



MARCHÉ DU FILM
FESTIVAL DE CANNES

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Cannes Film Market Launches Village Innovation to Focus on Technology, Including Generative AI

The Cannes Film Market is launching Village Innovation, a new venue dedicated to technology and innovation in the film industry.

The venue will bring together the bulk of activities from Cannes Next, the market's flagship program dedicated to innovation in the film industry, as well as activities stemming from the all-new Immersive Market which revolves around XR and immersive professionals.

Panels and demos will focus on generative AI, live virtual production demonstrations and content showcases. Some major tech players and startups are expected to attend and will be announced at a later stage.

Guillaume Esmiol, executive director of the Cannes Film Market, said that the Village Innovation “will showcase the best use cases in cinema, offer hands-on experiences through live demonstrations. He said this will “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.”

Located at the Village International Pantiero, the new hub will be open to accredited participants during the entire market, which runs alongside the festival, May 13-24. Spanning approximately 1000 square-meter, the Village Innovation will feature a 500 square-meter pavilion for talks, panels, and demos, alongside a vast terrace overlooking the port of Cannes.

“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,” said Esmiol.

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