

NewImages Festival – 3rd edition

Reveal of the international competition!

from **23-27 September 2020**



Today, NewImages Festival will announce the [15 experiences selected for the XR Competition](#). Having rapidly become a recognized international event, NewImages Festival has, this year again, sparked strong interest among professionals worldwide. Despite current events, **over 250 projects** were sent to the festival, including **130** from **creators, producers, and broadcasters**, to take part in the XR Competition, **30% more than in 2019**.

Entirely dedicated to **digital and virtual worlds** (VR, AR, mixed reality, mapping, binaural sound), the event created by the Forum des images had to delay and rethink its 3rd edition due to the COVID-19 pandemic. It will take place for the first time on a double level, **in-person and online**, from 23 to 27 September, allowing the public and professionals to discover the programme of the most noteworthy recent immersive experiences.

This year NewImages Festival is proud to present an XR Competition **composed of several world premières** in addition to one international première, one European and six French premières.

For Michael Swierczynski, Director of the Festival and Digital Development of the Forum des images, “Animation remains the preferred mode for exploring the potential of VR creation, even if real-life images storytelling is reinventing itself. We also rejoice to see female artists get involved in XR creation, with 30% of the produced works.

The **15 works selected** (12 in virtual reality – VR –, three in augmented reality – AR –) will be competing to win the **Golden Mask** (Grand Prize, €6,000) and the **Special Prizes by the Jury** (€3,000 each), one for VR and the other – a new major prize for this 2020 edition – to reward the best AR experience.

The award ceremony will take place on Friday 25 September, closing the **Industry Days** (Industry Days, 23-25 September).

A selection of previously unpublished emotional and bold works

Both in virtual and augmented reality, the NewImages Festival competition offers an exceptional **diversity of genres and formats of immersive creation**. While animation dominates the programme this year, it is nevertheless composed of diverse narrations, at times abrasive, dystopian, and political. Documentaries and experimental works, fiction and immersive theatre with real actors: other genres are not left out and offer a beautiful array of techniques, types of image, experiences and interactions for audiences, ranging from actual shooting to photogrammetry, VR360 and multisensory media.

A new immersive production geography is also emerging from this eclectic selection, one that is broader and more diverse, with some countries still playing reference roles (the United States, Canada, France, China), new arrivals (Russia and Peru, in their first participation to the Festival competition), and, last but not least, alliances from all over the globe, with ever more stimulating international coproductions (Brazil-Peru, Taiwan-Argentina, France-Canada). **next page .../...**

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From 23 to 27 September 2020, at the Forum des images and online, NewImages Festival invites all curious, savvy, and professional audiences to come and discover the best of virtuality. Aside from the XR Competition, the festival will also offer **many other installations and experiences** as well as an **exceptional opening night** with the world première of *Flame*, a “phygital” (physical and digital) dance performance, an original creation from NewImages Festival and VRrOOM.

Ajax All Powerful

(French Premiere)
Ethan Shaftel - VeeR (CH), easyAction (US) 2020
VR, anim., 15'

Bodyless

Hsin-Chien Huang - Virtual and Physical Media
Integration Association of Taiwan (TW)
2019, VR, anim., 25'

The Book Of Distance

Randall Okita - National Film Board of Canada (CA)
2020, VR, anim., 27'

Ferenj: A Graphic Memoir in VR

(International Premiere)
Ainslee Alem Robson (US-ET)
2020, VR, exp., 9'20"

Fragments

(French Premiere)
Aaron Bradbury - Atlas V (FR), Magic Leap (US), NSC
Creative (UK)
2020, AR, doc., 15'

Gravity VR

(French Premiere)
Fabito Rychter, Amir Admoni - Delirium XR (BR-PE)
2020, VR, anim., 17'

Great Hoax: The Moon Landing

(French Premiere)
John Hsu, Marco Lococo - Serendipity (TW), 3DAR (AR)
2020, VR, anim., 18'

Legends of the Brush: The Girl and The Crane

(World Premiere)
SUTU - Ryot (US)
2020, VR, anim., exp., 10'

The Line

(French Premiere)
Ricardo Laganaro - ARVORE Immersive Experiences
(BR)
2019, VR, anim., 12'

