



ONASSIS ONX

A GLOBAL NEW MEDIA
& DIGITAL CULTURE PROGRAM

Open Call Immersive Proof-of-Concept



**SMART
ATTICA** European
Digital
Innovation
Hub



Co-funded by
the European Union



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1. ABOUT ONASSIS ONX

Onassis ONX is an initiative by Onassis Culture dedicated to the development of new media art and digital experiences. It empowers creators to craft digital worlds and immersive experiences of exceptional artistic quality, utilizing cutting-edge technologies while ensuring financial sustainability. Onassis ONX offers capacity-building activities, incubation and acceleration services, seed funding, and opportunities for artists across various media and genres. As a field-building platform in the global new media landscape, Onassis ONX actively collaborates with industry leaders, institutions, and international networks to foster the growth of XR/VR, AI, Spatial Computing, and Digital Art.

Originally known as ONX Studio and founded in 2020 by the Onassis Foundation and NEW INC, Onassis ONX has evolved into a global program supporting creators from concept to distribution. With physical locations in Athens and New York, it connects these vibrant cultural hubs and expands the local and international new media scenes. Onassis ONX fellows spanning cities worldwide, have showcased their works at renowned events and festivals like the Venice International Film Festival, Ars Electronica, *Plásmata* exhibitions in Athens and Ioannina, and more.

2. ONASSIS ONX IMMERSIVE PROOF-OF-CONCEPT

2. 1. Program Overview

The Onassis ONX Immersive Proof-of-Concept action operates as a catalyst for bringing to life transformative, immersive experiences from diverse new talents in immersive storytelling. Identifying the challenges in engaging with emerging technologies toward final production, the program offers creative teams a safe zone to experiment with new media and push the traditional boundaries of storytelling.

Open to creatives and teams of all backgrounds, our program is aimed at a broad range of applicants from all walks of life from digital artists, developers, animators, and recent graduates to producers and writers looking to dive into the world of immersion. We are looking for passionate storytellers and technologists keen to explore the potential of experiential and interactive digital storytelling to produce new and innovative digital experiences.

Beginning from the early stages of project conceptualization, the Proof-of-Concept program provides tailored development support, seed funding, and access to a global network of experts to kickstart production. Apart from the curatorial and technical guidance, participants are also guided to develop successful business plans and well-defined monetization and distribution strategies, allowing them to reach the broadest possible audience in a financially sustainable way.

In practice, the program guides participating teams from initial concept refining to prototype development. By the end of the program, selected teams will have developed an immersive storytelling proof of concept containing a prototype of high-artistic value and proven distribution and market potentials and will be prepared for their next big step.



The sessions will be designed and run by expert members of the Onassis ONX team and global partners at the intersection of immersive, live experience, and video game technologies.

An industry-oriented showcase and pitching event will be held in December 2024 to ease access to further funding for production and distribution, gather feedback, and investigate further potential commercial uses via industry partners.

Since the program is open to participants living and working in Greece and involves international industry experts, the program's working language is English.

The application form and any other supportive material must be submitted in English.

2.2. Program's Objectives

1. Deliver competitive creative concepts for investment, fulfilling the following:
 - High artistic value
 - Technical functionality
 - Innovative use of technology
 - Financial sustainability
 - Distribution capability (physical or digital) to global markets
2. Prepare participants for pitching to investors, producers, and distributors to ensure further funding for production and/or global distribution.

2.3. Important Dates

MARCH 15, 2024

DEADLINE FOR SUBMISSION OF ALL APPLICATIONS (NO EXCEPTIONS). ALL APPLICATIONS MUST BE SUBMITTED NO LATER THAN 12:00 NOON (COORDINATED UNIVERSAL TIME, UTC+2). THE OPEN CALL ONLINE PLATFORM WILL GO OFFLINE AFTER THE SPECIFIED TIME, AND NO EXCEPTIONS WILL BE MADE FOR ANY APPLICANT FOR ANY REASON.

APRIL 15, 2024

ALL SELECTED PARTICIPANTS ARE INFORMED BY EMAIL.

