

PRESS RELEASE

















# > VR ARLES FESTIVAL THE VIRTUAL REALITY ART FESTIVAL

Virtual reality takes art out of the frame and transports you to endless worlds. The VR Arles Festival brings together fiction, documentaries, and artistic creations. The third edition is devoted to interactivity and multidisciplinarity. Influences come from contemporary art, cyberactivism, photography, 3D, arthouse cinema, and investigative journalism. Immersion in the virtual world moves to the beat of narrative and contemplative experimentation. At the Saint-Césaire Convent, viewers can step into the skin of a dragonfly or a tree with the new installations from Marshmallow Laser Feast, caress the flowers in Mélanie Courtinat's hanging garden in I Never Promised You A Garden, and discover the avant-garde of immersive art alongside Rosa Menkman, Theo Triantafyllidis, and Morshshin Allahyari, exhibited in the DiMoDa digital museum.

Travel through extraordinary temporal realities as you become Vaysha, l'aveugle, a little girl born with a bizarre peculiarity: Her left eye sees the past while her right eye can see only the future. The festival is launching a collaborative venture with the Palais de Tokyo to create an innovative work by artist Julien Creuzet: his installation Maïs Chaud Marlboro will mark the inauguration of the Galerie Arena, a new location associated with the festival. A further new addition is a children's program with a range of educational films and workshops.

During the opening week, which will host a number of big names from the world of art, cinema, and virtual reality, there will be a series of conferences at the Saint-Césaire Convent to explore the possibilities of virtual reality, and the jury will present a prize for best film.

This festival is a joint project organized by BNP Paribas, Rencontres d'Arles, and Fisheye. With support from the Palais de Tokyo, the Institut Français, Le Point, mk2, Arte, France Info, and La Provence. And with technical support from Intel, LaCie and Ricoh.



# > THE CO-CREATORS

#### > BNP PARIBAS

2017 marked a century of joint history between BNP Paribas and the film industry. One hundred years that made it possible to build a special relationship and to cultivate common values, allowing BNP Paribas to become the great European bank of cinema. The group is involved, directly or indirectly, in the funding of one in every two movies produced in France. In Europe, it is involved at all levels in cinema's value chain, whether it be in funding projects, modernization, or promo-

ting cinema attendance, developing of new technology, restoring heritage masterpieces, supporting new talent... In an ever-changing world with new technology and new uses emerging all the time, BNP Paribas is committed more than ever to supporting cinema as it evolves, promoting new forms of writing and offering its customers new experiences, in particular with virtual reality, thanks to VR Arles Festival, but also in collaboration with mk2 VR.

#### > FISHEYE

Fisheye is an independent media and production house based in Paris, editor of the contemporary photography magazine Fisheye, the site fisheyemagazine.fr, as well as other specialist hi-tech and photography publications, including the sites labo.fnac.com and lens.fr. Fisheye is also a gallery which curates and displays new, talented photographers and it includes Fisheye VR, an integrated virtual reality production studio.

#### > RENCONTRES D'ARLES

Created in 1969, Rencontres d'Arles is the first internationally renowned photography festival, presenting over forty exhibitions each year throughout the summer in some twenty heritage sites in the town of Arles. During the opening week, there are nighttime projections at the Roman Theater. Debates, conferences and readings tackle the various trends in photography. Every year, they also put on classroom-based educational activities and photography

courses taught by well-known photographers. To this day, photography continues to surprise us with its capacity to capture not only artistic themes, but also social, cultural, and historical ones. And this gathering of photographers, rightfully referred to as Rencontres, meaning "encounters," acts as a sounding board, propagating and promoting both historic and contemporary artistic techniques.

www.rencontres-arles.com

#### > CONTACTS

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# > INSTITUTIONAL PARTNERS



#### PALAIS DE TOKYO

JULIEN CREUZET Maïs Chaud Marlboro at the ENSP Galerie Arena Curator: Daria de Beauvais

