

Wales Millenium Centre x Sugar Creative Innovate UK Immersive Tech Internships 2025

The Internship

The applicant should have an interest and strong skills in the following areas:

- Storytelling and narratives
- XR production (AR, VR, MR)
- Documentary and performance
- Exhibition and distribution

The successful applicant will have the unique opportunity to work with Wales Millennium Centre and Sugar Creative on one of our new XR productions and/or an XR exhibition. Through this we hope to:

- Develop ideas toward a prototype XR experience.

The applicant will gain experience working as part of a wider creative team and will have the opportunity to work with an XR director to help shape a new XR production, understanding ways in which we might realise the experience for exhibition. As this is a shared partnership between Sugar Creative and Wales Millennium Centre, the applicant will have the opportunity to experience both creative arts and commercial development environments.

About the Partners

Sugar Creative

Sugar Creative are a Wales based Creative Technology studio who specialise in delivering wonder through innovation. Bringing imagination to life, with inspirational and incredible outcomes for everything from entertainment to marketing and science. Based in the UK and serving international partners including Aardman, Boston Museum of Science, Dr.Seuss, the Chemical Brothers, Ubisoft, BBC, and Tmobile they are regarded as one of the UKs leading creative innovators.

Current flagship projects include a recent partnership between Sugar and Ubisoft creating a global first-of-immersive experience that will bring the world of Assassin's Creed Valhalla to life in XR, a brand new story engine creating narrative VR experiences, a partnership with National Museum Wales to give voice to underrepresented interpretation of the museum collection, and an inclusion and innovation project that will develop the ability to effectively incorporate BSL into VR as an equal language.

They recently launched the cutting edge AR experience 'Dr.Seuss' ABC: An amazing AR alphabet' and the next generation trans-media story experiences 'Wallace and Gromit: The Big Fix Up' and 'Wallace and Gromit: Fix Up the City' to both critical acclaim and app store success. In the last few years the studio has received awards and accolades including a QLD XR Best in World award, shortlisting for two Cannes Lions, a BIMA10, UK App Award, and a TIGA for best cultural game.

Wales Millennium Centre

Wales Millennium Centre (Cardiff) is Wales's national performing arts centre. The centre stages musicals, opera, ballet, contemporary dance, comedy, cabaret as well as producing and presenting community performances, exhibitions, and flagship events such as our international arts festival Llais and the National Eisteddfod.

We are a new home for immersive experiences and storytelling. Since 2021 we have co-produced two immersive productions *Ripples of Kindness* and *The Museum of Nothingness*, launched our immersive venue *Bocs* (the first of its kind in an arts centre in the UK), worked with some of the UK's leading artists in this field, created a small R&D facility and integrated with our stage productions team to explore the relationship between live and digital experiences.

We bring experience in connecting work with live audiences in an experiential way and supporting artists to develop their creative practice alongside technological advancement creating a cross-fertilisation that drives forwards the possibilities of technology, content creation, and audience experience. We also have expertise in working with Welsh language productions and exploring innovative ways to work bilingually, increasing opportunities for artists and audiences.

At the heart of our work is a connection to voice and voices and how immersive technologies can support and augment existing creative practice. Our work is not driven by the possibilities of technology but by the possibilities of the story and the artist's vision and this is the specific expertise that we bring. The quality and expertise we bring is evident in our critically acclaimed experiences *Ripples of Kindness in 2021* (which was part of the official selection at FIVARS Festival and QLD XR Festival) and *The Museum of Nothingness in 2022* as well as the testimony from digital producers we have worked with.