

## **Cannes XR Launches 2022 Competition for VeeR Future Award**

Paris – Thursday, January 20, 2022 – **Cannes XR**, the **Marché du Film's** program dedicated to immersive technologies and cinematographic content, is delighted to announce its 3rd-year partnership with leading global VR content platform **VeeR**. Cannes XR and VeeR are inviting artists worldwide to submit their works for the **2022 Cannes XR x VeeR Future Award Competition**.

As a cornerstone of Cannes XR, the VeeR Future Award Competition will feature a curated selection of this year's most innovative and captivating VR works and celebrate each creator's achievements in cinematic VR. Cannes XR and VeeR will take a step forward with the global VR community this year, creating a new stage and providing more chances for creators to express themselves through VR storytelling.

In 2021, the VeeR Future Award Competition expanded from 360 films to 3DoF and 6DoF VR experiences and received tremendous amounts of VR works from artists with diverse backgrounds. This year, we welcome all applicants worldwide and projects from both 3DoF and 6DoF domains, including but not limited to cinematic VR experiences, immersive art, VR theatre performances and narrative VR games. Cannes XR and VeeR are greatly looking forward to showcasing the latest VR works with unlimited perspectives and bringing diversity and inclusiveness further into the fold.

The 2022 shortlisted VR works will be shown during Cannes XR's worldwide virtual screening and showcased offline in China to bring VR projects and their creators in front of more media, potential distributors and investors. Cannes XR will present two winners with the **2022 VeeR Future Award** in two categories: **Best VR Story** and **Best VR Interactive Experience**. Each winner will also be awarded 1000 USD and a Premium Plus Package. **Submissions are open from 20 January to 3 March 2022.**

"We are thrilled to renew our partnership with VeeR, who has been a strong and long-time partner of the Marché du Film and Cannes XR. Through this collaboration, we will create a prestigious XR artwork selection that will be accessible through a virtual exhibition and LBE (location-based entertainment) in China," says **Guillaume Esmiol, Co-Executive Director of the Marché du Film – Festival de Cannes**.

"We are honored to continue our collaboration with Cannes XR for a third year. Since the selection expanded from 3DoF to 6DoF content last year, it's exciting to see the emergence of interactive storytelling and how cinematic VR and VR gaming are merging. What's amazing about VR is to see more and more creators coming together from diverse and creative areas - film, animation, music, art, gaming, etc. We believe that VR is a new art form that takes the essence from all other art forms. It's all about imagination without boundaries. In 2022, together with Cannes XR, we'll continue supporting and encouraging creators who want to explore immersive storytelling and push for greater diversity in VR creation. We sincerely look forward to seeing more talents from multiple fields expressing themselves and unleashing their creativity in VR," says **Jingshu Chen, Co-Founder of VeeR**.

### **ABOUT CANNES XR**

Cannes XR is the Marché du Film's industry program dedicated to immersive technologies and cinematographic content. Regarded as the unmissable annual rendez-vous for the XR community, Cannes XR offers a multitude of networking, financing and distribution opportunities. Cannes XR is also a networking platform with which Hollywood directors, studio executives, XR artists, independent producers, leading tech companies, location-based and online distributors all gather to discuss the role of XR technologies, inspire the art of storytelling and fuel the future of film.

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

### **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 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.

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

## **ABOUT VEER**

Founded in 2016, VeeR is a leading VR entertainment platform with the mission of bringing premium VR content to a mass audience. In the meantime, VeeR VR is a leading global VR content platform with a fast-growing VR cinema chain ZeroSpace, which distributes 3DoF and 6DoF VR narrative content. ZeroSpace has launched in more than 30 cities in China and is expanding to more locations in 2022. With VeeR's online platform and ZeroSpace VR cinema, VeeR has helped creators across the world distribute and monetize their works. VeeR Studio, the production arm of VeeR VR, also works with global talents to create premium VR experiences with engaging narratives and excellent entertainment value.

<https://veer.tv/>

**For media inquiries, please contact: Jules Fournier – [cannesxr@festival-cannes.fr](mailto:cannesxr@festival-cannes.fr)**