

Heritage Large-scale Immersive eXperience Contest 2022 – Rules of participation

1. HERITAGE-LIX

Heritage Large-scale Immersive eXperience Contest 2022 (**Heritage-Lix**) is the first contest to scale up ambitious and impactful immersive projects for European cultural heritage and to support them in (co-) producing, distributing, broadcasting or financing their sustainable and viable immersive experiences/installations in Europe.

Heritage-LIX is open to all designers of immersive experiences who strive to strengthen the accessibility and sustainability of heritage through the creation of new solutions powered by emerging technologies.

Heritage-Lix is an XR4Heritage concept initiated by the Belgian non-profit organization Les Trois Plumes, having its registered office at rue des Paons 10, 1160 Brussels, Belgium, and registered with the Crossroads bank for Enterprises under number 0877.326.495 (**3Plumes**).

This first European edition of Heritage-Lix is co-organised with XR4Europe (network of European XR experts) and Bright Brussels Festival (together with 3Plumes, the **Organisers**), with the support of detection partners: 104 (France) – Arttech (Switzerland) – Centre des monuments nationaux (France) – Hub Montréal (Canada) – Tourisme Innovation Lab (France) (the **Partners**).

2. OBJECT

The purpose of these rules of participation is to define the conditions of participation in Heritage-Lix, the selection of candidates by the Organisers and Partners, the conduct of the contest, the selection of the winners by the Brussels Challenge Jury and the follow-up programme in view of the Bright Festival.

3. THE CONTEST

3.1 Introduction

Heritage-Lix is a three-step contest, which will allow participants to:

- Participate in a dedicated workshop in STEREOPSIA EUROPE, the world Immersion Forum;
- challenge their business model with THE LAB community: about thirty (30) Belgian operators and renowned international experts committed to the XR4heritage 2022 Incubator; and
- pitch their product to European decision-makers in tourism, heritage and innovation.

In addition, through Heritage-Lix, participants can try to win the following prizes:

- the five (5) most convincing projects (THE LAB award) will benefit from top-notch mentoring sessions led by international experts;
- up to three (3) projects will benefit from creation grants to present a demo light installation in the framework of the XR4Heritage Showcase event hosted in the BRIGHT Festival 2023 (<https://bright.brussels/en/node/1>).

The organizers will give the opportunity to other partners/sponsors to reward, in material, financial or logistic support, their favourite project(s). The conditions of attribution and the value of these possible additional prizes will be specified before the workshop in STEREOPSIA EUROPE.

3.2 Eligibility

Heritage-Lix is open to international XR companies that meet the following eligibility criteria:

- i. be a company producing one or more Heritage-LIX experiences and/or holding the rights of distribution and exploitation;
- ii. be a company that, in the last five (5) years, has been at least programmed by one given cultural venue/event, or that has been hosted in a theme park, natural area, historical site or monument, or that has been deployed as an "attraction" by a dedicated tourism company; and
- iii. be a company looking for an ecosystem, expertise and visibility to transform its existing references, concepts and technological solutions into an attractive and competitive cultural product for the European market.

3.3 Selection of candidates

Applications of candidates will be assessed on a first-come-first-served basis.

The selection of candidates is organised as follows:

- each Partner is entitled to select, at its entire discretion, maximum two (2) candidates; and
- the remaining places will be allocated by the Organisers, on the advice of the Partners, to the projects of their choice, which have been registered via the online application form before 10 September 2022, at 11:59 pm (CET).

A minimum of ten (10) and a maximum of fifteen (15) candidates will be selected to participate in Heritage-Lix based on the criteria listed in the brochure available via this link: https://xr4heritage.com/heritagelixcontest/wp-content/uploads/2022/06/Programme_Heritage-LIX-2022.pdf.

The list of candidates selected to participate in Heritage-Lix will be published on social networks on Monday 26 September 2022.

3.4 Participation fee

The participation fee is EUR 300.00 (excl. VAT) *.

As discussed further below, this includes:

- a three-day full pass for STEREOPSIA EUROPE, including an exclusive invitation to the Awards ceremony;
- four online mentoring sessions given by renowned international experts; and
- an accreditation for the XR4Heritage showcase event (Bright Festival B2B market 2023).

