

## The RCA at SXSW in Austin

Earlier this month, between 11-14 March, the RCA took part in the SXSW Festival in Austin, Texas, for the first time, at UK House, the Department for Business and Trade's showcase for UK Creative Industries.



*New Rendezvous Street: An archaeology of the future*

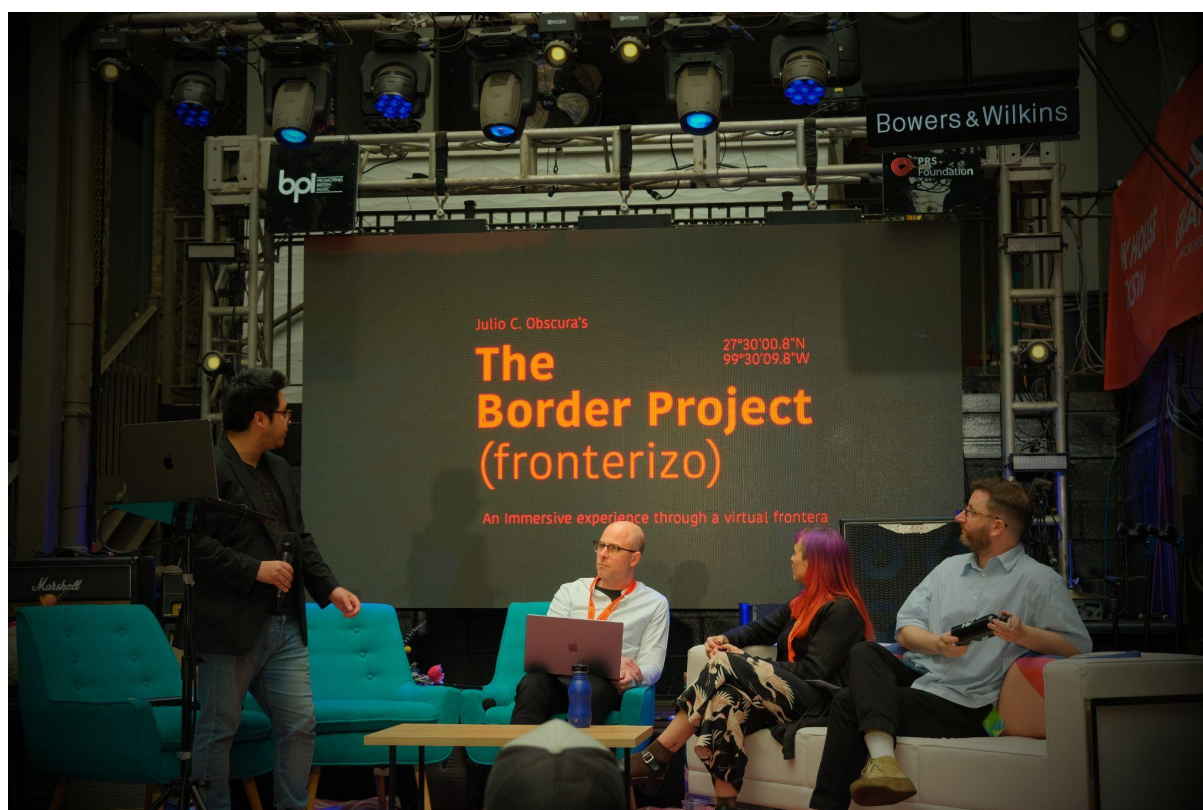
SXSW is an annual festival which attracts over 500,000 attendees from around the world. It brings together professionals working in technology, film, culture and music to network, perform and share innovations.



Academics from the School of Communication showcased immersive creative work and digital storytelling through a series of events and networking activities. Prospective students had the chance to both see the work and to talk through their portfolios and studying at the RCA.

Dean of School of Communication, Kerry Curtis, said “SXSW was a fantastic opportunity to share RCA student and staff works in VR/AR/XR, screen and mobile applications, and also to discuss the importance of exploring new, meaningful and accessible ways to tell immersive stories. We were joined by our alumni, Asif Kapadia, Academy and BAFTA Award winning film director, writer and producer, Julio Obscura, Creative Director at the Environmental Protection Agency and Peter Russell-Clarke, Industrial Designer at Apple and Chair of RCAUSA. Presenting at this truly exciting, global event also provided us an excellent opportunity to meet CreaTech organisations, creative practitioners, leading researchers and prospective students”.

The RCA's DARO team was also present at the SXSW Festival is a key event to strengthen the College's relationship with alumni and network with funders.



Amongst the events there was a panel discussion attended by over 120 people, exploring different aspects of the use of XR for telling real stories, with speakers including alumni Asif Kapadia and Julio Obscura; Rupert Daniels, Director of Services and Skills, Department for Business and Trade; RCA academics, Tom Simmons, Jack Hardiker and Professor Camille Baker; and Richard Twyman, Artistic Director at English Touring Theatre.



In the UK House Interactive Zone, the RCA premiered *New Rendezvous Street: An archaeology of the future* built in real-time throughout the festival by RCA Senior Tutor Luke Pendrell with students Claire Breach, Xanthe E.Horner and Wenhui Jiang.

This immersive environment acted as a [portal](#) to virtual showcases featuring work of staff and students from across the School of Communication. As the project evolved, it expanded to include an immersive version of the UK House venue that collaged scans of the architecture and guests with audio and video footage.

