

Appendix 5 – Digital experiences included in the Guide to Digital Experience Productions

The list below provides a summary and URL for each of the digital experiences included in the Guide to Digital Experiences. They can also be accessed via this [link](https://www.dreem.org.uk/resources/) (<https://www.dreem.org.uk/resources/>)

Title	Overview	Delivery organisation name/s	URL
Unreal City at Home	Unreal City at Home is an exhibition of augmented reality (AR) art work in London, which ran from 12 January 2021 to 9 February 2021. The public exhibition consisted of 36 sculptures arranged as a walking tour along the River Thames, South Bank. Sculptures were placed above lifebuoys on the riverside railings between the National Theatre at Waterloo Bridge and the last lifebuoy under Millennium Bridge. Viewers needed to download the Acute Art app to experience the AR creations. The exhibition was later offered for audiences to enjoy from home via the Acute Art app.	Dazed Media, Acute Art	https://acuteart.com/artist/unreal-city
Harry Potter: Wizards Unite Game	Launched in June 2019 by Niantic (maker of Pokémon GO), this AR game allows users to experience and interact with characters, magical artefacts and creatures via their smartphone or tablet, as they visit physical locations. The game works in a very similar way to Pokémon GO and also integrates into health apps to record step count.	Niantic	https://apps.apple.com/us/app/harry-potter-wizards-unite/id1452352832
Pokémon GO	This AR game allows users to view and interact with cartoon-based characters via a smartphone or tablet, as they visit physical locations. Game manufacturer Niantic offers sponsorship or partner opportunities to organisations that want to increase visits to particular locations. In 2019, this sponsorship opportunity was extended to small businesses.	Niantic	https://apps.apple.com/us/app/pokemon-go/id1094591345

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The National Gallery virtual tour	This virtual tour of the National Gallery in London, launched in 2016, allows users to access the museum virtually using Google Street View-style navigation. It also offers users access to stories/further information associated with particular exhibits. For 15 exhibits, users can use their mouse to scroll informative text and zoom in on specific elements of the paintings.	The National Gallery	https://www.nationalgallery.org.uk/visiting/virtual-tours
Portraits of No Man's Land	This Google Arts & Culture-hosted web-based project offers video, visual stills, text and a 3D model to visitors. The project allows users to explore locations in former war zones and rebel-held territories that are historically significant, including the UN buffer zone in Cyprus, guerrilla-held areas of the Colombian jungle and French villages abandoned during World War I.	Durham University and Royal Holloway, University of London	https://artsandculture.google.com/project/portraits-of-no-man-s-land
Art UK	Launched in 2016, Art UK is the online home for every public art collection in the UK. Curated and managed by a charity, the website hosts art housed in over 3,400 British institutions. The information and granularity of images vary between individual pieces but by registering an account (free of charge) users can access a greater degree of information. The website includes a web shop for users to purchase items fulfilled by a number of UK museums.	Art UK	https://artuk.org/about/about
The Museum of the World	This Google Cultural Institute-hosted WebGL (Web Graphics Library technology) online experience allows visitors to move around, via their mouse, and select periods in history to view selected objects from the British Museum's collection. The website offers users audio files, photographs and text.	The British Museum	https://britishmuseum.withgoogle.com
2020 Burning Man Multiverse	Burning Man festival is a well-established in-person multi-arts festival held annually in the US. The festival pivoted to an online event in response to Covid-19 and ran from 30 August to 6 September, 2020. The part free, part pay-for-access model allowed visitors to experience Burning Man online and in virtual spaces of eight Recognized Universes. Each of these areas were independently produced by volunteer members of the Burning Man community.	The Burning Man Project	https://burningman.org/event/ https://kindling.burningman.org/multiverse-faq https://dustymultiverse.com https://www.oculus.com/blog/burning-man-2020-goes-virtual-the-universes-of-the-burning-man-multiverse/?locale=en_GB

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	The areas ranged from fully immersive destinations in VR to 2D and 3D web-based social spaces.		
Clio Muse Self-Guided Virtual Experiences	Clio Muse is an online travel business. Established in 2014, it offers self-guided audio tours (some including interactive maps and text) and advance e-ticket purchase for a number of European destinations. During the pandemic the platform pivoted to accelerate its offer of virtual/remote tours, converting 23 of its most popular audio walking tours to work as virtual experiences. Virtual tours combine satellite and Google Street View images with audio content to offer a 360-degree view of a destination. Content is made available via the Clio Muse website and app, which provide potential users with an overview of each experience and its price. Clio Muse offers the opportunity for individuals and external organisation to create their own tours using its CREATE tool (an online platform to design self-guided audio tours and virtual tour experiences combining text, audio narrations, 2D and panoramic photos and maps). There are one-off payments per tour or experience. Prices range from €9 to €15 (apx £8.16 to £13.60).	Clio Muse	https://cliomusetours.com/tour-interest/virtual-experiences/
StoryTrails	Planned for July to September 2022, StoryTrails is an AR/VR experience taking place in 15 UK towns and cities to tell the story of place. Users will download a free app, beginning their experience in the local library at the StoryTrails Portal and then exploring the local streets on foot. The app will guide users with imagery and audio, AR and VR to enable users to experience history where it actually happened, bringing the physical and digital worlds together.	Story Futures	https://unboxed2022.uk/storytrails https://story-trails.com/

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Moving Layers	The Moving Layers project was an R&D-based project to explore the use of layered-reality with dance. The project concluded with a performance where audience members wore HoloLens headsets while watching live performers, allowing them to see the actual dancing overlaid with created imagery playing in the headset. A video describing the project and performance is available on the Clwstwr website.	National Dance Company Wales, Clwstwr	https://clwstwr.org.uk/ndcwales-using-augmented-reality-dance-enhance-audiences-and-performers-experiences
England Originals	England Originals is a free travel app offering users 3D Tabletop Tours of 16 historic UK destinations, a directory of hospitality businesses and attractions, and, when used at the destination, access to AR content. The Tabletop Tours element is aimed at audiences who are planning their visit to one of the featured destinations, and allows users to place a 3D model of each city on a surface using augmented reality. For each destination, audio and illustrations are also used to describe the human history behind some of the most important products in each destination, with the aim of encouraging users to explore and spark an interest in going to the places identified during their visit. When users are in-destination, AR portals gives them access to places otherwise off-limits or inaccessible (such as locked rooms, exclusive city views or locations outside of the city centre they may be interested in visiting). These ‘virtual doorways’ are accessible in selected parts of each city and act as an immersive way to add value to the visit experience.	Hex Digital Ltd	https://apps.apple.com/gb/app/england-originals/id1215745809
Escape Hunt	Escape Hunt is an international chain of escape rooms. During Covid-19, the business pivoted to offer at-home and outdoor games at various UK city locations. For the outdoor games, players were issued with an iPad and action pack, and then played to solve puzzles against the clock (typically resulting in a code to unlock a pack or safe). The iPad utilises AR to bring the games to life and is activated at different locations on the route.	Escape Hunt	https://escapehunt.com/uk/oxford/

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Barbican Cinema On Demand	Created as a response to the Covid-19 restrictions, the Barbican's on-demand cinema allowed users to stream independent, new release and exclusive one-off titles as well as curated film seasons. Users select the title they wish to view and make a one-off payment at the checkout. There is a reduced price for Barbican members and users have 48 hours to view the film. Films are available to UK residents only.	Barbican Centre	https://www.barbican.org.uk/whats-on/series/cinema-on-demand
Movie Magic Tour	The Movie Magic Tour is a free audio walking tour curated by Film London and produced in partnership with Geotourist. The free tour can be accessed via the Geotourist app or from the Geotourist website. It offers users audio for 12 locations across London used for filming and provides stories about various movies they have appeared in.	Film London and Geotourist	https://geotourist.com/tours/4250 https://apps.apple.com/us/app/geotourist/id948290494?ls=1 https://play.google.com/store/apps/details?id=com.mlsdev.geotourist
Graduate Showcase	University of the Arts London (UAL) created a digital platform to host the final collections of graduates in fine art, photography, design and fashion. The website/platform was created in response to Covid-19 restrictions during 2020.	University of Arts London	https://graduateshowcase.arts.ac.uk/home
Discover Egypt's Monuments	Egypt's Ministry of Tourism and Antiquities has created a web experience that allows visitors to select different time periods and destinations to view related objects, photographs, video, text and 3D tours.	Egypt Ministry of Tourism and Antiquities	https://egy monuments.gov.eg/ https://mashable.com/video/3d-virtual-tour-egyptian-historical-sites?europa=true

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MonsterHero Safari/High Street Safari	<p>MonsterHero Safari 2020 is an app created by a community interest company that aimed to drive footfall to UK highstreets following the Covid-19 lockdown, and to raise finance for NHS Charities Together. The organisation offered free access to the walking tour packs for the first 110 locations to sign up. A safari pack could be purchased for £150 and facilitated the purchaser/lead sponsor (typically a local council or retail consortium/network) to create a trail. The experience works by utilising contactless NFC technology and QR codes, without the need for players to download or sign up to anything (apart from a QR app for their phone if they choose). The experience, or ‘safari’, consisted of 10 vinyl window characters, monster superheroes with embedded NFC tags, which were placed or hosted in shops and venues in a town centre or destination (typically independent and charity retailers, museums, cultural and public venues). Players could then begin the trail at a start poster by tapping or scanning with a QR scan app, which downloaded the game and requested a £2 donation. Users then tried to spot the stickers at various locations in order to reveal stories, names and powers by tapping each character’s belly. When all 10 stickers had been found, the user could access an e-book about the characters.</p>	MonsterHero Safari Community Interest Company	https://monsterherosafari.com/
We Dance as One	<p>We Dance as One was a set of three live-streamed events, which took place on 30 October, 27 November and 31 December, available on YouTube, Facebook and Twitch. The events were presented by dance and house label Defected Records, and featured DJs streaming sets live from their home studios or from local clubs.</p>	Defected Records	https://www.youtube.com/watch?v=0y1Vsf1x4_Q
Changdeok ARirang	<p>This is an AR-enhanced in-place walking tour of Changdeokgung Palace, Seoul, South Korea. Visitors to the palace are invited to download an app that offers an interactive map of the site, plots routes and uses a mythical creature character called Haechi to help visitors discover the site and 12 unique interactive activities, such as archery with the Joseon Prince or learning an ancient dynastic dance. During 2020, the experience was adapted for an at-home audience.</p>	SK Telecom and Nexus Studios	https://nexusstudios.com/work/changdeok https://play.google.com/store/apps/details?id=com.SKTelecom.ChangdeokARirangHome&hl=en_GB&gl=US

