

DIGITAL DAYS

October 16 and 18, 2025

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SIGNAL FORUM

October 17, 2025

At the French Institute

Štěpánská 644/35, 110 00 Prague, Czech Republic

DIGITAL DAYS at the French Institute

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Prague**

*Rethinking Digital Cultures:
from Impact to Responsibility*

The digital arts are experiencing a paradox. Never have they been so visible, so hybrid and so multi-disciplinary. And yet, the digital creative sector is facing major economic, social, and ecological challenges. Through a series of conferences and workshops, this program aims to highlight such issues, while exploring the levers of resilience and structuring an ecosystem that is more necessary than ever. From impact to responsibility, the aim is to collectively consider the future of digital cultures.

The event will be held in English.

FREE ENTRY UPON REGISTRATION

Event co-organised by [the French Institute in Prague](#), [HACNUM](#) and [Signal Festival](#). Supported by the French Ministry of Europe and Foreign Affairs and the French Institute, as part of the strategy for the international promotion of cultural and creative industries (PICC – Cultural and Creative Industries Programme).

Thursday 16 October

All day:

VR SHOWCASE – A selection of virtual reality works curated by [Diversion](#), freely accessible throughout the day at *Galerie 35*, French Institute in Prague.

5:00 PM – 6:30 PM

Opening panel discussion

DIGITAL & CREATIVE CULTURE: A BARE NECESSITY



The promise of AI that optimizes, of VR that stimulates, of algorithms that sort our desires paints the picture of a world transformed by digital technology. Yet this system – built on tools often seen as a cure-all – is far from self-evident. This is precisely where artists and cultural organizations come in: to open cracks in the system, shift perspectives, and help us imagine alternative futures. These opening keynote addresses invite artists and cultural professionals to reflect on the essential role of creation and the power of imagination in this era of digital saturation.

Speakers:



Mathieu Vabre (FR)

Co-director of [Seconde Nature](#) and [Zinc](#), based in Marseille and Aix-en-Provence, he specialises in the relationship between contemporary art and technology. He is the artistic director of [the CHRONIQUES Biennial](#) in France. As a curator and executive producer, he has collaborated on numerous international exhibitions and programmes.



Pavel Mrkus (CZ)

An audiovisual artist working with digital moving images and sound, often in relation to specific spaces. In addition to his fine art projects in digital and media art, he also works as an architect and exhibition designer, creating both permanent and temporary exhibitions for museums and galleries. Since 2023, he has been the head curator of [the Signal Festival](#) in Prague.



Annabelle Playe (FR)

As a director of [Ana Compagnie](#), she is an artist specializing in experimental electronic music. She uses electronic instruments to create solo compositions, audiovisual works, and hybrid art forms. Committed to promoting greater visibility for women in music, she addresses contemporary societal issues through narratives inspired by science fiction and by creating [works that inhabit unique and powerful sonic worlds](#).



Pavla Sceranková (CZ)

She is a [leading Czech artist](#) whose work reflects a deep engagement with the role of art in a world continually confronted by ongoing crises. Her practice explores her capacity as an artist to respond to the world around her. Over the years, her artistic focus has centered on investigating the physical relationship between object and sculpture. She presents the work [Constellation](#) at the [Signal Festival](#).

Moderated by: [Adrien Cornelissen](#), journalist for [HACNUMedia](#)

Saturday 18 October

All day:

VR SHOWCASE - A selection of virtual reality works curated by [Diversión](#), freely accessible throughout the day at Galerie 35, French Institute in Prague.

10:00 AM – 10:30 AM

Welcome Coffee

10:30 AM – 12:30 PM

WORKSHOPS: ECONOMIC MODELS, DISTRIBUTION STRATEGIES, AND AUDIENCE ENGAGEMENT

Interactive sessions to explore key issues in the digital creative sector.

10:30 – Diversifying business models for digital arts organisations

What are the key levers for developing a sustainable business model? Digital Inter/Section, a multi-year project supported by the European Commission's Creative Europe programme, has just published four case studies highlighting innovative financial strategies used by digital arts venues and festivals across Europe.



Speaker: Ilaria BONDAVALLI

Currently serving as a European project Manager at [CHRONIQUES](#), the [Biennial of Digital Imaginaries](#), where she thrives at the intersection of art, technology, and human connection. Her core focus areas include XR, community building, sustainable business models, and resilience in the digital art sector. Recently, her work has also expanded into projects exploring Afro-European relations, further enriching her perspective on cultural exchange and collaboration.

11:10 – The distribution of immersive creations in an emerging ecosystem

The immersive creation sector remains fragile, while a stable, sustainable distribution ecosystem is yet to reach full maturity. This hasn't stopped professionals in the field—navigating between experimentation, technical constraints, and economic realities—from continuing to shape and grow this emerging industry. This session provides an overview of the key challenges in distributing immersive works.



Speaker : Paul BOUCHARD

With over a decade of expertise in sales and distribution within the cinema industry, Paul Bouchard joined [Diversión](#) in 2018 to lead its international distribution department and specialize in XR experiences. Fueled by his enthusiasm for new creative formats and digital arts, Paul is committed to developing a sustainable distribution model for creative immersive experiences, fostering innovation and the emergence of new artists and studios in immersive media.

11:50 – Staging the city: a way to reach new audiences

Monumental projections and immersive installations are increasingly taking over public spaces, profoundly redefining the conditions of experiencing art and culture, as well as how people access them. Does digital arts in public spaces pave the way for new ways of engaging with works and reaching broader audiences? This session provides an exploration of the issues at the intersection of artistic creation, social connection, and the transformation of local areas.



