



**MARCHÉ DU FILM**  
FESTIVAL DE CANNES

**PRESS RELEASE | FOR IMMEDIATE RELEASE**

## **THE MARCHÉ DU FILM LAUNCHES THE “VILLAGE INNOVATION”: A NEW VENUE IN CANNES WHERE TECHNOLOGY MEETS CREATIVITY**

**INTRODUCING A NEW SPACE TO EXPLORE THE LATEST IN GENERATIVE AI,  
VIRTUAL PRODUCTION & OTHER DISRUPTIVE TECHNOLOGIES**

*Paris, 7 April 2025*

The **Marché du Film – Festival de Cannes** is thrilled to announce the launch of the **Village Innovation**, a brand-new venue dedicated to cutting-edge technology and innovation in the film industry. Set to debut at the 2025 market edition in Cannes from **13 to 24 May**, this pioneering space will serve as the epicenter for industry professionals looking to explore the future of filmmaking.

As the new home for key innovation-driven initiatives at the Marché, the Village Innovation will integrate a significant portion of activities from **Cannes Next**, the Marché’s flagship program dedicated to innovation in the film industry, as well as activities stemming from the all-new **Immersive Market**, a platform dedicated to XR and immersive professionals.

From **generative AI** discussions and live **virtual production** demonstrations to **immersive content** showcases, the Village Innovation will offer a diverse lineup of panels and demos in collaboration with major tech players (to be announced soon), startups and scaleups. Concrete use cases featuring prestigious films and talents will be explored, offering attendees exclusive insights into how these technologies are revolutionizing cinema today.

“In addition to talks and debates on AI and technology, our ambition is also to showcase the best use cases in cinema, offer hands-on experiences through live demonstrations, and ultimately create a unique platform where film professionals can leave with a clearer understanding of these technologies, a roadmap tailored to their ambitions and the right connections to move forward,” states **Guillaume Esmiol**, Executive Director of the Marché du Film.

Spanning approximately 1,000m<sup>2</sup>, the Village Innovation will feature a 500m<sup>2</sup> pavilion for talks, panels, and demos, alongside a 250m<sup>2</sup> terrace overlooking the port of Cannes, providing a prime setting for networking events. Located at the Village International Pantiero, this new venue will be open from 13 to 24 May, welcoming all accredited Festival and Marché du Film participants.

“Nowhere else does artistic excellence and technological innovation collide with such influence as in Cannes. The Village Innovation will build on this, creating an unmatched environment for professionals to experience and interact with the future of filmmaking,” concludes Guillaume Esmiol.

More details on the Village Innovation program, including featured speakers and partners, will be revealed in the coming weeks.

**For press inquiries, please contact:** Maya Leyva, [mdf-press@festival-cannes.fr](mailto:mdf-press@festival-cannes.fr)

---



## **MARCHÉ DU FILM**

**FESTIVAL DE CANNES**

### **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 Producers Network, 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](http://www.marchedufilm.com)