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Song of Our Heartland	Song of Our Heartland is an opera, created and performed by the Northern Heartlands Community Opera. At its inception it was intended to be performed in front of an in-person audience, but Covid-19 restrictions required the project to be reworked to become a filmed, online version. Rehearsals for the project took place virtually throughout summer 2020 and the finished production was filmed with a pre-recorded score over two days in September at the railway museum in Shildon. Northern Heartlands pivoted a number of its activities to digital experiences during 2020, using its website as a key point of access.	Northern Heartlands	https://northernheartlands.org https://www.youtube.com/watch?v=MuxoqL6xWH4
Northern Heartlands digital	Northern Heartlands is an arts centre in Barnard Castle, County Durham. As a response to Covid-19 restrictions, a dedicated area of its website was curated to showcase a number of its projects, including a community opera and various workshops, speaker events and interactions with its supporters.	Northern Heartlands	https://www.heartlands.online
HeART of the Matter	HeART of the Matter is a programme of speaker and discussion events for artists and policy makers, hosted by the Northern Heartlands arts charity. The original programme, which is an annual fixture in the organisation's event calendar, had been planned as an in-person live event during April 2020. However, like many other events during that time period, it was reworked to offer its audience an alternative digital experience. The event became a series of weekly premiers coupled with live text chat for the audience and contributors, which are available on YouTube.	Northern Heartlands	https://northernheartlands.org https://northernheartlands.org/project/heart-of-the-matter-online-symposium
Creativity in Crisis	Creativity in Crisis was a series of eight digital arts projects delivered over the summer of 2020 by the Northern Heartlands arts charity, based at Barnard Castle. The activities aimed to support the local community during the UK's Covid-19 lockdown and ranged from learning to create stop-motion animation via a Zoom workshop and photography competitions through to live singing instruction on people's doorstep.	Northern Heartlands	https://northernheartlands.org https://northernheartlands.org/project/creativityincrisis/

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Soho Theatre On Demand	London's Soho Theatre responded to the UK Covid-19 restrictions by creating of a microsite offering pay-to-view comedy and theatre performances. The majority of performances were priced at £4 during the lockdown period and included high-profile performers such as Nish Kumar and Shaparak Khorsandi. Pay-to-view recorded performances continued into 2021, with prices ranging from £4 to £7. Each performance could be purchased with subtitles and had a short free-of-charge preview available. From April 2020 onwards, Soho Theatre on Demand became available internationally and during 2021, the microsite altered its URL name to stream soho theatre.	The Soho Theatre	https://stream.sohotheatre.com
Street Art with Google Art Project	Street Art is a Google-hosted digital project offering visitors to the website audio and 360-degree-view tours of street art from around the world. The website also hosts exhibitions of street art, which consist largely of a collection of photographs with little accompanying interpretation.	Goggle	https://streetart.withgoogle.com/en/
National Museums Liverpool virtual classrooms	The virtual classrooms are live workshops delivered by National Museums Liverpool. They are aimed at primary- and secondary-age students (Key Stages 1-3) led by the museum group and hosted via Microsoft Teams. Each workshop/learning experience is supported by resources and activities that can be used before and after the session, including art and crafts templates, and fact sheets about some of the key museum artefacts relevant to the workshop. The workshops cost £90 for up to 32 students and last for 50 minutes each.	Liverpool Museums	https://www.liverpoolmuseums.org.uk/learn/schools-home
The Panic Room Online Escape Rooms	The Panic Room is one of many examples of how popular physical escape room businesses have pivoted and expanded to an online format as a result of Covid-19. The Panic Room offers visitors a range of escape games that can be played online with family or friends via video-calling platforms such as Zoom and Microsoft Teams. Games are offered as single pay-for experiences ranging from online interactive custom web experiences through to paper-based games (which can be either printed out from a PDF emailed to the player or	The Panic Room	https://thepanicroom.net/online-escape-rooms

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	<p>posted via Royal Mail). Games can also be purchased as a bundle, offering consumers discounts for a bulk purchase.</p>		
<p>Travel Curious Virtual Tours</p>	<p>Travel Curious is a UK-based tour operator providing private city tours internationally. During the UK's 2020 Covid-19 lockdown, the business created a microsite to accommodate its free-of-charge and donation-based virtual walking tours. These are live events users can join remotely, asking questions if they wish and with access to watch a recording of it afterwards (which is loaded on the YouTube platform). Although the tours were largely free of charge to access, a pop-up on the website presents users with the opportunity to make a donation or tip for the tour. Suggested amounts were priced at £2, £5 and £10 with a free text box for other amounts. Many of these free-of-charge tours appeared to be recorded on smartphones and quality varied. Post-lockdown, Travel Curious has expanded its virtual tour and experience offer. Consumers can purchase live virtual tours for a large number of destinations and live experiences such as cooking classes, mosaic making and wine tasting. Prices for experiences and tours vary considerably from a typical live tour starting from between £59 to £84 to a wine tasting event at £374.</p>	<p>Travel Curious</p>	<p>https://travelcurious.com/collections/live-virtual-tours https://travelcurious.com/staycurious</p>

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Bristol from Home	<p>Bristol from Home was a marketing campaign and microsite created during the UK Covid-19 lockdown in 2020 by the destination management organisation (DMO) Visit West (Destination Bristol team). The microsite is accessed via the Visit Bristol website. This dedicated area offers users a collection of information, virtual tours of some of Bristol's attractions (for example SS Great Britain and the We The Curious museum) together with links to Bristol attractions. The website also provides links to performances from the Bristol theatres, music experiences, a listing of virtual/online events related to the city, a list of Bristol food outlets providing delivery services and online shops.</p>	Destination Bristol	https://visitbristol.co.uk/bristolfromhome
Cheltenham International Film Festival	<p>Cheltenham International Film Festival, launched in 2019, was an in-person event that screened over 40 films at a number of venues, as well as offering master classes and workshops in cinematic arts. In 2020, the festival became the first international film festival in the UK to stream its entire programme online and, following its success, it repeated the online viewing experience in 2021 despite the lifting of Covid-19 restrictions. The festival aims to present independent filmmakers and showcase the early films of celebrated directors. The dedicated website for the online offer provides virtual audience members with the choice of a one-off payment per film or, alternatively, an opportunity to purchase a five-film festival pass. Users have 28 days from a film's launch to begin watching.</p>	Cheltenham International Film Trust	https://cheltfilm.com

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Airbnb Online Experiences	<p>Airbnb is a leading online travel agency (OTA) widely recognised for its worldwide accommodation selection. During 2020, Airbnb pivoted from what had been a slow-growing in-person experience offer to a fast-growing selection of online, remote experiences. Launched in April 2020, the digital-based Online Experiences offered a price range from £1 to £90 and covered a diverse topic choice, from animal behaviour, cooking, photography and musical appreciation through to interactive magic shows (£35 per person), art workshops, a live turtle-hatching walk, and Harry Potter walking tour of Edinburgh complete with quiz (£6 per person). In April 2021, Airbnb stated that its Online Experiences had been its fastest-ever growing product to date.</p>	Airbnb	https://www.airbnb.co.uk/s/experiences/online
Amazon Explore	<p>Launched by Amazon in September 2020, the digital experience platform Amazon Explore is available to US customers only. Experiences can be accessed via a laptop or desktop computer and include live-streamed interactive guided tours of destinations across Europe, North and South America, Australia and Israel. The platform allows participants on tours to also take photos, attend as a group and direct their host towards elements that are of particular interest. There are some opportunities for shopping as part of the tour, although there appears to be only one listed experience of this type. A number of other workshop-style experiences are also available, including food and drink as well as live tarot reading and animal experiences.</p>	Amazon (US)	https://www.amazon.com/b?ie=UTF8&node=19419898011

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Artful Journeys — Armchair Journeys	Artful Journeys is a US-based travel business offering worldwide travel centred around art, music, culture and food for single travellers and groups. In addition to physical tours, the business offers virtual experiences called Armchair Journeys, which were launched in 2020 as a result of Covid-19 restrictions. Users can take part in discussions on art and creative topics (similar to those that form part of the in-person itinerary). Experiences are accessed via Zoom and, during 2020, included yoga, concerts, guided walks, photography, art and museums. The virtual experience offer has continued into 2022, presenting customers with a choice of Italian language courses and a series of creative topic meetings and discussions.	Artful Journeys	https://www.artfuljourneysllc.com/armchair
Arundel Castle virtual experience	Arundel Castle is a medieval castle in Arundel, West Sussex. In response to the UK's Covid-19 restrictions of 2020, the organisation created a number of virtual events running throughout June of that year. The digital experiences were free of charge and utilised a mix of articles, photography and video to recreate past events, including a tour of the rose gardens, jousting and a tulip festival.	Arundel Castle	https://www.arundelcastle.org/event/a-tour-of-arundel-castle-gardens/
Dundee Science Centre Home Learning Portal	Launched in response to the UK's Covid-19 restrictions, Dundee Science Centre created a dedicated area on its website to offer a digital learning programme aimed at students, schools and groups exploring STEM topics. The programme offers a different topic each week, presented as a series of videos by members of the Dundee Science Centre team with PDF worksheets to download and suggested activities.	Dundee Science Centre	https://www.dundeesciencecentre.org.uk/home-learning-portal

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Blenheim Palace digital experiences	UNESCO world heritage site Blenheim Palace is a stately home belonging to the 12th Duke of Marlborough and the birthplace of Winston Churchill. In response to the UK Covid-19 restrictions, Blenheim offered a digital experience for visitors during the summer of 2020 through a series of ticketed events for seminars and virtual house tours. Experiences varied in price from £5 per ticket for a 45-minute seminar (where questions could be submitted to the speakers) to £40 for a group of six to attend an hour-long house tour. House tours focused on a particular theme and utilised a 3D digital experience and props to take the visitor into the chosen subject with their guide.	Blenheim Palace	https://www.blenheimpalace.com/virtual-experiences https://www.blenheimpalace.com/whats-on/events/ve-day-celebrations/vip-virtual-tours.html
Birmingham Royal Ballet — Home From Home	During April 2020, in response to the UK Covid-19 restrictions and venue closure, Birmingham Royal Ballet launched its Home From Home programme of virtual events. Content was made available on the organisation’s microsite (part of its main website), Facebook and Instagram pages, and through its Twitter account. Many performances were platformed on Vimeo, including a performance created and performed by company members from their own homes.	Birmingham Royal Ballet (BRB)	https://www.brb.org.uk/home-from-home
Camp at Home	Camp at Home was the branding given to a range of online workshops and courses at Camp, an arts residencies business. Normally offering residential courses and experiences at its venue in the Pyrenees, the business pivoted during 2020 to provide on-line courses to respond to Covid-19 restrictions. Customers were offered a free online course if they booked an in-person course during 2020, and additional spaces were available to purchase at around £269 each. Courses offered a mix of digital resources including live workshops, tutoring and a library of multimedia support information. During 2021, in-person activities resumed but the online offer was continued, although scaled back from the previous year.	Camp	https://www.campfr.com/#courses

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CluedUpp	<p>Launched in 2016, CluedUpp provides geo-gaming experiences across cities and towns in central and southern England. Players need to purchase a ticket to an in-person event day at their chosen location (and dress up if they wish), then download the app to play. Players use the app to solve puzzles and find witnesses (actors located across the location) to gather information and complete the whodunit. Play is against the clock to win a prize, but can be paused via the app for teams to stop for lunch or snacks. Games are themed – for example Witchcraft & Wizardry, Murder Mystery, and Sneaky Finders – but the principles of the game play remain the same.</p>	Cluedupp	https://www.cluedupp.com/
Breathing Space	<p>Beginning in February 2021, Breathing Space was an online six-week dance programme offered by the Cornish-based arts charity Dance Centred. Participants were invited to take part via Zoom or, for some events, attend a socially distanced outdoor space in person.</p>	Dance Centred	https://www.dancecentred.co.uk/breathingspacebodmin
Stonehenge virtual tour	<p>This 360-degree tour of the historical stone circle allows users to view the monument on their laptop and click on particular areas or hotspots to access video information about the feature. Visitors can also click to get a live-streamed view of the sky above the stones.</p>	English Heritage	https://www.english-heritage.org.uk/visit/places/stonehenge/history-and-stories/stonehenge360
Enjoy Tees Valley — Enjoy at Home and Virtual Visits	<p>The DMO/marketing organisation for the Tees Valley area, Enjoy Tees Valley offers a number of virtual visits as part of its website promoting visitor attractions in the region. Launched in 2020 in response to the UK Covid-19 restrictions, a dedicated area of the website called Enjoy at Home was created. This section as well as other areas of the website, hosted a number of 360-degree-view tours, video tours and digital exhibitions from local museums and attractions.</p>	Enjoy Tees Valley	https://www.enjoyteesvalley.com/enjoy-at-home/virtual-visits/ https://www.enjoyteesvalley.com/enjoy-at-home/

