

THE FACTORY



PREVIEW PROGRAM

From **February 14 to 16**, Brussels will be the starting point for the Discovery Tour, offering a programme of cultural and business visits to facilitate experiences and collaborations between Belgian and international players in tourism, culture and emerging technologies. Three themed excursions including exclusive access to private events and B2B meetings.

Fee includes transportation, visits, lunch and B2B meetings.

Tuesday February 14th 2023 - Mons

What to expect? The opportunity to exchange insights with innovative Heritage professionals in Mons, such as the [Museumlab](#) project organization, the [XR Academy](#) and the [Light Festival 2024](#)...

11 AM : Welcoming participants by [Stereopsia EUROPE](#) and [XR Valley](#) / B2B Lunch in **Brussels**



2 PM : Travel to **Mons** (60 Km) - **#HERITAGE LOVES GAME**



**game
max** | game
week
INNOVATION FORMATION RECHERCHE BUSINESS INTERNATIONAL

**21-25 FÉVRIER 2022
MAISON FOLIE MONS**

CLICE | Technocité | MUSEUMLAB | XR VALLEY | STEREOPSIA EUROPE | LIGHT FESTIVAL 2024



3PM: Visit of the [UNESCO Heritage House](#) by Manuela Valentino, UNESCO curator of the City of Mons.

4PM - 8PM: Participation in [Game week](#) (Gamemax organization), in the presence of the XR and gaming ecosystem of Hainaut: Conferences, B2B meetings, speed-dating,...

Speakers specialized in gamification : Julien Annart (ForJ), Joëlle Tilmanne (Hovertone), Hervé Verloes (Poolpio), Gauthier Renard (Le CLICK/University of Mons), Thibault Philippette (Louvain Game Lab de l'UCLouvain).



8:00PM : Travel to **Brussels**.

Wednesday February 15th 2023 - Charleroi

What to expect? The opportunity to explore the [Photo Museum's](#) AI project as well as to discover the innovative media companies and tourism players transforming the local industrial heritage into a [cultural attraction you can't miss](#). Selected projects we'll follow: the [Legoland](#) theme park, the new interactive animation and imaging center [Quai 10](#), but also the ongoing [real estate projects](#) that enhance the local cultural offer (Museum of Fine Arts, the Common Archive Centre, etc.).



9AM : Travel to **Charleroi** (55 Km) - **#AI & ARCHIVES**



10AM : Welcome at [Quai 10](#). Presentation of the local ecosystem with various speakers:

- *Matthieu BAKOLAS (QUAI10)*
- *Selin ESKIN and Christelle ROUSSEAU (Photography Museum of Charleroi)*
- *Sébastien NAHON (CUL-MIIL)*

12AM : Journey to Dreamwall

12:30 AM - 1:30 PM: Lunch and meetings B2B at Dreamwall

1:30 PM: 2nd part of presentations:

- *Jérémy Branca (Dreamwall)*
- *Speaker to be confirmed (Digital Station)*



3PM : travel to **Brussels**

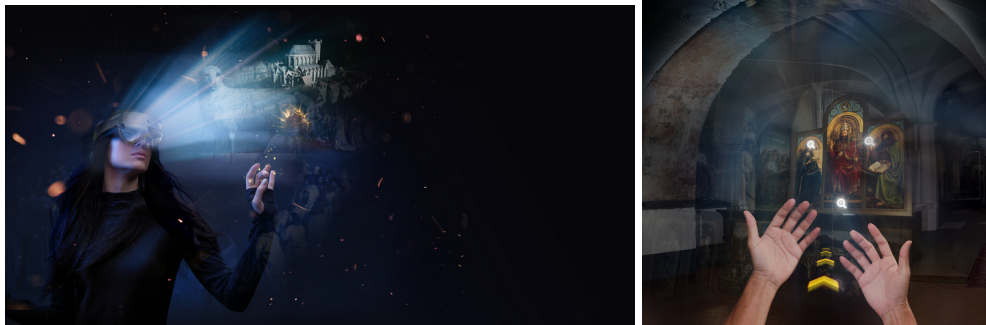
5PM: Exclusive access to a selection of light installations as part of the press visits of [Bright Festival](#), the Brussels Capital Region's light festival. It's the perfect opportunity to interact with the digital artists exhibiting at [Reset](#) and the [Musical Instrument Museum](#).



Thursday February 16th 2023 - Ghent

What to expect? Presentation of the local ecosystem with several speakers, creators of innovative Flemish and international tourism projects. Admire the Mystic Lamb and other art treasures in St Bavo's Cathedral. Experience the moving history in augmented reality as if you were there yourself...

 8:30AM: Travel to **Ghent** (60 Km) - **#WEB3 & TOURISM**



10AM : Welcome in Ghent: presentation of the local ecosystem with various speakers: [Alfavision](#) - [HOWEST Hitlab](#) - [Poppr](#) - ...

12AM : Lunch and B2B-meetings

1PM : Inspiring cultural visit of the [Mystic Lamb](#) at St Bavo's Cathedral in AR.

 2PM : Travel to **Brussels**

5PM-9PM : Official opening ceremony of the BRIGHT light festival at Schaerbeek town hall - in the presence of Mayor Cécile Jodogne. Meeting with [THE LAB](#) & [HERITAGE LIX](#) ecosystem in a listed Art Nouveau building - attraction during one of the 3 Bright light festival tours.



Optional : [Beer Museum of Schaerbeek](#) .

Friday February 17th 2023 - Brussels

Conference day at the Royal Museum of Art and History:

- Round tables, keynotes, demonstrations and presentations (free);
- B2B events included (charges apply) ;
 - Lunch + meeting XR-AI-WEB3 Culture & Tourism
 - Cocktail reception + immersive after-work

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For questions or more information about the Discovery Tour, please contact Alexandra GERARD (alexandra@stereopsia.brussels)

*The **DISCOVERY TOUR + CONFERENCE - Premium** ticket provides access to the 3 excursions above (14-15-16/2) as well as to the conference day on 17/2 and to the B2B events.*

Sign up with this link: <https://thefactory2023.eventbrite.fr>

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