For Rencontres d'Arles, the Palais de Tokyo has invited Julien Creuzet to the VR Arles Festival in partnership with Fisheye. Julien Creuzet explores various cultural heritages, bringing together poetry, song, photography, film, and installation art. He combines these media together like different languages which mutually draw on each other, interweaving them to create spaces, parallels, and sets which are both precise and free, letting imagination run wild. The islands that make up the Caribbean, still bearing the marks of its history of western colonization, heavily

influenced Edouard Glissant's work, which in turn has inspired much of the artist's creativity. Like Glissant's writing, Julien Creuzet's work implies that identity is not fixed, neither collective identity nor that of the individual. Exchange is possible without denying the self. Maïs Chaud Marlboro is the artist's first work using virtual reality. This time, he is interested in the cultivation and distribution of corn. A product of the Mesoamerican gods, cultivated for ten thousand years in Mexico, it was imported to Europe in the sixteenth century and is now sold roasted on the streets of Barbès, Paris. A song creates the atmosphere for the exhibition, where images of Mexican landscapes and monuments, pre-Columbian artifacts, and European corn field vistas converge.



#### THE INSTITUT FRANÇAIS AND THE VIRTUAL REALITY WRITING RESIDENCY

For its third edition, the VR Arles Festival has partnered up with the Institut Français to create a writing residency dedicated to immersive narration. The Institut Français is the public organization responsible for promoting French culture internationally and stimulating dialog with foreign cultures. It supports digital art by developing new talent, promoting French know-how and creations outside of France, and encouraging international gatherings and cooperation.

For a week, the residency provides participants with hands-on workshops, individual support, time for writing and for exchanging, meetings, and master classes with professionals specializing in immersive reality, sound, live performance, and image. The residency will take place from August 20 to 26, 2018. Applications are open until June 29. For more information, see <a href="https://www.vrarlesfestival.com">www.vrarlesfestival.com</a>

#### **MEDIA PARTNERS**

 $m\!k\!2$  franceinfo: arte

Le Point La Provence

#### **TECHNICAL PARTNERS**









### > THE CONFERENCES

The opening week will feature an extensive program of conferences giving artists and filmmakers featured the opportunity to interact with the audience and discuss immersive creation: What are the stories and counter-stores told through virtual reality? How do we bring excitement back into our view of the world? How do we produce expository documentaries that are truly transformative? You will find answers every afternoon from July 3 to 7 starting at 3 p.m.

#### TUESDAY, JULY 3

3 p.m. - 4 p.m.

Technology in the service of art

A review of new technology and demonstrations

#### WEDNESDAY, JULY 4

3 p.m. - 4:30 p.m.

The artists and creation of virtual reality

Virtual reality in contemporary art

Conversation with artists who create artistic realities

#### THURSDAY, JULY 5

10 a.m. - 11:30 a.m.

Debate with the panel of judges and questions from the audience (adults and children).

3 p.m. - 4:30 p.m.

Virtual reality for recounting contemporary history.

Is the emergence of virtual reality also that of new stories? How does virtual reality narrate our present time?

#### FRIDAY, JULY 6

3 p.m. - 4 p.m.

Children, the audience won over by virtual reality.

Aged between 7 and 12 years old, they enjoy nothing more than the experiences gained putting on a headset. In this public discussion, we will see how virtual reality has reshaped the dreams of children, and how the creators bear the responsibility of creating appropriate stories.

#### SATURDAY, JULY 7

3 p.m. - 4 p.m.

The materials of virtual reality. What are we looking at when we look at virtual reality? And what are supposed to do? A conference for defining assessment benchmarks for artistic virtual reality.

5 p.m. - 7 p.m. Virtual reality theatrical event.

A theater performance combining artistic performance with reality.



# > OFFICIAL PROGRAM













#### VAYSHA VR

National Film Board of Canada

YEAR: 2016 COUNTRY: CANADA LENGTH: 8 MIN

LANGUAGE: FRENCH/ENGLISH

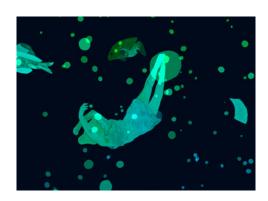
LANGUAGE: ENGLISH

DIRECTED BY: THEODORE USHEV

PRODUCED BY: NATIONAL FILM BOARD OF CANADA

TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=P64WZBQDH4M EN HTTPS://VIMEO.COM/151535907

Vaysha is a little girl born with a bizarre peculiarity: Her left eye sees the past while her right eye can see only the future. Living in the present is impossible. Should she rid herself of one of her eyes so that she can live in one of these temporal realities? Is she condemned to this confusing perception of reality? So many deeply confounding questions.



