



SOUTH BY SOUTHWEST UNVEILS XR EXPERIENCE WORLD FOR THE 2022 EVENT

A New Fantastical Virtual Version of SXSW Environment to Host Programming and exclusive in VR Activities

Austin, Texas, March 7, 2022 – South by Southwest® (SXSW®) Conference and Festivals (March 11-19, 2022) unveiled the new look and feel of this year’s SXSW XR Experience World presented by FLUF World, as well as additional XR programming as part of the 2022 event. The all-new condensed and fantastical artist’s representations of a melded Congress Avenue and Red River Cultural District, floating in space with unique new features, will once again showcase live panels, Meet Ups, special events, and more from March 11-19. This is in addition to the previously announced 30 [XR Experience Competition](#), [XR Experience Spotlight](#), and [XR Experience Special Events](#) that can be explored live in the [Fairmont Hotel](#) March 13-15, 2022 from 11:00am - 6:00pm, as well as the in-person [Connecting with XR Summit](#) presented by FLUF World, which runs March 14-15. [Additional XR related sessions](#) can be found throughout the Conference programming.

Newly conceived venues recreated in the XR Experience world include The Paramount Theatre, the Contemporary Austin, Mohawk, Empire Control Room & Garage, and of course the Moontower, which can be climbed or visited via airborne taxi. SXSW once again worked with world-renowned artists and the social XR events studio VRrOOm to design and produce the festival’s latest virtual elements, which will be hosted on VRChat.

A selection of the XR Program will also be accessible and downloadable via Vast starting March 12. The VRChat world can be experienced on PC, PCVR and Oculus Quest headsets. More information about how to experience the XR Experience world can be found [here](#).

“Last year’s Online XR environment was wildly successful in bringing people together in the virtual world that brought Austin to life in a spectacular way and gave so many people a taste of what SXSW has to offer,” said Blake Kammerdiener, XR and Film Programmer. “We were thrilled to again work with Louis Cacciuttolo and his company VRrOOm to create this entirely new fantastical virtual space that honors Austin but is also literally out of this world.”

“Attendees can come together, explore these worlds, and watch content created specifically for the VR world and select SXSW content,” Kammerdiener continued. “We are very excited to be

showcasing virtual dome shows made alongside world renowned artists Jean Michel Jarre, m1n0t0r and Molécule as well as several other exciting artist performances live in VRChat. We'll be closing out with a special party that you won't want to miss!"

SXSW XR Experience will also present a wide array of work outside of the VRChat world, including special conversations with our [NFT Gallery](#) curators, a one of a kind immersive showcase with [Miro Shot](#) at the Hideout Theatre, with other special opportunities sprinkled around the event.

There will be a Press Preview of the XR Experience World on Thursday, March 10 from 6-7pm CT. [RSVP here.](#)

There will be a press and industry preview of the in person exhibition on Saturday, March 12th, from 2-6 pm. [RSVP here.](#)

Find all the exciting XR Experience SXSW programming in [VRChat](#) on our Schedule!

XR Experience images and video: [XR Press Images](#)

Film and XR Project Stills can be found at: <http://fif.sxsw.com/media>

Publicists for projects in program: [Publicists List](#)

In addition to full access to SXSW XR Experience, passholders also have access to the full range of content available during SXSW including Film Festival screenings, Conference Keynotes, Featured Speakers, Mentor Sessions, Networking Meet Ups, Music Showcases, Comedy Festival Showcases, Creative Industries Exhibition and Professional Development. For more information on everything SXSW has to offer, please visit [sxsw.com](#).

About SXSW Film Festival

Now in its 29th year, SXSW Film Festival brings together creatives of all stripes over nine days to experience a diverse lineup and access to thousands of SXSW Conference sessions with visionaries from all corners of the entertainment, media, and technology industries.

About SXSW

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of tech, film, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2022 will take place March 11 - 20, 2022. For more information, please visit [sxsw.com](#). To register for the event, please visit [sxsw.com/attend](#).

SXSW 2022 is sponsored by White Claw, Blockchain Creative Labs, Porsche and *The Austin Chronicle*.

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