

6.03 – 17.03

# VR PAVILION

LUXEMBOURG CITY FILM FESTIVAL HEADQUARTERS  
CASINO LUXEMBOURG – FORUM D'ART CONTEMPORAIN

## 6.03 – 18:30 – CASINO LUXEMBOURG OPENING RECEPTION / RÉCEPTION D'INAUGURATION

**SPEAKERS** XAVIER BETTEL, PRIME MINISTER,  
MINISTER FOR COMMUNICATIONS AND MEDIA  
GUY DALEIDEN, CEO, FILM FUND LUXEMBOURG  
MYRIAM ACHARD, CHIEF NEW MEDIA PARTNERSHIPS  
& COMMUNICATIONS, PHI CENTRE MONTREAL

Join us to celebrate the official opening of the Virtual Reality Pavilion and find out more about this year's programme and Luxembourg's VR initiatives.

Rejoignez-nous pour l'inauguration officielle du Pavillon Réalité Virtuelle pour découvrir la programmation 2019 ainsi que les initiatives en matière de VR au Luxembourg.

FREE ENTRY  
ENTRÉE GRATUITE

Following the success of the two previous editions, the Luxembourg City Film Festival's Virtual Reality Pavilion at Casino Luxembourg – Forum d'art contemporain will once again await festivalgoers with an exciting new programme in 2019. Multiple viewing stations in different locations, including the Casino's mythical basement, will showcase some of the most groundbreaking and inventive works the international VR scene currently has to offer; from award-winning films to stunning immersive experiences. The Pavilion's programme will feature two co-productions supported by Film Fund Luxembourg: the feature-length VR thriller *Fan Club* starring Sylvie Testud and Mathieu Kassovitz (director: Vincent Ravalec, production: a\_BAHN) and the interactive game *Playmobil the Movie – VR Adventures* (director: Olivier Rakoto, co-production: Bidibul Productions). The second edition of "VR Day", an industry event with case studies and panel discussions bringing together renowned international VR experts, will explore the storytelling and distribution challenges faced by the VR industry today. The VR Pavilion is organised by Film Fund Luxembourg in cooperation with PHI Centre Montreal and in partnership with Digital Luxembourg as part of Luxembourg City Film Festival. It will be open to the public from March, 7 until the 17th 2019.

Couronné de succès en 2017 et 2018, le Pavillon Réalité Virtuelle du Luxembourg City Film Festival reprendra à nouveau ses quartiers au Casino Luxembourg – Forum d'art contemporain avec un programme encore plus original. Plusieurs stations VR seront mises à disposition dans différentes pièces du Casino, dont les caves mythiques du Casino. Elles permettront aux festivaliers de découvrir une sélection d'expériences et de contenus immersifs qui comptent parmi les plus primés et les plus ambitieux du moment. La sélection du Pavillon comptera deux coproductions luxembourgeoises soutenues par le Film Fund Luxembourg : le long-métrage en VR *Fan Club* avec Sylvie Testud et Mathieu Kassovitz (réalisation: Vincent Ravalec, production: a\_BAHN) et le jeu interactif *Playmobil the Movie – VR Adventures* (réalisation: Olivier Rakoto, coproduction: Bidibul Productions). La deuxième édition du « VR Day », journée professionnelle de conférences-débats, d'études de cas et d'échanges autour de la VR, réunira des experts internationaux qui se pencheront sur les défis que rencontre actuellement le marché de la VR au niveau du storytelling et de la distribution. Le Pavillon Réalité Virtuelle est organisé par le Film Fund Luxembourg en collaboration avec le Centre PHI de Montréal et en partenariat avec Digital Luxembourg dans le cadre du Luxembourg City Film Festival. Il est ouvert au public du 7 au 17 mars 2019.

# \\ VR DAY

7.03.2019

## STORYTELLING AND DISTRIBUTION: THE CHALLENGES

The immersive content industry is facing two major issues and challenges at the moment: storytelling – how to write and design meaningful stories for these new audiovisual experiences – and distribution models that are able to bring content to larger audiences.

