

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 XR & Immersive Programmer for the **British Film Institute (BFI)** and the **London Film Festival**.

On a regular basis he acts as a jury member, among others for the Fedora Digital Art Prize, Laval Virtual/France or the VREFEST Rome/Italy. As speaker and moderator with a focus on immersive art Ulrich is represented internationally, for example at the SXSW Festival Austin/Texas, the Film Festival in Cannes/France or the European Jazz Conference Novara/Italy.

Ulrich Schrauth can look upon many years of professional experience in artistic planning, the organization and curation of festivals, theatre and music productions. He has worked nationwide and internationally in numerous productions, for example as artistic director of operations of the Thalia Theatre in Hamburg and the Sydney Festival or as head of programming of the international festival Theater der Welt 2017.

Ulrich studied performing arts at the Folkwang University in Essen and cultural management at the university for Music and Theatre in Hamburg.

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 XR & Immersive Programmer for the **British Film Institute (BFI)** and the **London Film Festival**. 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.