



Ex||Immersion V

*Is there love in the immersive embrace?*¹

Time: 30.06.2023, 13:30h CEST || 01.07.2023, ca. 16:00h CEST

Location: Magistrat's hall at the Dieburg City Hall (Rathaus), Am Markt 2, 64807 Dieburg
Media Experience Lab (MEL)/h_da Mediacampus Dieburg, Max-Planck-Straße 2, 64807 Dieburg

"Immersive media" are mostly associated with the fascination of providing an augmented and/or virtual *Eigenwelt* for its recipients, and enabling them to give themselves completely over to it, thus intensifying their feelings and experiences. - *Ex||Immersion* has been a series of conferences since 2020, which aims to brush against the grain: Its name expresses a figure of thought, that pursues a critical intellectual and artistic discourse on the popular term of "immersion", scrutinizing the ubiquitous and overused term. By questioning and analyzing its axioms and implicit assumptions, *Ex||Immersion* strives for critical artistic and philosophical positions, and different, maybe innovative reception paradigms.

The conference series aims at experts active in the creative production with so-called immersive technologies, and intends to focus on the latter's aesthetic as well as social promise of enveloping ("embracing") the recipient by audiovisual media.

Ex||Immersion considers itself as a process towards finding innovative media's identity beyond an mere immersive envisioning. The ongoing process is built on exchange by getting to know each other's artistic practices and discourses.

In this year's *Ex||Immersion*, European experts involved in the creation of e.g. 360°-film, 3D-Audio, Augmented and Virtual Reality meet for the 5th time. The upcoming conference's edition puts an emphasis on the question of the immersive environment's relation to visitors and audiences:

Does immersion necessarily imply more inclusion for the audiences? And, if yes, why and how? In which way can immersion fulfill the individual's age old wish of being not only the "enduring" recipient, but an equal partner in what is shown and performed? Are immersive experiences more "friendly" to its audiences than the frontal ones, as they have the recipients counted in from the beginning, not just conceiving them as the ones to receive, but to partake? And, is immersion really an appropriate term to describe the experience of "being in"? Inspired by Roy Ascott's essay "Is There Love in the Telematic Embrace?" (1990), who explored the impact of computers and communication technology up to the manufacture of "telematic culture", the symposium challenges the proclamation of an "immersive culture".

During the conference meetings, the participants share the projects they are currently working on, give insights into their technological equipment and facilities. Students of the Master's program International Media Cultural Work will give poster presentations and have the opportunity to exchange knowledge with experts in order to form an artistic and technological network of production and theory.

1 Title adapted from the essay „Is There Love in the Telematic Embrace?“ (1990) by Roy Ascott.

Änderungen vorbehalten / Subject to modifications

Friday, 30.06.2023, 13:30 - 18:45

Magistrat's hall at the Dieburg City Hall (Rathaus)

Moderation: Aleksandar Vejnovic M.A., Technical production: Robin Wiemann M.A.

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| 1. Welcome and Introduction | 13:30 – 13:45 |
| Frank Haus (Mayor of the City of Dieburg) | |
| Darmstadt UAS's Vice President-elect for Studies, Teachings, and Student Matters | |
| Prof. Dr. Matthias Vieth | |
| Prof. Sabine Breitsameter (Darmstadt UAS) | |
| 2. Not a Neutral Concept | 13:45 – 14:00 |
| Preliminary Thoughts on Immersivity and Critical Thinking | |
| <i>by Prof. Sabine Breitsameter (Darmstadt UAS)</i> | |
| 3. "Is there love in the immersive embrace?" | 14:00 – 14:15 |
| Putting a question into context | |
| <i>by Aleksandar Vejnovic (Darmstadt UAS)</i> | |
| 4. Scenography for Audiovisual Spatial Staging, and the Term „Immersion“ | 14:15 – 14:45 |
| An insight into concepts of how music and enveloping visual formats are used to engage users in a designed experience. | |
| <i>by Prof. Thorsten Greiner (Darmstadt UAS)</i> | |
| - Short coffee break – (15 minutes) | |
| 5. Self-Control or Controlled Self | 15:00 – 15:30 |
| How deep is your Immersion? | |
| <i>by Claire Dorweiler (Darmstadt UAS)</i> | |
| - Walking together to the Media Campus Dieburg Media Experience Lab (MEL) - 15:30 – 16:00 | |
| 6. Is it Music, Choreography or Architecture then? | 16:30 – 17:00 |
| Position, movement and space in music | |
| <i>by Jan Jacob Hofmann (composer)</i> | |
| 7. Audio presentation by Jan Jacob Hofmann | 17:00 – 17:45 |
| 8. Research Presentation in 3D Audio by the Soundscape & Environmental Media Lab | 17:45 – 18:45 |
| <i>by Robin Wiemann (Darmstadt UAS)</i> | |
| - Get together - | |

Saturday, 01.07.2023, 10:15 – 15:35*Magistrat's hall at the Dieburg City Hall (Rathaus)*

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| 1. Research Presentation in Fulldome Cinema
by the Soundscape & Environmental Media Lab
by Robin Wiemann (Darmstadt UAS) | 10:15 – 11:00 |
| 2. Perspectives on the Immersive Embrace
Poster presentations
<i>by Master students of International Media Cultural Work/h_da</i> | 11:00 – 11:30 |
| 3. Perception in Fulldome
How visual dramaturgy leads the attention of the audience in the dome
<i>by Maren Kießling (MLU University of Halle-Wittenberg)</i> | 11:45 – 12:15 |
| 4. Guided Tour through the Media Art Exhibition
Gemeinsam zusammen. Mediale Berührungspunkte und digitale Erfahrungsfelder
<i>by Master students of International Media Cultural Work/h_da</i> | 12:15 – 13:00 |
| 5. Keynote lecture by Julian Kämper and Dominik Breinlinger
Klangdramaturgien/Sounddramaturgies
Immersion und darüber hinaus/Immersion and beyond
<i>In German and English. Open for the general public</i> | 13:15 – 14:30 |
|
- break – (15 minutes) | |
| 6. Final Panel Discussion
"Is there love in the immersive embrace?"
Positions and perspectives
<i>by the symposium's participants</i> | 14:45 – 15:35 |

Chair:

Prof. Sabine Breitsameter, director of SEM-Lab & VR/3D-Audio Lab
 Research director (Artistic Research & Media Aesthetic Practice) of DKMI Research Center for Digital
 Communication and Media Innovation || Institute for Communication and Media (ikum)
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The symposium takes place within the framework and by support of the DKMI Research Center for Digital
 Communication and Media Innovation, Museum Schloss Fechenbach and Magistrat Dieburg.