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Mercury Online	<p>Mercury Online was the branding given to the programme of digital activity at Colchester’s Mercury Theatre during the venue’s 2020 closure. In August 2020, Mercury Theatre launched the Mercury Online Festival, a digital theatre and performance festival that included a competition for song writing (promoted by Tim Minchin), the opportunity for local creatives to contribute artistic content across dance, music, poetry/spoken word, animation and film, cabaret, virtual visual arts, VR tours, interactive online performances, web art or games. Weekly masterclass sessions were also offered via Zoom. The event was free but participants and viewers were invited to make a donation to the charity.</p>	Mercury Theatre	https://www.mercurytheatre.co.uk/whats-on/?instance_dates=&production_type=Mercury+Online
Mirror	<p>The Mirror home gym system is a digitally enabled full-length mirror. The mirror is overlaid with live-streaming or video library content for users to engage in various exercise routines remotely. The subscription-based experience includes yoga, HIT, Latin dancing and ballet-based workouts, and allows users to ensure they are effectively repeating and following the movements presented to them by the personal trainer leading the class. The product is based in the US and, as of June 2022, was only available in the US and Canada.</p>	MIRROR / Curiouser Products Inc	https://www.mirror.co/how-it-works
Musement virtual tours and experiences	<p>Musement, part of the TUI Group, is an online travel agency for attraction tickets, tour bookings and guided audio tours. In response to the Covid-19 restrictions in 2020, the booking platform pivoted to offer virtual tours and remote experiences to consumers. The product offer varies from pre-recorded immersive video walking tours and live-streamed private walking tours through to live cooking classes. The number of remote experiences on offer has reduced as Covid-19 restrictions have been lifted.</p>	Musement	https://www.musement.com/uk/discover-our-virtual-tours-and-experiences-l/

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Story of the Forest	<p>Story of the Forest is an immersive AR installation at the National Museum of Singapore. The installation, by TeamLab, animates 69 images from the William Farquhar Collection of Natural History Drawings. Visitors to the in-person exhibition are invited to download an app for use on their phone or tablet to explore the paintings. They can also hunt for and collect plants and animals from around the museum, and interact with some of the 3D images. The app operates in a similar way to AR games such as Pokémon GO and Harry Potter, showing information about the items users collect and offering facts about habitat, species status and how individual species might interact with their ecosystems.</p>	The National Museum of Singapore	<p>https://www.nhb.gov.sg/national-museum/our-exhibitions/exhibition-list/story-of-the-forest https://www.youtube.com/watch?v=OMv92DpcgfI&t=56s</p>
Art of London Augmented Gallery	<p>Art of London Augmented Gallery was a free exhibition/trail that virtually placed 20 artworks on the streets of London. Viewers download an app to activate the artworks, which were marked with QR codes, to experience paintings from the National Portrait Gallery, National Gallery and Royal Academy of Arts without visiting the venues.</p>	"National Portrait Gallery, National Gallery, Royal Academy of Arts, Sky Arts"	<p>https://apps.apple.com/gb/app/art-of-london-ar-gallery/id1534504196 https://www.npg.org.uk/visit/art-of-london-augmented-gallery</p>
National Theatre at Home	<p>In April 2020 the PR and National Theatre at Home content campaign was launched. It offered the public a series of live-filmed past performances from the National Theatre in London, available on its dedicated YouTube channel and a microsite in its existing website. The performances were available free of charge for a limited time only. In addition to filmed performances, the website and YouTube channel hosted a series of quizzes, presented by a number of famous individuals, that were heavily publicised across the theatre's social media platforms. Although free, viewers and participants were encouraged to make a donation during the theatre closure period. The National Theatre at Home brand continued beyond 2020 Covid-19 restrictions and offers recorded live performance and film on a subscription payment basis.</p>	The National Theatre	<p>https://www.ntathome.com/</p>

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Natural History Museum — Virtual Museum	<p>Launched in May 2020, the Natural History Museum (NHM) opened a microsite under the header Virtual Museum: 12 ways to explore from home. Users can access a range of media from slideshows, video and text to 360-degree tours of different areas of the museum. The website also enables visitors to browse a digital library, undertake quizzes and take part in live discussions on different topics, exhibits or areas of the museum. Content includes an audio tour of the Hintze Hall (the famous entrance of the museum) and its displays by Sir David Attenborough. Each Tuesday and Friday between May and August 2020, interactive talks with NHM scientists were broadcast. The virtual museum content has remained available beyond the 2020 Covid-19 restrictions and some online talks continued into 2021.</p>	Natural History Museum	https://www.nhm.ac.uk/visit/virtual-museum.html
Billie Eilish live stream	<p>On 24 October 2020, singer Billie Eilish presented an immersive live-streamed concert. In addition to standard sale tickets, 500 ticketholders were also invited to virtually interact with the artist during her performance. The concert was held at a studio in Los Angeles and used VR and AR technologies to create an immersive interactive set. Tickets were priced at \$30 each.</p>	unknown	https://www.nme.com/news/music/billie-eilish-reveals-more-details-on-her-fully-immersive-upcoming-live-stream-2792599 https://www.digitalmusicnews.com/2020/10/27/billie-eilish-live-stream
The Old Vic live stream	<p>Like many other theatres during the 2020 UK Covid-19 restrictions, The Old Vic moved to digital content provision. Visitors were offered ticketed live-streamed performances from its stage (with an empty auditorium). Tickets were priced at £10, £20, £30 and £40 with limited availability for each category, and a link to access the performance was emailed to ticketholders. Alongside the pay-to-view performances, the theatre's YouTube channel also offered visitors free access to archive materials of performances.</p>	The Old Vic	https://www.oldvictheatre.com/our-visit/streaming-online

Title	Overview	Delivery organisation name/s	URL
Visit Faroe Islands — Virtual tours and Visit from Home	<p>The DMO Visit Faroe Islands, offered virtual tours of the islands during the 2020 Covid restrictions. During 2020 the islands were closed to tourists and, between 15 April and 17 June, 22 virtual tours were offered. Those lucky enough to have booked a virtual tour were able to visit the islands via a live-stream tour provided by local residents equipped with live video cameras. Virtual tourists were able to instruct their tour guide via an app as to where they wanted to go. Visitors were also able to select their mode of transport for the virtual tour, choosing between a horse, helicopter or simply walking. The Visit Faroe Islands website includes a page called Visit the Faroe Islands from Home. This area offers visitors links to experience the music and art of the islands as well as access to recipes and knitting patterns – all with the aim of introducing the culture of the islands to prospective in-person tourists.</p>	Visit Faroe Islands	<p>https://www.remote-tourism.com/ https://www.visitfaroeislands.com/see-do/visit-faroe-islands-from-home/ https://www.facebook.com/VisitFaroeIslands/videos/2316759588633456 https://www.facebook.com/VisitFaroeIslands</p>
Royal Opera House virtual performances	<p>In response to the UK Covid-19 restrictions in 2020, the Royal Opera House (ROH) created three events that were live streamed specifically for a virtual audience. The first performance, live from Covent Garden on 13 June 2020 was available to view free of charge and consisted of 45 minutes of musical performances and ballet. Subsequent performances (which ran on 20 and 27 June, 2020) were available to download and view at the cost of £4.99 each. ROH also partnered with the Luna Drive-In Cinema during the summer of 2020 to present four productions at historic outdoor venues — Blenheim Palace, Warwick Castle, Allianz Park, Knebworth House, Tatton Park and Harewood House. These were pay-to-view experiences, with ticket prices for the Blenheim Palace event starting at £35 for a general admission car with two occupants (£5 for additional passengers) and up to £80 for a VIP ticket allowing up to two people to watch the screening from the truck bed of a Mitsubishi L200 filled with pillows and blankets, parked in a prime position and complete with a hamper of food and drink. The events were sold out.</p>	"The Royal Opera House, Luna Cinema"	<p>https://www.roh.org.uk/news/four-royal-opera-house-productions-to-be-screened-at-drive-in-cinemas-this-summer https://www.roh.org.uk/tickets-and-events/la-boheme-at-warwick-castle-details</p>

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Portal AR Step into Scotland	Portal AR is an AR app that allows users to explore Scotland. The app is a result of the partnership between a number of organisations promoting Scotland, including VisitScotland, Talent Scotland and Scotland.org. The app allows users to experience 360-degree videos and images for a range of locations in Scotland. The app was launched in 2018.	"VisitScotland, SDI, Talent Scotland, Scotland.org, Google"	https://www.scotland.org/about-scotland/scotlands-stories/portal-ar
Scottish Ballet — The Secret Theatre	In response to the Covid-19 restrictions of 2020, the Scottish Ballet invested in the creation of a one-hour film created for an online audience as its Christmas performance, which was branded as The Secret Theatre: A Christmas Special. Tickets were available from 21 December, 2020 (the premier) for just three days and a link was emailed to viewers ahead of the performance. Although the streamed performance was free to view, virtual theatre-goers were invited to make a donation to access it.	The Scottish Ballet	https://www.scottishballet.co.uk/event/the-secret-theatre https://www.theguardian.com/stage/2020/dec/21/scottish-ballet-the-secret-theatre-review-nutcracker-snow-queen-christmas-hampson https://bachtrack.com/review-video-secret-theatre-scottish-ballet-december-2020
Secret City Trails	Secret City Trails is a Netherlands-based self-guided walking tour and experience business. Users can choose from Discovery Walks and Wonder Walks, accessed via an app on a range of pay-for options. Discovery walks are self-guided, in-person, location-specific city walking tours. They are available for around 65 different European city locations and offer users a gamification element to the experience. Users can solve a trail of riddles to “unlock a city’s authentic stories”, and are offered the opportunity to find off-the-beaten-track locations. The Wonder Walks option is not location specific and is perhaps best described as a mindful guided walk. For both experiences, once purchased, the user will receive an email that links to a web app, which opens in the internet browser of their smart phone.	Secret city trails (registered as Cosmikpanther LDA in Portugal)	https://www.secretcitytrails.com

