

Cannes XR & NewImages Festival Launch “Alexandria,”
A Futuristic Virtual World to Showcase the Best of International VR Creation!

From 17-28 May & 8-12 June 2022



Cannes XR and **NewImages Festival** are taking another step forward this year with their second collaboration: **the launch of a shared metaverse called, "Alexandria,"** which will host new immersive works selected by both event organizers.

This complete virtual world – created and developed in collaboration with **Kreis** (a company specialized in the creation of virtual spaces) – has been conceived and designed as a futuristic port, acting as both a symbolic cultural hub and a launching point into other worlds.

The official inauguration will take place in May during the Marché du Film in Cannes, then in June 2022 for the 5th edition of NewImages Festival. Both events will showcase more than 30 VR works – including many world premieres – which will be unveiled to both audiences and professionals in virtual reality. Alexandria's vocation is to host immersive events throughout the year.

With this new virtual space, Cannes XR and NewImages Festival have created a common metaverse to democratize immersive creation internationally. This virtual exhibition will be accessible with a VR headset, via the Alexandria application available online on the Steam platform and on Oculus Quest.

The Cannes XR exhibition, created with its partner VeeR, will be accessible in May to both public audiences and professionals free-of-charge. The NewImages Festival exhibition will be accessible in June to anyone accredited for the NewImages Festival 2022. The VR selection for both events will be announced soon.

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Two Events, One Common Goal

Guillaume Esmiol

"We're delighted to participate in creating this truly inspiring virtual environment in partnership with NewImages Festival and Kreis. Opening in May, this futuristic world will host our Cannes XR exhibition which will showcase today's most impressive VR artworks, carefully curated by our partner VeeR," Guillaume Esmiol, Co-Executive Director of Cannes' Marché du Film said.

Michaël Swierczynski

"We are very happy to renew our partnership with Cannes XR by launching a more ambitious project, which makes these virtual works accessible in a world without borders. Alexandria is both a shining light on the horizon of immersive creation and the home base for future 'metaverses' in art and culture," Michaël Swierczynski, Director of NewImages Festival said.

About The Organizers

Cannes XR May 17-28, 2022

Cannes XR is the Marché du Film's program dedicated to immersive technologies and cinematographic content. Taking place annually during the Festival de Cannes, Cannes XR is the unmissable rendez-vous for the entire XR community and offers an ambitious virtual exhibition of the best VR artworks. Designed as a global networking platform to discuss the role of XR technologies, Cannes XR is here to inspire the art of storytelling and fuel the future of film.

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

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CANNES XR
MARCHÉ DU FILM

NewImages Festival June 8-10, 2022

Dedicated to digital creation and to virtual worlds, NewImages Festival combines a rich professional component and a program open to all audiences.

With prizes at stake, its XR competition is submitted to a jury of creators and professionals.

Its XR Development Market gathers the major players of the XR Industry around a selection of projects open to all kinds of immersive formats. The XR Art Fair aims to activate an international distribution network in order to promote the circulation of XR works. The festival also supports immersive creation and its industry by initiating collaborative XR creation residencies with other countries and regions in the world, such as Taiwan (Kaohsiung Film festival and TAICCA), Africa, and Latin America. NewImages Festival is produced and organized by Forum des Images, a cultural institution dedicated to cinema and digital creation, supported by the City of Paris.

Website: <https://newimagesfestival.com/en/>

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**forum
desimages**
#NewImages
Festival

Kreis

Since 2019, Kreis has been creating immersive spaces for a new generation of entertainment content. These virtual or hybrid experiences are made for distributors and content creators and filled with new realities! Kreis is known for its collaborations with SIGGRAPH, Institut Français, Alliance Française, the Recto Verso Festival and the Vancouver international Film Festival.

Website: <https://www.kre.is/>

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