APRIL 2024 (TBD)

ONASSIS ONX IMMERSIVE PROOF OF CONCEPT OPEN DAY AT ATHENS, GREECE

END OF MAY 2024 (TBD)

1-WEEK ACCELERATION PROGRAM IN ATHENS, GREECE

JUNE 12, 2023

ALL APPLICANTS WILL BE INFORMED BY EMAIL ABOUT THE RESULT OF THEIR APPLICATION.



3. WHAT DO WE OFFER

The program will provide an overview of digital storytelling creation and explore the creative possibilities of immersive technologies.

3. 1. What the participants will receive

- 1-2-1 mentoring by industry & academic experts
- Creative direction
- Technical consulting & work on-the-field
- Business maturity
- Seed funding (up to € 10,000)
- Showcase & networking opportunities with investors, distributors & producers
- Cohort Q&A sessions
- Access to resources & equipment upon availability

3. 2. Course will include training indicatively in the following areas:

- Introduction to XR technologies
- Narrative design and spatial storytelling in XR
- World design & creation
- Prototype production planning & workflows
- Business & monetization strategy
- Prototype building
- Interaction design
- Sound creation/design
- Technical troubleshooting
- Pitching to investors

3.3. Deliverables

By the completion of the program, graduate teams will have successfully completed:

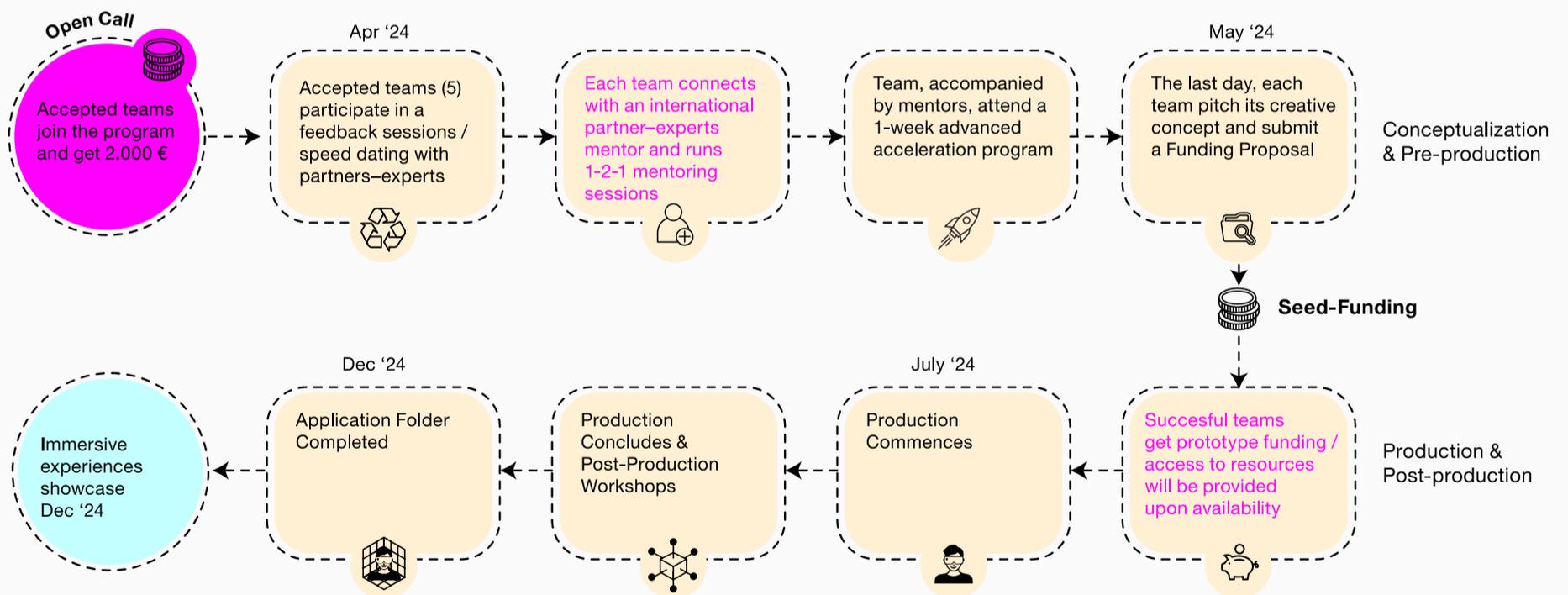
- Prototype/demo of the work
- Technical rider
- Business plan
- Pitchdeck
- Contract agreement with producer
- *Funding agreements or intention to



