

XR Festival Florence – Video Immersive Show Call

2nd edition - June 23-29 2025 – Italy

Artistic Director Carla Zanin - *Artistic Coordinator Video Immersive show* Alessio Bianciardi
XR Coordinator Roberto Malfagia - *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 includes the special event **Video Immersive Show on 29th June from 9pm to 12pm at Cattedrale dell'Immagine** (*Cathedral of the Image*) piazza di Santo Stefano, Florence Italy. A full evening dedicated to celebrate Video Art in all its diverse forms, encompassing traditional video art, immersive experiences, video games, ventures into the metaverse and more, in a wide range of styles, techniques and thematic explorations.

OPEN CALL

for artists

The call is open to international submissions, to professionals and students in cinema, animation, digital arts, graphic design, video games, etc.

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 Cathedral of Image, with visual and stunning setting and cultural and historical significance.

The candidates are selected based on the application files, at the unquestionable judgment of the Artistic Committee.

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

Artists have two choices:

1. Submit an Artwork created or adapted for the internal space of Cattedrale dell'Immagine in Florence, according to a given matrix (Immersive video).

Technical specifications:

- 1 video file for each pixel map reference (14 files in total)
- audio: separate audio file wav 48 KHz 16 bit
- 30 fps
- Prores Hq

2. Submit an HD 16:9 standard video.

Technical specifications:

- video file: 1920x1080
- audio: separate audio file wav 48 KHz 16 bit

- 30 fps
- Prores hq or mp4 h264 20 mbps

Videos must not feature the title or the creator's name at the start, the end, or any other part.

Application files and template:

<https://drive.google.com/drive/folders/1ieAEE2AxeNvk55yei3IL7K96JO7bnnz>

[a](#)

Deadline for submission of applications:	12th May 2025
Reception of projection files:	30th May 2025
Showing of selected projects:	29th 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 video must last between 3 and 5 minutes, include a soundtrack, and be designed for the internal space of the Cattedrale dell'Immagine in Florence (immersive video), or alternatively, as a single video in standard 16:9 HD format.

The selection committee will place particular emphasis on the writing. Political, violent, pornographic, war-related, or discriminatory content will not be tolerated.

Article 3 - Pre-registration and files submission:

The contest is open to everyone, with no entry fees. After Effects template with pixel maps of the internal space of the Cattedrale dell'Immagine, can be downloaded here:

<https://drive.google.com/drive/folders/1ieAEE2AxeNvk55yei3IL7K96JO7bnnza>

Article 4 - Candidates must send the following elements by 12th May 2025 via email to xrfestival@operanetwork.net for each submitted work:

- Signed contest rules (this document)
- Short description of the artwork (max 1.000 characters) + 3 pictures
- Short bio (max 1.000 characters) + photo of the artist
- The email must have as subject: **XR Festival Video application + [name of the artist]**

Any incomplete application will be invalidated.

Article 5 – Awards

Among the selected videos, the best 3 will be awarded by the Artistic Committee. The **first-place Winner** will receive a contribution of **1.500,00 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 at the end of the event.

Article 6 – Deadline for submitting artworks

Candidates must send, by 30th May 2025, via email to xrfestival@operanetwork.net :

- a link to a drive to download their artworks
- 3 pictures of their creation for communication purposes in case of selection

Article 7 - 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 8 – Authorization

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

- Showing of the creation during the evening of **29th June 2025**.
- A video recording will be made and used to promote the event and the works: 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 9 - Travel and Accommodation

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

Article 10 - 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
