

## Carlow Arts Festival CASE STUDY



### Overview:

See: <http://carlowartsfestival.com/virtual-reality/>

Virtual Reality Ireland were invited to partner with Carlow Arts Festival to run the Virtual Reality strand at their festival in summer 2019.

### Solution:

Camille Donegan was the VR curator for the festival along with Jo Mangan, the festival's artistic director. Together they selected several best-in-class VR films to be showcased at the VR Cinema – where 10 x Oculus Go headsets simultaneously played each film. Key to the design of the VR Cinema was the contextualisation of what world the audience were about to step into, and following the viewing of the film, they shared how they found the experience prior to stepping in to the next film in the programme.

We also curated interactive VR experiences for the festival including Immersive VR Educations' work for the BBC – Berlin Blitz.

The VR strand also included Virtual Graffiti workshops with mural artist Shane Sutton where teenagers were able to spray paint virtual walls to their heart's content and practice using spray paints on virtual walls with the Kingspray Graffiti VR simulator.

The VR strand also included a session on VR Storytelling ran by Camille Donegan as well as panel discussion with creatives working with Immersive Technologies.

### Outcomes:



VIRTUAL  
REALITY  
IRELAND

The VR Strand at Carlow Arts festival was a massive talking point for the attendees and a great technical success for Virtual Reality Ireland with no technical issues the entire weekend.