

DOK Industry Podcast Episode 6: What Lasts: Building a Future for XR and Immersive Arts

Press Release
3 December 2025

Exploring the future of XR across the UK and Germany in partnership with the British Council



Max Permantier, May Abdalla, Ulrich Schrauth, Sarah Ellis und Paul Hauptmeier (l-r) | © Dshamilja Liess

Immersive technologies are transforming how we tell stories and connect with audiences. The new episode of the DOK Industry Podcast **“What Lasts: Building a Future for XR and Immersive Arts”** brings together XR producers, curators, and cultural decision-makers from Germany and the UK to debate how the sector can grow beyond short-term projects.

The talk examines the forces shaping XR’s future, from long-term sustainability and cross-border collaboration to responsible approaches to AI, data, and inclusion. By comparing UK and German models, the discussion explores what it will take to build an XR sector that is not only innovative but also enduring.

This podcast is a recording of the live panel “What Lasts? Building a Future for XR and Immersive Arts” that took place at the 68th edition of DOK Leipzig, during DOK Exchange XR (31 October 2025) — the festival’s industry programme for interactive and immersive storytelling — held in partnership with the British Council Germany.

Moderated by Ulrich Schrauth, Artistic Director of the UBS Digital Art Museum in Hamburg, founder of the VRHAM! Biennale and Head of Immersive Programme at the British Film Institute (BFI), the conversation features May Abdalla, Emmy-nominated director and artist as well as co-founder of Anagram; Sarah Ellis, award-winning producer and Director of Creative Innovation at the Royal Shakespeare Company; Paul Hauptmeier, composer and multimedia artist and founding member of ZiMMT Leipzig; and Max Permantier, Funding Executive at FFF Bayern overseeing XR funding. Together, they unpack the real challenges behind building a sustainable XR field: securing long-term funding and structures, supporting artist-led experimentation, strengthening international co-productions, and ensuring diversity, accessibility and ethical responsibility in immersive media. The discussion also references the newest British Council report [“Why Technology Needs Artists”](#).

68th International Leipzig
Festival for Documentary and
Animated Film

27 October to 2 November

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DE141498242

The episode has an audio transcription, cleaned for clarity, to support accessibility. All podcast episodes are available on the DOK Leipzig website, as well as on Spotify, Apple Podcasts and Podigee.

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Listen to the podcast episode: [DOK Industry Podcasts](#)

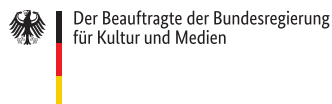
More information about the DOK Industry Podcast: [DOK Industry Podcast](#)

The production of the DOK Industry Podcast is supported by Creative Europe, BKM, MDM, and the City of Leipzig.

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