#### **RECALL**

SharpSense

YEAR: 2017 COUNTRY: FRANCE LENGTH: APPROX. 1 HOUR

DIRECTED BY: FERDINAND DERVIEUX AND JULIA SPIERS

PRODUCED BY: SHARPSENSE

A man knocked out who wakes up at a crime scene, an old lady with a blurry memory, a teenager the next morning after a night of partying... Play successively as nine members of the same family and try to help them remember in order to understand their story and the link that unites them. Retrace your memory in this entirely hand-drawn universe. From engravings to paper clippings, painting, and colored pencils, Recall is a unique virtual reality narrative experience.



#### DINNER PARTY

Skybound Entertainment and RYOT / FRENCH PREMIERE

COUNTRY: UNITED STATES LANGUAGE: ENGLISH YFAR: 2018 LENGTH: 13 MIN 30 SEC DIRECTED BY: ANGEL MANUEL SOTO

PRODUCED BY: SKYBOUND ENTERTAINMENT AND RYOT

TRAILER HTTPS://WWW.YOUTUBE.COM/WATCH?V=DKIPIUCNXOU

Dinner Party is a 3D virtual reality experience based on the true story of Betty and Barney Hill, an interracial couple who, in 1961, claimed they were abducted by aliens. The very first case in America of this well-known trope. When the Hills were not able to fully remember or piece together the details of this unexplainable occurrence, they tried hypnosis. At a dinner party, they played the recording of the session to their friends. Viewers experience the Hills' disparate and radically different accounts of the abduction.





### **FICTIONS**

#### **VESTIGE**

Atlas V, NSC Creative, Kaleidoscope

YEAR: 2018 COUNTRY: FRANCE, UNITED KINGDOM, UNITED STATES LENGTH: 15-20 MIN LANGUAGE: ENGLISH DIRECTED BY: AARON BRADBURY PRODUCED BY: ATLAS V, NSC CREATIVE, KALEIDOSCOPE

TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=EDOQZQVYLMU

Vestige is a virtual reality experience exploring the question of the fragility of memory and our relationship with bereavement.

In the middle of a cosmic vacuum, fragments of memories return bit by bit to Lisa. We travel with her through the fragments of her old life with Erik and are confronted with the fragmented and unreal nature of her memory. Remembering is an act of creation and recreation.

I FNGTH: 15 MIN

LANGUAGE: FNGLISH

#### FIREBIRD: THE UNFINISHED

InnerspaceVR / French premiere

YEAR: 2018 COUNTRY: FRANCE DIRECTED BY: BALTHAZAR AUXIETRE PRODUCED BY: INNERSPACEVR

Alexandre Desplats.

TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=2QPMBKQEOKS

Following on from the multi-award-winning Firebird - La Péri, the studio Innerspace decided to continue to develop the Firebird collection. Inspired by Walt Disney's Fantasia, this series of virtual reality performances combines classical music and ballet choreography with high-quality special effects and simple interactions which make the viewer become a part of the experience. Using virtual reality as a canvas, Balthazar Auxietre, the studio's creative director, took that which had been most popular with the general public and the critics in his initial formula and took it even further with Firebird - The Unfinished. In this new, immersive musical creation, the viewer plays the role of curator of a museum dedicated to Auguste, the famous sculptor known as much for his sculptures as for his stormy love affair with one of his assistants, Camille. As the curator inspects the museum one last time, the night before the opening, a storm is unleashed outside, and suddenly, the statues seem to whisper in the pale moonlight. The ghosts of Auguste and Camille appear and ask for your help: provide the finishing touches to The Unfinished, the mysterious sculpture that they never managed to complete together, to comfort the two lost souls of the museum. Firebird - The Unfinished is a love story in a fantasy setting where emotion and grace is enhanced by the Toronto Symphony Orchestra's performance of Gustav Holst's The Planets, a score from which some of the most famous composers have drawn inspiration, including John Williams, Hans Zimmer, and