The participation fee does not include travel and accommodation costs in Brussels.

* Paying members of XR4Europe get a 30% discount.

3.5 Contest procedure

(a) Kick-off

The Heritage-Lix kick-off will take place online on October 3 afternoon. The zoom link will be sent to participants upon receipt of proof of payment of their admission fee.

During this kick-off event, the participants will have the opportunity to:

- i. get to know other participants;
- ii. receive information relating to STEREOPSIA programming;
- iii. discover the evaluation grid of the Belgian THE LAB award Jury at STEREOPSIA; and
- iv. discover the specifications relating to the BRIGHT grant (support for the creation of 3 light installations)
- v. and discover the possible other sponsored prizes for which they are eligible (mainly based on the European potential of their immersive heritage enhancement solution and the replicable/adaptable nature).

All participants with confirmed registration will have access to the three phases of the contest.

(b) Phase 1: the Brussels challenge at STEREOPSIA EUROPE.

Phase 1 consists of one-to-one meetings, roundtables and conferences during which the participants will position their project in the European cultural ecosystem during STEREOPSIA EUROPE

Participants commit themselves to:

- i. to be present in Brussels between October 17 and 19 and to participate in the Heritage Lix activity program at STEREOPSIA.
- ii. no later than 18 October 2022 at 23:59 pm (CET), submit, in the form of a written file, a concept of a luminous installation capable of promoting their XR-IT product (software/hardware) and/or their graphic/sound design to the general public as part of the Bright Festival that will take place in Brussels from 16 to 19 February 2023 (the **Bright Festival**). In compliance with the specifications that will have been transmitted during the kick-off, each participant will be entitled to present a concept per host place or a concept for one (1) or two (2) of the three (3) venues with whom Heritage-Lix has a partnership: the Museum of Music Instruments, the Art & History Museum and a 19th century facade in Schaerbeek. For projects to be eligible, they must (a) have been submitted on time and (b) respect the 2023 theme of the Bright Festival (19th century), the broadcast format and the available budget (maximum EUR 15,000.00 per light installation).
- iii. Wednesday 19 October 2022 in the morning at STEREOPSIA, pitch to the HERITAGE LIX Jurors the project they wish to develop on a European scale. During this 5 minutes pitch, they will present at least a 30-seconds demonstration video and a visual presentation support; and

The Heritage-Lix jury will be composed of:

- THE LAB award committee, which will be made up of Heritage Lix Organisers and Belgian representatives of museums, historical sites and other cultural venues - looking for innovative solutions to attract new audiences, reinvent their space(s) and/or develop new sources of revenue. Following a deliberation meeting, the THE LAB award committee will select five (5) companies from the companies who participated in the contest (THE LAB Laureates).
- The EUROPEAN MARKET committee: Companies and structures capable of supporting the participants in their European “scale up” (sponsors, distributors, partners...). Such support can consist, for instance, of material support, financial grant, residency/academy access and/or other contributions. (The EUROPEAN MARKET laureates)
- The Bright Festival committee, which will be made up of representatives from Visit Brussels, the organiser. To elect its nominee(s), the jury will take into account the written files of the light installations but also the technical, artistic and human capacity of the companies, carriers of the project, to set them up within the given time and budget (THE BRIGHT Laureates).

The size of the Heritage-Lix jury is determined by the Organisers, but will in any case contain five (5) people at least.

In the evening, the Laureates will be announced during the closing Awards ceremony of the STEREOPSIA forum at the Plaza Hotel in Brussels.

THE 5 THE LAB Laureates will win

- i. four (4) one-to-one XR4EUROPE MENTORING sessions (see Phase 2 under (c)); and other advantages to be defined (according to the contributions of each juror).

The 3 BRIGHT Laureates will win

- the right to present their project in the official Bright Festival route, whereby Heritage-Lix offers the creation grant for light installation (max 15 000 euros each), a stand, a security solution, hospitality cost (accommodation et catering – per diem - during the festival) as well as a visibility campaign;

If necessary, The Bright Festival jury may organise interviews October 19 afternoon with the project leaders to make such decision. However, if none of participants submits an eligible project for one or more of the participating venues, XR4Heritage may entrust the creation budget to a third-party company (a partner studios of THE LAB incubator).