Speaker : Martina STELLA

Martina is a multimedia artist whose theoretical and practical work explores the symbolic role of video mapping in public and exhibition spaces. With degrees in contemporary art (University of Paris 8) and scenography (ENSA Paris-Belleville), she worked as an audiovisual technician at the Atelier des Lumières. She currently teaches visual culture at the university and collaborates with various artistic institutions and digital arts research centres.

2:00 PM – 3:30 PM

STRUCTURING AN ECOSYSTEM: FROM LOCAL TO GLOBAL



Forming networks and fostering collaboration has become essential for creative organisations, locally, nationally, and internationally. These collective dynamics make it possible to address shared challenges, support artistic creation more sustainably, showcase emerging artists, and bring diverse perspectives into dialogue. This closing panel discussion brings together three organisations – networks or programmes – that will share their experiences in building ecosystems of cooperation. Their insights aim to inspire other initiatives, both here and elsewhere.

Speakers:



Céline Berthoumieux (FR)

Co-director of [CHRONIQUES](#), the Biennial of Digital Imaginaries, and the general delegate of [HACNUM](#), the French national network for hybrid arts and digital cultures with over 400 members.



Cyrielle Tissandier (FR)

Production director at [AADN](#). Her responsibilities include managing co-production partnerships and organizing artist residencies. She also manages the distribution of AADN's artistic works, which include performances, installations, and mapping. Within the organization, she is the lead contact for the [Chromosome network](#), which aims to promote the development and dissemination of immersive art projects across Europe.



Tereza Jindrová (CZ)

Curator and writer based in Prague, she studied Art History, Theory Design and New Media. Since 2025, she has been a director of the Jindrich Chalupecky Society where she has worked as a curator since 2016. Among her past professional positions is head of the Sculpture studio at The Academy of Arts, Architecture and Design in Prague, curator of the Meetfactory galleries and editor of visual arts section of the A2 cultural magazin.

Moderated by: Adrien Cornelissen, journalist for [HACNUMedia](#)

SIGNAL FORUM

Friday 17 October

Signal Forum 2025 is an international one-day conference taking place as part of the signal festival's accompanying programme. The second edition of the conference will offer lectures, panel discussions, and presentations by Czech and international experts and artists. the conference will be held in Czech and English with simultaneous interpretation. the conference programme consists of two sessions split between morning and afternoon.



All day:

VR SHOWCASE – A selection of virtual reality works curated by Diversion, freely accessible throughout the day at Galerie 35, French Institute in Prague.

9:00 AM – 10:00 AM

Registration & Welcome Coffee

10:00 AM – 12:00 PM :

SOLUTIONS IN NATURE

Featuring debates and panels related to the international Co-Vision project. The presentations will introduce the unique location of the Soutok Protected Landscape Area and its specific features in the context of local involvement and landscape care. Following this, the collective artwork Soutok, which was created as part of the project and will be presented at the festival, will be introduced. Speakers will include members of the Zachraňme Soutok (Save Soutok) initiative, representatives of the artistic collective working on the artwork for the festival, and other researchers focused on the protection of the natural landscape.

1:30 PM – 5:30 PM

SOLUTIONS IN DIGITAL ARTS

The session will open with presentations, speakers – artists and theorists – will discuss the topic of Contemporary Challenges in Light Art. This will be followed by presentations focussing on the topic of Projection as a Medium of Public Space. In both panels, Czech and foreign artists, many of whom are also this year's Signal Festival artists, will present their artistic practices. This will give visitors a better understanding of how they approach their work, both technically and in terms of content.

This session will also include project pitches by French professionals and artists: Simon Parlange (Collectif Coin), Julien Taib (Crossed Lab), Annabelle Playe (Ana Compagnie), and Marie Dumontier (Rencontres Audiovisuelles).

MORE INFORMATION AND REGISTRATION

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FREE ACCESS UPON REGISTRATION



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REGISTRATION



French Institute in Prague

Štěpánská 644/35, 110 00 Prague, Czech Republic

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- HACNUM: Vianney Quignon, General Coordinator, coordination@hacnum.org
- Signal Festival: Nicole Langrova, Accompanying programme manager, nicole@signalfestival.com



French Institute in Prague: Originally designed as a true university, the French Institute in Prague has become a vibrant, multidisciplinary cultural hub: a lively and diverse place, both a language school and a cultural venue, a cultural partner and a platform for artistic exchange. Its ambition is to showcase contemporary French culture, to support unique projects, to act as a bridge for bold and innovative works, to spark new artistic encounters between Czech and French artists, and to explore the rich and creative relationship between two countries with strong artistic traditions.



Signal Festival: Signal Festival is a major event at the crossroads of art, technology, and urban space. Each year in Prague, it transforms the city into an open-air gallery, bringing together light installations, video mapping, and digital artworks by Czech and international artists. Its ambition is to make contemporary digital creation accessible to all, to invite audiences to rediscover the city through art, and to support bold artistic experiments that explore the relationship between technology, public space, and imagination.



HACNUM: Created in 2020, HACNUM – the French professional network for hybrid arts and digital cultures – brings together over 400 workers of the sector across France. Its aim is to promote the general interest of such professionals in all their diversity, through a variety of actions designed to better structure and organise the sector: supporting hybrid and digital art creation, sharing resources, skills and collaborating together and assisting institutional and cultural stakeholders who wish to promote hybrid and digital creation.