

ULRICH SCHRAUTH: BIO (SHORT)

Ulrich Schrauth is one of the leading curators and creative directors in the field of immersive media, renowned for his innovative approach to the intersection of art and technology. As the Artistic Director of the **UBS Digital Art Museum** in Hamburg and founder of the **VRHAM! Biennale**, he is shaping new ways of presenting and experiencing digital art. Working between Hamburg and London, he also heads the Immersive Programme at the **British Film Institute (BFI)** and serves on the **British Council's** Advisory Board for Arts and Creative Economy. In addition, he curates the digital section of **Art Dubai**, the premier international art fair for digital media. Ulrich is a jury member for prestigious awards such as the **Lumen Prize** and the **Fedora Digital Art Prize**, and is a regular speaker at major events including the **Venice Biennale**, **SXSW**, and the **Cannes Film Festival**.

ULRICH SCHRAUTH: BIO (LONG)

Ulrich Schrauth is a leading curator and creative director in the field of immersive media, renowned for his innovative approach to art and technology. As the Artistic Director of the **UBS Digital Art Museum** in Hamburg and founder of **VRHAM! Digital & Immersive Art Biennale**, he is at the forefront of shaping digital art experiences. His curatorial work spans exhibitions, large-scale installations, and interdisciplinary projects that push the boundaries of XR and digital creativity.

Living and working between **Hamburg and London**, he also leads the **Immersive Programme at the British Film Institute** and serves on the **Arts and Creative Industries Advisory Board for the British Council**. In addition, he curates the digital section of **Art Dubai**, the premier international art fair for digital media. His curatorial expertise has been sought by leading institutions, including **Hamburger Kunsthalle**, **Habitat Festival New Delhi**, and **Goethe-Institut**, where he has curated groundbreaking exhibitions such as *The Ephemeral Lake* (2024) and *Ultramarin* (Venice/Miami/Hamburg, 2022).

Beyond curation, Ulrich plays a pivotal role in fostering innovation through **creative consulting, executive production, and strategic advisory work** for global brands, cultural organizations, and festivals. He has collaborated with renowned artists such as **Jakob Kudsk Steensen**, **Marshmallow Laser Feast**, and **Guy Maddin**, shaping immersive storytelling and new media art. His expertise extends to mentorship programs, artistic consultations, and industry think tanks, including projects with **Porsche**, **Volkswagen AG**, and **E.ON**.

A jury member for **prestigious international awards**, including the **Lumen Prize**, **LG Guggenheim Award**, and **Fedora Digital Art Prize**, Ulrich is a key figure in recognizing and supporting excellence in digital arts. His thought leadership is reflected in his role as a **keynote speaker, panelist, and moderator** at major global events such as the **Venice Biennale**, **SXSW**, **Cannes Film Festival**, and **REMIX Summit**.

With a career dedicated to expanding the intersection of **art, technology, and immersive storytelling**, Ulrich continues to shape the discourse around digital creativity on a global scale.