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31 JAN - 3 FEB 2023 · BARCELONA

ISE FAIR 2023

From 31st January to 3rd February 2023
Fira Barcelona - Gran Via
PROGRAM

10 ANYS | CLÚSTER
AUDIOVISUAL
de Catalunya

ACCIÓ
Catalonia &
Trade & Investment

Generalitat
de Catalunya

Generalitat de Catalunya
Departament
de Cultura

icec Institut Català de les
Empreses
Culturals

CLUSTER'S BOOTH

As in the previous edition, the Catalan Audiovisual Cluster had its own booth (CS300) shared with with Barcelona City Council (CS300). There was a unique immersive experience created by SONO, where users could scan their image and become part of the most iconic places of architecture in the city of Barcelona. There was also the Agora space, where we organized several sessions.

CLUSTER MEMBERS

Cluster members were present with their own booths and also at cluster's and ACCIÓ's booth. Cluster members who were in the framework of cluster's booth (CS300): UNIVRSE. Cluster members who were at ACCIÓ's booth (CS400): Blit, Blackfish, Ebantic, Eurecat, Lavinia Services, NRD Multimedia. Cluster members with their own booth: Avixa (3Q400, 3R400), CCMA (6D400), d&b audiotechnik (7E150, Audio Demo Room E1), INFiLED (3R600, 6E350), Lang (3H600), SONO (6E700) and Watchity (2Q215). Cluster members who were at the IOT Solutions World Congress: Computer Vision Center (booth 16 of the Catalonia Pavilion). In addition, some partner companies presented unique solutions, experiences and innovations, such as: Onionlab, Widowsight, d&b audiotechnik, Lang Iberia, Lavinia Services, UNIVRSE, INFiLED, CCMA and SONO.

INSTITUTIONS

ACCIÓ was present at the Catalonia Pavilion (CS400), where it had twenty Catalan companies with the aim of promoting the audiovisual sector in Barcelona and Catalonia.

ICEC was present at the Catalunya Media City's booth (CS250), which included an immersive experience where it was possible to see the future audiovisual hub of Catalonia.

Barcelona City Council was present at the booth shared with the Audiovisual Cluster (CS300). It had a specific program in the Agora space and an immersive audiovisual installation. It acted as an umbrella for ten leading companies in the sector, brought in by Barcelona Activa.

ISE OPEN INNOVATION CHALLENGE

We participate in this Matchmaking Event organized by ACCIÓ and Enterprise Europe Network. It is an international B2B meeting event where eight corporations are looking for new technologies and solution providers. The CCMA were the cluster members participating in this edition.

ISE 2023 PROGRAM

LA REVOLUCIÓN DE LOS PLATÓS DE PRODUCCIÓN VIRTUAL CON PANTALLAS LED

Tuesday 31st January, 11:20 am

Room CC4.1

Session in Spanish

Virtual production sets with LED screens are called to revolutionize the world of cinema and audiovisuals. The world of locations will change: from any studio we can be on a Caribbean beach, in the middle of the sea or in the middle of the jungle. Thanks to graphics engines like Unreal Engine, we can even recreate imaginary scenarios and modify them in real time. The most paradigmatic case is *The Mandalorian*, which perfected its virtual production with led screens and made it known worldwide.

But, how exactly do you work with the contents for this type of production? What are the technologies and infrastructures needed? Are costs really reduced? How are the roles of directing, art direction and actors updated?

With the participation of Alex Tomás, Sales Manager Iberia of Infiled; Toni Mena, CTO of FX Animation Barcelona 3D & Film School; Ruben Plaza, Solutions Specialist EMEA of Disguise; and Miquel García, head of post-production at Gestmusic (Banijay Iberia).

Moderated by Javier Salinas, Head of the Innovation and Audiovisual Production Unit of CEU San Pablo University.

LUX MACHINA & VIRTUAL PRODUCTION: WHAT'S BEHIND *HOUSE OF THE DRAGON*, *THE MANDALORIAN* OR *BULLET TRAIN*?

Tuesday 31st January, 16:00 pm

Room CC4.1

Session in English

In this session, the Cluster brought Lux Machina, a California-based company, which explained the evolution and operation of virtual production, a field in which they are pioneers, through case studies such as *House of the Dragon*, *The Mandalorian* or *Bullet Train*. Thus, we explored the wide spectrum of techniques and applications under the umbrella of ICVFX (In-camera visual effects), which suit a wide variety of budgets and creative results. We also got to know the new professional profiles that are born in this context, as well as their roles and interactions on set.

Lux Machina has been dedicated to virtual production for more than a decade. After Oblivion (2013), Lux teamed up with ILM to carry out the first season of The Mandalorian (2019). Most recently, he has designed and managed the virtual production of projects such as House of the Dragon (2022).

With David Gray, Managing Director of Lux Machina, belonging to NEP Group.

