

# Creative Innovation Lab

CREA-CROSS-2023-INNOVLAB

Deadline : 20 April 2023

## Transnational Pitching Session 2 March 2023



Cofinancé par  
l'Union européenne



Europe  
Créative  
MEDIA



# **Transnational cooperation between the Creative Europe Desks of 19 countries**



This event is brought to you by Creative Europe Desks from Belgium, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Hungary, Ireland, Italy, Lithuania, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Ukraine.

# Agenda

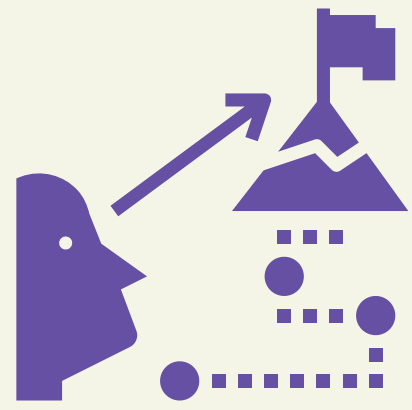
- 10.30      **Presentation of the cross-sectoral call Innovation Lab 2023**  
Emmanuel Cocq / EACEA
- 10.40      **1st round - 2 Innovation Labs selected projects 2022**  
**VIDEOMUSE:** Melboss Music / Francisco Buendía & Yvan Corbat  
**Cultural XR Network:** Lucid Realities / Alexandre Roux
- 11.00      **2nd round - 9 pitches for Innovation Lab 2023**  
6 min. / project
- 12.00      **3rd round - Match with a pitcher with 9 Zoom rooms**
- 12.30      **Closing**

**Creative Europe**  
**cross-sectoral**  
**Innovation Lab**  
**Call 2023**

European Education & Culture  
Executive Agency (EACEA)

Emmanuel Cocq

[EACEA-CROSS-INNOVLAB@ec.europa.eu](mailto:EACEA-CROSS-INNOVLAB@ec.europa.eu)



# Innovation Lab 2023 - objectives

SUPPORT THE DEVELOPMENT OF **INNOVATIVE** TOOLS, MODELS AND SOLUTIONS APPLICABLE IN THE **AUDIOVISUAL** AND OTHER **CULTURAL AND CREATIVE SECTORS**

IT AIMS TO IMPROVE THE **COMPETITIVENESS** AND/OR **GREENING PROCESS** OF EUROPEAN CONTENT SECTORS, **CIRCULATION, VISIBILITY, AVAILABILITY** AND/OR **AUDIENCE** OF EUROPEAN CONTENT



# Innovation Lab 2023 - eligibility

Number of legal entities

No minimum anymore

EU cofinancing

60% max.

Project duration

24 month max.

Call budget: 5,4 M €

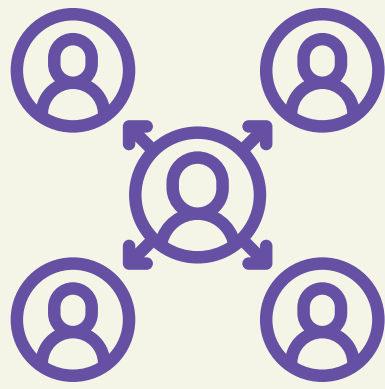
Expected results: July 2023 - Grant agreement signature: Sept-Nov 2023



## Projects can focus in particular on:

- **Rights' management and monetisation**, including transparency and fair remuneration;
- **Data collection and analysis**, with particular emphasis on prediction for content creation and audience development;
- **Business tools** exploring new modes of productions, financing, distribution or promotion thanks to new technology (AI, big data, blockchain, Metaverse, NFT, etc.)
- **Improving the knowledge, skills and use of new technologies** by professionals from AV and cultural/creative sectors
- **Greening of the value chain** across the creative and cultural sectors, including actions that contribute to the European Bauhaus project;





## Innovation Lab - eligible applicants

**The call clearly targets the start-ups**: “A wide spectrum of organisations will be invited to participate, including private and public entities, **tech companies and start-ups**, audiovisual, cultural and creative organisations. **The participation of business incubators and accelerators** shall be encouraged, to provide space and time for creative ideas to be shaped”.