The EUROPEAN MARKET Laureates will win

- support from one or more leading companies in the European market of new technologies/IT, tourism, culture and/or telecommunications.

(c) **Phase 2: mentoring sessions**

Phase 2 consists in four online mentoring sessions that will be organised on 8, 15, 22 and 29 November 2022.

The mentoring sessions are accessible to all Heritage-Lix participants but the projects led by The 5 THE LAB Laureates will serve as “case studies” for the mentors. The mentoring sessions will be chaired by international experts who will explore the Laureates’ projects from different perspectives: artistic & technical, storytelling, business and legal. These case studies will be discussed with several guests to open new opportunities of public-private partnerships.

The Laureates will also benefit from one-to-one consultation with the expert(s) of their choice to strengthen their brand in Europe.

(d) Phase 3: showcase event

Phase 3 consists in a showcase event that will be hosted in the Bright Festival in Brussels from 16 to 19 February 2023.

During the Bright Festival, all Heritage-Lix participants will:

- be invited to the inauguration drink of the Bright Festival; and
- have access to various professional meetings and events as well as pitch sessions in front of investors and B2B speed dating events that will help them develop and strengthen their strategy for financing, producing and broadcasting in Europe (pitch session, discovery tour & business market).

The BRIGHT laureates will be entitled to exhibit their immersive experiences in the Bright Festival's official programme.

4. INTELLECTUAL PROPERTY

The participants acknowledge and agree that the Organisers may, without compensation, publish their name and present their works throughout the contest.

The participants undertake to assign to the Organisers part of the intellectual property rights that they would hold on their works, and more precisely the rights to, free of charge:

- i. (re)produce or have reproduced photos, videos, etc. of their works, to adapt/modify them and to distribute them to the public, and this without limit of number, in whole or in part, on any medium (paper, analogue, etc.) and whatever the format, including the right to digitize or have digitized the images;
- ii. circulate, share, sell or cause to be sold the images, photos, videos, etc. of their works;
- iii. communicate their works to the public, at any place and by any process, in particular via networks and/or other means of telecommunications (ether or digital, internet, cable, analog, digital, ADSI, satellite, 3G network), linearly or non-linearly; and
- iv. exploit the achievements in a secondary and derivative way, in particular on any paper medium (eg press, posters, newspapers, books), audio and video (videocassettes, DVDs, CDs, CD-ROMs).

During their participation to the contest, the participants undertake to defend and indemnify the Organisers against any claim of a third party related to the intellectual property rights resting on their works, including in the event a third party would claim to own rights in such work and/or would oppose the peaceful exercise of the rights assigned to the Organisers. Any costs arising from such claims shall be borne by the participants.

5. PERSONAL DATA

The participants acknowledge that their personal data (including but not limited to their name and contact details) may be processed by the Organisers.

The Organisers (who shall qualify as joint data controllers) undertake to process participants' personal data in accordance with the General Data Protection Regulation (the **GDPR**) and, in particular, to:

- i. only process personal data to the extent necessary for the purpose of the participants' participation in one or more of the phases of the Heritage-Lix contest, or when otherwise required to do so under applicable law;
- ii. only share personal data with persons and/or entities involved in the Heritage-Lix contest such as, but not limited to, members of the Heritage-Lix jury and the Bright Festival jury, the participating venues, organisers of the Awards ceremony and organisers of the Bright Festival; and
- iii. only retain personal data as long as necessary for the above mentioned purposes.

The participants are entitled to request the Organisers to access, rectify and/or erase their personal data, to restrict the processing of their personal data, to object to processing as well as to exercise their right to data portability.

Moreover, participants may lodge a complaint with respect to the processing of their personal data at any time with a supervisory authority. The contact details of the Belgian data protection authority are the following:

- Email address: contact@apd-gba.be
- Phone number: +32 (0)2 274 48 00 - +32 (0)2 274 48 35
- Address: Drukpersstraat 35, 1000 Brussels