



Executive Summary: Fulldome in the UK

This is an executive summary of the report *Fulldome in the UK*.

[Find the full report on our website.](#)

This comprehensive report investigates the potential of fulldome technology within the UK's creative industries, offering an in-depth examination of its evolution, current landscape, challenges, and opportunities.

Funded by Creative UK's New Ideas Fund and produced by Live Cinema UK, the study aims to support the growth of fulldome as an artistic medium and expand its reach to broader audiences.

The research involved extensive collaboration with fulldome artists, venues, distributors, and academics, providing a multifaceted perspective on this emerging field.

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Funded by **Creative UK**

Key findings



Evolution of Fulldome

Fulldome has undergone a significant transformation from its origins as a tool for astronomical education in planetariums. It has evolved into a versatile platform for diverse artistic and cultural experiences, encompassing everything from immersive art installations to live performances. This shift represents a major opportunity for creative expression and audience engagement.

Challenges in the Sector

Creators and venues face substantial obstacles in realising fulldome's potential. These include limited funding opportunities, inadequate distribution channels, and difficulties in audience engagement and retention. The lack of standardised technical specifications across venues further complicates content creation and distribution. Financial risks and resource limitations often deter venues from programming cultural content, creating a cycle of underutilisation.

Content Archive Necessity

The report identifies a critical need for a curated archive to preserve and showcase fulldome artworks. Such an archive would not only document the medium's history but also serve as a valuable resource for artists, academics, and venues. It could significantly enhance the accessibility and distribution of fulldome art, inspiring future creations and fostering a sense of community within the sector.

Collaboration Potential

The study highlights exciting opportunities for innovative partnerships between visual artists and live performers within the fulldome format. These collaborations could lead to groundbreaking new forms of immersive experiences, blending various artistic disciplines in ways uniquely suited to the fulldome environment.

Key findings



VR to Fulldome Adaptation

Fulldome presents a promising avenue for adapting VR content, potentially reaching larger audiences and overcoming VR's accessibility limitations. This crossover between technologies could provide a significant boost to both the VR and fulldome sectors, offering creators new platforms for their work and audiences novel ways to engage with immersive content.

Venue Diversity and Technical Challenges

The UK fulldome sector comprises approximately 30 venues, mostly planetariums, with varying technical specifications and capacities. This diversity presents both challenges and opportunities. While it complicates standardisation efforts, it also allows for a range of unique experiences tailored to different audience sizes and types of content.

Licensing and Distribution Models

The report examines various licensing and distribution models currently in use, including festival licences, day licences, gate shares, and subscription models. It identifies the need for more structured approaches to licensing and distribution to support the growth of cultural fulldome content.

Recommendations



1. Develop standardised technical specifications and create a centralised database of venue capabilities to streamline content creation and distribution.
2. Establish intermediaries for content curation and distribution, reducing the burden on individual artists and venues.
3. Create a dedicated cultural content archive for fulldome works, ensuring preservation and easier access to high-quality creative content.
4. Foster cross-disciplinary collaborations in fulldome creation, encouraging innovation and diverse content.
5. Secure funding for artist residencies and development opportunities, providing creators with access to fulldome spaces for hands-on experimentation and testing.

This report serves as a foundational resource for understanding and leveraging fulldome technology in the UK's creative sector. It provides a roadmap for addressing current challenges and capitalising on emerging opportunities, with the potential to significantly enhance audience experiences, support artistic innovation, and contribute to the broader immersive media landscape.

The implementation of these recommendations could markedly advance the integration of fulldome into the UK's cultural and creative ecosystems. By doing so, it would open new avenues for artistic expression, audience engagement, and technological innovation.

This report calls for collaborative efforts among artists, venues, policymakers, and funding bodies to realise the full potential of fulldome as a dynamic and impactful medium in the UK's creative industries.

To discuss our findings directly, contact [**kate@livecinemauk.com**](mailto:kate@livecinemauk.com)