

XR Festival Florence – AR Art Exhibition Call

2nd edition - June 23-29 2025 – Italy

Artistic Director Carla Zanin - *XR Coordinator* Roberto Malfagia

Artistic Coordinator Video Immersive show Alessio Bianciardi

Producers Federico Bardazzi, Paolo Bellocchi

Following the great success from both audience and press of the 2024 edition, XR Festival Florence 2025 will be held from 23rd to 29th June; this new edition will witness a further development and deepening of the experience gained thus far, showcasing the cutting-edge realm of extended reality. The event will be not only a Festival but will serve as international platform to explore the intersection of art, technology and immersive performance, exploring the potentiality of digital technologies in transforming artistic and aesthetic expression.

The XR Festival features the special event **AR Art Exhibition on 24th-27th June at Oratorio Santa Croce al Tempio** via San Giuseppe 2/r, Florence Italy. This four-days experience will immerse visitors in the stunning world of Augmented Reality Art, showcasing innovative creations that blend the virtual and physical realms.

OPEN CALL

for artists

The call is open to international submissions, to AR artists, visual artists, illustrators, photographers, graphic designers, street artists, and creatives interested in exploring the dialogue between physical imagery and digital content.

The event is a special opportunity to promote the artists and to create a showcase of their works in an iconic and unique location like the Oratorio Santa Croce al Tempio, few steps from the marvelous Basilica of Santa Croce, in the heart of Florence.

The candidates are selected based on the application files, at the unquestionable judgment of the Artistic Committee made up by Carla Zanin, Roberto Malfagia, Federico Bardazzi, Paolo Bellocchi.

The theme is open, allowing participants to explore the relationship between the physical and virtual realms, technologies and new aesthetics, tradition and innovation. Cross-cutting themes of the Festival are sustainability, gender, transcultural storytelling.

Technical requirements

1. The projects must be feasible using user-friendly AR platforms such as Doors or similar.
2. The artworks can include a physical element (print, poster, mural, canvas, photograph, etc.) generating an overlaid digital content (animations, video, graphic effects, sound, narration, etc.). to be activated in AR via smartphone,
3. The selected artists will take care of the setup of their own artworks.
4. The Festival will provide the technical support for the use of Doors (tutorials and mentoring).

Application:

Deadline for submission of applications:

12th May 2025

Reception of the final materials:

25th May 2025

Showing of selected artworks:

24th - 27th June 2025

All artists are welcome to submit their artwork according to the following **rules**:

Article 1 - Organiser

The XR Festival and its showing are organised by **Opera Network Firenze**

Article 2 - Specifications

The selection committee will pay particular attention to the writing. No political, violent, pornographic, war-related or discriminating content will be tolerated.

Proposals will be evaluated on the following: originality of the idea, effectiveness of the dialogue between physical image and AR content, artistic quality, technical feasibility.

Article 3 - Pre-registration and files submission:

The contest is open to all, with no fees. The candidates have to send the following elements by 12th May 2025 via email at xrfestivalart@operanetwork.net for each presented work:

- Signed contest rules (this document)
- Short bio + photo of the artist (max 1.000 characters)
- Project description (max 1.000 characters) + 3 pictures of the artwork
- Graphic draft or sketch of the artwork
- Description of the proposed AR content (type of animation, digital materials, narrative concept)
- Link to portfolio or previous works (facultative)
- The email must have as subject: **XR Festival AR Art application + [name of the artist]**
- Any incomplete application file will be invalidated.

Article 4 – Awards

Among the selected artworks, the best 3 will be awarded by the Artistic Committee. The **first-place Winner** will receive a contribution of **1.000,00 euros (inclusive of taxes)**, **the second and third-place will be awarded** with Diploma and an automatic subscription to next XR Festival edition. The Artistic Committee will reserve the possibility to a Special Mention to a deserving artwork. The winners will be announced **on 29th June at Cattedrale dell'Immagine**, at the end of the evening dedicated to the Video Immersive Show.

Article 5 - Rights and uses

The work remains the sole property of its author, who owns all the rights.

It is also agreed that XR Festival staff may not make any artistic modification or interfere with the content of the work.

The author commits to own all the rights to the work (images and sound). XR Festival staff cannot be held responsible in case of litigation.

Article 6 – Authorization

Candidates authorize XR Festival staff to use their work in the following ways:

- Showing of the creation on **24th – 27th June 2025**.
- A video recording can be made and used for promotion purpose: broadcast on the Internet, or during presentations of the project at various events, with no time or geographical limitations, a digital catalogue will be produced.

Article 7 - Travel and Accommodation

The organisers will not cover travel or accommodation expenses for artists.

Article 8 - Cancellation

XR Festival staff reserves the right to cancel the event in case of an emergency situation.

Participating to the contest means accepting these rules. Date, name and signature of the candidate or the collective.

Name

Date and sign