PRIVATE TOUR FOR CLUSTER MEMBERS

Wednesday 1st February, 10:30 am

Meeting point: Cluster's booth (CS300)

The members of the Cluster were able to enjoy a personalized private route where they visited stands, facilities and audiovisual experiences with applications in our sector of local and international companies.

ENCUENTROS PROFESIONALES: FORO DE EMPRESAS DE SERVICES

Wednesday 1st February, 12:00 pm

Agora at Cluster's booth (CS300)

Session in Spanish

Day of reflection with companies dedicated to audiovisual services with the aim of value this audiovisual segment. A work session in which we analyzed the main challenges and their possible solutions of the sector. In addition, there were synergies and opportunities between the companies.

With Sergi Maudet, general director of Ovide.

PLATAFORMES CATALANES OTT: Entreteniment, TV i Indústries Creatives

Thursday 2nd February, 10:30 am

CCMA's booth (6D400)

Session in Catalan

This was the first meeting with the main Catalan OTT platforms. We wanted to know how they see the future of the audiovisual sector in Catalonia and its content in the new European scenario, in which OTT platforms are positioned as one of the main windows of entertainment, TV and content from the creative industries. What challenges do we have as an industry? Would it be possible to find an in common strategy, in order to value the Catalan sector, production and language? This was the first day of Catalan platforms with the sector, a moment of debate and networking.

With Rosa Romà, President of the Governing Council of the CCMA; Marc Melillas, CEO of La Xarxa Audiovisual Local; Juan Carlos Tous, CEO of Filmin; Valentí Oviedo, General Director of the Gran Teatre del Liceu Foundation; and Mireia Gubern, Head of Digital Content at Fundació La Caixa. It was moderated by Víctor Sala, Co-director and programmer of the Serielizados Fest.

INTERNATIONAL AV CLUSTERS DAY

Thursday 2nd February, 10:30 am and during all day

Agora at Cluster's booth (CS300)

Sessions in English

On Thursday, February 2nd during all day, we organized the International AV Clusters Day. In this edition, we brought together clusters from all over Europe in a program that combines work spaces and networking moments with conferences.

The session "Conversation with David Gray of Lux Machina (NEP Group)" stands out, it was also opened to cluster members, where we offered the chance to listen closely to David Gray, director of Lux Machina, and Joel Mestre, country manager of Nep Group, who talked about their experience in production with virtual sets in their productions.

TROBADES PROFESSIONALS: INNOVACIONS AUDIOVISUALS ALS CONCERTS

Thursday 2nd February, 13:00 pm

Agora at Cluster's booth (CS300)

Session in Catalan

Concerts have returned to the front row after the pandemic incorporating state-of-the-art innovations. How has the staging changed? What does the viewer want? Has the user experience changed?

We generated a debate with the attendees to work together on the future scenarios of this audiovisual field.

With Jordi Herreruela, president of Fundació BcnMusicLab and director of Cruïlla Festival; Joel Mestre, country manager of NEP Group; and Joan Roset, CEO of Cymatic.

JÓVENES TALENTOS Y TECNOLOGÍA: PROYECTOS DE LA SEMANA DEL TALENTO

Friday 3rd February, 10:30 am

Room CC4.1

Session in Spanish

La oferta formativa en el área tecnológica, así como los perfiles profesionales solicitados por el sector, son cada vez más extensos. En esta sesión se presentaron 4 proyectos de creación propia procedentes del Pitching Audiovisual Universidad-Industria de la Semana del Talento 2022, organizado anualmente por el Clúster Audiovisual de Catalunya. Los proyectos presentados fueron *IMPACTO* (instalación interactiva) de Gerard Valls, *PixelSound* (aplicación) de Thalia Escribano, *Remote* (realidad virtual) de David Mallén y *Runes* (Podcast) de Guillem Perramon. Los acompañó el jurado formado por Vanesa Alarcón, Mònica Andreu y David Villareal.

TROBADES PROFESSIONALS: TURISME AUDIOVISUAL

Friday 3rd February, 12:00 pm

Agora at Cluster's booth (CS300)

Session in Catalan

The relationship between the audiovisual sector and the tourism sector continues to strengthen. What opportunities does the relationship between the two industries offer? We learned about two innovative examples of tourism and audiovisual binomial.

The Terres project that brings together the Terres Travel Festival and the Terres CHECK-IN will be presented. On the one hand, the Terres Travel Festival – Films & Creativity which brings together productions that promote the discovery of natural environments and sustainable development. On the other hand, the Terres CHECK-IN International Hospitality Film Awards celebrates the Terres Festival competition related to tourist services.

It also was introduced Lavinia Services and its project of immersive tourist information offices that aim to be a point of contact with the visitor with an important emotional component. At the same time it allows you to obtain all the detailed information. It is a mix of technologies that aims to provide immersion and self-management.

With Ignasi Marcet, Director of Exhibit at Lavinia Services; and Santi Valldepérez, CEO of Terres Landscape and Travel Communication.

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