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## NewImages Festival – 4<sup>th</sup> edition From June 9 to 13, 2021

### Record attendance and new international perspectives!



With its double access onsite and online, **NewImages Festival** physically welcomed **8 000 visitors** during 5 days, in the heart of Paris, at Forum des images venues and under the Halles' Canopy, for an opulent program dedicated to international immersive creation.

With **attendance up 30%** (+ 6 000 in September 2020), this edition was also marked by the **3 000 daily visits of the virtual exhibition XR3** that NewImages Festival coproduced with Cannes XR and the Tribeca Film Festival, to discover at the Museum of Other Realities (MOR). The 2021 edition has sparked the enthusiasm of the general public and of professionals. The Industry Days recorded a 30% rise in participation from French and international speakers.

According to **Michael Swierczynski, director of NewImages Festival**: “We made the bet of an edition as international as possible, despite the sanitary and geographical restrictions. It precisely seemed necessary for us to allow for even wider access to the artworks, by co-producing the virtual exhibition XR3, and adding several satellite locations from around the world to it, but also by welcoming artists from the African continent. Immersive art offers a genuine knowledge of other lived experiences, other cultures. It becomes the medium that can rekindle our link with parallel realities. While Jean Rouch's camera observed the trance in the ceremonies of Dogon people from the outside, immersion can in turn give us an unprecedented experience of it.”

**For its 5th edition from June 8 to 12, 2022**, NewImages Festival will explore new territories of creation with a notable **focus on Latin America**. It will also continue to support creation with a **brand new creative residency in Italy with the Villa Medici!** This is in line with other collaborations carried out by the festival year-round, such as with the **Taiwanese ecosystems** (with TAICCA or the Kaohsiung Film Festival), and **those of the African continent** (with the Digital Lab Africa), both showcased in the professional section of the festival.



### Highlights of the 4th edition

Over thirty immersive experiences and installations, including many world premieres were presented this year. **The exceptional jury of the XR Competition** was made up of directors **Claude Barras** and **Bertrand Mandico**, musician and director **Yael Naim**, and designer and creator **Selly Raby Kane** praised the selection's quality.

[Next page](#)

Amongst the **17 experiences** in the running for the [XR Competition](#), ***We are at Home*** by filmmakers Uri and Michelle Kranot won the **Golden Mask**. The animated documentary **Reeducated**, a New Yorker production, and Adrian Meyer's **Strands of Mind**, from the Filmakademie Baden-Württemberg, were tied for the **VR Jury's Special Prize!**

The pop-up book ***Acqua Alta – Crossing the Mirror*** by artists Claire Bardainne and Adrien Mondot won the **AR Jury's Special Prize** for best work in augmented reality while the science-fiction experience ***Biolum***, by Abel Kohen, was awarded the brand new UniFrance / NewImages Festival Export Grant.



Out of competition, [pan-African immersive creation](#) - in the presence of several artists - was one of the indisputable successes of this 4th edition.

Echoing Season Africa2020, the original creations initiated by the festival were widely acclaimed by the public: from **South African video mapping** *Chosi Chosi*, which illuminated the Saint-Eustache church, to the **180° movies** (*Kandaka and the Black Pharaohs*, *Portraits of African cities*), from **augmented reality exhibitions** (*Re/Member Your Descendants*) to **concerts** by Senegalese rapper NIX and singer Aida Sock and The Dream Time!

### The “pro” section: growth on all levels

**800 French and international accredited professionals - 30% more than in 2020 - took part** in the Industry Days and the XR Financing Market, a funding and co-production market. The attractiveness and the influence of the NewImages Festival were largely confirmed.

With its hybrid format, the [XR Financing Market](#) confirms its influencing role towards key players of the international XR ecosystem. **The market gathered 176 participants (+32%) around 41 projects in development** and looking for funding, with a **46% increase of foreign participants** compared to the 2020 edition, and 33 countries represented.

**450 meetings** were organized between the 82 producers and 94 Decision Makers (56% of them women) meaning a **34% increase** compared to the previous edition, including new cultural actors such as museums!

Unique in Europe in terms of openness to immersive creations as a whole (films, modern art, games, live shows...) the XR Financing Market awarded its best project prize to ***Lights!***, an immersive and interactive experience, co-produced by Les Films du Tambour de Soie (FR), Small Creative (FR) and Auteurs&Cies (FR).



**Mathieu Pradat** is the winner of the 3rd Taiwan XR Residency - initiated by **NewImages Festival**, the **French Office in Taipei**, and the **Kaohsiung Film Festival** - for his project ***Encounters*** produced by La prairie productions and SoWhen? He will receive up to 10 000€ in funding which will help him develop his project during the 6 to 8 weeks of his residency in Kaohsiung.

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