## Key point

Status of costs related to the production of content:

Content development and/or production costs can **only** be supported if they are clearly **linked to the development of innovative tools proposed by the project**. They must be **proportionate** and **limited**.



## **Ressources & recommendations**

**We invite all applicants to check carefully the call objectives, its eligibility and award criteria.**

All informations concerning the Innovation Lab call are available on the Funding & Tenders portal on this webpage.

The European Education and Culture Executive Agency proposed an online presentation specifically dedicated to this call: <https://vimeo.com/793362385>

The presentation of the EACEA is downloadable on this link.

**1st round**  
**Innovation Lab 2022**  
**2 selected projects**

# VIDEOMUSE - Spain

**LEADER:** Melboss Music

**EU CONTRIBUTION:** 632.864,33 €

## **PARTNERS:**

- Dex (ES)
- Medula Producciones (ES)
- Association Laval Mayenne Technopole (FR)
- AIM Ireland (IE)
- Munster Technological University (IE)

## **PRIORITIES:**

- Priority 2 – A Europe fit for the digital age / Domain 2.2: The digital age
- Policy area 2-1: Better access to online goods for consumers and businesses
- Policy area 2-5: The right environment for digital networks and services

# VIDEOMUSE



**Spain**

**Francisco BUENDIA**

[francisco.buendia@melboss.com](mailto:francisco.buendia@melboss.com)

