# ISE returns to Fira de Barcelona in 2027

Integrated Systems Europe (ISE) returns to Fira de Barcelona from 2–5 February 2027, marking another significant step in the show's evolution. With an expanded exhibition at Fira Gran Via and an extended presence at Fira Montjuïc through Spark and EdTech Congress, ISE 2027 brings an even wider range of industries, technologies and communities into the conversation, reflecting the growing influence of AV across business, entertainment, education and the built environment.

“ISE 2027 is designed to give visitors much more than an overview of the latest technologies. It is an opportunity to gain fresh perspectives, challenge established thinking, connect with the people driving our industry forward and identify new business opportunities. Our ambition is to make every visit count – whether that means finding new partners, exploring emerging markets or gaining the insight to make better decisions about what comes next,” says Mike Blackman, Managing Director of Integrated Systems Events.

As more organisations take control of their own content production, the demands on corporate media teams are becoming increasingly sophisticated. The 'ISE Enterprise Broadcast Studio, powered by AVIXA TV', located in Hall 4, will bring this shift to life through a working broadcast environment, exploring the strategies, infrastructure and operational decisions involved in building and running a professional in-house studio. Expert discussions and practical case studies will examine the considerations involved, from system architecture and interoperability to investment and implementation as well as explore the business case for investment and lessons from broadcast, sport and the creator economy, helping organisations make better use of the content they use.

What happens when AI becomes part of the workplace experience? The Smart Workplace Presented by FORTÉ & ISE brings this vision to life through an immersive, hands-on journey that follows a typical working day, from arrival and wayfinding to intelligent meeting rooms, collaborative workspaces communication, and events. It demonstrates how AI, intelligent spaces and connected experiences work together to improve collaboration, streamline operations and enhance productivity.



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Designed and delivered by FORTÉ, the Smart Workplace brings together solutions from Crestron, Legrand AV, Logitech, Microsoft, Q-SYS, Shure, and Sony in one integrated experience. Through a guided, day-in-the-life journey, visitors experience real-world workplace scenarios across welcome areas, shared and personal spaces, meeting environments, broadcast communications and workplace intelligence.

From simplifying everyday interactions to using workplace data to inform smarter decisions, the experience explores how AI and workplace intelligence can help organisations understand how people and spaces interact. Visitors will gain practical insights into the possibilities available today and get a glimpse into how AI is reshaping the workplace of tomorrow.

ISE is introducing a new VIP Experience, designed to make every moment at the show count. Combining premium hospitality, dedicated spaces and enhanced access, it gives VIP guests greater flexibility to work, connect, recharge and make the most of their time at ISE. At its heart is the VIP Lounge in the Tibidabo Suite & Garden, providing an exclusive base throughout the day with dedicated workspaces, food and refreshments, and a daily Happy Hour from 17:00. Guests can also book a private meeting room for up to five people onsite, subject to availability. The experience extends across the show, with an All-Access Content Pass, priority seating at keynotes, a dedicated entrance and complimentary parking. Whether attending meetings, exploring the show or taking in the conference programme, VIP guests benefit from a more seamless and personalised ISE experience.

ISE 2027 will transform the South Access façade and the skies above Fira Gran Via into an interconnected visual experience, directed by French creative director and digital artist Alice Labourel. Titled ‘The Waking Cabinet’, the project explores the evolution of life, from the first cells in water and the emergence of life on land to humanity's expansion into the sky through technology.

Visitors can engage with the work through an interactive game available ahead of the evening performances, with Realtime Department creating the game artwork and additional visual assets for the project. The experience then evolves seamlessly into a performance on the South Access Screen before culminating in a spectacular drone show featuring 1,500 drones provided by LANG AG. Combining gamification, music, large-scale screen content and aerial choreography, the experience creates one continuous artistic journey across different media, spaces and scales. The drone show and South Access Screen performances will take place from Tuesday 2 to Thursday 4 February, starting at 18:00 each evening.

There is even more to explore during ISE week at Fira Montjuïc, where two complementary events bring new perspectives, communities and opportunities into the programme. On Wednesday 3 and Thursday 4 February, visitors can step into the worlds of content, entertainment and creative production at Spark, or engage with the latest developments in education and technology at EdTech Congress Barcelona.



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Spark brings together professionals from film, television, gaming, music, live entertainment and design, showcasing how creative disciplines and technology are coming together to shape new forms of content and audience experiences. Meanwhile, EdTech Congress connects education leaders, policymakers, institutions and technology providers to examine how digital innovation is transforming teaching, learning and education systems.

Both events offer a valuable opportunity to connect with sectors that increasingly intersect with the wider audiovisual and technology industries. And access is straightforward: an ISE 2027 badge also grants entry to both exhibition floors. One badge, three show floors. Regular free shuttle buses will run between Fira Gran Via and Fira Montjuïc, making it easy to include either event in your ISE itinerary.

ISE’s Tech Tours, in collaboration with Catalan Audiovisual Cluster, return in 2027, giving visitors the opportunity to explore how professional AV technology shapes some of Barcelona’s most distinctive cultural and public spaces. From a reimagined cinema experience and the visionary world of Salvador Dalí to the technology, creative processes and production workflows behind Catalonia’s public broadcaster, the tours offer insights into the ideas and expertise that bring these experiences to life.

New for 2027, two paid Exclusive Access tours offer rare insights into Barcelona Airport’s control room and the technology behind the Barça Immersive Tour. Places can be booked during ISE registration or via myISE.

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