VR DAY

6.03.2020

NEIMËNSTER
EDMOND DUNE CONFERENCE ROOM – 2ND FLOOR

As virtual reality content and interactive experiences are becoming more accessible for the general public thanks to affordable headsets and due to an increasing number of festivals embracing them in their programming, international experts from a range of backgrounds will take stock of where we are and debate the future of immersive art and entertainment. From festival strategies to licensing issues, from immersive theatre to AI installations entering the festival sphere, the third edition of the Pavilion's VR Day will shine a light on current trends and provide opportunities for exchanges and networking between attending professionals.

Les œuvres en VR et interactives devenant plus accessibles pour le grand public grâce au prix décroissant des casques et grâce aux nombreux festivals qui intègrent désormais la XR dans leur programmation, il y a lieu de revisiter les projections de marché des nouvelles réalités. Les experts internationaux réunis au Luxembourg pour la 3e édition du VR Day se pencheront sur les questions et tendances actuelles, du théâtre immersif aux opportunités des licenses d'exploitation et de l'intelligence artificielle pour la création.

9:30
Registration & Coffee

10:00
Opening

Guy Daleiden,
CEO, Film Fund Luxembourg

Myriam Achard,
Chief, New Media Partnerships and PR, PHI Montréal

10:15
VR Pitch → 15'
The Merry Widow
Blanca Li, choreographer, dancer, film director

FOCUS ON... IMMERSIVE ART → 45'

Case Study
Marshmallow Laser Feast
Eleanor Whitley, Executive Producer

Case Study
All Kinds of Limbo
Toby Coffey, Head of Digital Development, National Theater

Followed by a chat

Presentation → 15'
République, an interactive film by Simon Bouisson, co-written by Olivier Demangel. A France Télévisions co-production.

Annick Jakobowicz,
Commissioning editor for storytelling research, France Télévisions

11:30
Coffee Break

11:45
FOCUS ON... A.I. → 45'

Case Study
Algorithmic Perfumery
Frederik Duerinck, Director & Founder, Scentronix

Keynote
Art and Science – An Emancipating Cross-fertilization of Disciplines?
Thibaud Latour, Head of "Human Dynamics in Cognitive Environments" Research Unit, Luxembourg Institute of Science and Technology

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Followed by a chat.
Moderator: Jean-Paul Bertemes, Head of Science in Society, Luxembourg National Research Fund

12:30
NETWORKING LUNCH

14:00
AFTERNOON SESSION

Keynote → 30'
The Change / Future of Monetizing Your VR Project
Jimmy Cheng, Director of Content / Buesiness Operations, Iconic Engine

Case Study → 15'
Cosmos Within Us
Tupac Martir, Director, Satore Studio

Panel → 45'
Challenges and Opportunities of Including XR Content in Festival Programmes
Speakers: Fabien Siouffi, CEO & Founder, Fabbula. Curator, VR Arles

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Nicolas Girard Deltruc,
Director, Festival du nouveau cinéma, Montréal

Lili Hinstin, Artistic Director, Locarno International Film Festival

Moderation by Astrid Kahmke, Medien.Bayern GmbH, Virtual Worlds Festival, Munich

In Conversation with Atlas V → 20'
Arnaud Colinart, Producer & Creative Director, Atlas V

Myriam Achard, Chief, New Media Partnerships and PR, PHI Montréal

By 16:30
Closing

Speaker lineup may be subject to unforeseen changes. / Conférenciers sous réserve de modifications.

A networking lunch will be served to all participants. / Un déjeuner de nertworking sera servi.

Admission is free of charge but registration is required / Accès gratuit, inscription obligatoire: **events@filmfund.etat.lu**

Simultaneous translation in English will be available. Une traduction simultanée en français sera disponible.

PARTNERS - VR PAVILION

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