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Somerset House — I Should Be Doing Something Else Right Now	Somerset House is a working arts centre in London and home to a number of creative enterprises, from magazine publications and public cultural and arts events. During the Covid-19 restrictions of 2020/21, the organisation increased its online events offer, I Should Be Doing Something Else Right Now. The online cultural programme was launched on Friday 17 April 2020 and ran to the end of summer that year. It included live-streamed broadcasts from studio artists, film, audio-diaries, discussion panels, workshops, and a virtual tour of the Somerset House exhibition Mushrooms: The Art, Design and Future of Fungi. There was also a digital residency by Juliana Huxtable, a multimedia and musical artist. Online events have continued after Covid-19 restrictions lifted. Digital events, workshops and content range from free of charge and make a donation/pay what you can afford through to specifically priced one-off payments.	Somerset House	https://www.somersethouse.org.uk https://www.somersethouse.org.uk/whats-on/i-should-be-doing-something-else-right-now-live-w-juliana-huxtable
Edinburgh International Book Festival — online festival	In response to the Covid-19 pandemic, the Edinburgh International Book Festival created a fully digital event in August 2020. The Online Festival offered 147 live and pre-recorded events, which included book readings, real-time chatrooms, and live author Q&As. For virtual book signings and online selfies, audience members queued in a virtual waiting room. Online forums allowed authors to interact with their audience. The charity expects to continue a hybrid in-person and digital festival for future years.	The Edinburgh Book Festival	https://www.edbookfest.co.uk https://www.theguardian.com/books/2020/jul/31/edinburgh-book-festival-brings-online-signings-adapts-coronavirus-pandemic

Title	Overview	Delivery organisation name/s	URL
Edinburgh International Festival — At Home	During 2020, the Edinburgh International Festival moved online in response to Covid-19 restrictions. The festival was able to present 26 specially staged opera, classical music and ballet performances involving about 500 artists, musicians and technical staff. In the past, the in-person event typically attracted around 420,000 people but the 2020 digital festival reached people in over 50 different countries and productions were viewed 1.013 million times. As with many other festivals, following the success of the 2020 online version, organisers have suggested that future events will continue to have an increased digital offer. The festival website has a dedicated area, branded At Home, to facilitate virtual visitors attending its ticketed events.	The Edinburgh International Festival	https://www.eif.co.uk/at-home
Notting Hill Carnival — Access All Areas	Notting Hill Carnival moved online during the 2020 Covid-19 restrictions. Branded as Access All Areas, the three-day online event offered visitors pre-recorded live sets from musicians, an online version of the parade, guides for people to create Caribbean food at home and interviews with mas bands (groups who create and provide the costumes for the carnival)	The Notting Hill Carnival	https://youtu.be/xqB2_eqQ-3Y https://www.timeout.com/london/news/notting-hill-carnival-announces-digital-line-up-for-2020 https://www.theguardian.com/culture/2020/aug/30/notting-hill-carnival-online-is-more-relevant-than-ever-says-director https://nhcarnival.org
ReadThrough	ReadThrough was launched in 2020 in response to theatre closures and Covid-19 restrictions. The service offered live online workshops to provide professional readings of plays and prose adaptations of exam-body texts for students (principally aimed at GCSE and A level). The service, which closed in 2021, appeared to be open to discussion regarding pricing and invited schools to get in touch.	Moya Productions	https://www.wearereadthrough.com

Title	Overview	Delivery organisation name/s	URL
Manchester International Festival — MIF On-line	<p>Manchester International Festival is an 18-day arts and culture event, staged every two years. The 2021 event embraced an online element as well as in-person experiences across the city. Branded as MIF21 Online, the festival website presented a wide range of digital experiences to visitors, many free of charge. The digital offer included on-demand video, Zoom drop-in groups, digital art, games and exhibitions, including photography. It also included a project called the Virtual Factory, a series of online artworks inspired by the possibilities of The Factory (a physical arts/cultural venue being built in Manchester at the site of the former Granada television studios). As part of the Virtual Factory, an online experience called Your Progress Will Be Saved was created by acclaimed avatar artist LaTurbo Avedon. The experience is accessed via the internationally popular game Fortnite. The art installation <i>Big Ben Lying Down with Political Books</i> was a physical piece containing 20,000 books housed in a replica Big Ben clocktower structure, temporarily located in the city. The in-person piece was mirrored and complemented by a digitally recreated version of the piece available on line. The digital version of the installation remained after the physical piece was deconstructed.</p>	Manchester International Festival	<p>https://mif.co.uk https://mif.co.uk/whats-on/?dateRange=anytime&eventLocality=1 https://mif.co.uk/whats-on/your-progress-will-be-saved https://www.theguardian.com/culture/2021/jun/29/manchester-international-festival-2021-the-best-art-from-dance-delights-to-a-sideways-big-ben?CMP=Share_AndroidApp_Email</p>
Travis Scott Fortnite concert	<p>In April 2020, the US rapper Travis Scott performed a live concert in the popular online game space Battle Royale (part of the Fortnite game). More than 12 million players watched the Fortnite performance, which took place on a virtual stage with changing 360-degree immersive view visuals. In February 2019, electronic dance music artist Marshmello also performed to Fortnite players in a similar way.</p>	Epic Games & Music Artist	<p>https://www.theguardian.com/games/2020/apr/24/travis-scott-concert-fortnite-more-than-12m-players-watch</p>

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Royal Opera House — Current Rising	In December 2020 the Royal Opera House presented <i>Current, Rising</i> , the world's first opera in hyper reality. The 15-minute experience was presented at the Royal Opera House's Linbury Theatre and ran from 19 December 2020 to 17 January 2021. Visitors were issued with a headset and backpack, and entered the performance space to experience VR, multisensory sets, projections and avatars overlaid with operatic song.	"The Royal Opera, Figment, Royal Holloway - University of London"	https://www.roh.org.uk/news/the-royal-opera-house-presents-current-rising-the-worlds-first-opera-in-hyperreality
Re-Live — Secret Country	Secret Country is a theatre production by Re-Live. Rehearsed during the UK's Covid-19 restrictions via Zoom, the production was performed by nine older people, sharing their experiences of Covid-19 and life in lockdown. It was performed live via Zoom from 16-18 December 2020 and is available as an on-demand video from the Re-Live website.	Re-live	http://www.re-live.org.uk/secretcountry https://www.theguardian.com/society/2020/dec/15/we-dont-want-to-be-seen-as-victims-theatre-group-older-people-covid
Virtual Collaborators Digital Festival	Virtual Collaborators was founded in 2020, supported by Arts Council funding and partnering with a number of creative groups. The organisation brought together over 50 actors, writers and directors during the UK's Covid-19 lockdowns. The group formed teams of one actor, one director and one writer to create new theatre online. The project resulted in a series of rapid-response short films, audio plays and games about how lives have been changed by lockdown. A digital festival ran from 17-31 August to showcase work and 33 films were launched (hosted on YouTube, IGTV, and via its website). The group also produced work and created an in-person outdoor festival to complement the digital output. The in-person event was held over a weekend in the grounds of St John the Baptist Church in Leytonstone, London.	Virtual Collaborators	https://www.youtube.com/watch?v=CXF-bck0v6M

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BFI London Film Festival — LFF Expanded	LFF Expanded is the BFI London Film Festival’s dedicated strand for virtual reality, extended reality, augmented and mixed realities, immersive and 360-degree experiences. The film festival is an annual event, offering visitors the opportunity to see premiers at screenings around London and at selected nationwide venues. During 2020, the festival moved online with many films being made available for home streaming via its BFI player. Events to meet producers or introductions to films were available via video conferencing platforms such as Zoom and Shift72. Access to the 2020 festival was offered at different price points, for example a three-film package for £30, six films for £60, with some short films free of charge.	BFI	https://www.bfi.org.uk/explore-our-festivals/bfi-london-film-festival-2020-7-18-october/welcome-lff-2020 https://www.bfi.org.uk/bfi-playerttps://www.theguardian.com/stage/2020/oct/13/london-film-festival-arts-lff-expanded?CMP=Share_AndroidApp_Email
Virtual Hogmanay	In response to the 2020 Covid-19 restrictions, Edinburgh’s New Year celebrations were moved online as a virtual Hogmanay. The event offered viewers three films involving choreographed LED drones, which were streamed on 29, 30 and 31 December	Underbelly Limited	https://www.edinburghshogmanay.com/livestream https://www.theguardian.com/travel/2020/dec/22/edinburgh-new-year-celebrations-go-online-virtual-hogmanay
Lawrence Batley Theatre — LBTV and Toast	Lawrence Batley Theatre in Huddersfield closed during the UK Covid-19 lockdowns and in response created a digital space to continue to bring productions to audiences. The micro-site was branded LBTV. Productions on offer included Nigel Slater’s Toast, which had been re-imagined as part radio play and part animated film production specifically for lockdown, with tickets offered at £10 per household. It had been due to play at the theatre as a live production and the same original cast and team produced the lockdown version. Virtual visitors also had the opportunity to purchase a goody bag for delivery to their home, which included two Walnut Whips, a recipe card and a programme. The production ran from 25-31 July 2020, with on-demand performances streaming from 7.30pm each evening. Alongside the ticket purchase, viewers also had the opportunity to make a charitable donation to the theatre with suggested amounts of £1 or £5.	Lawrence Batley Theatre	https://www.theupcoming.co.uk/2020/07/03/toast-theatre-review/ https://www.thelbt.org/whats-on/lbtv

Title	Overview	Delivery organisation name/s	URL
The Old Courts Live	In response to UK Covid-19 closures, The Old Courts art centre pivoted some of its productions and activities to an online forum. As part of its website and YouTube channel, branded The Old Courts Live, the centre broadcast live performances, workshops, tutorials, seminars and vlogs. Beyond Covid-19 restrictions, the arts centre has continued to stream some events and productions.	The Old Courts	https://www.theoldcourts.com/projects/the-old-courts-live https://www.youtube.com/channel/UCT9dfNrVN_lvXjSW0PG3gGA
Marshmello live Fortnite concert	The electronic dance musician Marshmello performed a live concert in February 2019 in the popular online game space Fortnite. More than 10 million viewers watched the performance within the game space itself and more watched via Twitch or recordings on YouTube. The performance took place on a virtual stage, with changing 360-degree immersive-view visuals and lighting effects.	Epic Games & Music Artist	https://www.youtube.com/watch?v=NBsCzN-jfvA https://www.theverge.com/2019/2/21/18234980/fortnite-marshmello-concert-viewer-numbers
V&A Dundee	V&A Dundee increased its digital content as a response to the closures caused by the Covid-19 pandemic. The museum used Instagram to live stream discussion as part of its series called Design in the Diaspora: Digital Content Creation. This 2020 project considered the multidimensionality of people, their stories and career journeys from diasporic communities across Scotland. Online events have continued to be part of V&A Dundee's output after restrictions were lifted in 2021.	V&A Dundee	https://www.vam.ac.uk/dundee/event/284/online-design-in-the-diaspora-digital-content-creation
Viator — Virtual Tours Around the World	Viator is an international travel business offering bookable activities and experiences. In addition to its in-person experiences ticket service, the business also offers virtual experiences, which visitors can enjoy at home. Live online experiences use video conferencing software and offer an extensive range of activities and tours from hundreds of locations worldwide. Everything from cookery classes and stitching traditional Catalan espadrilles through to acrobat performances are all available on the platform. As well as live-streamed events, pre-recorded classes and courses are also available to download. All online experiences are individually priced and live events are delivered on local time for the performer/host.	Viator	https://www.viator.com https://www.viator.com/searchResults/all?text=Online&destId