#### 700 REQUINS

Neotopy, Le Cinquième Rêve, and Arte

YEAR: 2018 COUNTRY: FRANCE LENGTH: 12 MIN LANGUAGES: FRENCH/ENGLISH DIRECTED BY: MANUEL LEFÈVRE AND FRÉDÉRIC GOURDET PRODUCED BY: NEOTOPY, LE CINQUIÈME RÊVE, AND ARTE TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=QXSP6X3-S3E&VL=FR

This virtual reality documentary follows the expedition undertaken by biologist and underwater photographer Laurent Ballesta at the Fakarava atoll in French Polynesia, ruled by a pack of 700 sharks. After years of study, new discoveries in their hunting strategies are on the verge of being discovered... which could change the way we look at these predators. The team has been preparing since 2014 to accomplish this scientific, technological, and human challenge, to dive... into the heart of the pack.



#### THE SUN LADIES

Lucid Dreams Productions and Jack Blue Inc

YEAR: 2018 COUNTRY: UNITED STATES LENGTH: 7 MIN LANGUAGE: ENGLISH DIRECTED BY: CHRISTIAN STEPHEN AND CÉLINE TRICART
PRODUCED BY: LUCID DREAMS PRODUCTIONS AND JACK BLUE INC TRAILER: HTTPS://VIMEO.COM/210654040

In 2014, ISIS rebels invaded Iraq and targeted the Yazidi community of Sinjar. The men were killed, the women and girls kidnapped as sex slaves. Some of them were able to escape and established a female-only combat unit called the Sun Ladies with the goal of bringing back their sisters.



#### I SAW THE FUTURE

DA PROD and Arte

visionary humanist.

YEAR: 2018 COUNTRY: FRANCE LENGTH: 6 MIN LANGUAGE: ENGLISH DIRECTED BY: FRANÇOIS VAUTIER
PRODUCED BY: DA PROD AND ARTE
TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=KQ5KLAB03TY

In 1964, Arthur C. Clarke, Kubrick's co-writer on 2001, unveils his vision of the future. Revisiting the signals transmitted by the first cathodic images, this experimental virtual reality film literally plunges us inside the sound and vision matrix at the heart of this archive. I Saw the Future gives viewers the opportunity to immerse themselves in a three-dimensional space echoing the futuristic predictions of this







# **DOCUMENTAIRES**

#### **ROXHAM 2017**

National Film Board of Canada / French premiere

LENGTH: 15 MINLANGUAGE: N/A DIRECTED BY: MICHEL YEAR: 2018 COUNTRY: CANADA

HUNEAULT

YEAR: 2018

PRODUCED BY: NATIONAL FILM BOARD OF CANADA TRAILER: HTTPS://VIMEO.COM/263877966

An immersive story of Roxham Road, a small section of the border where people are arrested and welcomed at the same time. Photographer Michel Huneault documents the interception of asylum seekers crossing from the United States to Canada and their bewildering quest for a safe refuge.

#### UN BAR AUX FOLIES BERGÈRE

IKO and Arte France / French premiere

COUNTRY: FRANCE

LENGTH: 6 MIN

LANGUAGE: N/A DIRECTED BY:

GABRIELLE LISSOT PRODUCED BY: IKO AND ARTE FRANCE TRAILER:

Un Bar aux Folies Bergère VR is a four-act dive into the famous Manet painting, entering one by one into the minds of the painter, his model Suzon, the watching client, and a visitor at the Courtauld Gallery where the painting is now on display. From the eyes of the artist to that of the viewer, a journey into the effervescence of the Folies Bergère at the end of the 19th Century.