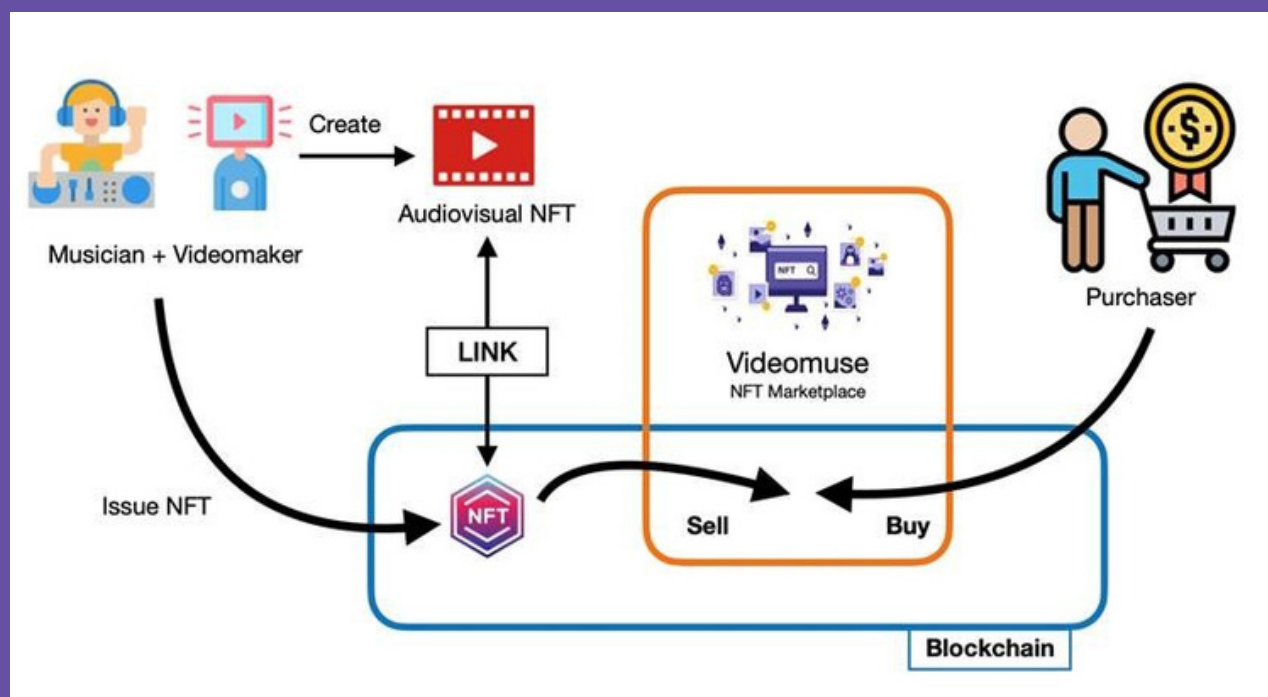
<https://www.melboss.com/>



**Yvan CORBAT**

[yvan@grupodex.com](mailto:yvan@grupodex.com)

<https://www.grupodex.com/>





# CULTURAL XR NETWORK

**France**

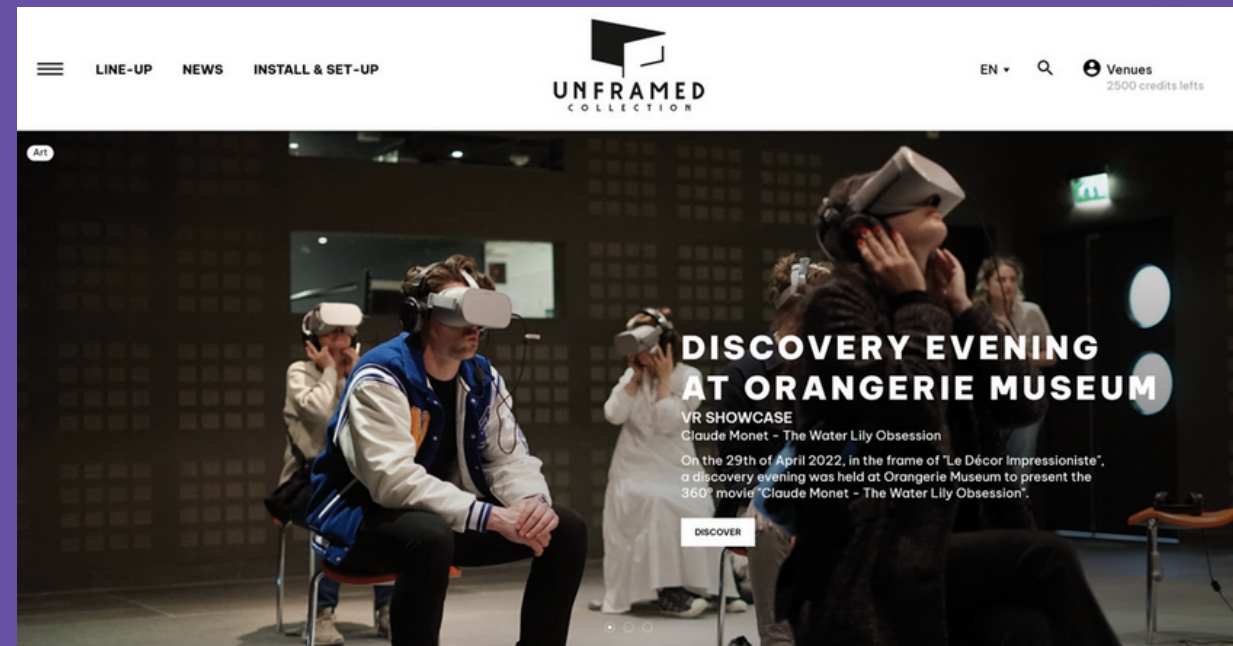
# lucid realities



**Alexandre ROUX**

[aroux@lucidrealities.studio](mailto:aroux@lucidrealities.studio)

