

# ITCH 3: Immersive Technologies and Cultural Heritage Symposium

Friday, November 14, 2025, The Ahmanson Lab, USC

*co-hosted by USC Dornsife, the Ahmanson Lab, and the UCLA XR Initiative.*

- 9:00 am Coffee and pastries
- 9:30 am **Welcome** - Francesca Albrezzi, Mats Borges, Amy Braden, Curtis Fletcher, Sean Fraga, Joy Guey
- 10:00 am **The Address Book Project and JOVRNALISM: Unlocking Hidden Histories Through Emerging Tech** - Robert Hernandez, Jinglin Jingan
- 10:45 am **Experience Pompeii I.14 on Apple Vision Pro** - Kai Feng Wu
- 11:30 am Lunch
- 12:30 pm **Reimagining Language and Memory: Immersive AI and the Basque Boarding House of Los Angeles** - Iker Otaegui, Jordan Galczynski
- 1:15 pm **Multispecies Ethnography and Virtual Reality in Bhutanese Highland Ecosystems** - Brian Young
- 2:00 pm Coffee break
- 2:15 pm **Digital Turf Project** - Doug Daniels, Alex Casteel, Connor Lim
- 3:00 pm **Bunker Hill Refrain** - Meredith Reitan, Andy Rutkowski, Suzanne Noruschat, Mats Borges
- 3:45 pm **Roundtable Discussion** - All participants and guests