**10:00** Coffee  
**10:30** Welcome  
by Guy Daleiden,  
CEO, Film Fund  
Luxembourg  
**10:35** Case Study & Panel 1  
**12:45** Networking Lunch  
**14:30** Case Study & Panel 2

## CASE STUDY EXPERIENCE "DRAW ME CLOSE"

**PRESENTED BY** TOBY COFFEY HEAD OF DIGITAL DEVELOPMENT, NATIONAL THEATRE UK

### PANEL 1 "IT'S NOT ABOUT CONTENT. IT'S ALL ABOUT STORIES. IT'S ALL ABOUT GREAT STORIES." (MITCH JOEL)

Sceptics and critics lament the fact that many AR and VR experiences are gimmicky or technological experimentation for experimentation's sake, and that they forget or refuse to draw in viewers by simply telling a captivating story. It is a well-known fact that immersive works call on all our senses and that they are at their most powerful when they manage to generate

real and raw emotions. The future of VR and new media experiences in general will depend on the quality and appeal of the stories they tell and the scripts they are based on. Narrative skill is of the essence. It is vital for next-generation creators in this new audiovisual field to explore this key creative component and harness the true potential of good storytelling for immersive content.

**WITH** VINCENT RAVALEC (DIRECTOR, "FAN CLUB"), LANDIA EGAL (CO-FOUNDER & PRODUCER, TINY PLANETS), MAX SACKER (DIRECTOR, "KOBOLD"), VOYELLE ACKER (IMMERSIVE EXPERIENCE PRODUCER, BIOBUL PRODUCTIONS & ON ANIMATION STUDIOS), FRANÇOIS LE GALL (PRODUCER, A\_BAHN)  
**HOST** TOBY COFFEY (HEAD OF DIGITAL DEVELOPMENT, NATIONAL THEATRE UK)

## CASE STUDY VR FICTION "7 LIVES"

**PRESENTED BY** MARIE BLONDIAUX PRODUCER, RED CORNER

### PANEL 2 "YOU CANNOT SET ART OFF IN A CORNER AND HOPE FOR IT TO HAVE VITALITY, REALITY, AND SUBSTANCE." (CHARLES IVES)

We still lack dedicated venues and exhibition spaces for AR/XR content, and only a very limited number of viewers therefore have access to more ambitious immersive works. The most acclaimed and powerful experiences tend to be location-based and cannot be made available at home. Yet, public appetite for these events is growing. There are plenty of fans of VR and interactive content out

there, of all ages, and they are eager to not just play VR games but also explore immersive content in all its shapes and forms using digital technology. This should compel the industry to explore innovative sales and distribution models for these experiences and to expect ambitious plans from new technologies as well as from the scripts and audience development aims of content developers.

**WITH** EMMANUEL CUÉNOT (CEO, ARTISTIC DIRECTOR, GENEVA INTERNATIONAL FILM FESTIVAL), CAMILLE LOPATO (FOUNDER, DIVERSION CINEMA), ANTOINE CAYROL (PRODUCER & CO-FOUNDER, ATLAS V), MYRIAM ACHARD (CHIEF NEW MEDIA PARTNERSHIPS & COMMUNICATIONS, PHI CENTRE MONTREAL)  
**HOST** VOYELLE ACKER (IMMERSIVE EXPERIENCE PRODUCER, BIOBUL PRODUCTIONS & ON ANIMATION STUDIOS)

Admission is free of charge but registration is required / Accès gratuit, inscription obligatoire: [promotion@filmfund.etat.lu](mailto:promotion@filmfund.etat.lu)

Simultaneous interpretation in French and English will be available / Une interprétation simultanée en français et en anglais sera disponible



## FAN CLUB 16+

FEATURE-LENGTH VR THRILLER  
55' EN FR

BY VINCENT RAVALEC

**PRODUCERS** STÉPHANE HUEBER-BLIES,  
FRANÇOIS LE GALL, MARION GUTH & NICOLAS BLIES  
**PRODUCTION** A. BAHN

**CO-PRODUCTION** LES FILMS DU GARAGE

**WITH** SYLVIE TESTUD, MATHIEU KASSOVITZ,  
DENIS LAVANT, ARTHUR H, DENIS MPUNGA,

ASTRID ROOS, AUDE-LAURENCE BIVER,  
JEAN-FRANÇOIS WOLFF, KESTER LOVELACE  
**ARTISTIC DIRECTOR** ELISE MORIN

**DIRECTOR OF PHOTOGRAPHY** AMANDINE KLEE

**EDITING** AMÉLIE RAVALEC

**MUSIC** ANDRÉ MERGENTHALER

Anna, a mainstream TV star, accepts the invitation of her "fan club" to spend a weekend with them. Very quickly, the encounter turns into a nightmare when she is kidnapped by her admirers, who suffer from borderline personality disorder and who have set out to make her re-experience her career through the emotions she has made them feel. But all is not what it seems, and the motives of Anna's fans may well be far more complex than simple revenge... Vincent Ravalec's first VR film is a reflection on the weight of memory and resilience, in the form of a psychedelic thriller.