<http://lucidrealities.studio>



**Other members of the consortium:  
Correspondances digitales (FR),  
Ikonospace (NL), Netinfo (Tunisia)**

**Europe Creative grant: 609 k €**

**2nd round**  
**Innovation Lab 2023**  
**Pitching session**



# List of the projects

1. **fomo.scene** - Belgium
2. **augg.io** - Czech Republic
3. **European Virtual Production Alliance** - Estonia
4. **Enhancing creativity through collaboration with AI** - France
5. **Futur@Cinéma** - France
6. **Mediajobs.center** - Germany
7. **Viewpoint VR - Handless accesible solution** - Spain
8. **Data Observatory Labs** - The Netherlands
9. **Multiverse of Legends** - Ukraine

# #1 FOMO.SCENE

## Belgium

fomo.scene is an immersive artistic agency created in 2022 by Marine Haverland and Laure Hendrickx. It is a curation, intermediation, and production structure in the field of digital exhibitions and immersive installations. fomo.scene commissions works of art, imagines scenographies to highlight them and designs paths to allow the public to discover them in the best possible conditions.

The current project is to **create a new business model and a new process in the field of immersive exhibitions within Europe**. Our aim is to be a **reliable intermediary between cultural or patrimonial places and content producers or distributors**. For producers, we offer to find the right place to exhibit the work and to facilitate the process. For cultural and patrimonial places, we offer to find the right content and the right way to show it. Our aim is to create a strong network within Europe.

# #1 FOMO.SCENE

**Belgium**

fomo  
scene



**Marine HAVERLAND**

marine@fomoscene.com

<https://fomoscene.com/>

## Looking for

European cultural sites and cultural  
heritage sites, producers and  
distributors of content



**Laure HENDRICKX**

laure@fomoscene.com

## #2 AUGG.IO

## Czech Republic

**AUGMENTED REALITY TOOLSET helps AR creators focus on quality content.**

We are creating tools to simplify the creation of quality augmented reality apps and make their development more accessible to more companies and individuals. We target developers, designers, and product managers in the creative industries.

**We put complete creative freedom in their hands, enabled by the Unity game engine and virtual anchor technology.**

Working in this engine would typically be too complex and challenging for non-programmers. Our tools **simplify AR development's difficult or impractical aspects** so that customers can use it to its full potential.

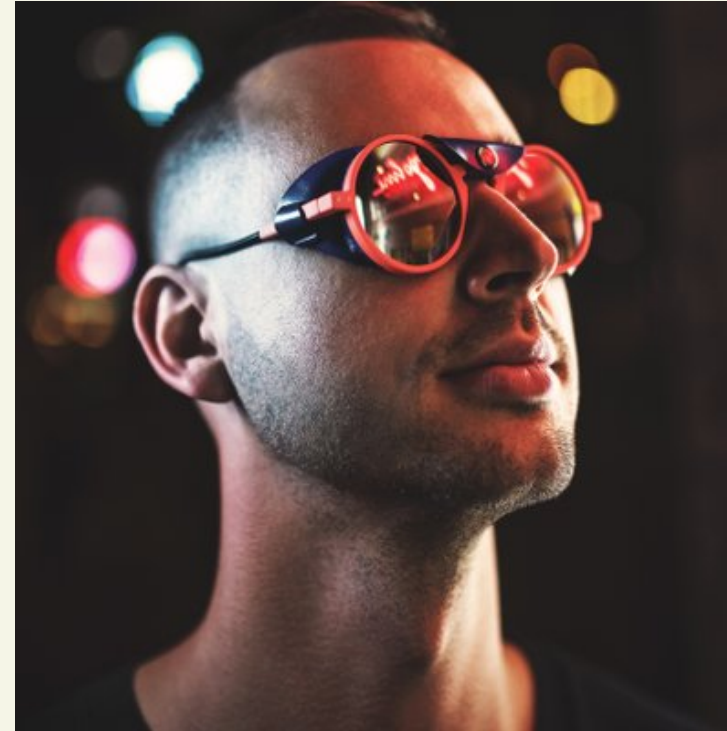


**#2 AUGG.IO**

**augg.io**

**🔍 Looking for**

- Talented 3D artists and Art directors who could use our tools and platform
- Industrial designers, architectural studios
- Museums, and galleries looking for AR solutions
- Seed investors interested in AR startups
- Business representatives eager to sell our tools in the EU and Japanese markets



