

CALL FOR PROJECTS GUIDELINES:  
WE DRIVE CREATIVITY AND  
TECHNOLOGY AT THE CREATIVE  
INDUSTRIES HUB

CREATIVITY

EXTENDED REALITY

**BARCELONA**  
**XRLAB** PALO ALTO

# INDEX

---

- 01 INTRODUCTION/3
- 02 TARGET AUDIENCE/5
- 03 AVAILABLE SPACES AND SERVICES/5
- 04 LAB SERVICE: INNOVATION AND TECHNOLOGY/6
- 05 INCUBATION SERVICES AND PROJECT SUPPORT /7 SELECTION
- 06 CRITERIA/8
- 07 APPLICATION PROCESS/8
- 08 COMMITMENTS OF SELECTED PROJECTS/10
- 09 CONTACT INFORMATION AND SUPPORT/10

# 01 INTRODUCTION

The Creative Industries hub **BARCELONA XRLAB** is a cutting-edge facility in Barcelona, dedicated to empowering professionals and emerging projects in creativity, audiovisual production, and new technologies. **Specializing in multimedia and Augmented or Extended Reality (XR) technologies**, it offers a dynamic professional environment where immersive technology seamlessly bridges the physical and virtual worlds.

Designed as a catalyst for economic and creative activity in **Sant Martí**, the hub aspires to be a leading reference for projects at the intersection of art, science, and technology. With state-of-the-art facilities, advanced training programs, and exclusive growth initiatives, it provides selected companies with an exceptional **platform to thrive in a collaborative and forward-thinking ecosystem**.

To foster new business creation and nurture creative talent, the hub offers::

- **Advanced technological infrastructure** to develop immersive and groundbreaking projects.
- Optimized workflows and **specialized training** to enhance skills and efficiency.
- **Tailored mentorship and strategic support** to strengthen selected initiatives.
- **Opportunities for collaboration** within a vibrant network of industry professionals and pioneering projects.

# → 01 INTRODUCTION

The workspace will be occupied by **professionals and selected teams** through an open call process.

The selection criteria **prioritize innovation, sustainability, and technical feasibility**, ensuring that the chosen projects align with the HUB's strategic vision and actively drive growth in the creative and technological industries.

This project is an initiative from **Barcelona Activa**



Led by companies **MagmaCultura, Lavinia** and **ArtsMediatech**



## → 02 TARGET AUDIENCE

This call is designed for **professionals, startups, and companies** based in Barcelona or its metropolitan area, specializing in creative and technological sectors related to XR, such as **video games, audiovisual production, and emerging technologies**.

Selected projects must demonstrate a **minimum of one year** of professional experience.

## → 03 AVAILABLE SPACES AND SERVICES

Selected companies will have the opportunity to establish themselves in dedicated workspaces within the building's coworking area, benefiting from exclusive rental terms tailored to their project's needs. The available workspaces are divided into:

- **Shared Workspace:** 40 spots in an open environment designed to foster collaboration and interaction among professionals and teams.
  - **Monthly rent:** €300 + VAT
- **Private Workrooms:** 38 spots for those who require a more private setting, with spaces designed to ensure focus and confidentiality.
  - **Monthly rent:** €400 + VAT

All rental plans include privileged access to activities and programs hosted at the hub. Additionally, selected companies will benefit from special discounts on service contracts and the use of cutting-edge technologies available at the LAB.

Beyond workspace access, projects will benefit from a range of on-site services, including:

- Personal locker for each team member.
- Reception service available (Monday-Friday).
- Meeting rooms for any kind of gatherings.
- Lounge and networking areas
- Break room & kitchenette for relaxation.
- Auditorium for showrooms and events.

---

## 04 LAB SERVICE: INNOVATION AND TECHNOLOGY

---

The hub will feature state-of-the-art technology to drive the development of immersive and technological projects. These facilities include:

- **Metaverse Room** (VR, AR, MR): A specialized space for working with immersive technologies, including virtual, augmented, and mixed reality. Designed for projects exploring interactive narratives and immersive experiences.
- **Immersive Room** for Projections, Mapping & Holography: Equipped with advanced technology for large-scale projections, mapping, and holograms. This space is designed to experiment with innovative audiovisual formats and create high-impact visual experiences
- **Photogrammetry System** for High-Quality Content Creation: A cutting-edge system that captures objects or people from multiple angles to generate high-fidelity 3D models — ideal for applications in animation, video games, virtual reality, and augmented reality.



