



MARCHÉ DU FILM
FESTIVAL DE CANNES

Press release
Paris, June 11th, 2020

55 XR WORKS PRESENTED AT CANNES XR VIRTUAL ESSENTIAL INDUSTRY ONLINE EVENT

For its 2020 edition, the Marché du Film - Festival de Cannes' XR program dedicated to virtual and augmented reality becomes CANNES XR VIRTUAL from June 24 to 26. This 3-day event will be entirely dedicated to players from the creative industries who use virtual and augmented reality technologies.

This 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.

For this occasion, the **Marché du Film - Festival de Cannes** teams up with major key players from the immersive industry:

- The **MOR** (Museum of Other Realities) will provide its entire virtual art gallery for the whole Cannes XR Virtual program.
- **Tribeca Film Festival** will present a selection of interactive works including six world, international, European or online premieres.
- **VeeR VR** et **Positron** will present a selection of XR and 360° pieces with two prizes for the winner.
- **Kaléidoscope** teams up with Cannes XR to promote works in development.

Cannes XR Virtual's objective is to allow artists and producers in the XR industry to continue to develop their projects, and present their works despite the sanitary crisis. In total more than 55 XR pieces will be presented between projects in development and world previews.

"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." **Jérôme Paillard, Executive director of the Marché du Film**

Works presented during showcases in the MOR

55 pieces (including 23 Cannes XR Development Showcase) will be visible in the MOR. They have been selected by the Tribeca Film Festival, VeeR VR and Positron. **Two prizes** will be handed out by a jury of professionals, in the MOR on June 26th at 9pm: the VeeR Future Award and the Positron Visionary Award.

Tribeca Virtual Arcade *Sponsored by AT&T*

Tribeca Virtual Arcade @ Cannes XR, an innovative virtual exhibition as part of Cannes' venerable Marché du Film. Attendees of the Virtual Arcade, presented by AT&T, will encounter a lineup of 12 VR and MR experiences and exhibits (among them 5 world, international or European premières) from new and established artists using unique technology and perspective to tell stories. In addition, Tribeca will also host 2 creative panel discussions and a virtual dance party as part of their contribution to this groundbreaking event.

“At the heart of Tribeca Immersive is our commitment to showcase new technology and social experiences as a dynamic vehicle for storytelling,” said Loren Hammonds, Senior Programmer, Film & Immersive for Tribeca Film Festival. “This year’s program was set to feature some of the most innovative experiences to date. Now, as we forge a path towards a still uncertain future, we are excited to present a selection of those projects virtually, tackling adaptation and innovation in another context.”

Link to the selection:

<https://www.marchedufilm.com/programs/cannes-xr/showcases/tribeca-virtual-arcade/>

VeeR Future Award

Veer 360 Cinema at Cannes XR will gather 14 finalists for 8 countries (among them 1 world premiere) selected for their ability to take advantage of Virtual Reality as the media, offering the physical and emotional presence to viewers. The genres vary from live-action, animation, digital arts, to documentaries.

The jury team is composed of festival programmers, producers, industry leaders, distributors, and academic researchers. Elie Levasseur - XR program Leader at Marché du Film; René Pinnell - CEO & Founder at Kaleidoscope; Jingshu Chen - Co-Founder at VeeR; Liz Rosenthal - Programmer at Venice VR, Venice International Film Festival, Executive Producer at CreativeXR, CEO & Founder at Power to the Pixel; Michel Reilhac - Programmer at Venice VR; Loren Hammonds - Senior Programmer, Film & Immersive at Tribeca Film Festival; Astrid Kahmke - Festival Director at Virtual Worlds; Jay Kim - Producer; CoFounder at GiiÖii, XR curator at BIFAN; Xun Li - Senior Researcher, China Film Art Research Centre (China Film Archive).

From the Official Selection, one project shall be selected and awarded with \$1,000 USD cash and a Premium Distribution Package worth \$10,000 USD which includes global marketing campaigns, online & LBE distribution, and Chinese localization.