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Virgin Experience Days — Online Experiences	Virgin Experience Days is a well-established in-person ticket activity provider. Online experiences were already part of the business's offer, but the impact of Covid-19 accelerated the expansion of this element. During 2020 there was a particular increase in virtual tours and destination audio tours. Initially many of these did not include live experiences but more typically a course-based downloadable product or a physical kit, and instructions online in the form of text/pre-recorded video to complete the activity. During 2020 a small number of the in-person craft and making activities were available via Zoom and kits were posted to the individual's home.	Virgin Experiences	https://www.virginexperiencedays.co.uk/online-experiences
Visit Finland — Virtual Tour Around Finland	The DMO Visit Finland had a dedicated area on its website for tourists to virtually visit the country via links to various 360-degree photography, audio files, maps video and VR for numerous landmarks, attractions and destinations in the country.	Visit Finland	https://www.visitfinland.com/en/
Visit Orlando — Orlando Virtual Tour	The website for Visit Orlando offers users a selection of virtual visits via a 360-degree aerial map of the area and a live holiday chat channel (available on every page). Promotional videos for each attraction are embedded into a map of the region, together with a selection of 360-degree virtual visits, audio, VR and video experiences of specific areas or rides at various theme parks and attractions. Experiences vary between parks and attractions, and the main site also offer visitors links to dedicated page for virtual arts and culture from Orlando.	Visit Orlando	https://www.visitorlando.com/en/things-to-do/virtual-tours
FitXR	The FitXR virtual fitness studio, available by monthly subscription, works with the Oculus Quest and Quest 2 headsets, and allows users to experience immersive dance, HITT and boxing workouts on demand. New workouts are released daily.	FitXR	https://fitxr.com

Title	Overview	Delivery organisation name/s	URL
Contact — Outdoor immersive show	Contact is an immersive digital outdoor theatre performance. The ticketed event requires audience members to download and access an app, which delivers a 3D sound design via headphones, as they follow performers across a city space for the 50-minute show. Performances sold out in London and Paris, and shows were also held in Salford and Manchester during the summer of 2021.	"Aria Entertainment, WEF Productions, The Lowry"	https://www.contactshow.co.uk
City Painter — Local Lenses, Snapchat	In October 2020, Snapchat launched its Local Lenses AR app feature, initially available on London's Carnaby Street. The feature allows users to virtually paint buildings; anyone with the app can see all the 'painting' and users can battle to cover the shops and buildings in their own colours.	Snapchat	https://www.wired.co.uk/article/snapchat-launches-local-lenses
Hello, we're from the internet — MoMar	In 2018 a collective of eight internet artists added their own AR art to the Jackson Pollock room in the New York City Museum of Modern Art, popularly known as MoMa. The artists, branding themselves MoMar, placed their own AR pieces over seven Pollock originals without the museum's permission. The pieces can be viewed by anyone who has downloaded the MoMar app to their phone.	MoMar	https://vimeo.com/258568920 , http://momar.gallery
Withlocals	Founded in 2013, Withlocals is a private tour and activity business operating worldwide. The business added online experiences to its offer in 2020 as a response to Covid-19 travel and activity restrictions. These digital experiences tend to be private, live video calls and range in content from interior design discussion with a designer in Barcelona to cooking, art or yoga workshops and learning Italian with a one-hour slot with a teacher in Milan, as well as still including more traditional live-streamed walking tours of historical sites. The online experiences have remained part of the business offer.	With Locals	https://www.withlocals.com/online

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The London Stone Trilogy — Swamp Motel	The London Stone Trilogy is a three-part conspiracy thriller developed as three separate online theatre/gaming experiences: Plymouth Point, The Mermaid's Tongue and The Kindling Hour. Designed as an at-home experience for a team of two to six people who are not physically together, the experience knits together pre-recorded video with live video conferencing. Visitors take part in one of three 90-minute plays and become detectives on Zoom, watching pre-recorded videos, hacking social media accounts, and trawling the internet for clues to get to the bottom of a missing person case.	Swamp Motel	https://www.wired.co.uk/article/swamp-motel https://isklander.com/plymouth-point/ https://www.theguardian.com/stage/2020/oct/15/the-mermaids-tongue-review-immersive-theatre
Museums From Home — York Museums Trust	A dedicated microsite branded Museums From Home hosts the digital offer from the York Museums Trust. Like many museums during the closures of 2020, the Trust created a dedicated web space, but it is not readily accessible from the main website landing page (a search is required to locate it). The microsite included links to other pages, offering visitors 360-degree views from York museum locations, videos of exhibition, and customised websites. The From Home brand stood out from similar digital offers for its use of social media and user-generated content during the closure periods, to keep its visitors interested. As a result of that activity, the Yorkshire Museum trended on Twitter and gained international fame for its weekly #curatorbattle, which prompted other museums to share unique works from their galleries, organised around a different theme each week. The threads achieved mainstream media and press coverage.	York Museum	https://www.yorkmuseumstrust.org.uk/museums-from-home/
Streetmuseum — Museum of London	Streetmuseum, launched in 2010, is an AR app that allows the viewer to see the London of the past at a number of locations in the city. The app offers users a map and GPS functionality to find the locations, and the 3D View button overlays a historical photograph over the live video feed. The app, along with a number of others from the museum, has not kept pace with changing operating systems and is no longer available (old versions are still able to operate, but without full functionality).	The Museum of London	https://www.museumoflondon.org.uk/discover/museum-london-apps https://www.youtube.com/watch?v=qSfATEZiUYo https://petapixel.com/2010/05/24/

Title	Overview	Delivery organisation name/s	URL
			museum-of-london-releases-augmented-reality-app-for-historical-photos
Stream Theatre	Launched in September 2020, Stream Theatre is an online platform, described as a virtual stage, for streaming pre-recorded and live UK and Broadway theatre productions. Some productions are specifically for a digital audience. The customised website allows visitors to purchase tickets for on-demand viewing.	Stream Theatre	https://www.stream.theatre/footer/about
Virtual May Day concert, Finland	In response to the restrictions brought about by the Covid-19 pandemic, the City of Helsinki teamed up with VR studio Zoan to create a virtual concert to celebrate May Day 2020. The concert was inspired by events hosted by the gaming space Fortnite; participants could choose an avatar and experience the concert in a virtual setting being replicated. Unlike Fortnite events, viewers did not require a headset or games console to participate and were able to access the concert via smartphone or computer. Rapper JVG, the most streamed artist in Finland, performed from the Senate Square and viewers were able to interact with gestures, applause and emojis that the band could see in real time.	City of Helsinki with Zoan	https://mashable.com/video/virtual-reality-may-day-concert-finland?europa=true , https://markets.businessinsider.com/news/stocks/virtual-helsinki-platform-powers-gaming-inspired-virtual-may-day-concert-as-city-looks-to-the-future-of-online-events-1029142755
Bizarre World of Frank Zappa	The Bizarre World of Frank Zappa was the 2019 world tour of a holographic in-person concert featuring Frank Zappa and his former band mates. Zappa died in 1993 but the in-person experience allows the audience to experience live music from the remaining members of the band with a holographic image of Zappa (and linked audio) in the centre of the stage. There have been a number of similar hologram performances by deceased artists since 2019, including Whitney Houston, Buddy Holly and Roy Orbison.	Eyellusion	https://www.zappa.com/news/frank-zappa-hologram-world-premiere-new-music-former-bandmates-bizarre-world-frank-zappa

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RushTix	RushTix is a US-based virtual comedy club. Developed during the Covid-19 restrictions in 2020, this online streaming platform allows for a degree of audience interaction and for performers to hear some audience audio feedback (from selected audience members who can join using conferencing software). Performances are specifically designed for an online audience and each show is ticketed as a one-off payment.	Rushtix	https://rushtix.com/ https://cheddar.com/media/rushtix-ceo-talks-interactive-comedy-livestreams
Otherworld	Otherworld is an immersive entertainment venue in London which offers visitors a VR experience on a free-roam VR island. Wearing a VR headset, visitors enter into a private Immersion pod space, which uses heat, wind and vibration to heighten the realism and immersive nature of the experience. Visitors can enjoy experiences as a group and share a pod as well as being digitally interconnected.	Otherworld	https://www.other.world
Sandbox	Sandbox is a VR experience business with venues in several US cities, as well as China, Hong Kong and Singapore. VR experiences are aimed at groups of up to six people, with participants able to see and physically interact with others in the virtual world. Each visitor is given a headset, backpack and 3D body tracker, and can choose from a selection of worlds to explore.	Sandbox	https://sandboxvr.com
Guildford Games Festival	Established in 2019, the Guildford Games Festival is largely held online but also includes in-person discussion panels and events. The festival includes awards that are presented at an in-person event hosted at the Boileroom in Guildford and live streamed via Twitter, Twitch, Steam and Discord. In response to Covid-19 restrictions, the festival was fully online in 2020.	"Enterprise M3 LEP, supported by the University of Surrey"	https://guildford.games https://www.nme.com/news/gaming-news/the-guildford-games-festival-is-returning-this-winter-3070689

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The Weekend virtual concert	<p>In August 2020, Canadian R&B musician The Weekend staged a virtual live-streamed concert via TikTok. The artist appeared as an avatar with a number of guests as part of the musical line-up. At some points during the concert, fans were able to vote via the comments in order to guide the visual theme of the experience. Access to the concert was free but viewers were asked to make a donation. Ticket revenue raised funds for American organisation Equal Justice Initiative. A limited amount of merchandising was also available to purchase during and after the event.</p>	<p>"TikTok, XO/Republic, Wave"</p>	<p>https://www.youtube.com/watch?v=49SUAKdGOgg https://www.theverge.com/2020/7/30/21347803/tiktok-the-weeknd-virtual-concert-date-time-wave-cross-reality https://variety.com/2020/digital/news/the-weeknd-tiktok-virtual-concert-2-million-viewers-1234733104 https://wavexr.com</p>
On Zoom	<p>On Zoom was launched in beta during 2020 as a platform and marketplace for a range of online experiences and events. Available to the US market only, it mirrors other online ticket and tourism businesses by offering visitors experiences from yoga and guided meditation through to pizza-making. Unlike similar platforms, there are also regular community-based events such as Community Chat Nashville (a weekly community conversation about organisations and events in Nashville) and a regular Q&A seminar covering subjects such as buying a house or how to pay for education. Events and experiences are categorised (Education & Family, Food & Drink, Health & Fitness, Business & Networking, etc) and ticketed, and range from free of charge to \$31.</p>	<p>Zoom</p>	<p>https://on.zoom.us/events, https://www.bbc.co.uk/news/technology-54538854</p>