4. INCUBATION PROGRAM

The program is divided into 4 development phases, with each one focusing on different aspect of the development process:

1. **CONCEPTUALIZATION:** defining & refining the creative concept
2. **PRE-PRODUCTION:** the killer experiment
3. **PRODUCTION:** prototyping
4. **POST-PRODUCTION:** refining the distribution and funding strategy and showcase.



4. 1.Phase 1: CONCEPTUALIZATION

In this phase, teams will join mentoring sessions with international experts to discuss their projects and gather diverse inputs. After a matchmaking procedure, each team will work deeper on their concepts with an expert mentor.

- **Deliverables:**
 - Updated Creative Concept
- **Deliverables DDL:** May 15, 2024
- **Cut-off:** NO

4. 2. Phase 2: PRE-PRODUCTION

The program's second phase consists of one week of fast-paced acceleration in Athens, Greece. The teams will take masterclasses and work hands-on on their projects to advance their creative and technical aspects. Moreover, they will get introduced to the business world, getting guidance on preparing a financial analysis of their projects and a funding proposal. Finally, teams will be trained in pitching and making a thriving presentation.

The one-week program is open to up to three (3) members per team.

During the last day, an internal pitching event will take place in front of a jury of experts to claim seed funding.

Successful teams that manage to persuade the judges of the artistic innovation of their project and its viability enjoy a fund to commence with prototype development.

Deliverables:

- Budget & Production Plan for Prototype Development
- Pitchdeck
- Contract Agreement with Production Company
- **Deliverables DDL: May 30, 2024**
- **Cut-off: YES**

Phases 1 & 2 are open to all selected participants. An official assessment and **cut-off** procedure will take place before Phase 3 based on the successful completion and maturity of the aforementioned deliverables.

* Onassis Foundation doesn't participate in the contracting process.

4.3. Phase 3: PRODUCTION

In the following months, teams will devote themselves to prototyping. Regular update sessions take place both with the Onassis ONX team and assigned mentors.

* Access to Onassis facilities, equipment, and resources will be provided upon availability.

Deliverables:

- Prototype/Demo
- **Deliverables DDL: September 30, 2024**
- **Cut-off: NO**

4.4. Phase 4: POST-PRODUCTION

In the post-production phase, emphasis will be put on forming a successful funding strategy to proceed with further development and setting up a clear go-

to-market/ distribution strategy. Global experts will guide participants based on their market insights and experiences.

Deliverables:

- Technical Rider
- Business Plan
- Pitchdeck
- Funding Proposal
- Deliverables DDL: December 15, 2024
- Cut-off: NO





5. PARTICIPATION

5.1. About the project

Onassis ONX PoC is open to all sorts of artistic works that use emerging media to create world-building immersive experiences.

The projects can differ in format:

- Mixed reality works
- 180 or 360-degree films
- Interactive fiction
- Digital games
- Digital animation
- Immersive installations or experiences
- Alternate reality games (ARGs)
- Digital artworks
- Media-based performances
- Interactive installations

Among the media and technologies that we wish to see are:

- Artificial Intelligence, including but not limited to agents, LLMs, ML-based applications, Generative AI, chatbots, etc.
- XR/VR/AR
- Motion sensors and body tracking
- Zombie technologies (e.g., VHS, cassette tapes, analogue AV, etc.)
- Robots and kinetic architecture

The Onassis ONX PoC program is open to unreleased projects.