# **ARTISTIC CREATIONS**

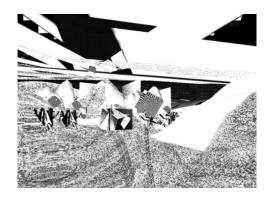


#### MUSEUM OF SYMMETRY

National Film Board of Canada / French premiere

YEAR: 2018 COUNTRY: CANADA LENGTH: 20 MIN
LANGUAGE: ENGLISH DIRECTED BY: PALOMA DAWKINS PRODUCED BY: NATIONAL FILM BOARD OF CANADA
TRAILER: HTTPS://VIMEO.COM/261848776

How would you see the world if life were a game without rules and risks? Step inside the explosive imagination of cartoonist and animator Paloma Dawkins with this absurd game, taking you from the highest clouds to the deepest depths of the ocean, through patterns of pure harmony. Produced by the National Film Board of Canada, Museum of Symmetry is a virtual reality adventure game where quirky 2D animations come to life in an interactive 3D terrain, immersive for body and soul. An explosive, refreshing, and exhilarating artistic creation that leads the player through earth, wind, fire, and water. Museum of Symmetry upsets the classic game narrative to create a unique experience exploring our relationship with nature and with ourselves.



# DCT:SYPHONING. THE 1000000<sup>TH</sup> (64<sup>TH</sup>) INTERVAL

YEAR: 2015-2016 COUNTRY: NETHERLANDS LENGTH: N/A LANGUAGES: FRENCH / ENGLISH ARTIST: ROSA MENKMAN PRODUCED BY: N/A SITE AND APP DOWNLOAD: HTTPS://BEYONDRESOLUTION.INFO/DCT-SYPHONING

DCT:SYPHONING is part of an extensive ensemble exploring themes of screen definition and resolution, the very essence of which virtual reality is made. Inspired by the novella Flatlands by Edwin Abbott Abbott, DCT:SYPHONING uses virtual reality to tell the story of the journey of two DCT blocks, Senior and Junior, traveling through an abstract universe. The simulated environments explore image compression, from the first rasterized graphic images to the latest simulation techniques used in realistic image synthesis.



#### STAPHYLOCULUS

YEAR: 2017 COUNTRY: GREECE / USA LANGUAGE: ENGLISH ARTIST: THEO TRIANTAFYLLIDIS SITE: HTTP://SLIMETECH.ORG/ LENGTH: N/A PRODUCED BY: N/A

Staphyloculus takes us to the heart of the Californian desert, in Joshua Tree National Park, where the artist has installed a complete virtual reality setup. As you float, incorporeal in the hot air, micro-organisms creep among the stones and stick to your skin.



# **ARTISTIC CREATIONS**



#### I NEVER PROMISED YOU A GARDEN

COUNTRY: FRANCE LANGUAGE: N/A ARTIST: MÉLANIE COURTINAT STUDIO AND ECAL TRAILER: HTTPS://VIMEO.COM/233232576

PRODUCED BY: PASTORPLACZEK SITE: MELANIECOURTINAT.COM

I Never Promised You A Garden is an immersive installation which presents a lush, interactive hanging garden. Dreamlike and subtle, the installation takes a critical approach to virtual reality interaction and highlights the intrusion of the virtual in real life.



#### IN THE EYES OF THE ANIMAL

YEAR: 2016 COUNTRY: N/A LASER FEAST PRODUCED BY: N/A TRAILER: HTTPS://VIMEO.COM/140057053 LENGTH: N/A LANGUAGE: N/A ARTIST: MARSHMALLOW

In The Eyes of The Animal lets us experience the same forest through the senses of four different animals: a mosquito, a dragonfly, a frog, and an owl. All quite unique, their perceptions each create a different world, forcing us to reflect on our ideas of reality.



#### TREEHUGGER: WAWONA

COUNTRY: N/A YFAR: 2017 LASER FEAST PRODUCED BY: N/A

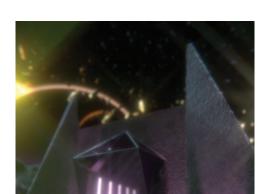
TRAILER: HTTPS://VIMEO.COM/195539105

SITE: HTTP://WWW.TREEHUGGERVR.COM/

LENGTH: N/A LANGUAGE: N/A ARTIST: MARSHMALLOW

Can you become a tree? Shown for the first time in France, the installation Treehugger: Wawona takes you inside a giant seguoia. Becoming a particle of water, you climb from the roots to the very summit, tracing the essential cycle of photosynthesis. A way of creating a new empathy with the complex and symbiotic world of the forest.





