

Mixed Reality Scandinavia



14/9

- 13:30 Registration opens
- 14:45 Introduction and welcome
- 15:00 Stefan Roesch | Independent Consultant
- 16:00 5 min walk to the sneak preview of The Bridge exhibition: "A non-existent Malmö" at Malmö Museer
- 18:00 The Bridge Gala Premiere starts

15/9

- 09:00 Start and short summary from yesterday
- 09:10 Mary McVey | Northern Ireland Screen
- 10:15 Jonathan Olsberg | Olsberg • SPI
- 11:15 Summary and 5 min walk to the Old City Hall
- 12:00 Lunch – sponsored by the City of Malmö
- 13:30 Jenni Steele | VisitScotland
- 14:30 Heléne Östberg | Tourism in Skåne
- 15:15 Coffee break
- 15:30 Maria Månsson | Lund University
- 16:00 Summary, Q&A

Malmö
14-15 Sept 2015



**#mixed
reality15**

mixedreality.info



**facebook.com/
mixedrealityscandinavia**



wifi: homerun