Some of the selected projects will have access to a comprehensive support program designed to accelerate their growth and consolidation. This includes:

- **Business Advisory Services:** Specialized support in project management and growth, covering technical, legal, and strategic aspects.
- **Technical Guidance:** A dedicated expert assigned to provide ongoing support and resolve technical challenges throughout the process
- **Growth & Innovation Programs:** Exclusive services to accelerate business development, with access to open innovation resources through Barcelona Activa.
- **Networking Activities:** Regular events fostering collaboration, experience-sharing, and new business opportunities.
- **Strategic Assessment Sessions:** Personalized consultations with business strategy experts to identify challenges and areas for improvement.
- **Mentorship:** Continuous guidance from experienced professionals to navigate critical project phases
- **Training Workshops:** Practical sessions covering key topics such as digital marketing, team management, and business development.

## → 06 SELECTION CRITERIA

---

Projects will be assessed based on the following criteria:

- **Level of Technological and Creative Innovation:** Assessment of the project's use of immersive technologies and the application of innovative ideas.
- **Technical Feasibility:** Projects must demonstrate that they can be successfully executed with the available resources.
- **Potential Impact & Growth Projection:** Evaluation of the project's capacity to generate value in the creative industries and contribute to the HUB's economic ecosystem.
- **Commitment to Diversity, Inclusion & Sustainability:** Preference will be given to projects that actively promote these values.

## → 07 APPLICATION PROCESS

---

Projects interested in joining this call must submit the required documents to evaluate their suitability and feasibility. Applications will be processed through an online form available on the hub's official website.



## → Required Documentation:

To participate in the call, it is essential to submit the required documentation detailed below. This documentation must meet the specified requirements and must not exceed a total of 30 pages. It is strongly recommended to ensure that all information is clear, concise, and well-structured to facilitate evaluation.

- **Project Report:** A detailed description of the proposal, including its objectives, methodology, and innovative aspects, as well as a clear explanation of how the project aligns with the values of the HUB for Creative Industries.
- **CVs of Key Team Members:** The profiles of the individuals involved in the project are essential for evaluating their ability to execute it. Applicants should provide details of their professional experience, technical skills, and specific expertise relevant to the project.
- **Workforce Requirements:** A breakdown of the team composition, specifying the number of people required at different stages of development, along with the necessary technical and creative profiles.
- **Technology Needs Assessment:** A report identifying the project's technological requirements, with particular attention to the LAB services offered by the HUB, such as the metaverse room, immersive space, and photogrammetry system. Any additional external technological needs that are critical to the project's success should also be included.
- **Interests in Business Development and Training:** A description of how the project could benefit from incubation programs and training opportunities. This should include areas of interest such as mentoring programs, access to funding, networking activities, and specialized training in UX Lab, and how these could contribute to the project's growth.

## → Application Process:

- **Project Submission:** Send your project via email to [info@barcelonaxrlab.com](mailto:info@barcelonaxrlab.com).
- **Facility Visit:** Request an appointment at [info@barcelonaxrlab.com](mailto:info@barcelonaxrlab.com).
- **Selection Announcement:** Selected projects will be personally notified.

## → 08 COMMITMENTS OF SELECTED PROJECTS

---

The selected projects commit to:

- **Actively participating in hub activities**, including workshops, events, and networking sessions.
  - **Contributing to the community** by fostering collaboration among projects and professionals.
  - **Submitting regular progress reports** detailing the project's advancements.
- 

## → 09 CONTACT INFORMATION AND SUPPORT

---

For more information or any inquiries, feel free to contact our team at:

- Email: [info@barcelonaxrlab.com](mailto:info@barcelonaxrlab.com)

**BARCELONA**  
**XRLAB**

PALO ALTO