Anna, une star de télévision, accepte l'invitation de son fan club à passer un week-end en leur compagnie. Très rapidement, ce moment va se transformer en cauchemar. Anna est kidnappée par des admirateurs «borderline» qui se sont mis en tête de lui faire revivre sa carrière à travers les émotions qu'elle leur a fait éprouver. Mais alors que l'angoisse prédomine, des questions s'installent peu à peu. Est-ce leur folie qui les a poussés à cette mise en scène terrifiante, ou l'histoire a-t-elle des ressorts plus ésotériques et les «fans» des motivations plus complexes ?

Meet VINCENT RAVALEC, Director  
& FRANÇOIS LE GALL, Producer → 7.03 VR Day



## PLAYMOBIL® THE MOVIE VR ADVENTURES



ONE-PLAYER VR EXPERIENCE  
5' EN FR

BY OLIVIER RAKOTO

**PRODUCERS** ATON SOUMACHE, LILIAN ECHE,  
CHRISTEL HENON, BRICE GARNIER

**PRODUCTION** 2.9 FILM HOLDING, BIDIBUL  
PRODUCTIONS, KAIBOU PRODUCTION,

**COLLABORATION** ON ANIMATION STUDIOS

**CREATIVE PRODUCER** VOYELLE ACKER

**GAME DESIGNER** SAMUEL LEPOIL

**TECHNICAL DIRECTOR** VANDER AMARAL

Put on your VR headset and contribute to the heist of the century with the cowboys of *Playmobil, the Movie!* Installed in a foodtruck facing the bank, your goal is to make a diversion and pass on the right information to your accomplices, which could lead you to fill your burritos with rather... surprising ingredients. In this one player VR experience for a family audience, you will have to let your cooking skills go wild and serve whatever you want to whomever you want, but beware of the consequences of your choices!

Enfilez votre casque VR et participez au casse du siècle orchestré par les cowboys de *Playmobil, the Movie!* Installé dans un foodtruck face à la banque, votre mission est de faire diversion et de transmettre les bonnes informations à vos complices, ce qui pourrait vous conduire à agrémenter vos burritos d'ingrédients plutôt... étonnants. Dans cette expérience VR pour un joueur, destinée à un public familial, vous devrez laisser vos talents de cuisinier s'exprimer et servir ce que vous voulez à qui vous voulez, mais gare aux conséquences de vos choix !

Meet VOYELLE ACKER, Creative Producer → 7.03 VR Day

FILM FUND  
LUXEMBOURG

supported through the Canada Luxembourg Co-Production Incentive





## ARDEN'S WAKE TIDE'S FALL

13+

ANIMATED VR FILM  
29' EN

BY EUGENE YK CHUNG

PRODUCTION PENROSE STUDIOS  
WITH THE VOICE OF ALICIA VIKANDER

In a post-apocalyptic world, a young woman lives with her father in a lighthouse perched atop an endless sea. When he disappears, she must embark on a thrilling journey of self-discovery.



## BATTLESCAR

13+

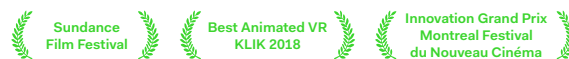
ANIMATED VR FILM  
9' EN

BY NICO CASAVECCHIA  
& MARTIN ALLAIS

NARRATED BY ROSARIO DAWSON  
PRODUCTION ATLAS V, ISTAVEMACHINE & FAUNS,  
COLLABORATION ARTE FRANCE & KALEIDOSCOPE

SUPPORT CNC, RYOT, REGION  
AUVERGNE-RHÔNE-ALPES & LAB  
D'Auvergne-Rhône-Alpes Cinéma

Be transported into the middle of an animated world where a teenage Puerto Rican girl, Lupe (voiced by Rosario Dawson), is discovering herself at the dawn of New York City's punk scene. She meets Debbie, a badass runaway kid living in the city, and together they wander the underground worlds of the Lower East Side of the late 1970s.



## KOBOLD

16+

HORROR SHORT FILM  
15' EN

BY MAX SACKER

PRODUCERS MORITZ WESSENDORFF,  
MAX SACKER  
PRODUCTION ART ON THE RUN,  
ANOTHERWORLD

DIRECTOR OF PHOTOGRAPHY  
DUSTIN WALLRAPP  
MUSIC PHILIPP HAHN

Little Kaspar is dealing with the recent loss of his mother by pouring his imagination into Germanic fairy tales and by playing with his imaginary friend Pixi. When Pixi offers him a way to see his mother again, Kaspar embarks on a journey that takes him deep into a dark world that he may never return from.

