

Several XR works to be presented at Marché du Film's 'Cannes XR Virtual' online event

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June 13, 2020 – For its 2020 edition, the **Marché du Film** – Festival de Cannes' XR program dedicated to virtual and augmented reality will become 'Cannes XR Virtual' from June 24 to 26. The three day event will be entirely dedicated to those working in the creative industries who use virtual and augmented reality technologies.

The unique edition will take place within the framework of the **Marché du Film Online**, an online market to be held from June 22 to 26. As part of the entirely online event, the **Marché du Film** – Festival de Cannes has teamed up with others players from the immersive industry, including:

The Museum of Other Realities (MOR)

The MOR will provide its entire virtual art gallery for the whole Cannes XR Virtual program, and is free and accessible to VR headset owners. The MOR will be live from June 24 – 26, and then accessible on replay until July 3 via the [MOR application on Steam](#), Viveport, or Oculus.

Tribeca Film Festival

Attendees of the **Tribeca Virtual Arcade**, presented by AT&T, will encounter a lineup of 12 VR and MR interactive experiences and exhibits (among them five world, international or European premières) from new and established artists using unique technology and perspective to tell stories. In addition, Tribeca will also host two creative panel discussions and a virtual dance party.

VeeR VR and Positron will present a selection of XR and 360° pieces with two prizes for the winners, which will consist of:

- **VeeR Future Award**

VeeR 360 Cinema at Cannes XR gathers 14 finalists from eight countries, selected for their ability to take advantage of Virtual Reality as the media, offering physical and emotional presence to viewers, with genres varying from live-action, animation, digital arts, to documentaries. From the Official Selection, one project shall be selected and awarded with USD \$1,000 and a Premium Distribution Package worth USD \$10,000, which includes global marketing campaigns, online & LBE distribution, and Chinese localization.

- **Positron Visionary Award**

The **Positron Visionary Award** will gather six XR pieces representing a diverse spectrum of excellence in storytelling through animation, live action, 360 films and interactive experiences. The prize consists of a Positron Voyager motion chair, delivered to the studio of the winning creator, along with a distribution deal worth USD \$60,000.

Cannes XR Development Showcase

The **Cannes XR Development Showcase** in association with **Kaleidoscope** will present international works that are currently in development and are seeking production and distribution support. The showcase aims to bring the projects into a global spotlight and to facilitate post-prototype work on projects. The selection presents 23 projects from 14 countries representing different formats (6DoF, 360 video, augmented reality, real time installations), and different genres (documentaries, games, animations, arts installations) but all relying on the power of storytelling.

Individuals from Google, Facebook, Microsoft, Intel, HP, HTC, Ryot/Verizon Media, Huawei, Epic games, Unity are among the **decision makers** who have confirmed their participation.

Cannes XR Virtual's objective is to allow artists and producers in the XR industry to continue to develop their projects, and to provide a platform through which they can still present their works, despite the ongoing global COVID-19 crisis. In total, more than 55 XR pieces selected by the Tribeca Film Festival, VeeR VR and Positron will be presented and visible in the MOR. Furthermore, two prizes will be handed out by a jury of professionals in the MOR on June 26: the VeeR Future Award and the Positron Visionary Award.

"During this very peculiar time, the **Marché du Film** is more than determined to highlight the XR industry and to foster links between artists and potential investors to support creation in all its richness and diversity. We are very proud to partner with these leading partners in the XR sector", said Jérôme Paillard, Executive Director of the **Marché du Film**.

For more information on the event, please visit <https://www.marchedufilm.com>.

Image credit: Marché du Film

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Sam is the Founder and Managing Editor of Auginix. With a background in research and report writing, he covers news articles on both the AR and VR industries. He also has an interest in human augmentation technology as a whole, and does not just limit his learning specifically to the visual experience side of things.

