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April 16th, 2021 | by Mathieu Gayet

XR3: one virtual exhibition to bring them all together (Cannes XR + NewImages + Tribeca)

Cannes XR, Tribeca Festival and NewImages Festival join forces to create XR3: the virtual exhibition of the best of VR creation! From June 9 to 20 and from July 6 to 15, 2021.

Leading international events in the field of immersive creation, Cannes XR, Tribeca Festival and the NewImages Festival are banding together to co-produce an innovative platform dedicated to VR and accessible to all audiences!

A unique exhibition in terms of its stakes and its reach, XR3 will bring together around fifty works in virtual reality including many world premieres, resulting from the expertise and curation of each event to explore the field of immersive arts.

All three VR selections will be made available at the Museum of Other Realities (MOR), a virtual exhibition space with inventive scenography, which has been specially designed for this momentous occasion. The full body of VR works will soon be revealed.

As a hybrid event, XR3 will be able to present an exciting line-up of VR works to a worldwide audience via several modes of access:

- for people with a VR headset: online access, through the MOR app (available on the platforms Steam and Viveport)
- for everyone: onsite access in the context of all three events, as well as access to VR stations set up by our partners across the world.

Thanks to this unprecedented partnership, Cannes XR, Tribeca Festival and NewImages Festival are delighted to make VR and the latest immersive creations easily accessible to journalists, professionals and the general public - onsite or virtually - wherever they are!

Three viewpoints on VR creation for a common commitment

"We are thrilled to join forces with prestigious partners like Tribeca and NewImages Festival to support the whole XR community and create one of the most ambitious virtual exhibitions in addition to our physical event in Cannes this year. "Cannes XR will thus take place in two parts. Starting June 9th, we will introduce "XR3," a specially-designed VR environment to showcase the best VR narrative content. Then from July 6th-15th, Cannes XR will benefit from the momentum of the Marché du Film at the Festival de Cannes by connecting the cinema industry with the XR community. Not only will we be demonstrating "XR3," but there will also be networking events and inspiring conferences with top speakers." - Guillaume Esmiol, Deputy Director of Cannes' Marché du Film

"We are so excited to work with Cannes XR and NewImages Festival to present the XR3 platform this season at the Museum of Other Realities. It's especially poignant in this year of transition to be presenting our 3 separate curations under one umbrella for at-home audiences. We are so encouraged by the growing number of VR enthusiasts globally, and we can't wait to launch this amazing new work to the world in June." - Loren Hammonds, Vice President, Immersive Programming of the Tribeca Festival.

The 20th edition of the Tribeca Festival will take place from June 9 to 20 with live in person programming at venues throughout all New York City boroughs.

"We are very proud of NewImages Festival's association with two events as prestigious as Cannes and Tribeca. This approach is fully in line with our strategy of bringing together and federating a whole range of key partners around the world in order to promote a common and unbounded access to XR creation, to the benefit of the works, the artists, and of course, the audiences." - Michael Swierczynski, director of NewImages Festival.

(NewImages's) 4th edition will take place from June 9 to 13, in Paris, at the Forum des Images.

Home > XRMagazine > XR3: one virtual exhibition to bring them all together (Cannes XR + NewImages + Tribeca)

IN THIS ARTICLE

- Cannes XR 2021
- Tribeca Immersive 2021
- NewImages 2021

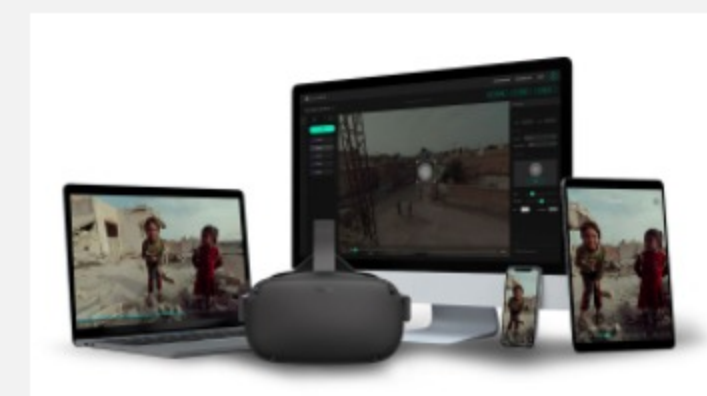
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