

ULRICH SCHRAUTH

CURATOR // CREATIVE DIRECTOR // ARTIST

Curation/Exhibitions (Selection)

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

SHIFTING REALITIES – Female and Non-Binary Artists in XR – BFI Southbank London (2023)

Curation and Set Design

ULTRAMARIN – An Immersive Exhibition – Venice, Italy / Miami, USA and Hamburg, Germany (2022)

Creative Direction/Consultation

Artistic Advisor and Producer

HAUNTED HOTEL – A melodrama in Augmented Reality (Guy Maddin, Magnus Fiennes, headraft) – Creative advisor, artistic production (2022)

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)

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)

SXSW Festival, Austin/Texas (2023) - Panel

New Images, Paris (2023) - Panel

Australian Festival Conference, Brisbane (2022) - Keynote

Goethe Institute, Tashkent (2022) – Keynote & Workshop

Laval Virtual Festival, France (2021) - Panel

International Film Festival, Cannes (2019) – Pitch

Jurys

(Selection)

Fedora Digital Art Prize, Paris (2022)

DKB Art Prize, Berlin (2021 & 2023)

MOIN! Film Fund, Germany (ongoing)

Tanzpakt Reconnect, Germany (2020)

Laval Virtual, France (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

Al Jazeera English, 7.10.2022: ["Filmmakers Push Boundaries at London Film Festival"](#)

BBC Breakfast, 6.10.2022: ["LFF Expanded at Leake Street"](#)

XR Must, 4.10.2022 ["With BFI, we are really branching out..."](#)

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"](#)