
DTHG
SHOW TECH
THE WORLD OF THEATRE AND STAGE TECHNOLOGY
1–3 JUNE 2027 · ARENA BERLIN
IMMERSIVE SHOWROOM

# OPEN CALL –
# IMMERSIVE SHOWROOM SHOWTECH 2027

**Showcase the future of the stage in the "Immersive Showroom" at SHOWTECH 2027, taking place from June 1–3, 2027, at Arena Berlin.** *Submission deadline: January 31, 2027.*

## About SHOWTECH

SHOWTECH is an international trade fair and congress dedicated to theater, stage, and event technology, organized by the German Theatre Technical Society (DTHG). From June 1–3, 2027, it will bring together over 100 exhibitors and professionals from the fields of technology, planning, and the arts from across Europe at Arena Berlin.

## THE IMMERSIVE SHOWROOM

**Experience the fusion of theatre technology and immersive technologies.**
The "Immersive Showroom" is the place at SHOWTECH where the stage and future technologies converge. As a dedicated area within the trade fair, it explores how immersive media and artificial intelligence are transforming not only work in the theatre, but also the way we might experience culture in the future. It offers a glimpse into the future—one that you can touch, test, and discuss.

Across two floors, projects from a wide range of fields demonstrate how culture and technology merge—serving as communication tools, planning instruments, and new forms of artistic expression, for example:

- **In front of the stage:** augmented-reality operas, opera-based games, and new modes of audience participation
- **On stage:** 360-degree and 3D music theater, immersive performances, and digital stage environments
- **Backstage:** virtual production planning and set rehearsals, digital twins, and AI-powered tools

The name says it all: the Immersive Showroom serves as both a demo space and a live environment. Here, technology is not merely displayed—it is tested, handled, and, above all, experienced. The project organizers are on-site to explain the concepts and technology, engaging in dialogue with industry professionals. An accompanying pitch program delves deeper into specific projects and topics within an open, laboratory-like atmosphere.

## OPEN CALL 2027

Launched in 2025, the Immersive Showroom will be further expanded for SHOWTECH 2027—and, for the first time, curated via an open call. We invite applications from anyone working with immersive media and emerging future technologies at the intersection of theater, technology, and culture. This applies not only to the world of theater but also to other sectors whose approaches can be adapted for the stage.

Bring your project to the Immersive Showroom, engage with trade visitors and conference attendees, and showcase what the future holds. Let's look beyond conventional boundaries together. Become part of the conversation and help shape the future of theater technology.

## WHAT WE ARE LOOKING FOR

We are seeking tangible projects, prototypes, and products that visitors can try out for themselves on-site, for example:

- XR in production: VR/AR/MR for set design, construction rehearsals, pre-visualization, and planning
- Digital twins & 3D capture: Laser scans, photogrammetry, virtual theater spaces
- Immersive performance: VR/AR productions, as well as hybrid, interactive, and playful formats (gamification)
- Immersive sound & light: 3D audio, projection mapping, real-time media, and engines
- Learning & safety: VR training, simulations, and educational tools for stage technology
- Prototypes & tools: AI applications, motion capture, and hardware or software that transforms behind-the-scenes workflows

We welcome artistic works, research and development projects, prototypes, and works in progress—including those from the fields of museums, film, games, architecture, or industry—provided they can be adapted for the stage. The Showroom serves as a platform for innovation rather than a retail space; companies with market-ready products are invited to use the regular exhibition areas at SHOWTECH.

## WHO CAN APPLY?

Artists and collectives, theaters and production houses, universities and research institutions, start-ups and companies with prototypes or development projects, as well as students and trainees. Individuals and teams from both within Germany and abroad are welcome to apply; submissions may be made in either German or English. Do you know of an exciting project that should be included? Please feel free to suggest it to us.

## WHAT WE OFFER

A presentation space in the Immersive Showroom

- Free admission to the SHOWTECH trade fair from June 1 to 3, 2027
- Free access to the SHOWTECH congress
- Free admission to the SHOWTECH Night on June 2, 2027
- Contact with professionals from across the theater and event industry
- Visibility through SHOWTECH’s communication channels and within the lecture program

In addition, there is the option to give a 20–30 minute pitch in the presentation area of the showroom. Projects can be showcased for individual days or throughout all three days of the trade fair. We will coordinate the details regarding the presentation timeframe, space requirements, and terms of participation directly with the selected projects.







## YOUR SUBMISSION

The online form requests the following information:

1. Contact: Project title, name of the individual or team, and contact details.
2. Project: A description (max. 1,500 characters) and its connection to theater, the stage, or culture.
3. Experience: What visitors will actually experience—the sequence of events, duration per session, and the number of people who can participate simultaneously.
4. Technical Requirements: Space required (in $m^2$), power, network, sound and lighting, as well as any specific conditions such as a need for darkness or quiet.
5. Setup and Dismantling: Duration, complexity, and required personnel—this helps us plan for any adjustments or changes between the days of the trade fair.
6. Availability: Which days of the trade fair (June 1, 2, and/or 3, 2027) you will be present on-site. Visual Material: 2–3 images (cleared for publication) or a link to a video or website.
7. Optional: A pitch proposal, including a title, brief description, short biography, and a photograph.

Once the submission period has ended, we will be in touch starting in March 2027 to coordinate the details for implementation. Please submit your entry using our online form. We will feature selected projects—including text and images—on the SHOWTECH website and across our social media channels.

## APPOINTMENTS, SELECTION & CONTACT

| What | When |
|---|---|
| Deadline | January 31, 2027 |
| Selection and feedback | from March 2027 |
| Publication of the program | from March/April 2027 |
| SHOWTECH 2027 | June 1–3, 2027, Arena Berlin, Eichenstraße 4, 12435 Berlin |

The open call is open to everyone; however, submitting a proposal does not guarantee participation. The SHOWTECH team and the curators of the Immersive Showroom will make the final selection; in addition, the DTHG will incorporate its own specific themes and projects. The deciding factor is not the scale or prominence of a project, but rather its contribution to a diverse and cohesive overall program. Evaluation criteria include the level of innovation, the potential for an immersive on-site experience, relevance to stage and event practice, and feasibility within the available space. We reserve the right to decline submissions without providing a reason.

Contact: Vincent Kaufmann, Curator of the Immersive Showroom · Digital Consultant and Digital Representative for DTHG e.V. · Vincent.kaufmann@dthg.de

We look forward to receiving your submissions at:
https://showtech.berlin/entryform/?type=showroom#formular