## KOBOLD – EXPERIENCE

16+

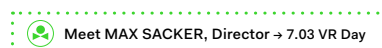
VR EXPERIENCE  
20-35' EN

BY MAX SACKER

PRODUCER IOULIA ISSERLIS  
PRODUCTION ANOTHERWORLD VR

LEAD ARTIST TOM KIS  
MUSIC TAKURO SAKAMOTO

Step into the shoes of an urban explorer investigating the mysterious case of a missing boy. Pick up your flashlight and discover the secrets of an abandoned villa in the middle of a dark forest in Germany. Immerse yourself in true, cinematic realism, explore an interactive universe, pick up clues and dare to venture deeper into a mystical world where your actions can have grave consequences.





## THE COAST 13+

INTERACTIVE VR MUSIC VIDEO  
4' SILENT/SANS PAROLES

BY **TURBULENT FOR VALAIRE**

SUPPORT SODEC & RADIO-CANADA,  
PLAN CULTUREL NUMÉRIQUE DU QUÉBEC

MUSIC VALAIRE

In just under four minutes, *The Coast* takes viewers through the upbeat landscape of an exotic island rich in colour and lush with life. Set to the rhythm of Valaire's soundtrack, it offers a novel approach to virtual reality. It was designed to bring smiles to faces and have viewers overcome their inhibitions and dance along, in a short, bite-sized experience that leaves a vibrant, happy memory.

En moins de quatre minutes, *The Coast* transporte le spectateur dans le paysage rythmé d'une île exotique, riche en couleur et vibrante de vie, qui s'anime au son de la musique de Valaire. Approchant la réalité virtuelle d'une façon novatrice, l'expérience est conçue pour faire sourire ses spectateurs et les inviter à danser.



## THE REAL THING 13+

VR DOCUMENTARY  
16' MANDARIN CHINESE  
FR & EN SUBT.

BY **BENOIT FELICI**

CO-DIRECTOR MATHIAS CHELEBOURG

PRODUCTION ARTLINE FILMS,  
DV GROUP & ARTE FRANCE

Around China's largest cities, entire neighbourhoods have been inspired by foreign models. *The Real Thing* explores the most stunning of these "fake cities." It travels from Paris to London and Venice without ever leaving China. The inhabitants guide us in the parallel world where they have chosen to live.

En périphérie des grandes villes de Chine ont poussé des quartiers entiers inspirés de modèles étrangers. *The Real Thing* explore les plus impressionnantes de ces « fausses villes ». Voyagez de Londres à Venise sans jamais quitter la Chine ! Les résidents vous guident dans ce monde parallèle qu'ils ont décidé d'habiter.



## THE SCREAM / LE CRI

DOCUMENTARY EXPERIENCE  
15' EN FR

BY **SANDRA PAUGAM & CHARLES AYATS**

PRODUCTION CINÉTÉVÉ EXPERIENCE  
CO-PRODUCTION ARTE FRANCE  
PARTNERSHIP BACKLIGHT STUDIO

SUPPORT CNC & CONSEIL RÉGIONAL  
PROVENCE-ALPES-CÔTE D'AZUR

*The Scream* is a sensory-driven documentary that brings Munch's thoughts and demons to life. This VR experience uses *The Scream* as a launching pad, exploring the painter's obsessions and works in an audio-visual staging of the most famous scream in the history of art.

*Le Cri* est un documentaire sensoriel donnant vie aux pensées et aux démons de Munch. Avec *Le Cri* pour point de départ, cette expérience en réalité virtuelle traverse les obsessions et l'œuvre du peintre pour une mise en scène visuelle et sonore du cri le plus connu de l'histoire de l'art.



## VESTIGE 13+

VR EXPERIENCE  
13' EN FR SUBT.

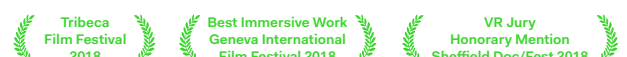
BY **AARON BRADBURY**

BASED ON THE TRUE STORY OF LISA ELIN  
PRODUCERS PAUL MOWBRAY, ANTOINE CAYROL  
& JILL KLEKAS BASMAJIAN

PRODUCTION NSC CREATIVE,  
ATLAS V & KALEIDOSCOPE

Journey into the mind of Lisa as she recalls her lost love, Erik, through a series of fragmented memories.

