

ISE Spark 2026



Integrated Systems Events has unveiled the partners and curated content programme for Spark, the new showcase for the creative industries at ISE 2026, taking place 3–6 February at Fira de Barcelona Gran Via. Spark addresses the industry’s need for an event that unites the creative sectors bringing together gaming, broadcast, design, live events, and media inside one immersive experience.

Partners driving Spark include headline sponsor Samsung, strategic technology partners Mo-Sys, 3Cat and Lab of Tomorrow, as well as supporting partners CFLEX Event Solutions, Silver Music Entertainment, and LVP – Liga de Videojuegos Profesional (GRUP MEDIAPRO). Together, they will power keynotes, sessions, and brand experiences designed to unite the global creative community and demonstrate the future of digital creativity in real time.

At the heart of Spark’s programme is a series of immersive installations and live experiences showcasing how creative technology is transforming storytelling and audience engagement. Samsung will lead the showcase with its IVC Series Virtual Production Indoor LED signage. Attendees will experience firsthand how this LED technology empowers studios across broadcast, film, XR, and live events to push the boundaries of storytelling.

“Samsung has been working in broadcast, media & entertainment, live events, and gaming for some years now, designing our display technology to suit the specific requirements of each market. So, when we heard about the Spark event we wanted to be involved and are happy to support its inauguration, and we hope it will remain a core feature of ISE for years to come,” said Simon Jackson, Vice President of Samsung Europe.

Mo-Sys has been invited by ISE to be a Strategic Technology Partner, unveiling its

MoStudio solution on a Virtual Production stage powered by Samsung, as part of the ISE Spark summit. MoStudio enables Samsung's VP environment to act as a full creative hub - pushing the boundaries of how organisations create, communicate and connect through immersive visual storytelling. This transformative innovation removes the complexity barrier to deliver a full broadcast tech stack, putting the visual language of broadcast in the hands of business. MoStudio exemplifies Spark's mission to spotlight tools that don't just work technically but expand creative possibility; enabling broadcast-quality experiences that are agile, scalable and designed for a new generation of content creators and communicators.

3Cat, Catalonia's leading audiovisual media corporation, will present an interactive experience inspired by its new video game Manairons, rooted in Catalan folklore. Visitors can explore a three-screen cube through gesture-based interaction and try a demo outside the cube. Co-produced with JanduSoft and with Flop Work as technology and interactive partner, the project highlights 3Cat as a creative-tech media hub and producer of innovative digital storytelling.

Lab of Tomorrow, the entertainment innovation arm of Tomorrowland, will pull out all of the stops, featuring their extraordinary Floating Sky, as seen at Tomorrowland 2025. Demonstrating how sound, imagery, lighting, and operational expertise converge to transform live environments. Supported by partners including KLSTR, Prismax, Fisheye, XineRobotics, and Areal, Floating Sky reflects the power of collaboration across creative, technical, and operational disciplines, turning ideas into scalable, future-proof live experiences.

Together, these activations and partnerships reflect Spark's ambition to drive collaboration, inspire innovation, and unlock new creative possibilities across industries. "Spark is where creativity and technology converge in real time," said Mike Blackman, Managing Director of Integrated Systems Events. "We're proud to work with partners who are actively shaping the experiences that will inspire the next generation of creators."

Spark's content programme will offer a daily lineup of unmissable keynotes, sessions, and deep dives. Hear from global pioneers including Victor Martí, Director Head of Production of Netflix, Alex Boateng, Co-President of 0207 Def Jam, and Jordan Schwarzenberger, CEO and Founder of Arcade. Other notable speakers joining the Spark programme include IC-VFX Specialist and Co-Founder at MARS Volume and Bild Studios, Rowan Pitts, Trevor Burk, creative Director at Visual Noise Creative, Nick Troop, Executive Producer at POSSIBLE, Will Saunders, Creative Head at the CoSTAR National Lab and Marc Lopez, Director at Catalunya Media City on everything from virtual production to worldbuilding and next generation media cities. Long term ISE partner Catalonia AV Cluster will be supporting Spark through contribution from some of its 250 members.

Cluster Manager Eduard Gil said: "The Cluster brings together entertainment and business models on one hand alongside communication advertising and events on the other. Just like Spark!" The full content programme schedule is now available at

the website below.

Keynote highlights are:

- Tuesday 3 February - The Global Future of Storytelling, with Victor Martí, Director Head of Production at Netflix
- Wednesday 4 February - From Silos to Systems: How Cultural Ecosystems Power the Future of Creativity, with Alex Boateng, Co-founder of 0207 Def Jam
- Thursday 5 February - From Talent to Enterprise: Building Creator-Led Businesses That Last, with Jordan Schwarzenberger, CEO & Founder of Arcade

Other Spark 2026 topic highlights include:

- What If? The Hidden Engine of Creativity, in AI Times – why intention, curiosity and interpretation remain the true drivers across AV, XR and digital storytelling.
- American Icon: Delivering Massive Pixel Counts for Immersive Experiences – Deep dive into ultra-high-resolution immersive content pipelines.
- Virtual Production Case Studies – Practical VP examples from major TV and film projects.
- Strengthening Audiovisual Ecosystems in Catalonia and the United Kingdom – Discussion on sustainable media ecosystems and innovation.
- Broadcast Reimagined: From Local Stories to Global Audiences – giving a clear sense of where the broadcast industry is heading, and how to be part of it.
- Design Leads. Technology Amplifies. The Audience Feels – how design-first thinking turns AV, light, sound, sensors, LED and projection into emotionally driven, human-centred experiences across retail, culture and live events.

Spark is more than an exhibition; it's a hub where creativity and technology converge. Visitors will have the rare opportunity to see emerging technologies in action, connect with worldclass innovators, and gain insights that will shape your next big project.

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