

16 - 18 September 2021

Press release: Call for participation

Places _ VR Festival 2021: Application phase for participation started

Third Places _ Virtual Reality Festival from 9/16 to 9/18 2021 in Gelsenkirchen, Germany

Germany's largest festival for Virtual Reality is entering its third round. The Places _ Virtual Reality Festival will also take place in 2021 and will once again bring together the national virtual reality industry in Gelsenkirchen. Interested VR designers or experts now have the opportunity to apply for participation in the different programme parts of the festival.

It is now impossible to imagine the German virtual reality scene without it: the Places _ Festival in Gelsenkirchen. Since 2018, Germany's first, largest and freely accessible festival for Virtual Reality (VR) has been taking place in the heart of the Ruhr metropolis. Once a year, Gelsenkirchen has become the place to be for makers in the VR sector.

This September, Places will take place for the third time after 2018 and 2020. The creative district around the Bochumer Straße in Gelsenkirchen-Ückendorf will once again become an extraordinary stage for the avantgarde of the VR scene. Whether research team, start-up or established company - Places is a unique chance to network in the VR-industry and to present developments to an expert and public audience. Everything free of charge.

Calls for participation in the festival are now open at

places-festival.de/en/call-for-participation-2021

Virtual reality companies and institutions that want to be programme partners of the Places _ Festival and present their applications at individual stations on September 17th and 18th can apply under Experience _ Places. Places is also searching for experts who want to take part as speakers and start-ups that want to present their business ideas to a jury and investors at a start-up pitch. Universities with research in the field of VR have the opportunity to present their prototypes to a jury of experts and to win one of the three prizes at the coveted award of the German Institute for Virtual Reality (DIVR).

If you would like to register yourself or a company for one of these programme items, follow the link **places-festival.de/en/call-for-participation-2021** and fill out the Call for Participation. Here you will also find further information and, if necessary, a contact for further advice. Press representatives can contact **presse@places-festival.de** at any time with questions or interview requests.

About Places _ Virtual Reality Festival

The Places _ VR Festival in Gelsenkirchen is Germany's largest event for Virtual Reality (VR) since 2018. Once a year, in the middle of the Ruhr metropolis, Europe's largest conurbation, everything revolves about innovations in the technologies VR, AR and MR. Not in a normal exhibition hall, but along an entire street. With its extraordinary urban locations along the Bochumer Straße, the development district Gelsenkirchen-Ückendorf turns into a festival stage. Between old buildings and modern facilities, between kerbside and backyards, in shops, art studios or vacant lots in need of renovation, XR developers meet the industry and its customers. Virtual meets real reality and shows what could be possible. The programme with its diverse elements - from experience stations to a university award, from a hackathon to an extensive programme of speakers - reaches a diverse audience.

The first Places _ Virtual Reality Festival was attended by around 2000 people from all over Germany in April 2018. The second edition in August 2020 was already attended by twice as many. The Places _ Virtual Reality Festival 2021 will take place from September 16th to 18th in Gelsenkirchen.

Places is a project of the Economic Development Department of the City of Gelsenkirchen within the framework of the „Networked City of Gelsenkirchen“, funded by the Ministry of Economic Affairs, Innovation, Digitalisation and Energy of the State of North Rhine-Westphalia as part of the digital model regions NRW. The conception and implementation is in the hands of the Gelsenkirchen-based mxr storytelling UG.

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A project of:



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