



MARCHÉ DU FILM  
FESTIVAL DE CANNES

**film soho**



PRESS RELEASE | FOR IMMEDIATE RELEASE

## MARCHE DU FILM – FESTIVAL DE CANNES & CANNES NEXT PARTNERS WITH FILM SOHO TO PRESENT 2023 GLOBAL VIRTUAL PRODUCTION SUMMIT

*Paris – 31 March 2023*

**Cannes Next**, the **Marché du Film**'s innovation-driven platform exploring the future of the entertainment sector, is delighted to announce their exclusive partnership deal with **Film Soho** – the UK-based and talent-led film & TV group who will act as principal partner and presenter of Cannes Next's 2023 program at this year's **Marché du Film**, taking place from **16 to 24 May** in Cannes.

Together with **Disguise**, leaders in real-time production technology, Cannes Next and Film Soho will present the **Global Virtual Production Summit** (19 May) – a full day of activities and dialogue dedicated to virtual production and aimed to connect leaders of media tech & innovation with producers and studio heads currently shaping the future of the entertainment industry today.

Film Soho's cutting-edge virtual production (VP) arm **V-Studios** also makes its return to Cannes this year after previously establishing a fully functioning VP stage at Cannes 2022 where it successfully hosted the Cannes Next Virtual Production workshops for market & festival attendees.

This year, Cannes Next and Film Soho will work closely together on a joint program, comprised of exciting VP-dedicated events across the **Marché du Film** venues, **Palais des Festivals** and Film Soho's **V-Studios** stage, to be located on the Pantiero side of the **Village International**. Interactive workshops, masterclasses and technical demonstrations will be offered, as well as a fully-powered virtual production studio powered by **Disguise**, making Film Soho's **V-Studios** stage the innovation hub and epicenter of groundbreaking ideas and cutting-edge technologies during the entire festival & market event.

Film Soho, **Disguise** and its sponsors will also inhabit a brand new venue on the beach, offering invitation-only and high-profile fireside discussions with key filmmakers, cinematographers and studio heads who have worked with or are currently working with virtual production. This exclusive venue will also play host to one of the most coveted events of the festival & market: the **Cannes Next Opening Party** on 18 May and presented by Film Soho.

Further panel discussions and seminars on virtual production and all of its disciplines will be held on the **Main Stage**, located in the heart of the **Palais des Festivals**.

More details about the official Cannes Next 2023 program will be announced in mid-April.

*The **Marché du Film – Festival de Cannes** opens its doors on 16 May 2023, with the film market running until 24 May and the Festival concluding its activities on 27 May.*

**For press inquiries, please contact:**

FilmSoho : [cat@filmsoho.co.uk](mailto:cat@filmsoho.co.uk)

Cannes Next (Marché du Film) : [cannesnext@festival-cannes.fr](mailto:cannesnext@festival-cannes.fr)



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**film soho**



### **About Marché du Film – Festival de Cannes**

The Marché du Film, the business wing of the Festival de Cannes, is the largest international gathering of professionals in the film industry. As the key stepping stone in the creation, production and distribution of films around the world, the Marché is proud to bring together over 12,500 industry professionals (including producers, distributors, festival representatives, film institutions, buyers and financiers) from over 120 countries to meet, share ideas & projects, and make deals in one unique setting.

Among other key industry programs, Cannes Next is the Marché du Film's innovation-driven business development platform exploring the future of the entertainment sector. Each year, Cannes Next presents a tailor-made series of inspiring conferences, keynotes and panel discussions with top-tier visionaries and decision-makers to discuss today's latest business strategies and cutting-edge technologies. Industry creatives, tech companies, executives and entrepreneurs are invited to attend our key events, including workshops and demos, to test new solutions, enhance new partnerships and foster business opportunities.

Website: [www.marchedufilm.com](http://www.marchedufilm.com)

### **About Film Soho**

Film Soho is a group of innovative brands that encompass the entire film and TV ecosystem. Soho Talent develop and work with established actors to co-produce content. Captain Dolly is our in-house production company with Sally Phillips and Ronni Ancona. The group boasts the largest dedicated ADR sound stage in Central London under krADR, who work with all the major studios. Film Post, a state-of-the-art sound and picture post-production facility, catering for every stage of post-production. V-Studios, our newly announced Virtual Production studio, will produce content for Film & TV, all shot on a custom-built next generation 1.5mm pixel pitch LED volume powered by Disguise and Unreal Engine. Studio Soho Distribution is the UK and international sales arm of the group, with recent titles including *Joyland*, *Quant* and *The Man Who Sold His Skin*.

Website: <https://filmsoho.co.uk>

### **About Disguise**

Disguise is a global technology company that builds advanced real-time production technologies to deliver spectacular live events, ground-breaking virtual productions, and shared immersive experiences that bridge the physical with the virtual. Its Emmy award-winning extended reality (xR) solution has powered over 600 immersive real-time productions across live entertainment for music artists such as Katy Perry and Billie Eilish, film and episodic TV productions for Netflix and Amazon Prime, corporate presentations for Siemens and Verizon, and live broadcast programs from Eurosport, MTV and ITV, in more than 50 countries. With an ever-increasing global partner network and working alongside the world's most talented visual designers and technical teams in live events, TV broadcasts, films, concert touring, theatre, fixed installations and corporate and entertainment events, disguise is building the next generation of collaborative tools to help artists and technologists realise their vision. Recipient of the Engineering, Science and Technology Emmy Award and Queen's Award for Enterprise: Innovation, disguise is backed by investment firm Carlyle Group, with Epic Games taking a minority stake.

Website: <https://www.disguise.one/>