5.2. Themes

We are interested mainly but not exclusively in the following themes:

Ecologies

- **Ecological speculations:** Alternative ecological futures, landscapes transformed by climate change, green technologies, techno-ecologies, and the relationship between humans and the environment

Sex—Bodies—Matter

- **Affection unbound:** cyber-sexuality, machine desire, affection, and love
- **Extended bodies:** body unlimited, non-human robots, otherness, exobodies, kinship
- **Material immaterial:** designing immaterial structures, fluid materiality, reflexive materiality
- **Spatiality**
- **In-between:** Physical or psychological transitional spaces, in-between spaces, and experiences of transition and transformation
- **Public space:** physical, digital, and hybrid spaces/demos and democracy/social media, AI and the realm of public
- **Speculative architecture**

TechnoSpirituality

- **Otherworldly realms and non-human agencies:** Questions about our place in the universe, and the nature of intelligence/ think of non-human subjectivity

- **Digital rituals and techno-shamanism:** Digital rituals or transformative experiences/techno-animism

Neo-institutions

- **Labor:** transformation of labor/ neo-precararity/ micro-working and micro-workers/ affective labor/ Artificial Intelligence.
- **Democracy:** democracy in the AI era/ post-democracy

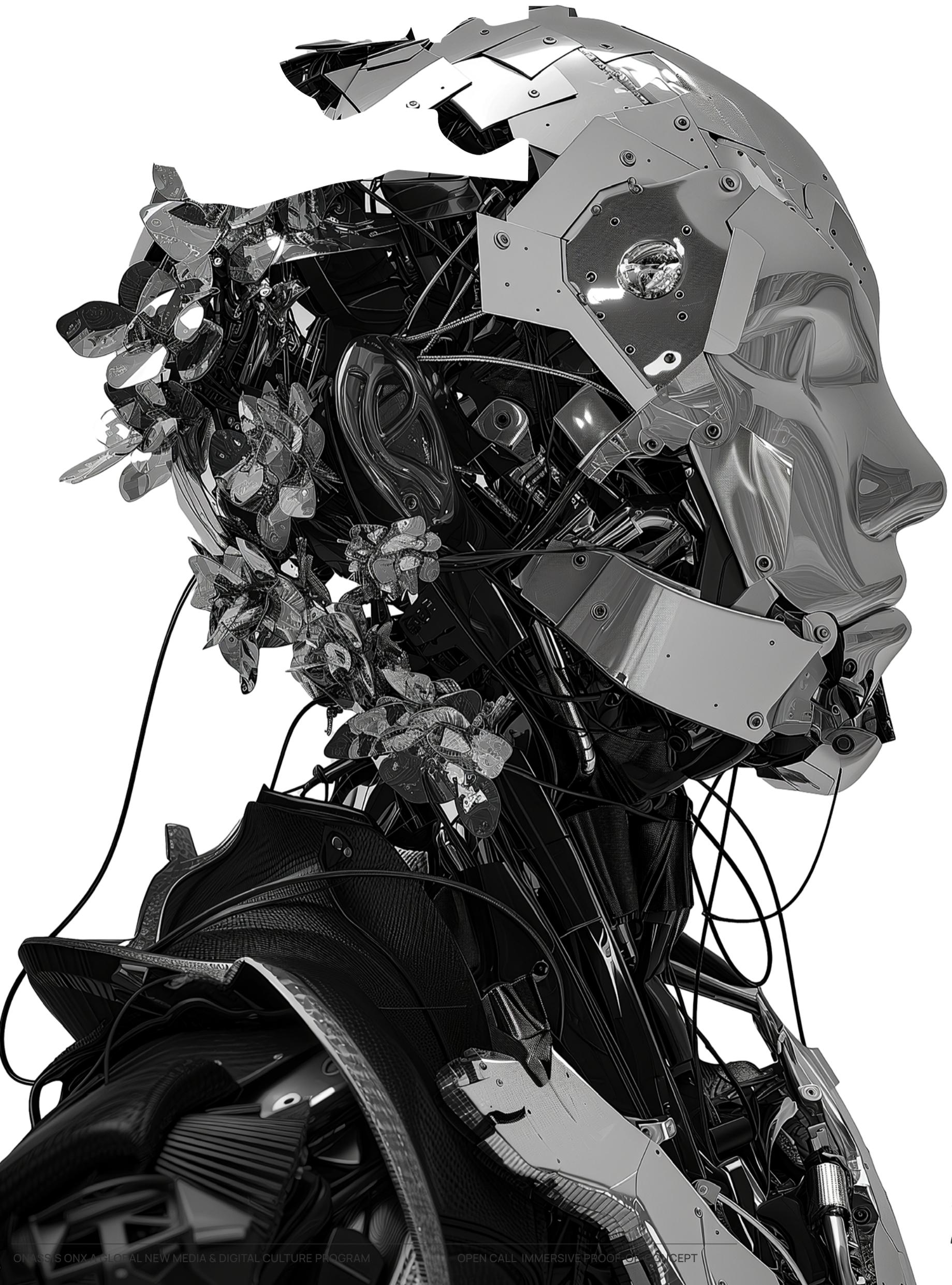
5. 3. Eligibility Criteria

CREATIVE CONCEPT	
Format	Any creative work or experience including the following technologies: Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), 360 Dome projection, Artificial Intelligence in animation, Digital Games, Net Art, Immersive Installations, Public Art Installations.
Type	N/A (diction, documentary, series, animation, etc.)
Originality	The projects can be based both on original concepts and licensed adaptations of other works.
Production Plan	A prototype must be completed and delivered by September 30, 2024.
Location of Production	60% in Greece
Co-financing	All submitted projects should have secured at least 30% of their total budget and must be able to prove that this financing is in place (before Phase C.3).

DESIRED MATURITY LEVEL	
Creative Readiness	Defined project concept & direction
Business Readiness	Brief business strategy and monetization sources
Technology/ Technical Readiness	Defined mediums
Investment Readiness	In mature discussions with production company, if not contract signed

Applicants can submit multiple applications, either as the lead representative of a proposal or as a team member in various proposals. There is no restriction on the number of applications in which an individual can be involved. However, in the event of multiple submissions for the same proposal (identified by the same project title and logline), only the most recent submission will be considered for review.