Look At Me

Wi Ding Ho - Kaohsiung Film Archive, Changhe Films -
assoc. Funique VR Studio (TW)
2019, VR, fict., 14'

Minimum Mass

Raqi Syed, Areito Echevarria - Floréal Films (FR), Like
Amber (NZ) - 2020, VR, anim., 20'

Missing Pictures, Ep. 1 - Birds of Prey

(World Premiere)
Clément Deneux - Atlas V, Arte France, Novelab (FR)
2019, VR, doc., 9'

MOA - My Own Assistant

(World Premiere)
Charles Ayats, Franck Weber, Alain Damasio, Frédéric
Deslias - Red Corner, France Télévisions, Le Forum
des Images, La Volte, le Clair Obscur, Small Studio,
Chroniques (FR)
2020, AR, exp., 20'

Les Passagers : ELLE & LUI

(World Premiere)
Ziad Touma, Nicolas Peuffaillit - Les Produits Frais
(FR), Couzin Films (CA) - supp. Fonds des Médias du
Canada, Fonds Expériences Numériques (CNC),
Sodec, Région Occitanie - part. Dpt., Post-Moderne,
Mocaplab
2020, VR, fict., 2x10'

Scarecrow

(European Premiere)
Sngmoo Lee, Jihyun Jung - K'ARTS AT (KR)
2020, VR, Théâtre imm, 15'

#Romanovs100 AR Photo Album

(French Premiere)
D. Semionov, R. Todua, E. Medvedeva, L. Kazakova,
G. Burashov, E. Salamov, I. Fursov, I. Crotty, M.
Tskhovrebova, A. Fedorova - RT, Phygitalism, UP-
Print (RU)
2019, AR, photo

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The XR Financing Market

Coming up, the reveal of projects selected

Successfully launched in 2019, [the XR Financing Market](#) is a funding and coproduction programme bringing together international decision makers each year and key immersive project holders looking for funding and new partners. Unique in Europe owing to the number of projects it brings to light each year, the XR Financing Market is an event not to be missed, where the future masterpieces of immersive and interactive art can be discovered and boosted.

The call for projects was **open to all XR experiences** (VR, AR, MR) in development exploring new forms of narration through film, games, art, or performance, regardless of the level of funding acquired or the mode of distribution.

Over 100 projects have been accepted this year, proposed by both new talents, **recognized artists** including Saschka Unseld (*Dear Angelica*), Mathias Chelbourg (*Docteur Who: The Runaway*), Michaela Holland (*Lutaw, Everest*), Asif Kapadia (*Senna, Amy*), Michael Beets (*The Unknown Patient*), Hiroaki Higashi (*Ghost in the Shell VR*), Fabito Rychter (*Gravity VR*) as well as international XR studios such as Atlas V (FR), Lucid Realities (FR), Passion Pictures (UK), Juvee Production (US) and Zentropa (DK).

Several leading decision makers of the sector have already confirmed that they would be taking part, including Amy Seidenwurm (VR for Good Oculus / Facebook), Jake Sally (Ryot / Verizon Media), Jimmy Cheng (Iconic Engine / Digital Domain), Myriam Achard (Phi Center) and Todd Shaiman (Google).

Due to the international sanitary crisis, the XR Financing Market will reinvent itself online this year, **in a new format of 8 pitching sessions**, followed by **individual video conference** meetings between decision makers and project holders.

The list of selected projects will be officially published on the **Festival website on 28 July 2020**. The full list of decision makers will be published in early September.

Information: NewImages Festival

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newimagesfestival.com and forumdesimages.fr

NewImages Festival's partners:

Official partners : MINISTÈRE DE LA CULTURE, CNC, KAOHSIUNG FILM FESTIVAL, BUREAU FRANÇAIS DE TAIPEI, FRANCE TV, ORGANISATION INTERNATIONALE DE LA FRANCOPHONIE, SCAM, SACD, SACEM, PROCIREP

Associated partners WESTFIELD FORUM DES HALLES, DIVERSION CINEMA, VRROOM, VIVE, UBISOFT, KALEIDOSCOPE, CLIC, LAVAL VIRTUAL, FRENCH IMMERSION, IMMERSE UK.ORG, XING' EVENTS, CAP DIGITAL, MINSAR

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