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David Kwong at the Geffen Playhouse — Inside the Box and The Enigmatist	David Kwong is a US puzzle setter and magician, known for setting the <i>New York Times</i> crossword. During the Covid-19 restrictions of 2020, he launched the interactive Inside the Box online show, which mixed theatre with puzzles and game play. Platformed on Zoom, the ticketed online event ran from September 2020 to July 2021 and sold out. Viewers could choose to watch the show or take part in it — with a price difference between the two types of ticket (\$75 to participate and \$25 for viewing only). Audience members who had selected an interactive-level ticket (which were limited to 24 per show) were asked to ‘arrive’ at the show 30 minutes ahead of other audience members. As in-person events returned later in 2021, David Kwong created a new in-person show at Geffen Playhouse, called The Enigmatist. Audience members were invited to solve the pre-show puzzle garden (a number of puzzles sited inside and outside the theatre building), and video was also used as part of the show.	Geffen Playhouse	https://www.geffenplayhouse.org/shows/inside-the-box
Van Gogh London Exhibition: The Immersive Experience	The Van Gogh immersive experience is an in-person exhibition that offers floor-to-ceiling projections and 360-degree views of the artist’s works. The attraction also provides a VR experience opportunity. Visitors are given a headset and experience a 10-minute virtual journey, A Day in the Life of the Artist, to discover the inspiration behind eight of Van Gogh’s best-known works, including <i>The Bedroom</i> and <i>Starry Night Over The Rhône</i> . The exhibition is available in London, York and Leicester as well as other European and US city locations.	"Exhibition Hub, Fever"	https://vangoghexpo.com/london https://www.londonperfect.com/blog/2021/05/van-gogh-immersive-london
Van Gogh Alive: The Experience	The Van Gogh Alive exhibition is an in-person experience running in a number of locations across the UK, Europe and US. It offers visitors an immersive in-person experience using projected Van Gogh works, moving images, music and fragrance through a series of galleries including a mirrored room that contains hundreds of sunflowers.	"Grand experiences Ltd, Active Sport & Entertainment Ltd, Sensory4 "	https://vangoghaliveuk.com https://www.londonperfect.com/blog/2021/05/van-gogh-immersive-london/

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Blindness	Blindness is an in-person show and sound installation that has toured UK and US theatres. The performance consists of a socially distanced lighting and audio show — no actors appear on a stage. Audience members are given headphones to experience the recorded audio performance of an adaptation of a dystopian novel by José Saramago, against a background of atmospheric, dynamic lighting. The UK tour of seven theatres took place in May, June and July 2021.	The Donmar Warehouse	https://www.donmarwarehouse.com/blindness-transfers
Miranda: A Steampunk VR Experiences	The steampunk opera Miranda is a live VR performance that audiences can join via their own PC, Oculus Rift or HTC Vive headsets, or watch as a YouTube live stream. The 25-minute production, written and scored by Kamala Sankaram, was first presented as a longer version in 2012; the September 2020 iteration ran for nine ticketed performances delivered in real time by actors wearing motion-capture sensors.	"Luma, Quarantine Interactive Studio, TCO, Here Arts Centre"	https://www.youtube.com/watch?v=fwCcF12IO-M https://www.tricitiesopera.com/2020-21-season/miranda https://vrscout.com/news/miranda-live-vr-theater-experience
The Under Presents: Tempest	The Under Presents: Tempest is a live, VR reimaged performance inspired by Shakespeare's <i>The Tempest</i> . Accessed via Oculus Rift and Oculus Quest headsets, the 40-minute ticketed experience was performed throughout July 2020 and March 2021. Live performances by an actor wearing motion-capture technology allow Prospero to guide the virtual audience through a fully interactive social and narrative experience.	Tender Claws	https://tenderclaws.com/tempest https://vrscout.com/news/the-under-presents-tempest-impressions https://www.youtube.com/watch?v=-K1wgowcVDc
Lovecraft Country: Sanctum	<i>Lovecraft Country</i> is a US horror drama television series. As part of its promotion, a series of three short virtual reality events were created by The Mill. The events were accessed via social VR platform VRChat and live streamed on YouTube during September and October 2020. Audience members were able to talk and interact with each other within the environment.	"The Mill , HBO"	https://www.themill.com/newsfeed/social-vr-hbo-lovecraft-country-event-1-garden-of-eden/
Laika	Laika is a short animated VR film that premiered at the BFI London Film Festival in October 2021. Audiences were able to access the film at in-person London venues and via The Expanse, the virtual exhibition space created to house the London Film Festival's Expanded XR and immersive art programme.	A BFI LFF and Storyfutures Academy co-presentation	https://whatson.bfi.org.uk/lff/Online/default.asp?BOparam::WScontent::loadArticle::permalink=laika

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Wildeverse	<p>Wildeverse is an AR app that allows users to track real wild animals and carry out conservation challenges. Supported by a number of zoos and conservation charities, it provides players with information about different animal species and offers over 70 missions to complete. The aim of the free app is to encourage individuals to become aware of and invested in protecting real-life apes and their habitat. Game play works indoors and out. Chester Zoo publicised the app, which includes characters based on conservation experts at the zoo.</p>	Internet of elephants	<p>https://www.wildeversegame.com https://www.chesterzoo.org/news/theres-a-big-wildeverse-out-there</p>
Studio 2054	<p>Studio 2054 was a live-streamed concert performed by English singer Dua Lipa. The show took place in November 2020 and featured several well-known artists, including Kylie Minogue and Elton John. In response to twice-cancelled tour dates, the performance was crafted and broadcast during the UK Covid-19 restrictions. The show used a number of custom-built sets as the backdrop to the musical performances. Two ticket price points were available: standard entry and a higher-priced VIP entry, which gave viewers access to additional behind-the-scenes material. The concert had a worldwide audience of 5 million viewers.</p>	Live Now	<p>https://www.theguardian.com/music/2020/dec/06/dua-lipa-studio-2054-livestream-review-printworks-london-kylie-fka-twigs</p>
Sherlock Holmes An Online Adventure — The Case of the Hung Parliament	<p>Originally an in-person immersive activity, this escape room/theatre event pivoted to become an 80-minute online experience in order to continue during the UK's Covid-19 restrictions. The live online experience ran for three weeks from 27 January 2021 and used Zoom as its delivery platform. Audience members were able to interact with live actors and digitally explore real-life spaces to discover clues and crack codes in order to solve the case.</p>	Les Enfants Terribles	<p>https://www.sherlockimmersive.com/</p>
The Fabric of Reality	<p>The Fabric of Reality was a fully immersive fashion show hosted by the virtual Museum of Other Realities. The 2020 event showcased the work of three designers and audiences could attend the launch event both in VR and online formats. The Fashion Innovation Agency (part of London College of Fashion, University of the Arts London) provides a case study of the event and access to a YouTube recording.</p>	"Museum of Other Realities (MOR), RYOT, Verizon Media, Kaleidoscope"	<p>https://www.fialondon.com/projects/ryot-studios-the-fabric-of-reality https://www.huffingtonpost.co.uk/entry/tune-in-july-29-for-the-fabric-of-reality-immersive-fashion-</p>

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			show uk 5f17fbedc5b6f2f6c9ef46db https://www.museumor.com
The Met Unframed	<p>In January 2021, the Metropolitan Museum of Art in New York and US technology provider Verizon launched an immersive virtual art and gaming experience. The exhibition featured 12 digitally rendered galleries and around 50 works of art from across the Met's collection. Some of the online games unlocked augmented reality versions of the art on show. The Met Unframed was free to access during its five-week run, and attracted over a billion impressions, 22,000 hours of engagement, and 700,000 visits from 148 countries.</p>	The Metropolitan Museum of Art (New York)	https://www.metmuseum.org/press/news/2021/the-met-unframed , https://www.youtube.com/watch?v=l5zNnBYEmTo
Pokémon Day virtual concert	<p>To celebrate 25 years of Pokémon, the company ran a virtual concert event, accessed via YouTube, the Pokémon website, the Pokémon GO app and Twitch. The concert took place in February 2021 and was headlined by musician Post Malone, who appeared as a virtual version of himself, delivering performances in a variety of Pokémon-inspired environments. The concert can still be viewed via the Pokémon website and on YouTube.</p>	The Pokémon Company	https://25.pokemon.com/en-us/music/post-malone , https://www.polygon.com/2021/2/11/22278162/post-malone-pokemon-concert-date-time
Mars AR	<p>In February 2021, <i>National Geographic's</i> Instagram account launched an AR experience of the NASA Perseverance rover's travels. By moving their phones, users of the AR app can experience a 360-degree view of Mars from the perspective of the rover, and by using the selfie view, see themselves shoulder to shoulder with the virtual rover, which has been programmed to mimic the head movements of the user.</p>	"National Geographic, NASA"	https://www.nationalgeographic.com/photography/instagram/article/experience-searching-for-ancient-signs-of-life-on-mars-productinfo

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Redemption Room	<p>The Redemption Room online immersive thriller/horror/theatre experience ran in February and March 2021, and was created by the Secret Theatre immersive theatre project. The audience could access the event via Zoom and vote on the fate of six contestants portrayed as disgraced celebrities. Audience members could message the contestants as soon as they had purchased a ticket and chat with them via Zoom in real time during the show, as well as with other audience members. The show used a reality TV show format and actors from Mumbai, Hong Kong, London, Singapore, Sydney and New York took on the contestants' role.</p>	Secret Theatre Project	<p>https://www.redemptionroom.org/about-redemption-room https://lifestyle.livemint.com/how-to-lounge/art-culture/online-theatre-experience-that-promises-thrilling-twists-and-turns-111614089257080.html https://www.theguardian.com/stage/2021/feb/28/redemption-room-review-scary-celebrity-game-show</p>
Tomorrowland Around the World	<p>Tomorrowland Around the World is a digital version of the annual Tomorrowland electronic dance music festival (normally held in Boom, Belgium with a winter event in the French Alps). Pivoting to a digital format during 2020 and 2021, the virtual festival offered various stages featuring different styles of dance music, mirroring the in-person experience. The event offered audience members the opportunity to hear influential speakers and download cocktail recipes, as well as the music itself. The event used four green-screen studios around the world to stage the acts and the virtual festival experience was enhanced by a crowd of 280,000 individual avatars. Over one million tickets were sold.</p>	Tomorrowland	<p>https://www.tomorrowland.com/en/digital https://www.cultr.com/news/tomorrowland-around-the-world-review-setting-the-benchmark</p>

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Immersive TV — Susie McCabe’s Virtual Comedy Cellar	Immersive TV is a broadcast studio set up in Glasgow during the UK’s Covid-19 restrictions in 2020. The studio was created by the owners of an established Glasgow in-person venue, to offer musicians, comedians and entertainers the opportunity to perform in front of a live, virtual audience. The studio featured a green-screen backdrop and 12-metre x 2-metre-high LED screens to display virtual audiences. Performances were live streamed to a ticketed audience who had chosen to either participate as part of the live audience and appear on-screen facing the performer, or simply watch the event. Tickets, emailed ahead of show times, contained the relevant link (interactive or passive) and shows were available to view for five days after the live performance to all ticket holders. The interactive TV studio was used regularly to broadcast the Susie McCabe’s Comedy Cellar live comedy show during Covid-19 restrictions in 2020 and 2021.	Immersive TV Ltd	https://www.glasgowlive.co.uk/hats-on/immersive-tv-stage-set-top-19728831 https://immersive-tv.ticketspice.com/immersive-tv-presents-susie-mccabes-comedy-cellar-6-week-session https://www.youtube.com/c/ImmersiveTV
Supernatural	Supernatural is a VR fitness app available to US and Canadian subscribers, offering on-demand and live-streamed fitness workouts. Accessed via the Oculus quest headset, the app is available in the App Store and Google Play.	Supernatural	https://www.getsupernatural.com/
Abba Voyage	The pop band Abba released <i>Voyage</i> , their first album in 40 years, in 2021 and promoted their virtual concert residency, Abba Voyage. The in-person experience was launched in the UK in May 2022 and consists of a pre-recorded vocal performance delivered via avatars of each Abba member, accompanied by a 10-piece live band. Performances are presented in the custom-built Abba Arena. The avatars were created using motion-capture technology and present the members of Abba as they were in 1979.	Aniara Ltd	https://abbavoyage.com/