**Czech Republic**

**Marek Kulkovský**

hello@augg.io

<https://www.augg.io>



## #3 EUROPEAN VIRTUAL PRODUCTION ALLIANCE

**Estonia**

Virtual production is a revolutionary technology that combines real-world filming with CGI to transform the film and video industry. Its adoption is growing rapidly and is expected to reach €5.6 billion by 2026. However, Europe is falling behind in the global VP competition due to a lack of skills, knowledge, and industry alliances.

To address these challenges, the European Virtual Production Alliance (EVPA) Innovation Lab was established. **The EVPA aims to create a collaborative and business-focused European ecosystem for Virtual Production by boosting its growth, professionalizing the industry, experimenting with innovative business models, and increasing the quality of EU AV works.** The coalition consists of key players in the industry, including Von Krahle Theater/JAIK Innovation Academy (performing arts), Fireframe Studios (VP studio/fund), Pixelerace/ATM Virtual (VP software/studio), Storytek Innovation & Venture Studio (innovation & business development), and the National Film School of Denmark (AV education), with support from AV markets such as EAVE, When East Meets West, and Industry@Tallinn & Baltic Event.



# #3 EUROPEAN VIRTUAL PRODUCTION ALLIANCE

**Estonia**



**Sten Saluveer** Email: [sten@storytek.eu](mailto:sten@storytek.eu)

Website: [europeanvpalliance.super.site](http://europeanvpalliance.super.site)

## Looking for

Investors/Financiers/Game-Real Time  
Studios (including Asset Creators),  
VFX Training Programs & Academic  
Programs/Institutions/VFX Industry

## EVPA KPIs



## #4 ENHANCING CREATIVITY THROUGH COLLABORATION WITH AI **France**

Pimento is the web space where creative teams collaborate with **bespoke artificial intelligence** to get their best ideas.

As content production is being more and more commoditised, ideas become the new currency. Creativity will become, more than ever, a core human ability that machines will never replace.

Our project aims at designing ways for European talented creative teams to interact with bespoke generative artificial intelligence models so that they can push their own creative boundaries. Based on a small amount of data such as inspirational content, we **generate new creative propositions** that can be incrementally curated to get relevant and innovative ideas, especially during the conception stage of the project.

We currently have partnerships with **gaming and animation studios, design and architecture agencies and visual artists in different European countries**. If you want to be one of them, please contact us!



## #4 ENHANCING CREATIVITY THROUGH COLLABORATION WITH AI

**France**

**Florent Facq**

[florent.facq@gopimento.co](mailto:florent.facq@gopimento.co)

[gopimento.co](https://gopimento.co)



### Looking for

- creative industries
- gaming and animation studio
- video production
- design agencies
- architecture agencies
- visual artists

**PIMENTO**

## #5 FUTUR@CINEMA

## France

Futur@Cinema is an innovative touring incubator for developing audiences in cinemas. Traveling within several festivals, we support innovative projects led by professionals of all trades and skills (cinema exhibitors, designers, IT developers, architects, social workers...). 15 projects have been supported since 2021.

From 2024 onwards, we will extend **incubation by supporting cross-sectoral projects that open up cinema to other cultural sectors (music, museums, performing arts, architecture, publishing, etc.) and vice versa**: how cinemas can inspire cultural and creative venues and reciprocally be inspired by innovative cultural practices, in order to encourage the **transfer of innovation** and the implementation of **new technologies between these cultural, creative and audiovisual sectors**

We aim to consider European issues from the very early stage of the projects until their experimentation, by enlarging the selection to European candidates and developing new partnerships with European incubators and festivals.

