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Digital Innovation and traditional Craftsmanship – EYA Hackathon combines Virtual Reality with Social Entrepreneurship

The „Social VR Hackathon" of the European Youth Award 2018 will take place in Budapest from February 22-24. It is the first one of its kind in the Hungarian capital.

How might help mobile and Virtual Reality technologies help the craftsman's work and promote skilled craftsmanship in a time of shortage nowadays? 40 students from four Universities in Budapest – Moholy-Nagy University of Art and Design (MOME), Corvinus University (BCE), Budapest University of Technology and Economics (BME) and Eötvös Lóránd University (ELTE) – will get down on this topic next week at the Social VR Hackathon. It's the first time that students from four completely different disciplines will join forces.

In 48 hours they will brainstorm ideas and get first prototypes ready. The tech focus will be on mobile, Virtual Reality (VR) and 360° technology. The teams are supported by outstanding onsite coaches like Zoltán Lublóy or EYA Juror Tibor Kecskés. In addition, online coaches from all over the globe like #EYA17 Overall Winner Swetal Shah and Josiah Eyison will support the teams. The best teams will be selected by a top-class jury consisting of outstanding experts like Judit Grósz or György Simó.

„With its categories "Managing Life" and Sustainable Economics" the European Youth Award sets a clear focus on the current and much debated issue of digitalisation in work, employment and society. At the Social VR Hackathon students have the unique chance to experiment with Virtual Reality technologies and how they can be used effectively to contribute beneficially in the everyday life of craftsmen. It's a platform for young people, to develop smart solutions in a short time span", says Prof. Peter A. Bruck, initiator of EYA.

Due to the VR focus, the EYA Social Hackathon Budapest is official partner of the Global VR Hackathon organized by VRCORE. The winner team of the Budapest Hackathon has the chance to be selected to participate in the Final Championship 2018 taking place in China.

The final presentations and award ceremony are open for public and will take place on February 24, 2018 from 15.00-16.30 o'clock. R.S.V.P via e-mail.

Place: MOME Z, Nagy Auditórium, 1111 Budapest, Bertalan Lajos u. 2

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About the European Youth Award (EYA)

Called to life by prof. Peter A. Bruck, Honorary Chairman of the International Center for New Media in 2012, the European Youth Award (EYA) is a leading pan-European competition honouring excellence in the use of Internet and mobile applications for social empowerment. Conducted under the patronage of the Council of Europe and the Congress of Local and Regional Authorities, EYA is an annual contest motivating young people under the age of 33 to produce socially-valuable digital projects addressing the goals defined by the Council of Europe, Europe 2020 and the UN SDGs.