

VRHAM! 2025: Hamburg's first Biennale for Digital and Immersive Art will open in June

- VRHAM!, the renowned Virtual Reality & Arts Festival, is evolving into a Biennial, establishing itself as a leading international platform for digital and immersive art.
- The 2025 edition of **VRHAM! – Digital and Immersive Art Biennale** will focus on the intersection of contemporary visual arts and immersive media.
- **Open to all:** From June 11–18, 2025, visitors can experience interactive installations, thought-provoking panels, inspiring talks, and exclusive networking opportunities—centered in Hamburg's Oberhafenquartier and extending to further locations.
- For all details about the immersive exhibition, Digital Art Lab, Games Lounge, Digital Art Delegation, and more, please visit <https://www.vrham.de/en/>

Hamburg, 4 April 2025 - VRHAM!, Hamburg's leading festival for Virtual Reality art, is evolving and will debut as an independent biennale, redefining the landscape of digital and immersive art. From **June 11–18, 2025, VRHAM! – Digital and Immersive Art Biennale** will transform Hamburg's Oberhafenquartier into a global hub for art, technology, and innovation.

Under the theme “Rethink Art!,” VRHAM! will present visionary digital artworks and interactive experiences that challenge perspectives on contemporary art. With this bold new direction, VRHAM! becomes the world's **first curated biennale format** dedicated to exploring a **different genre of digital art with each edition**. The 2025 launch will focus on the intersection of Visual Arts and immersive technologies, followed by themes such as Dance & Performance (2027) and Film & Moving Image (2029) in future editions.

“Digital art is evolving at a rapid pace and transcending the boundaries between genres. With the VRHAM! Digital and Immersive Art Biennale, we are creating a format that brings together artists, curators and a broad audience alike: for in-depth artistic experiences and an international exchange on the future of digital art”, states Ulrich Schrauth, Artistic Director of VRHAM!

International Highlights and an immersive experience: At the heart of VRHAM! – Digital and Immersive Art Biennale is a groundbreaking immersive exhibition, spanning multiple locations across Hamburg's Oberhafenquartier. Showcasing cutting-edge digital works at the intersection of painting, sculpture, AI art, photography, light art, and virtual reality, the exhibition will feature internationally renowned artists alongside emerging talents. The first names will be announced in April.

Visitors can look forward to **interactive VR experiences, site-specific installations, and a Games Lounge** exploring the fusion of gaming and art. The program is further enriched by **talks and panels** with leading experts, as well as a **Digital Art Delegation**, reinforcing Hamburg's position as a global hub for digital art.

DIGITAL ART LAB: As part of **VRHAM! 2025**, the successful format of the **Digital Art Lab** will be hosted in Hamburg. Supported by **DKB Stiftung** and in cooperation with **CAA Berlin**, the Lab will feature a diverse **programme of panels, talks, and workshops** focusing on digital and immersive art. Curator **Peggy Schoenegge** is spearheading the programme, bringing in her expertise in mediating digital art from the contemporary context. Digital Art Lab premiered successfully during Berlin Art Week in 2023, and now VRHAM! brings this platform for interdisciplinary exchange to Hamburg.

Hamburg as Digital Art Hub: Moving to biennale format, VRHAM! is fostering Hamburg's role as an internationally recognized epicenter of innovation in art and technology. This is made possible with the generous support from the Hamburg Ministry of Culture and Media, alongside other dedicated [partners](#). Since its founding in 2018, VRHAM! has established itself as a leading festival for virtual reality and immersive art, gaining worldwide recognition - with international showcases in Venice, Miami, and Moscow, as well as a growing creative community featuring world-renowned artists such as Jonathan Meese, Tamiko Thiel, Mary Sibande, Sabrina Ratté, and Dani Levy.

Partner:

With the kind support of the Ministry of Culture and Media Hamburg, MOIN Film Fund Hamburg Schleswig-Holstein, DKB Stiftung, Senate Chancellery Hamburg, and the Québec Government Office in Germany. In collaboration with Tom Reichstein Contemporary, CAA Berlin, and Hamburg Kreativ Gesellschaft.

About VRHAM!: The story of VRHAM! is a chronicle of innovation in virtual art. Since its premiere in 2018 as the world's first artistic VR-festival, VRHAM! has not only opened new avenues for the presentation of digital art but has also established itself as a platform for experiments and groundbreaking projects. The merging of physical installations with virtual worlds marked the beginning of a new era in the art world, drawing international attention to Hamburg. With growing success, the festival continuously evolved, doubling its space in 2019 and increasingly showcasing performative works, thereby gaining significance far beyond the borders of Hamburg. Particularly the bold steps taken during the COVID-19 pandemic, such as the introduction of a fully virtual format in 2020, underscored VRHAM!'s ambition to take a seminal role in the digital art sector. 2022 marked another milestone when VRHAM! went on an international tour with the exhibition **ULTRAMARINE** reaching stops in Venice and Miami. With exhibiting artists such as TamikoThiel, Jonathan Meese, Dani Levy, and Richard Siegal, the festival not only created a platform for the most significant digital artists in the world but also revolutionised the way virtual and mixed-reality art is presented. VRHAM! not only strengthened Hamburg's significance as a dynamic hub for digital art but also made a crucial contribution to the development and recognition of virtual art on the international stage. With its new biennale format, VRHAM! 2025 places a special focus on curatorial depth and interdisciplinarity in order to actively contribute to the future of digital art. For more information, visit www.vrham.de.

About Ulrich Schrauth: Ulrich Schrauth is a leading curator and creative director in the field of immersive media, renowned for his innovative approach to art and technology. As the Artistic Director of the **UBS Digital Art Museum** in Hamburg and founder of **VRHAM! Biennale**, he is at the forefront of shaping digital art experiences. Working between Hamburg and London, he also leads the Immersive Programme at the **British Film Institute (BFI)** and serves on the Arts and Creative Industries Advisory Board for the **British Council**. Ulrich is a jury member for prestigious international awards, including the **Lumen Prize** and **Fedora Digital Art Prize**. A sought-after speaker at major events like the **Venice Biennale**, **SXSW** or **Cannes Film Festival**, he is a key voice in the evolving world of XR and digital creativity.

All press texts, images, and video material can be found in the [EPK](#).

Press Accreditation for VRHAM! 2025 Now Open!

Journalists and media representatives can apply for accreditation for *VRHAM! – Digital and Immersive Art Biennale* to gain access to exclusive events, press briefings, and background information. **Accredit now at:** <https://www.vrham.de/en/accreditation/>

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