## #5 FUTUR@CINEMA

**France**



**Anne Pouliquen**

apouliquen@lesarcs-filmfest.com

<https://futur-cinema.com/fr>

 **Looking for**

Audiovisual festivals

Performing arts and cultural festivals

incubators and business clusters



## #6 MEDIAJOBS.CENTER

**Germany**

Mediajobs.center is an **innovative platform** that connects **job providers and job seekers in the media, creative, and cultural industries across Europe.**

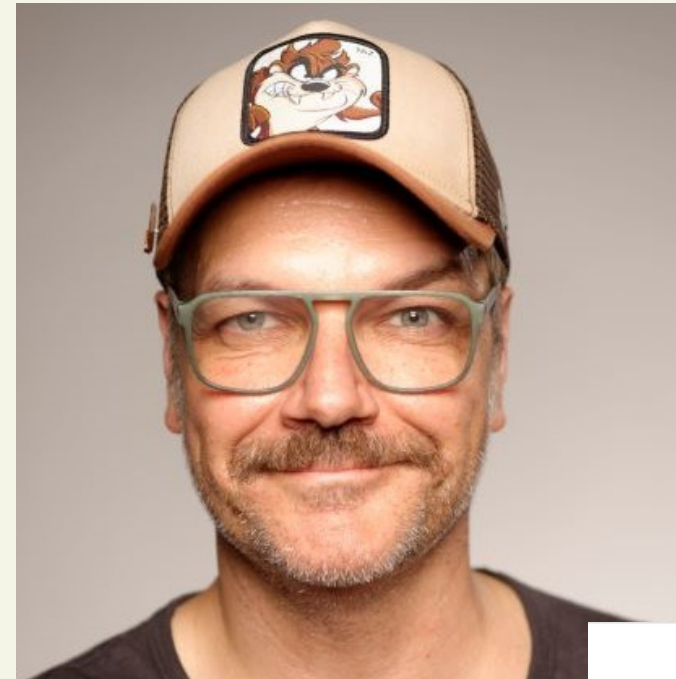
Our user-friendly, data-driven solution matches candidates with opportunities for full-time, part-time, freelance, student jobs, project-based work, and even one-time gigs. Leveraging a **cutting-edge AI-powered data graph system**, our platform offers a personalized recommendation system based on user profiles, skills, and connection histories. This system allows us to make tailored recommendations for each individual user.

We're targeting job providers and job seekers across a wide range of sectors, including **performing arts, design, photography, architecture, advertising, music, film, TV, art, events, press, games, broadcast, book/publishing, A&V streaming, and IT/programming.**

