISE OPEN INNOVATION CHALLENGE

We participated in this Matchmaking Event organized by ACCIÓ and Enterprise Europe Network. This was an international B2B meeting event where 8 corporations were looking for new technologies / solution providers. Cellnex, Filmin and CCMA were the cluster members that participated among these 8 companies.

ISE 2022 PROGRAM

IMMERSIVE SHOWS

Tuesday 10th May at 15:00 pm

The Dome

Session in English

This session was aimed at showcasing the most spectacular immersive shows and events around the globe and at presenting the technologies that make them possible, such as VR, AR, virtual sets and 3D mappings. In this round table, four international companies working in this area explained how these technologies create unique and interactive experiences that will prevail in the memory of their audiences for a long time. With Aleix Fernandez (Onionlab), Joel Mestre (NEP), Ignasi Marcet (Lavinia), Elena Ortega (Sono) and Jordi Sellas (IDEAL Barcelona). Moderated by Pipo Serrano (journalist).

BARCELONA: CAPITAL INTERNACIONAL DEL SECTOR MICE

Tuesday 10th May at 17:00 pm

Cluster's booth (4A350)

Session in Spanish

Incentive trips, fairs, congresses and conventions receive a quarter of the world's tourists, who travel for professional reasons. There are about 300 million people who should be attracted to a business proposal. Audiovisual provides the best tool to do this with fast and accurate messages. We entered this sector in full expansion and great future, of which Barcelona is the world capital, knowing some of the most impactful technological solutions and use cases in our country. With Joan Còdol (Focus), Roger Grau (Ditec) and Pere Albiñana (APAC). Moderated by Christoph Tessmar (Managing Director del Barcelona Convention Bureau).

METAVERSO: LA NUEVA ECONOMÍA VIRTUAL

Wednesday 11th May at 10:30 am

AV Experience Zone

Session in Spanish

The Metaverse is now in the public eye but... what is it, what we really need to construct it and how we can take advantage of it in the next years? We analyzed the current state of Metaverse's development, both in terms of technology and in the creation of new business models linked to content creation. To do this, we had the expert in technological innovation Óscar Peña as keynote speaker and a round table formed by Patricia M. Val (Futura Space), Xavi Conesa (Ready Venture One), Ignacio Segura (DeAPlaneta), Raül Cruz (Vision) and Carles Gómara (technology expert).

LED DISPLAYS FOR EVENTS: MANUFACTURING, SUSTAINABILITY & APPS

Thursday 12th May at 10:30 am

Cluster's booth (4A350)

Session in English

Led screens live a golden stage. And the fact is that they have more and more applications in the entertainment and advertising business, from audiovisual support at major events to their use in virtual sets. We talked with companies that lead their manufacturing process, with special emphasis on sustainability, as well as those end customers who consider them an essential piece for their productions. With Alex Tomàs (Infiled), Marlo Rossbach (Lang) and Paco Hernandez Llodra (TV3). Moderated by Noemí Cuní (journalist).

INTERNATIONAL AV CLUSTERS FORUM: GOOD PRACTICES

Thursday 12th May at 12:00 am

Cluster's booth (4A350)

Session in English

Audiovisual clusters play a very important role in this industry in their respective territories, where technology and integrated systems are increasingly present. This session aimed to be a first step in creating an international network of clusters. Audiovisual companies, agents and entities are working to turn the audiovisual into a global engine of innovation. We saw a sample of good practice cases by some audiovisual clusters and we generated a dialogue on the latest trends in the global audiovisual landscape with the aim of share knowledge and create new forms of cooperation to meet common challenges. With Joan Martí (ACCIÓ), Valérie Daigneault (Bureau du Cinéma et de la Télévision du Québec), Melanie Fournier (Pôle Action Média), Gavin Johnson (Clwstwr) and Eduard Gil (Clúster Audiovisual de Catalunya).

PERFORMING ARTS & TECH

Thursday 12th May at 16:00 pm

Cluster's booth (4A350)

Session in English

The live arts are an artistic expression in increasing hybridization with the audiovisual, which is becoming a more sophisticated creative resource with more narrative possibilities. They have also modeled a new paradigm that crosses the creative act and that is concretized in examples like the ones that saw in this session and that presented us with scenic devices based on technology, as well as projects that seek new forms of interaction with art. With Fran Iglesias (Fundación Épica La Fura dels Baus) and Alejandro Martín (Espronceda, Institute of Art & Culture).

JÓVENES TALENTOS Y TECNOLOGÍA: PROYECTOS DEL PITCHING AV UNIVERSIDAD-INDUSTRIA

Friday 13th May at 10:30 am

AV Experience Zone

Session in Spanish

The training offer in the technological area, as well as the professional profiles demanded by the sector, are increasingly wide. In this session, the greatest creative and technological talents from universities, after passing through the University-Industry Audiovisual Pitching organized annually by our Cluster, presented their own projects with greater potential for the market, from interactive applications to the creation of holograms.

INNOVACIÓ I TECNOLOGIA AUDIOVISUAL: CASOS D'ÈXIT

Friday 13th May at 12:30 pm

Cluster's booth (4A350)

Session in Catalan

In this session we presented three cases of successful projects in which innovation in audiovisual technology has been a disruptive and transformative element, opening new avenues of communication in the digital and analog spheres and supporting the work of creative professionals. So, we looked at examples of artificial intelligence, big data, and interactive technologies, among others, to maximize the impact of content. With David Villarreal (Bah! Studios), Albert Rodés (StreamPack) and Bernat Lozano (Flopwork). Moderated by Mònica Lablanca (journalist).