

Biography – Ulrich Schrauth

Ulrich Schrauth is the initiator as well as artistic director of the **VRHAM! Virtual Reality & Arts Festival** in Hamburg and supervises various international projects within the field of immersive media as creative director. In addition to that, he is Immersive Programme Lead for the **British Film Institute (BFI)** and the **London Film Festival**. Recently, he has been appointed Artistic Director for the new **UBS Digital Art Museum (DAM)** in Hamburg, which will open with a major “teamLab”-exhibition in summer 2025.

On a regular basis he acts as a jury member, among others for the **Fedora Digital Art Prize**, **Laval Virtual** or the **DKB Art Prize**. As speaker and moderator with a focus on immersive art, Ulrich is represented internationally, for example at the **Venice Biennale**, **Cannes Film Festival** or **SXSW Festival**.

Ulrich can look upon many years of professional experience in artistic planning, the organization and curation of immersive exhibitions, festivals and theatre productions. He has worked internationally in numerous capacities and his undeniable zeal for and dedication to art and technology makes him an interdisciplinary asset and integral part of the projects he engages.

Short version:

Ulrich Schrauth is an international curator, creative director and artist working in the field of immersive media. His posts include Artistic Director for **VRHAM! Festival Virtual Reality & Arts Hamburg** as well as Immersive Programme Lead for the **British Film Institute (BFI)** and the **London Film Festival**. Recently, he has been appointed Artistic Director for the new **UBS Digital Art Museum** in Hamburg. In addition to that, he oversees many international projects with virtual, augmented and mixed reality, and acts as a speaker, moderator and jury member in this field.