# #6 MEDIAJOBS.CENTER

Germany

mediajobs.center



Ercin Filizli

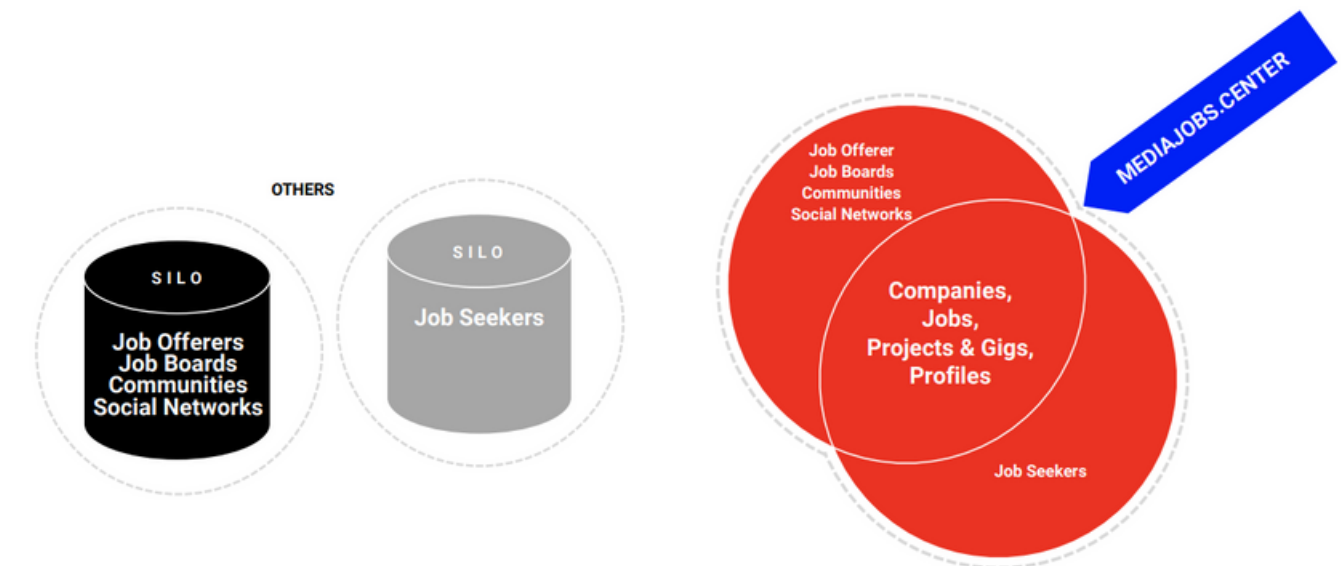
e.filizli@vucx.de

<https://www.vucx.de/en/case/medienjobscenter-platform-development>

## Looking for

1. **AI experts and data scientists** (AI-powered data graph, ontology system, personalized recommendation system)
2. **Software developers and blockchain experts** (project consensus system (PKS), blockchain technology)
3. **Partners** - to provide support for the platform's continued growth and development, to help expand its international reach and impact

### 01 | MEDIAJOBS.CENTER





## **VIEWPOINT VR - HANDLESS ACCESSIBLE SOLUTION #7** **Spain**

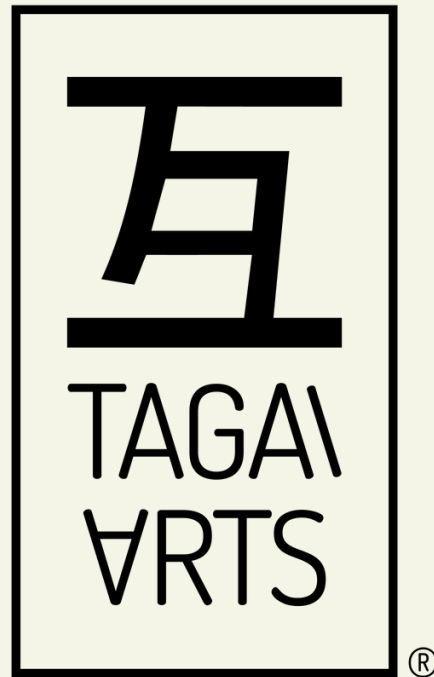
An accessibility solution for the **use of VR for people with motor disabilities**, allowing them to **fully access VR games and other general cultural and audiovisual content** without heavily relying on full body or hands usage.

This project includes the generation of a new software for the development of AV content through the creation of a hands-free navigation and interaction engine. The goal is to obtain a software that will provide a real increase in the VR content accessibility by licensing it to third parties that want to include an accessible solution to their productions and content.

Currently partnering with organizations/associations for people with disabilities to consult on the development (Spain's Amanixer and DFA so far).

# VIEWPOINT VR - HANDLESS ACCESSIBLE SOLUTION #7

**Spain**



**Miguel Vallés Susín,  
Project leader**

[miguel.valles@tagaiarts.com](mailto:miguel.valles@tagaiarts.com)

## **Looking for**

Consulting partners (organizations of people with disabilities), technical partners for co-developing and audiovisual content producers to validate and implement the resulting technology



## #8 DATA OBSERVATORY LABS

## The Netherlands

We are building a **network of Innovation Labs** based on two open knowledge platforms, the **Digital Music Observatory** (already maturing) and its broader sister project started in 2021, the **CCSI Data Observatory**. 8 years, **60 music stakeholders, many audiovisual, literary, and photography stakeholders**. Expertise of 3 Horizon RIA projects and many national projects.