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Unfolding Shrines	The Unfolding Shrines exhibition was launched in 2021 and presents the work of four artists in AR. Available via smartphone app, it enables viewers to experience the different pieces and galleries by either physically moving around or via a set of transportation buttons within the virtual gallery.	"Shape Arts, Hot Knife Digital Media"	https://www.shapearts.org.uk/unfolding-shrines https://disabilityarts.online/magazine/opinion/unfolding-shrines-four-artists-exploration-of-augmented-reality
Virtual Helsinki	Virtual Helsinki is billed as the digital twin of the Finnish capital. Launched in December 2021, it offers users the opportunity to take a virtual tour of Helsinki and visit some of its attractions. Using the app, users can also tour the city as it was in the early 20th century, and enter a virtual store and purchase Finnish design products. The digital platform is funded by the Finnish government and gives businesses and providers a digital way to offer goods and services, including virtual events (such as concerts and trade shows), as well as giving users the opportunity to meet socially. The Virtual Helsinki Sound of Seasons VR experience allows users to take a trip through all four seasons of the year, starting from the city's famous Senate Square, continuing to the home of architect Alvar Aalto, considered the father of Nordic design, and ending with a view of the city skyline. The digital tourism concept was accelerated by the successful May Day celebrations broadcast as a digital event during 2020.	"Zoan Cooperation, City of Helsinki"	https://virtualhelsinki.fi/ https://zoan.fi/cases/virtual-helsinki/ https://tomorrow.city/a/helsinki-opening-new-frontiers-in-digital-tourism
DisCONNECT	DisCONNECT was a dual in-person and immersive digital art exhibition located in London and Hong Kong. The exhibition ran in its original London townhouse space in July and August 2020 as a ticketed online and in-person event. It featured works, often site-specific, from 10 artists, accessible to online audiences through VR, 360-degree photography, videos and an Instagram Live interview series. From October 2020, the exhibition was displayed in a 1950s Hong Kong tenement building, where pieces from four Hong Kong artists were added.	HKWalls, Schoeni Projects	https://hkwalls.org/disconnect/disconnect-London-a-locked-down-artist-takeover-en/#home https://schoeniprojects.com/about/ https://disconnect.schoeniprojects.com/

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GamED Academy	GamEd Academy is a US-based online education platform delivering a range of learning experiences for children aged from five to 18, to support educational development. Sessions are delivered virtually within the Minecraft game, creating an immersive learning environment with assessed assignments. Short courses or monthly subscriptions are available, and sessions cover a range of subjects including maths, English, social studies, science and Bible studies.	GamED Academy	https://gamedacademy.com/
Over Lunan	The Over Lunan in-person open-air experience was held in September 2021 in the dunes of Lunan Bay in Angus, Scotland. The evening production mixed theatre, sound and light installations and live music to convey the history and mythology associated with Lunan Bay and was described by its creators as a sound and visual promenade performance. A 40-minute radio piece of the same name was created by the same team, and ticketholders were encouraged to listen to the piece, available on the Over Lunan/Aproxima website and broadcast on Radio North Angus and Resonance Extra FM) ahead of their visit. The audio work tells the story of Lunan through the eyes of a journalist who studied the landscape and its history. Part of the in-person experience shows artefacts and props from the audio work, as onsite actors explain the story.	Aproxima	https://aproxima.co.uk/over-lunan https://extra.resonance.fm/series/over-lunan
Absent Sitters	Absent Sitters was an online performance that ran over five evenings during October 2020 as part of the York Mediale international media arts festival. Described as a digitally abstracted online audio-visual experience, the live-streamed 20-minute performance art, accessed via Zoom, was limited to 100 participants, and all performances sold out.	York Mediale	https://ianjcole.medium.com/is-staying-in-the-new-going-out-absent-sitters-review-9707b2f0b23f https://yorkmediale.com/events/absent-sitters https://xrstories.co.uk/project/absent-sitters-electronic-musicians/

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The Kid A Mnesia Exhibition	The Kid A Mnesia Exhibition is a virtual, immersive art exhibition curated and based on the music of UK band Radiohead. The virtual exhibition, published by Epic Games, is listed as a game on the PlayStation Store but was originally conceived as an in-person experience to celebrate 21 years of the band's albums Kid A and Amnesiac. Following the UK's 2020 Covid-19 restrictions, it was re-engineered to become a digital online creation and launched at the end of November 2021. Visitors can wander through the galleries to discover different and changing landscapes — some deconstructing and reconstructing around the viewer — as well as sounds and audio from the original albums. The exhibition can be viewed via PlayStation with a headset or PC.	"Epic Games, Radiohead"	https://kida-mnesia.com https://www.museumnext.com/article/radiohead-create-immersive-museum-exhibition-launched-on-gaming-platform https://www.epicgames.com/store/en-US/p/kid-a-mnesia-exhibition
Jean-Michel Jarre — Welcome to the Other Side	Starting at midnight on 31 December 2020, the French electronic music artist Jean-Michel Jarre performed a free VR concert called Welcome to the Other Side. The concert was performed in a virtual Notre-Dame Cathedral, available to access via the VRChat and Oculus Venues platforms, where users were able to interact in the virtual space. It was also live streamed on YouTube and social media platforms as well as broadcast on international TV and radio, attracting approximately 75 million viewers worldwide. The recorded audio was later available to purchase on Amazon as an MP3 or on vinyl.	VRrOOM	https://jeanmicheljarre.com/live/welcome-to-the-other-side https://skarredghost.com/2020/12/30/jean-michel-jarre-vr-concert-notre-dame https://edm.com/events/jean-michel-jarre-rings-nye-2021-welcome-to-the-other-side-stream

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Royal Shakespeare Company — Dream	<p><i>Dream</i> was a 50-minute, online immersive theatre show presented by the Royal Shakespeare Company between 12 and 20 March 2021. Based around Shakespeare's <i>A Midsummers Night Dream</i> and originally devised as an in-person event, the concept was re-imagined as an R&D project for a digital audience only. The show blended live performance (real actors playing in real time) with motion capture into VR sets and used gaming technology to allow the live audience to interact with the live actors. As a result, each performance was different. Tickets were available for either an interactive or passive experience, with a one-off payment of £10 for viewers who wished to interact with the characters, and a free ticket option available for those wishing to just view the performance.</p>	<p>"Royal Shakespeare Company (RSC), Manchester International Festival (MIF), Marshmallow Laser Feast (MLF), Philharmonic Orchestra"</p>	<p>https://www.youtube.com/hashtag/dreamonline21 https://www.youtube.com/watch?v=zk_fGAxGEXE https://www.theguardian.com/stage/2021/mar/21/dream-review-rsc-royal-shakespeare-company-nick-cave-the-litten-trees-fuel https://audienceofthefuture.live/dream</p>
Balenciaga autumn/winter 21 collection launch	<p>Luxury Spanish fashion brand Balenciaga launched its couture autumn/winter 2021 collection as a VR runway show, presented through Oculus glasses. Balenciaga issued 330 guests with glasses to watch the show. The brand also released a video game following the event, widely believed to be the first produced by a fashion brand, called <i>Afterworld: The Age of Tomorrow</i>. Thirty members of the press received the game and an Oculus headset to view the collection, which had themes of dystopia, escapism and existentialism. The game was also made available to the public via the brand's website.</p>	<p>Balenciaga</p>	<p>https://videogame.balenciaga.com/en/ https://www.youtube.com/watch?v=aL_eZzP6U5g https://www.vogue.co.uk/news/gallery/balenciaga-autumn-winter-2020?image=5fcd11d794cc0b65da0f151d https://www.showstudio.com/collections/autumn_winter_2021/balenciaga-aw-21/runway-show?tag=Balenciaga</p>
National Mining Museum — Crafting the Mine	<p>Crafting the Mine recreates the Lady Victoria Colliery, home of the National Mining Museum, in Scotland within the game platform Minecraft. Users can experience a 1:1 scale, historically accurate digital recreation of the Scottish mine and mini adventures to demonstrate life as a miner. Available as a free PC download for Minecraft, the online project is aimed at school-aged learners.</p>	<p>Lady Victoria Colliery/National Mining Museum Scotland</p>	<p>https://nationalminingmuseum.com/crafting-the-mine/</p>

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Templecraft	Templecraft was a digital arts project commissioned by arts charities Artichoke and The Space. It recreated a version of one of American artist David Best's Temples in Minecraft. David Best is known for creating large timber temple structures, which are set on fire and burned, at the Burning Man festival. In 2015, he was commissioned to produce a work in Londonderry, which took local volunteers two years to build. The Templecraft project brought together digital artist Adam Clarke and Minecraft design studio BlockWorks to build a version of it in Minecraft. The Temple was mapped onto a representation of the city of Derry-Londonderry and Minecraft players were invited to explore the structure online and leave messages, mementos or objects inside its walls. Like the real-life version, the Minecraft version of the Temple was also ceremonially 'burned'. The event took place online on 21 March, 2015.	BlockWorks	https://www.planetminecraft.com/project/templecraft-3258021 , https://www.thespace.org/artwork/templecraft
Mine	The Mine theatre show has run in Canada and the UK since 2018. Aimed at a wide-ranging audience aged from 11 upwards, the show uses Minecraft as a backdrop and medium to tell the story of different mother-son narratives, with actors delivering a live (largely verbal) performance in front of the screens as they operate the digital world, interspersed with props and physical performance. The Covid-19 restrictions of March 2020 required the normally in-person show to pivot to an online context and it was live streamed via Facebook Live and Twitch.	Theatre Replacement	https://theatrereplacement.org/portfolio-item/mine/
Durham Cathedral — online worship	In response to the 2020 Covid-19 restrictions, Durham Cathedral began streaming its services so worshippers could still access organised prayer. The cathedral continues to livestream via Facebook and has expanded its digital resources to include an online Book of Remembrance, a YouTube channel and pastoral support services.	Durham Cathedral	https://www.durhamcathedral.co.uk/worship-music/online-worship-resources

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Blob Opera	<p>Blob Opera is a web area on the Google Arts & Culture platform that allows users to create their own opera sounds by dragging four 'blob' characters up or down on the screen to change the pitch of their voice. It requires no musical skill on the part the user and is the result of a machine-learning experiment by digital artist David Li. Users can record their efforts and take their blob singers 'on tour' by selecting different global backdrops. The machine-learning model trained using the voices of four opera singers.</p>	Google Arts & Culture	<p>https://artsandculture.google.com/experiment/AAHWrq360NcGbw?cp=e30, https://www.youtube.com/watch?v=ZfLYuXi6sDL, https://experiments.withgoogle.com/blob-opera</p>
Delirious Departures	<p>Delirious Departures is an in-person VR experience created by the Belgian tech business CREW for the Royal Museums of Fine Arts of Belgium. The installation transformed a room in the museum into the departure hall of a railway station, with visitors experiencing sights, sounds and feelings, including conversations, service announcements, closing doors, passengers slurping coffee, and others. CREW created and manipulated a series of 3D scans and drawings of railway stations to create a VR environment and combined it with AI. The installation, a ticketed exhibit, was part of a wider exhibition, Europalia – Tracks to Modernity and was a ticketed exhibit, and was available over an eight-day period in November 2021. CREW has created a number of virtual experiences.</p>	"Royal Museums of Fine Arts of Belgium, CREW"	<p>https://europalia.eu/en/trains-and-tracks/events/crew-%E2%80%94-delirious-departures, https://www.fine-arts-museum.be/en/agenda/2021/11/25/crew-delirious-departures-1#, https://crew.brussels/en/over-crew</p>
My White Best Friend (and Other Letters Left Unsaid) — Royal Court Theatre	<p>In July 2020, as a response to the Black Lives Matter movement (and Covid-19 restrictions), the Royal Court Theatre in London presented a week-long online festival, My White Best Friend (and Other Letters Left Unsaid). A daily livestreamed performance included a pre-recorded reading of a letter by Rachel De-Lahay, alongside two letters read live by actors. There were no rehearsals, so, like the audience members, the actors were experiencing the letters for the first time. The performances were presented via Zoom with some of the audience able to see each other, helping to create a theatre-like experience.</p>	Royal Court	<p>https://royalcourttheatre.com/whats-on/mywhitebestfriend/</p>

