



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS RELEASE | FOR IMMEDIATE RELEASE**

## **THE FESTIVAL DE CANNES & THE MARCHÉ DU FILM OPEN NEW PLAGE DES PALMES VENUE FOR 2023 EDITION**

THE EXCLUSIVE OUTDOOR SPACE WILL HOST  
OFFICIAL MARKET AND FESTIVAL SUMMITS, SYMPOSIUMS AND SOIREEES

*Paris – 5 May 2023*

The **Festival de Cannes and the Marché du Film** are pleased to announce the opening of the new **Plage des Palmes**, an official beachside venue for both market and festival events and exclusive rendez-vous for the global film industry.

Located just a skip away from the Palais on Goéland Beach and open during the entire festival & market event, the all-new Plage des Palmes will act as an extension of all of the happenings in the Palais to offer even more exciting events and networking opportunities.

The oceanside spot is home to an elegant onsite restaurant, a cosy covered space and an outdoor area that offers fresh air and hot business content. The Plage des Palmes was also designed with the future in mind. The eco-friendly structure was built with materials made in France that will be reused after the event, underscoring the Marché and Festival's commitment to sustainability.

### **BUSINESS IS ON THE MENU**

Reserved exclusively for Marché & Festival partners and sponsors, as well as certain market exhibitors, Plage des Palmes members can enjoy the private lounge spaces for high-level business meetings or dine at the onsite restaurant (open from 12pm to 3pm), offering exquisite three-course gourmet menus and memorable midday meals.

### **THE PLACE TO SEA AND BE SEEN**

In addition to the action-packed agenda of conferences, panels and keynotes in the Palais, the space will host masterclasses and key market summits such as the new Investors Circle, Streamers Forum and Global Virtual Production Summit. Access to such events will open up to both Marché and Festival badge holders on a first-come, first-served basis (until full capacity). A full detailed schedule of events will be announced very soon.

### **THE PLAGE DES PALMES BY NIGHT**

When the sun goes down, the Plage des Palmes will light up with select and sparkling soirées from the long-anticipated Marché du Film Opening Night party to a Spanish-themed night celebrating 2023 Country of Honour Spain and prestigious dinners hosted by the Festival de Cannes.

"The Festival de Cannes is thrilled to announce an exciting new beachside venue on the Croisette, which will be the perfect hub for creative talents and industry professionals alike. Our goal is to bring together the most talented and innovative individuals in the industry for inspiring conferences, business lunches, prestigious dinners and celebratory soirées." – **Thierry Frémaux**, General Delegate of the Festival de Cannes

"The Marché is expanding beyond the Palais this year. This brand new Plage des Palmes is the perfect venue for hosting additional high-caliber summits on the key topics of the industry. More importantly, we wanted to provide a common meeting ground for our exhibitors, both inside the Palais and outside on



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the Croisette, where they can come together, connect and network.” – **Guillaume Esmiol**, Executive Director of the Marché du Film

*The Plage des Palmes will be open during the entire duration of the Festival de Cannes & Marché du Film, from 16 to 27 May.*

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