We want to build a network of Innovation Labs, connecting labs and businesses that bring these novel scientific and innovation results nearer to civil society actors, individual creators, and microenterprises in services. We **bring data-, sustainability-, rights management innovation, and novel distribution models nearer to the grassroots level of creation**. We want to transform scientific and technical development into business development available for microenterprises with no data engineer on board.



## #8 DATA OBSERVATORY LABS

## The Netherlands



**Daniel Antal**

[daniel.antal@reprex.nl](mailto:daniel.antal@reprex.nl)

[Reprex.nl](https://reprex.nl)

[music.dataobservatory.eu](https://music.dataobservatory.eu)

### Looking for

Creative enterprise with high-level expertise in Youtube monetization, or other online audiovisual rights management and distribution. Market research experience in film or music. Experience in ESG reporting (social aspects, particularly gender equality).

Get in touch on the link  
above (email, social  
media, etc.)



## MULTIVERSE OF LEGENDS #9

## Ukraine

Multiverse of Legends is a UGC Metaverse that will showcase **European intangible cultural heritage on the Web3 platform of the future**. This innovative Metaverse will allow individuals and organizations from the **creative, cultural and audiovisual sectors to create, interact with their audience, and receive rewards for their contributions**. Meanwhile, global audiences will be able to immerse themselves in the gamified world of European folklore, mythical heroes, legends, artifacts, traditions, and arts.

The platform will be built on **blockchain technology**, which will ensure that creators are fairly rewarded for each asset they produce. Every element of the Metaverse will be an **NFT**, generating either revenue or royalty for their creators.

Audiovisual materials constitute a significant part of the metaverse experience. Therefore, creators will be given opportunities to **publish and distribute their audiovisual content through the UGC platform**. As part of the project scope, we also plan to produce promotional video materials to present the project and attract an audience.

# MULTIVERSE OF LEGENDS #9

**Ukraine**



**Nick Lysytskiy**

[magic@magicworld.com.ua](mailto:magic@magicworld.com.ua)

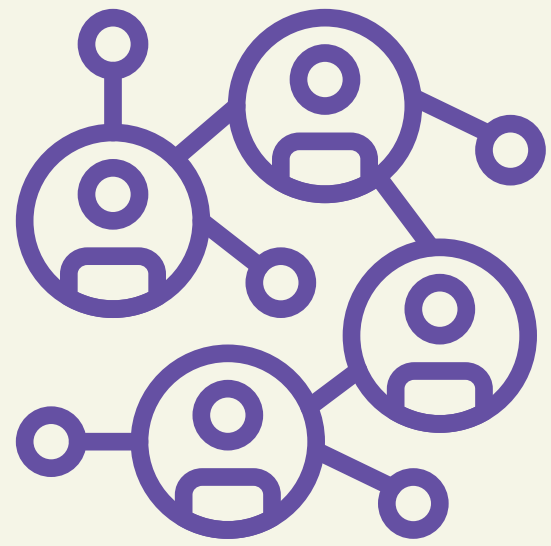
<https://multiverseoflegends.com/>

## Looking for

Partners with expertise in effectively communicating and collaborating with creative and cultural sector organizations within the EU



**3rd round**  
**Innovation Lab 2023**  
**Matching session**



# Creative Europe Desks Networks



The **Creative Europe Desk** of your country is at your disposal to reply your questions, for help and assistance during the preparation of your application.

<https://ec.europa.eu/culture/resources/creative-europe-desks>





**Forum for a Creative Europe  
Ecology & Digital:  
I love you - me neither**

**7th and 8th of March  
Online**

**Programme (FR)**  
**Programme (ENG)**  
**Registration**

**Thank you**  
**Good partner search**  
**& Take care!**

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Europe  
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