

Immersion Lab: Culture, Community & Technology

Led by HUB Montreal in association with Quartier des Spectacles International

Cultural districts and public spaces are emerging as laboratories for innovative immersive art and experiences, encompassing a crossover into the digital and multimedia realms. These creative endeavours are redefining how people engage with public space and each other.

GCDN has partnered with HUB Montreal, an international business accelerator event for creative industries in the entertainment, cultural and experiential marketing sectors to deliver the workgroup. Each session will be thematically focused, with a curated roster of practitioners offering inspirational content which falls under the wider 'immersive' umbrella. They will also examine processes, trends and challenges for leveraging interventions and art forms as tools for new kinds of engagements and partnerships.

The sessions may engage with (but are not limited to) the following topics:

- Digital Art as Cultural Infrastructure
- Value-First Integration: When Tech Belongs (and When it Doesn't)
- IRL ↔ URL Continuum: Designing Hybrid Journeys
- Icons vs. Moments: Permanent or Ephemeral?
- Programming = Placebrand: Culture as Identity
- Impact that Sticks: Metrics, Feedback & Momentum

The workgroup is an opportunity for participants to learn about the wider industry but equally from each other. The objective is to provide **a space for discussion, collaboration, reflections and perspective** for people of all levels of experience with the immersive world; those who wish to deepen their knowledge as well as newcomers who are interested in dabbling.

Workgroup Format

Workgroup Size: 10-12 participants

Frequency: Fortnightly 1-hour sessions between November 2025 – January 2026 (6 sessions in total, with the first session designed to establish scope of subsequent sessions)

Format: Alongside facilitation from Julie Dalbec (Head of Programming, HUB Montreal) and Jacquelyn West (Senior Advisor for Public Realm Projects, Quartier des Spectacles International) the workgroup will have invited industry experts especially selected to share their extensive learnings. A dedicated associate from GCDN will ensure smooth operation and assist with coordination. The sessions will be virtual, with tools provided as required.

Operating principles: Chatham House Rule.

To maximize positive contribution a **summary outcome document will be produced, complete with links to any articles/research that have been cited during the sessions**. This will be shared exclusively among GCDN members.

We are excited to invite expressions of interest from you (and/or colleagues within your organization) to join this workgroup via [this form](#) before **Monday, 13 October 2025**.