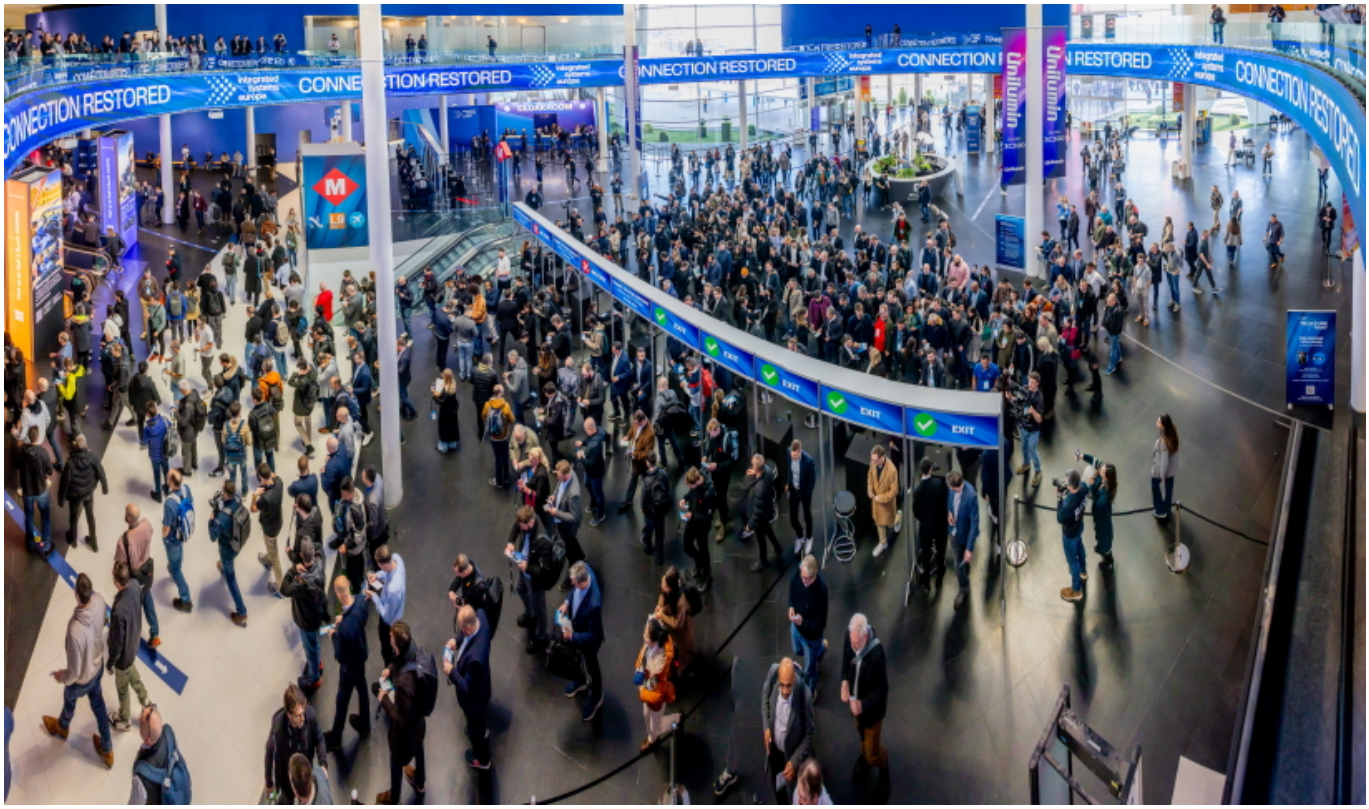
ISE Spark 2026



Integrated Systems Events announces the launch of Spark, a new four-day showcase event dedicated to cross-vertical creative connectivity. Incubated by Integrated Systems Europe (ISE) within its 2026 edition from 3 to 6 February at Fira de Barcelona, Spark will serve as a hub for creative professionals, technologists, and decision-makers to connect, share ideas, and explore the future of creativity - from the power of convergence and cultural intelligence to new approaches in collaboration, immersive storytelling, AI, and innovation. Blending hands-on labs, immersive environments, thought-leadership sessions, and networking opportunities, Spark is designed to inspire both current and next-gen creative talent, offering a playground to experiment with new tools, exchange perspectives, and experience creativity in action. Spark will be built on ISE’s legacy for event design in the tech space extending the show’s reach into the adjacent and often overlapping creative economy.

With a mission to tackle the ‘Connection Paradox’, a world that is hyperconnected yet increasingly fragmented - Spark aims to assemble creative professionals around tech, tools and platforms that unlock sharper experience design, compelling storytelling, and improved audience engagement. By blending the reach of digital technologies with the impact of in-person experiences, attendees can expect to not only gain exclusive access to cutting-edge tech, but also to valuable resources, professional networks including the investor community, and opportunities for personal development that can accelerate their projects and strengthen their

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creative practice.

“Spark connects the brightest minds in creativity and technology to push beyond, stimulate new ideas, and redefine what’s possible,” explains Mike Blackman, Managing Director of Integrated Systems Events. “With boundaries between creative disciplines fading, Spark highlights how broadcast is merging with gaming, and design integrates with live events, offering a firsthand look at the future of cross-industry collaboration. By combining the seamless connectivity of creative technology with the immersive energy of live events, Spark is more than a showcase, it’s a blueprint for the future of creative innovation.”

The boundaries between creative disciplines are fading fast. At Spark, attendees will see how areas such as gaming and broadcast, design and live events intersect, reflecting a broader shift toward convergence and collaboration over competition. This evolution is expressed through immersive LED environments, spatial audio demonstrations, AI-enhanced production workflows and interactive storytelling, clear examples of how technology and creativity continue to advance together.

Structured around four high-impact tracks - Broadcast, Live Events, Gaming, and Marketing & Design - Spark fosters real-time collaboration between creatives and technologists, encouraging cross-learning across all sectors. Here, broadcast intersects with gaming, design fuses with innovation, and AI empowers human imagination, all through live demos, installations, participatory workshops, keynotes, panels, fireside chats, and visionary discussions. Spark’s content programme equips creative leaders with the knowledge, resources, and mindset to thrive in a converging creative economy, while connecting them with a global network of trailblazers and celebrating diversity, sustainability, and purpose.

Spark’s debut marks the start of aligning Integrated Systems Events’ technology expertise with the creative industries. Set to grow into a standalone event in the coming years, it continues to be a show where boundaries fade, ideas ignite, and creativity converges.

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