



MARCHÉ DU FILM
FESTIVAL DE CANNES

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COGX JOINS FORCES WITH THE MARCHÉ DU FILM TO HOST EVENT EXPLORING THE INCREDIBLE POTENTIAL OF AI IN CINEMA & TELEVISION IN CANNES

TOM GRAHAM, CEO OF METAPHYSIC.AI, EMAD MOSTAQUE CEO OF STABILITY AI, AND NICK LYNES, CEO OF FLAWLESS, WILL JOIN FILMMAKERS AND ENTREPRENEURS FOR A HALF-DAY EVENT ON MONDAY 22 MAY

Paris – 15 May 2023

The **CogX Festival** of inspiration, impact and transformational change has partnered with the **Marché du Film** to host a half-day event, entitled “**Cinema & AI: The Power of Possibility**” from 9:00 to 13:00 on **Monday 22 May 2023** at the Festival & Marché’s official beachside venue, **Plage des Palmes** (Goéland Beach, La Croisette).

Generative AI is transforming the industry in exciting ways. From being a ‘co-pilot’ to writers to jaw-dropping art and special effects, and from virtual production to automating mundane tasks, AI promises to empower filmmakers and allow them to focus on their creativity. By bringing together filmmakers, creative talent, and AI experts from the cutting edge of motion pictures, this 4-hour gathering aims to be a catalyst for dialogue that both informs and inspires, and takes time to address questions from the audience.

The morning will feature leading industry experts, including:

- **Tom Graham** | CEO of Metaphysic.ai
- **Emad Mostaque** | CEO of Stability AI
- **Mathias Chelebourg** | Director/CEO of Atelier Daruma
- **Nick Lynes** | CEO of Flawless
- **Magdalena Zielinska** | Head of Voice Production of ElevenLabs
- **Apolinario Passos** | Machine Learning Art Engineer of Hugging Face
- **Sander Saar** | Futurist, Creator & Strategy Consultant
- **Jo Plaete** | VFX Supervisor
- **Joe Penna** | Head of Applied ML of Stability AI
- **Jeremy Boxer** | Creative Director & Curator

The session will also include screenings of AI-generated movie content, while the panels will explore how AI can be used from concept to screen and bring previously unimaginable stories to life on screen.

The sessions will cover:

- 09:00 – 10:00: **Cinematic Alchemy: Unleashing the Power of Creativity with AI**
- 10:00 – 11:00: **The Creative Possibilities of Hyperreal Avatars**
- 11:00 – 12:00: **Cinema Reimagined One Year From Now**
- 12:00 – 13 :00: **Networking & Lunch Buffet**



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Guillaume Esmiol, Executive Director of Marché du Film said:

"We are delighted to announce this ambitious event in partnership with CogX. We want to position the Marché du Film as the most innovative place in the film industry, and generative AI is definitely one of the hottest topics as its potential impact on the film industry seems limitless. It brings new possibilities for content creation and production, but also raises many questions. Thanks to CogX, film professionals will be able to join this event on our brand new Plage des Palmes to debate with top technology experts, benefit from their insights and understand the shift that generative AI could create for the film and content industry."

Charlie Muirhead, CEO at CogX Festival said:

"We're thrilled to partner with Marché du Film to explore the intersection of cinema and AI. 2023 has seen an explosion in AI innovation, with cutting-edge technologies revolutionising industries from healthcare to entertainment as the use of Large Language Models grows. This partnership between CogX and the Marché du Film seeks to inspire and empower filmmakers to embrace this technology whilst taking into account ethical considerations and working together to create a resilient and innovative film industry. By bringing together top AI experts and filmmakers, we hope to spark new collaborations and push the boundaries of what's possible. Where better to have this discussion than in Cannes at the heart of the film industry."

Emad Mostaque, Founder at Stability AI said:

"Stability AI, as a leading innovator in the AI industry, recognizes the incredible potential of AI in film and television. By partnering with CogX and the Marché du Film, we aim to inspire filmmakers to embrace the transformative power of generative AI, allowing them to unleash their creativity and revolutionize the film industry. Together, we will explore the limitless possibilities that AI offers and pave the way for a more innovative future in filmmaking."

Tom Graham, CEO at Metaphysic.ai said:

"Metaphysic AI is thrilled to be part of this groundbreaking event at the Cannes Film Festival. We're really proud to be the official generative AI partner for Miramax's forthcoming feature film "Here" starring Tom Hanks and Robin Wright. "Here" will be the first example of an extensive use of AI generated content that drives the storytelling of the film. We also were able to de-age the performers live on set during production so they could see their younger selves in real time and fine-tune their performance. Being at the CogX event will give us the opportunity to share what we've learnt with the filmmaking community."

"Cinema & AI: The Power of Possibility" will take place Monday 22 May 2023 at the Plage des Palmes (Goéland Beach, La Croisette). Access is free to Festival & Marché badge holders by pre-registration via:

<https://www.cogxfestival.com/cannes-2023>

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:

→ cannes@cogx.live



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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

About CogX Festival

The CogX Festival started in 2017 with a focus on “The Impact of AI on Industry, Government and Society”, over the past 6 years CogX has expanded to cover 20 topics ranging from Health and Climate Tech to Ethics while always maintaining a strong programme on AI. In 2020 CogX introduced its Global Leadership Summit and the mission of addressing the question: “How do we get the next 10 years right?”. The event has welcomed over 3,500 expert speakers as wide ranging as Jensen Huang to John Kerry, and from Margarete Vestager to Werner Vogels, Robert Downey Jnr and Tony Blair and in 2023 moved to The O2 and expanded to three Summits and a huge new Expo. On May 22nd CogX is also hosting a day of AI at the Cannes Film Market.

Website: <https://www.cogx.live/>