



MARCHÉ DU FILM
IMMERSIVE MARKET

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THE MARCHÉ DU FILM ANNOUNCES LAUNCH OF THE “IMMERSIVE MARKET”: A NEW INITIATIVE TO BOOST THE DISTRIBUTION OF IMMERSIVE WORKS

**THE “IMMERSIVE MARKET” WILL RUN FROM 13-19 MAY 2025
ABOARD THE BOAT ART EXPLORA**

Paris, 4 March 2025 – Building on the success of the Festival de Cannes’ Immersive Competition launched in 2024, the **Marché du Film** is proud to introduce the **Immersive Market**, a new B2B initiative designed to spotlight the latest advancements in immersive art. This groundbreaking event will take place from **13 to 19 May 2025** aboard the **Art Explora**, an exceptionally large catamaran dedicated to hosting cultural projects. This extraordinary venue will provide a unique setting to foster connections and expand distribution opportunities immersive works on an international scale.

A key highlight of the Immersive Market is the **Curators Network**, a seven-day program featuring pitching sessions, workshops, and exclusive social events. This platform will bring together top museum curators, cultural venues and amusement park programmers from around the world to explore emerging trends, test new strategies, and connect with the international immersive art community. Participants will discover innovative projects, either in development or completed, covering a diverse range of themes and formats, including AI installations, XR performances, MR headset experiences and video mapping.

In addition to the Curators Network, the Immersive Market will also feature **Immersive Spotlights**, a series of inspiring talks, hand-on workshops and industry mixers, designed to spark conversations and accelerate connections between immersive professionals and key players from intersecting industries such as generative AI, performing arts and fashion.

Guillaume Esmiol, Executive Director of the Marché du Film, said: "The Immersive Market is the natural extension of the Immersive Competition launched last year and illustrates our ongoing ambition to develop innovation at Cannes. We want to play our part in helping spatial storytellers find distribution opportunities and, at the same time, foster stronger connections between the filmmaking industry and immersive professionals. This is perfectly aligned with our strategy to make Cannes a unique place of artistic and technological innovation."

The choice of venue is a key element of this new initiative. The Immersive Market will take place aboard the **Art Explora**, the world’s largest catamaran designed by naval architects Axel de Beaufort and Guillaume Verdier and constructed at the Perini Navi shipyard in Italy. With its extraordinary dimensions (47m length, 18m width, and a 55m mast), the Art Explora boasts an extraordinary and prestigious 400m² event space, conveniently located just a five-minute walking distance from the Palais des Festivals – the main venue of the Festival & Marché event.

Frédéric Jousset, President and Founder of the Art Explora Foundation said: "I am particularly proud of this collaboration between the Art Explora Foundation and the Cannes Film Festival, which is launching its first Immersive Market aboard the Art Explora boat. We look forward to welcoming aboard those who imagine and shape the virtual worlds of tomorrow — digital creation professionals who produce the best in innovation. By hosting this new major professional event, we aim at promoting digital creation and innovation, which we will then share with the widest and most diverse audience possible."



MARCHÉ DU FILM IMMERSIVE MARKET

Access to the Curators Network is strictly reserved for Marché du Film participants selected for their talent and unique expertise. To apply, please contact Mathieu Gayet: MGayet@festival-cannes.fr
Application Deadline: 31 March 2025

For press inquiries:

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About Marché du Film - Festival de Cannes

The Marché du Film, the business hub of the Festival de Cannes, is the world's largest international gathering of film professionals, bringing together over 15,000 participants from around the world, including sales agents, producers, distributors, festival programmers and film institutions. Each year, the market hosts more than 1,500 exclusive screenings, 4,000 projects in development, 250 industry events, and 80 countries represented across 60 pavilions. Through its vibrant marketplace and key programs such as Cannes Docs, Cannes Next and impACT, the Marché du Film aims to provide an inclusive platform for the global film community to connect, accelerate their business, spark new collaborations and explore the latest trends & innovations shaping the industry – all set against the prestigious and iconic backdrop of Cannes.

Website: www.marchedufilm.com

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About Art Explora

Art Explora is a public utility foundation with a social mission, promoting culture for all. The foundation advocates a lively, open, and innovative view of culture and brings together committed personalities, artists, creators, cultural and digital professionals, volunteers, partners and members of the nonprofit sector. Art Explora supports innovation and digital creation which offer new ways to engage with different audiences and encourages them to experience unique and transformative experiences. The foundation offers immersive exhibitions, whether within the Art Explora Festival, a traveling cultural festival in the Mediterranean with its museum boat, or soon at a new cultural venue in Saint-Denis, which it will occupy starting in 2026. Art Explora is also currently developing a mobile cinema, the CinéMo, which will be inaugurated during the Cannes Film before traveling across France. Since its creation in 2019, the foundation has already reached over 600,000 people in France and internationally.

Website: <https://www.artexplora.org/en>