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Hastings Contemporary — Robot Tours	In response to the 2020 Covid-19 restrictions, Hastings Contemporary launched virtual tours of its gallery to allow visitors to continue to experience its exhibitions. The bookable tours used a telepresence robot, known as the 'art droid', developed by Double Robotics and the Bristol Robotics Laboratory at the University of the West of England as an accessibility aid and for health and social care settings, but the UK's lockdown presented a wider application. Visitors were able to log in as a 'passenger' and join gallery staff member to enjoy a number of the exhibition spaces using the remote controlled robot. Hastings Contemporary appeared to be the first gallery to offer a robot tour. It proved a popular experience and remains in place long after in-person restrictions were lifted, with a particular emphasis on accessibility for those who identify as disabled.	"Hastings Contemporary, Double Robotics, University of the West of England (UWE Bristol)"	https://www.hastingscontemporary.org/robot-tours/
Virtual visit to Belfast	As local attractions closed during the Covid-19 restrictions of 2020/21 Visit Belfast created a dedicated web page to house a collection of virtual tours. In addition to 360-degree and Google Map tours offered by Ulster Museum, Belfast Castle and Belfast City Hall, the page also promoted the weekly livestreamed History of the Troubles experience offered by DC Tours via Zoom.	Visit Belfast	https://visitbelfast.com/article/virtual-visit-to-belfast/
BalletActive	BalletActive is a subscription-based ballet fitness and training service offered by English National Ballet (ENB). Accessible via mobile app, computer or connected TV, this video-on-demand provision offers a library of pre-recorded ballet training and workout, alongside yoga and strength exercises. Classes include sessions designed for small spaces, and professional-level training. BalletActive is part of ENB's at-home branding. As a separate offer, ENB users can access ballet performances and documentaries on a pay-per-title basis.	English National Ballet (ENB)	https://active.ballet.org.uk

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English National Ballet At Home	English National Ballet At Home is the branding used by English National Ballet to describe its video and streaming services. The offer includes pay-to-view performances, shorts and documentaries, available via its Ballet on Demand dedicated website. Users can access the on-demand library for a one-off payment per title, which provides three-day access. The organisation also offers a subscription-based fitness and training video library, BalletActive, available via the website, apps, and as a CTV stream.	English National Ballet (ENB)	https://ondemand.ballet.org.uk
Beamish Museum	Beamish Museum in County Durham is an open-air, living museum showing the history of the North East. Like other museums, Covid restrictions closed the attraction and in response, the museum created a dedicated website page, Discover Beamish Museum from Home. The page included a number of YouTube videos showcasing elements of the Beamish experience, and alongside the webpages, the museum remained active on its social media pages. Beamish also pivoted some of its events during the closure to maintain profile and generate an income. Examples included bookable 10-minute video calls to Father Christmas in the museum's grotto, at £20 for up to four children: the chats sold out. The bakery at Beamish also continued to operate during the lockdown period, offering home deliveries of cream teas and cakes.	Beamish - The Living Museum of the North	https://www.beamish.org.uk/news/discover-beamish-museum-from-home , https://www.beamish.org.uk/video-calls-with-father-christmas , https://www.chroniclive.co.uk/whats-on/food-drink-news/beamish-museums-afternoon-tea-deliveries-19840073
Climate Museum UK	Climate Museum UK describes itself as 'a mobile and digital museum creatively stirring and collecting responses to the climate and ecological emergency.' This Community Interest Company (CIC) works in partnership with local physical museums to tell the story of climate change and offers talks and training, pop-up days and installations, temporary environmental interpretation of museum collections, events, and curated outdoor spaces. In response to the pandemic, the organisation refocused to digital projects, pivoting training and events to online spaces and curating music, film and social media movements to showcase on its website and blog.	Climate Museum UK	https://climatemuseumuk.org

Title	Overview	Delivery organisation name/s	URL
From Where I'm Standing — Empathy Museum	Empathy Museum is billed as a travelling experiential museum that offers visitors an opportunity to foster a feeling of empathy. From Where I'm Standing offered online and in-person visitors audio and photography portraits of the lives of 34 people during the 2020 Covid-19 pandemic. The individuals profiled included healthcare and shop workers who had been asked to choose and talk about an object important to them during lockdown. The exhibition was presented both as a wholly digital online experience and as an in-person experience at Brixton and Peckham in London, where streets in the two locations hosted for-sale type boards with a photograph of a project contributor. The museum describes its work as a series of 'participatory art projects dedicated to helping us look at the world through other people's eyes.' Its installations and projects frequently use a mix of physical objects and digital provision (typically audio, podcasts and photography) to create experiences for visitors.	Empathy Museum	https://fromwhereiamstanding.empathymuseum.com, https://www.empathymuseum.com
A Mile in My Shoes — Empathy Museum	A Mile in My Shoes, a touring exhibition hosted in a temporary building that resembles a giant shoe box, invites visitors to be fitted for a pair of shoes and take a walk outside while listening to a pre-recorded audio about the person the shoes belong to. Empathy Museum is billed as a travelling experiential museum that offers visitors an opportunity to foster a feeling of empathy. The museum describes its work as a series of 'participatory art projects dedicated to helping us look at the world through other people's eyes.' Its installations and projects frequently use a mix of physical objects and digital provision (typically audio, podcasts and photography) to create experiences for visitors..	Empathy Museum	https://www.empathymuseum.com/a-mile-in-my-shoes/

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In Gravesham Footsteps — Visit Gravesend	In Gravesham Footsteps is an app-assisted family walking trail in Gravesend, Kent. QR codes are available at 14 locations across the town centre, which visitors can access using their mobile phone or tablet camera. The app uses atmospheric sounds, maps and audio stories to tell the story of place, and AR reveals the secrets of Gravesend's past in each location, via Facebook and Instagram. Users can access some of the app features from home but some elements only work on location. The interactive trail was commissioned by the Visit Gravesham DMO, funded by the UK government Welcome Back Fund and the EU.	"Visit Gravesham, Gravesend Bough Council, Curio"	https://www.visitgravesend.co.uk/ https://ingraveshamfootsteps.co.uk/ , https://curio.zubr.co/case-study/gravesham-ar-trail
Carrickfergus Castle AR Heritage Views	Carrickfergus Castle AR Heritage Views is an experimental app for mobile Apple devices that uses AR to enable the user to travel back in time at the Norman castle. Located in Carrickfergus, County Antrim, Northern Ireland, the historic site attracted fewer visitors than 'honeypot' locations close by. Commissioned by the Tourism Northern Ireland DMO to address this and launched in 2019, the app offers three sequences that bring the castle to life. Via their mobile phone, visitors can experience the cannon being fired, the different stages of the castle's construction, and historical scenes in the castle's keep.	"Tourism Northern Ireland, Zubr, Moonraker VFX"	https://apps.apple.com/id/app/carrickfergus/id1479071963
Alex Hirtzel: Displays Decoded, University of Bristol Botanic Garden	Displays Decoded by Alex Hirtzel was an in-person art exhibition presented at the University of Bristol Botanic Garden in July, August and September 2021. AR was a key part of the multimedia botanically themed pieces, adding an additional layer to the work by conveying the scientific principles of pollinating flowers. Visitors were invited to access the AR via their mobile device, by scanning a QR code next to each piece. The QR code took the user to an Instagram filter that allowed them to see various looped animations of pollinators' interactions with the relevant painting.	University of Bristol Botanic Gardens, Alex Hirtzel	https://curio.zubr.co/case-study/alex-hirtzel-displays-decoded , https://botanic-garden.bristol.ac.uk/event/displays-decoded-by-alex-hirtzel

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Hidden Florence 3D	<p>Hidden Florence 3D is a free app developed by London's National Gallery with the University of Exeter, the University of Cambridge and technology provider Calvium. Funded by the Getty Foundation and the UK Arts and Humanities Research Council, the project used AR to bring to life the San Pier Maggiore church, which once stood in Florence, Italy. The church was demolished in the eighteenth century and its artworks dispersed in collections around the world, including at the National Gallery in London, which houses an altarpiece painted by Jacopo di Cione in 1371. Via their mobile devices, visitors to the National Gallery are able to experience an AR recreation of the church, which is built around them as they approach the altarpiece. The app also offers locals and tourists in Florence the opportunity to experience the church as they stand on its original site.</p>	<p>"National Gallery , University of Exeter, University of Cambridge, Calvium, Zubr"</p>	<p>https://hiddenflorence.org/hf-3d/about, https://curio.zubr.co/case-study/hidden-florence-3d</p>
Salisbury Trails app	<p>The Salisbury trails app is a free location-aware app which helps users to explore the cathedral city of Salisbury. Commissioned by Wiltshire Council, the app offers a number of themed trails such as <i>Medieval Meanderings</i> and <i>Witchcraft, Riots & Treason</i>, which offer written and pictorial information as well as audio and video content to help visitors discover the city in new ways.</p>	<p>"Wiltshire Council, Calvium"</p>	<p>https://www.wiltshire.gov.uk/article/3239/New-Salisbury-Trails-App-explores-the-City-s-rich-heritage-and-hidden-histories, https://www.experiencesalisbury.co.uk/listing/salisbury-trails-app, https://apps.apple.com/gb/app/salisbury-trails/id1528355551</p>
Carnaby Echoes	<p>Carnaby Echoes is a free walking tour app created to help visitors explore the rich music history associated with this area in London. The app offers users audio, photography and video content to reveal stories and history through interviews and music connected to the venues, clothes shops, nightclubs and magazine offices that helped create the various sub-cultures of diverse musical genres which have emerged from the Carnaby area over the past 10 decades. Contributors to the app include Boy George, Mark Ellen, Lloyd Coxson and Doc Brown. Shaftesbury PLC has significant investment in the Carnaby area and commissioned the project</p>	<p>"Shaftesbury PLC, Lucy Harrison, Calvium"</p>	<p>https://play.google.com/store/apps/details?id=com.calvium.pep.carnabyechoes, https://www.carnaby.co.uk/news-and-events/carnaby-echoes-celebrating-10-decades-of-music-heritage, https://calvium.com/projects/carnaby-echoes</p>

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Sea shanties — TikTok	Sea shanties, including the chart-topping Wellerman, went viral on TikTok, recorded by a range of players		https://www.youtube.com/watch?v=UgsurPg9Ckw