Explorez les pensées de Lisa alors qu'elle se remémore Erik, son amour perdu, au fil d'une série de souvenirs fragmentés.





## WOLVES IN THE WALLS: ANIMATED VR EXPERIENCE CHAPTER 1 13+

BY PETE BILLINGTON

PRODUCTION JESSICA SHAMASH,  
FABLE STUDIO & OCULUS STUDIOS

Not everything is as it seems when 8 year-old Lucy's imagination proves to be reality. Based on a work by Neil Gaiman and Dave McKean, *Wolves in the Walls* transports you into the magic of virtual reality cinema where only you can help Lucy discover what's truly hiding inside the walls of her house. A VR film conceptualised by the Emmy Award-winning team that brought you *Henry*, and choreographed by New York's critically acclaimed theatre company Third Rail Projects.



Film Fund Luxembourg had the pleasure and privilege, for this year's edition of the VR Pavilion, to rely on the creative services, the production and VR exhibition expertise of PHI Centre Montreal, the hot spot for new technologies and center of excellency for public display of immersive, virtual and interactive work.

The ties built with the multidisciplinary and cultural PHI Centre will, without a doubt, lead to future VR joint ventures and events.

Le Fonds national de soutien à la production audiovisuelle s'est assuré pour l'organisation globale du Pavillon VR 2019, des services de création, de production et d'installation du Centre Phi de Montréal, haut lieu des nouvelles technologies et centre d'excellence de présentation au public d'oeuvres immersives, virtuelles et interactives.

Le lien créé avec ce pôle culturel et artistique multidisciplinaire, qu'est le Centre Phi, permettra de développer dans le futur d'autres manifestations et événements communs.

GUY DALEIDEN (CEO, FILM FUND LUXEMBOURG)

## PRACTICAL INFORMATION

### VENUE / LIEU

**Casino Luxembourg –  
Forum d'art contemporain**  
41, rue Notre-Dame  
L-2240 Luxembourg

Free entry,  
subject to availability. / Entree libre,  
dans la limite des places disponibles.

### Opening Hours

7.3.-17.3.2019  
Daily from 11am-7pm

### CONTACT

[promotion@filmfund.etat.lu](mailto:promotion@filmfund.etat.lu)  
**TICKETS / BILLETTERIE**

Walk-in system  
no bookings /  
sans réservations

### LANGUAGES / LANGUES

A number of films and experiences are available in English and French, others only in English. Please refer to the relevant section for further information. / Plusieurs films sont disponibles en français et en anglais, d'autres uniquement en anglais. Veuillez vous reporter à la rubrique correspondante pour de plus amples informations.

### FULL PROGRAMME / PROGRAMMATION DÉTAILLÉE :

[luxfilmfest.lu](http://luxfilmfest.lu)  
 LuxFilmFestival  
 luxfilmfest

Programme may be subject to unforeseen changes. / Programmation sous réserve de modifications.

13+

#### AGE RESTRICTIONS & HEALTH WARNINGS

- The use of VR headsets is not recommended for children under the age of 13. This age restriction is imposed by VR headset manufacturers.
- Some VR content on display at the Pavilion is suitable for viewers aged 16 or over, and is marked as such in the description.
- It is recommended that pregnant women, seniors, and individuals suffering from mental illnesses, epilepsy, binocular vision anomalies, heart disease, or other serious illnesses consult a doctor before using a VR headset. The use of VR headsets may cause motion sickness in some viewers.

#### RESTRICTIONS D'ÂGE & PRÉCAUTIONS DE SANTÉ

L'utilisation des casques VR est déconseillée aux personnes de moins de 13 ans. Cette restriction est imposée par les fabricants de casques VR.

Certains des contenus du Pavillon sont classés dans la catégorie « admis à partir de 16 ans » et sont signalés comme tel dans le descriptif.

Il est recommandé aux femmes enceintes, aux personnes âgées et aux personnes atteintes de troubles psychiatriques, d'épilepsie, d'anomalies de la vision binoculaire, de maladies cardiaques ou d'autres maladies graves de consulter un médecin avant d'utiliser un casque VR. L'utilisation des casques VR peut provoquer le mal des transports chez certains utilisateurs.

# PARTNERS

## ORGANISATION & COORDINATION

FILM FUND LUXEMBOURG

## IN COOPERATION WITH

PHI CENTRE MONTREAL

## IN PARTNERSHIP WITH

DIGITAL LUXEMBOURG

## HOSTED BY

LUXEMBOURG CITY FILM FESTIVAL & CASINO LUXEMBOURG –  
FORUM D'ART CONTEMPORAIN