Link to the selection:

<https://www.marchedufilm.com/programs/cannes-xr/showcases/veer-360-projects/>

Positron Visionary Award

Positron Showcase will gather 6 XR pieces representing a diverse spectrum of excellence in storytelling: from futuristic sci-fi, to whimsical free-falling branching narratives, to documentaries that take us to dangerous places few have ventured, to tales of sacrifice and

love. Animation, live action, 360 films and interactive experiences— each represent some of the best cinematic content in VR today.

Viola Davis, Co-Founder & CEO of JuVee Productions, serves as president of an esteemed jury including Christina Lee-Storm, VR Producer, "How to Train Your Dragon: The Hidden World Virtual" / "Dragons Flight Academy," Jake Sally, (Head of Development, RYOT a Verizon Company), John Canning (Executive Producer – New Media & Experiential, Digital Domain) , Josh Nelson (Head of Immersive & Interactive Media, JuVee Productions), and Jeffrey Travis (CEO / Producer at Positron).

Prize consists of a Positron Voyager motion chair, delivered to the studio of the winning creator, along with a distribution deal (\$60,000 value).

Link to the selection:

<https://www.marchedufilm.com/programs/cannes-xr/showcases/positron-visionary-award-projects/>

Cannes XR development showcase

Cannes XR Development Showcase in association with Kaleidoscope presents some of the most exciting international works in development today seeking production and distribution support.

Curated by Kaleidoscope, Cannes XR and XR experts, this showcase aims to bring in-development projects into a global spotlight and to facilitate the 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 (Documentary, Games, Animation, Arts installation) but all relying on the power of storytelling.

The stories selected for this year's edition revolve around major global issues: climate emergency, human relationship with nature, technological acceleration and social issues that demand immediate attention. Selected projects will pitch to international decision makers over a period of three days and present their work-in-progress materials inside the Museum of Other Realities.

Link to the selection:

<https://www.marchedufilm.com/programs/cannes-xr/development-showcase/projects/>

Among the decision makers who have confirmed their participation, many market-leading technological players will take part, such as: Google, Facebook, Microsoft, Intel, HP, HTC, Ryot/Verizon Media, Huawei, Epic games, Unity.

Full list of decision makers :

<https://www.marchedufilm.com/fr/programs/cannes-xr/development-showcase/decision-makers/>

The MOR: a 100% virtual space dedicated to Cannes XR Virtual:

Free and accessible to all VR headset owners.

Live from June 24th to 26th, then accessible on replay until July 3rd.

All XR pieces will only be visible into the MOR.

Cannes XR Virtual will be open to VR users at the Museum of Other Realities (MOR), a virtual art gallery specialized in featuring immersive work from international VR artists. The entire virtual program will remain available until July 3rd, 24/7 via the [MOR application](#) on Steam, Viveport, or Oculus.

This unique location will welcome:

1) Showcases:

- Tribeca Virtual Arcade - *Sponsored by AT&T*
- VeeR Future Award
- Positron Visionary Award

2) Cannes XR Development Showcase: presentation in-development projects:

- Cannes XR Development Showcase in association with Kaleidoscope

3) Conferences:

A program of more than 45 conferences will take place during three days: pitching sessions, keynote, panels. Artists and inspiring personalities will share their ideas and experience concerning the virtual reality market and its impact on the global film industry.

<https://www.marchedufilm.com/programs/cannes-xr/calendar/>

4) A virtual concert:

On the occasion of the opening night, [Miro Shot](#) will present, in collaboration with [Overview Ark](#) and New-York DJ, Neil Armstrong, an outstanding virtual concert reflecting the innovative spirit desired by Cannes XR and Tribeca. A unique event that will allow visitors to virtually meet, network or simply have fun.

Other platforms accessible during Cannes XR Virtual:

OPTION 1

All VR content will be available through the Museum of Other Realities (MOR) which will host the Cannes XR Virtual dedicated VR area.