6. WHO IS IT FOR

The Onassis ONX Immersive Proof of Concept program is open to all sorts of creative teams, e.g.:

- Creative Teams & Companies
- Software Houses (with expertise in VR/AR/XR and creative skills)
- Gaming Studios & Teams

Individual participation is possible, though not highly encouraged.

Eligibility criteria:

In evaluating applications for the program, emphasis will be placed on assessing the technical background and expertise of the team. It's important that at least one team member, ideally in the role of Technical Director, or the solo creator, demonstrates proven knowledge and skills in the required technologies for developing a prototype. Additionally, applicants are free to submit multiple applications, either individually or as part of different teams, without limitations on the number of applications per individual. However, for multiple submissions of the same project (identified by identical project title and logline), only the latest submission will be taken into consideration. This comprehensive assessment ensures that each project has the necessary technical foundation for successful development.

After a 3-step selection process, up to 5 teams will join the program.

7. INCENTIVES & AWARDS

7.1. Starting Grant

The teams accepted in the program will receive a starting grant of € 2,000 upon completing their participation contract. Moreover, by entering the program, teams get access to a global network of experts and 1-on-1 mentoring.

The grant will be provided to the selected teams or representative of the application if not incorporated.

7.2. Seed-funding Grant

Seed funding for the development of the prototype will be given only to teams that will get accepted in Phase C.3, under the condition that they hold a contract with a production company.

The seed-funding grant is equal to at least 40% (and up to € 8,000 total per team) of the total budget for prototype development. The budget breakdown is submitted as a milestone deliverable of Phase C.2 under the guidance of mentors and experts. The seed-funding grant will be provided to the Production Company that the team has contracted with

7.3. Other Incentives

Other incentives can be given during the program based on teams' performance and special needs. Some of these might be:

- Access to Onassis Stegi infrastructure, facilities, and equipment upon availability.
- Option to present work-in-progress during the Onassis AiR Open Days.
- Feedback by Onassis Stegi experts.
- Networking and showcase opportunities.

