

ULRICH SCHRAUTH

CURATOR // CREATIVE DIRECTOR // ARTIST

Curation/Exhibitions

Founder & Artistic Director

VRHAM! Festival Virtual Reality & Arts – Annual festival with a focus on immersive arts. Curated editions (2018 – ongoing)

XR & Immersive Program Lead

British Film Institute (BFI) – Year-round programming and strategic development for “BFI Expanded” (2021 – ongoing)

Lead Programmer

BFI London Film Festival / LFF Expanded – Annual festival with a dedicated program on immersive art and Extended Realities (2020 – ongoing)

Curation and Set Design

GREEN LIGHT – An Immersive Focus on Climate Change – BFI Southbank London (2021)

Curation and Set Design

ULTRAMARIN – An Immersive Exhibition – Stanislavsky Electrotheatre Moscow (2021)

Creative Direction/Consultation

Artistic Consultation

THE INFINITE LIBRARY (Mika Johnson / Goethe Institute) – UX design, visitor journey & distribution (2022)

Artistic Consultation

DEUSA DAS AGUAS (Joao P. Maria / Les Vailleurs) – Creative vision, visitor journey & set design (2021)

Creative Direction/Consultation

Corporate Company Consultation

FAST FORWARD – Workshops on Co-Working and XR Marketing.

Clients: Porsche, Volkswagen AG, Credit Suisse, Beiersdorf etc. (2021)

Corporate Company Consultation

VIRTUAL COLLABORATION – Workshops. Client: German Innovation (2021)

Lead Artist & Creative Director

FLOATING REALITIES – Performative VR Installation on William Shakespeare's „Midsummer Night's Dream“ (in development)

Creative Director

JSH PMS GmbH/Hamburg – Head of Immersive Content (2018 – 2021)

Speaking Experience/Jury Activity

Panels/Keynotes

(Selection)

British Council, London (2021) - Keynote

IDFA DocLab, Amsterdam (2021) - Panel

Festival Visual Arts, Kiev (2021) - Lecture

Goethe Institute, Moscow (2021) - Keynote

SXSW Festival, Austin/Texas (2019) - Panel

International Film Festival, Cannes (2019) – Pitch

Jurys

(Selection)

Fedora Digital Art Prize, Paris (2020 & 2021)

Immensiva Residency, Barcelona (2022 & 2021)

DKB Art Prize, Berlin (2021)

Film Fund Short & Innovative, Germany (2021)

Tanzpakt Reconnect, Germany (2020)

Laval Virtual, Germany (2020)

Performing Arts

Education

Folkwang University Essen/Germany

Degree: Musical Theatre Performer/Diploma

Engagements

Operettenhaus Hamburg/Germany

Neue Flora Hamburg/Germany

Theater des Westens Berlin/Germany

Theater 11 Zürich/Switzerland

Stadsschouwburg Antwerp/Belgium

Cultural Management

Education

University of Music and Drama Hamburg/Germany

Degree: Cultural Manager/Diploma

Engagements

Thalia Theater Hamburg/Germany

Sydney Festival/Australia

World Theater Festival/Germany

Selected Press

BBC UK, 3.11.2021: ["Green Light – An Immersive Exhibition"](#)

XR Must, 09.10.2021: ["I strongly believe VR is here to bring people together"](#)

BBC London News, 08.10.2021: ["LFF Expanded 2021"](#)

Voices of VR Podcast, 06.10.2021: ["#1006 Preview of LFF"](#)

Cool Hunting Magazine, 27.09.2021: ["Interview with curator Ulrich Schrauth"](#)

BBC Radio, 8.09.2021: ["BFI London Film Festival 2021"](#)

NDR Hamburg Journal, 01.06.2021: ["VRHAM! Festival 2021"](#)

Hamburg 1, 07.06.2021: ["VRHAM! makes virtual art tangible"](#)

NextReality Hamburg Podcast, 01.06.2021: ["VR Art Festival despite Pandemic?"](#)

Hamburg 1, 3.06.2020: ["Festival in times of Corona"](#)

CINEUROPA, 12.06.2019: ["VRHAM!'s exceptional window into VR kicks off"](#)