For all VR headset owners free and live access from June 24 to 26, then on replay until July 3rd.

Access:

Via Steam platform (free download starting June 23rd).

OPTION 2

Online 2D stream - Cannes XR Virtual 2D live video stream, including conferences, and pitching sessions will be accessible on the Marché du Film Online platform, and our partners Kaleidoscope and Tribeca Film Festival websites.

Access:

Cannes XR Virtual will be accessible to industry professionals registered with the Marché du Film Online. Accreditations are open until June 14th at a preferential rate of 95€, then at a normal rate of 195€.

OPTION 3

Finally, from June 24 to 26, a Location Based Entertainment (LBE) network will be held in several major cities with the support of local partners. Thanks to this network, journalists and guests who do not have access to VR headsets, will be able to attend Cannes XR Virtual and experience the event: VeeR in Shanghai, Shenzhen, Chengdu and Nanchang (China), Positron in Los Angeles (USA), The Kaohsiung Film Archive in Kaohsiung (Taiwan), Diversion cinema In Paris (France), The Institut Français d'Israël in collaboration with the French Embassy in Tel Aviv (Israël), Fabula in association with Espronceda and Garage Stories in Barcelona (Spain), will be all be part of the operation.

About Marché du Film - Festival de Cannes

The Marché du Film, the business wing of the Festival de Cannes, is the key stepping stone in the creation, production and distribution of films around the world. The Marché du Film draws its strength from the diversity of the actors it brings together: 12,500 industry professionals including 3,840 producers, 3,300 buyers and distributors and 1,187 festival programmers from 121 countries, all gathered in one unique setting to obtain financing, seize opportunities and take the pulse of international film creation and innovation.

Website: <https://www.marchedufilm.com/>



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About Tribeca Film Festival

The Tribeca Film Festival, presented by AT&T, brings visionaries and diverse audiences together to celebrate storytelling in all forms, including film, TV, VR, gaming, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. Tribeca champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. Now in its 19th year, the Festival has evolved into a destination for creativity that reimagines the cinematic experience and explores how art can unite communities. <https://www.tribecafilm.com/festival>.

Website: www.tribecafilm.com



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About Kaleidoscope

Kaleidoscope is a professional network for the immersive industry, Kaleidoscope brings together XR creators and industry leaders to develop, fund, and distribute new work. Playing a central role in the artistic renaissance of virtual reality, Kaleidoscope has helped creators raise more than \$28MM for original projects including the first seven-figure deal for a VR film at Sundance. With a commitment to creative exploration, Kaleidoscope has produced some of the industry's most groundbreaking work including the animated VR film BATTLESCAR, starring Rosario Dawson, and the VR series SPHERES, starring Jessica Chastain and Patti Smith and executive produced by Darren Aronofsky. Kaleidoscope projects routinely premiere at major festivals such as Sundance, Tribeca, and Venice, and the artists who work with Kaleidoscope are widely recognized as the most innovative voices in virtual reality today.

Website: <https://www.kaleidoscope.fund/>



About Museum of Other Realities

The Museum of Other Realities (MOR) was created in 2016 as a virtual museum and social venue showcasing digital art and media. A new space for a new kind of culture, the MOR is a place to connect, share, and experience virtual reality art with others from around the world.

Website: <https://www.museumor.com/>



MUSEUM OF OTHER REALITIES

About VeeR

VeeR is a leading VR entertainment platform with the mission of bringing cinematic VR content to the mass audience. VeeR VR Video Platform is popular on most major VR headsets with millions of VR users worldwide. VeeR also operates a fast-growing VR cinema chain ZeroSpace, which has launched in more than 20 cities in China and will expand to more locations in 2020. With VeeR VR Video Platform and ZeroSpace VR cinema, VeeR has helped creators across the world to distribute and monetize their works. VeeR Studio, the production arm of VeeR, works with global talents to create cinematic VR films with engaging narrative and great entertainment value. VeeR is also the Official LBE partner of Cannes XR.

Website: <https://veer.tv/>



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