8. ONASSIS ONX RIGHTS OVER SELECTED PROJECTS

- By submitting your project to this program, you acknowledge and agree that the organizer reserves the Right of First Refusal (ROFR) for the presentation, promotion, co-production, or distribution of the submitted projects.
- Onassis ONX shall be credited as a co-producer of the selected productions.
- Onassis ONX reserves the right to present the project at its premises or at some associated event, on the condition that 18 months have passed since their completion and in consultation with the producer(s).
- Onassis ONX reserves the right to broadcast digital material on the Onassis Channel on YouTube, social media, and other digital platforms provided that there are no geographical restrictions in place, and only upon relevant consultation with the creators and producers.

9. TO CONSIDER BEFORE APPLYING

Be available for a one-on-one, online interview (approx. 30 minutes) between March 20-30, 2024, with the Onassis ONX Team, if selected during Phase II of the selection process.

- Fully commit to the program for the selected period. You are expected to make deliverables of all phases on time and take part in regular check-ins with the Onassis ONX Team and mentors.
- Participate in collective activities taking place physically or digitally.
- Participate physically in a 1-week acceleration program at the end of May. Travel and hospitality are not covered by the Onassis ONX Immersive Storytelling PoC.
- (For teams successfully accepted for prototype development) Participate in a showcase event in December 2024. Other showcase opportunities might include participating in AiR/ONX Open Days, a series of events that will run throughout the year and are open to the public and industry partners.



10. SELECTION PROCESS & CRITERIA

10.1. Selection Process

The selection for the Onassis ONX Immersive Proof of Concept will be done in three (3) phases.

During the first phase, internal evaluators review all applications based on the evaluation criteria listed below, without seeing personal information (e.g., name and bio), and assess the fulfillment of the eligibility criteria (Screening). In the second phase, expert internal and external evaluators assess the total of the application.

In the final phase, all applications will be reviewed in detail by Onassis Culture team members in collaboration with an external selection committee.

Interviews will be conducted through video conference with each of the pre-selected applicants. Following the interviews, the final selection of participants will be made. Each selected participant will be informed no later than April 15, 2024.

10.2. Criteria

- Artistic quality based on aesthetics and originality developed in the proposal.
- Innovative and effective use of emerging technologies/ new media.
- The feasibility and art-technology congruency of the technical approach judged in accordance with the production elements presented in the dossier and the production team involved.

- Relevance of your proposed project to the Onassis ONX program and curatorial direction.
- The quality and completeness of the proposal, both on an artistic level and in terms of team/cast.
- The originality of the proposal and the director's prior work/portfolio will be considered a plus for the application.

It is expressly stated here that:

- The criteria set out above shall all be taken into account by the Onassis Culture team and the external committee, which shall, however, select the winner(s) freely, at their absolute discretion.
- Onassis Culture is under no obligation to communicate the reasoning behind its choices or with regard to proposals that are rejected.
- Once the results have been announced, there shall be no re-evaluation of the submissions, and there can be no appeals.





11. APPLICATION FORM

Candidates who wish to apply must create a personal account at the Onassis Directory through the application link and they can fill in the application and upload the required supporting documents gradually until the deadline for submissions.

For a team's submission, only the team's representative applies. In the case of multiple applications, the most recent one will be taken into consideration.

Your answers in the application form and supporting documents should be in English.

In the online application form, applicants are asked to provide the following:

- Your contact details
- A brief description of the project
- The technical and financial requirements of the project
- Biography & portfolio of participating members

Applications should be submitted in English. Incomplete applications will not be reviewed.



12. USEFUL MATERIALS & TEMPLATES

Please find here all the useful materials and templates for your application.

Application Link	Application Form Template	FAQ	Terms & Conditions	Privacy Notice	Budget
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If you have general questions during the time that the Open Call online platform is open (from February 16 to March 15, 2024, at 12:00 noon, UTC+2) about the application or the program, please email digital@onassis.org and/or Anastasia Mavrogianni, Innovation & Community Events Coordinator, (amavrogianni@onassis.org) (Office hours: Monday to Friday, 10:00-18:00 UTC+2).

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