# CRÉATIONS ARTISTIQUES

#### DIMODA 3.0

#### European premiere

YEAR: 2018 COUNTRY: N/A LENGTH: N/ALANGUAGE: ENGLISH ARTIST: MOREHSHIN ALLAHYARI, KORAKRIT ARUNANONDCHAI, VICKI DANG, DEBBIE DING, PAUL HERZ, RINDON JOHNSON, SHANE MECKLENBURGER
PRODUCED BY: N/A

APP DOWNLOAD (FREE): HTTPS://DIMODA.ART/DOWNLOADS

SITE: HTTP://DIMODA.ART/

The VR Arles Festival will be hosting the European premiere of DiMoDA 3.0. DiMoDA is a digital virtual reality museum. Conceived by artists Alfredo Salazar-Caro and William Robertson, DiMoDA has presented 15 virtual reality experiences since its first edition in 2015 at the Transfer Gallery in New York. Available free online, the DiMoDA exhibition has been shown at museums and galleries in New York, Miami, Chicago, Berlin, Düsseldorf, Dubai, and Bangkok.

For this new edition of the exhibition, entitled Gateways and Talismans, the DiMoDA collective once again features up-and-coming figures from the New Media scene. For example, Morehshin Allahyari, an Iranian artist based in New York and known for her work in 3D printing in ISIS and The 3D Additivist Cookbook, presents She Who Sees The Unknown, a feminist refiguring of Persian mythological figures. DiMoDA 3.0 also presents the first virtual reality works of Rindon Johnson, Paul Herz, Korakrit Arunanondchai, Vicki Dang, Debbie Ding, and Shane Mecklenburger.



### YOUNG AUDIENCES

The initiative to add a program aimed at young audiences was a new idea from BNP Paribas, who has made youngsters one of the pillars of their business engagement strategy. This part of the festival is unique in featuring four films dedicated to the youngest visitors, as well as a series of 10 workshops where they can discover virtual reality and find out more about images in order to help them learn about and use this immersive technology.



#### LE PETIT PRINCE VR

Red Accent

YEAR: 2017 COUNTRY: FRANCE LENGTH: 15 MIN LANGUAGE: FRENCH DIRECTED BY: PRODUCED BY: RED ACCENT
TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=Z13-OUJAWHO HTTPS://VIMEO.COM/237097742

Le Petit Prince VR is an interactive adventure that recounts the events of Saint-Exupéry's masterpiece, The Little Prince. Be creative, take flight in a biplane, and journey from planet to planet!



#### SONARIA

**Google Spotlight Stories** 

YEAR: 2017 COUNTRY: UNITED STATES LENGTH: 3 MIN LANGUAGE: SILENT DIRECTED BY: SCOT STAFFORD AND CHROMOSPHERE PRODUCED BY: GOOGLE SPOTLIGHT STORIES TRAILER: HTTPS://WWW.YOUTUBE.COM/WATCH?V=ETT9YOLTDDS

Follow two ever-changing creatures as they flow from one life form to another in a voyage of sound and light. Sonaria's visual language is simple and abstract, designed to suggest, while the audio language is layered and immersive, designed to answer.



#### DANS LA PEAU DE THOMAS PESQUET

La Vingt-Cinquième Heure, Prospect TV, France Télévisions, DVgroup

YEAR: 2018 COUNTRY: FRANCE LENGTH: 12 MIN LANGUAGE: FRENCH DIRECTED BY: PIERRE-EMMANUEL LE GOFF AND JÜRGEN HANSEN PRODUCED BY: LA VINGT-CINQUIÈME HEURE, PROSPECT TV, FRANCE TÉLÉVISIONS, DVGROUP TRAILER: HTTPS://VIMEO.COM/218955498

In NASA's training center in Houston, USA, you too can experience the tests that prepare astronauts for going into space. On the agenda: follow Thomas Pesquet into the centrifuge and jump with him into a giant swimming pool used for extravehicular activities.





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#### MICRO GIANTS

Digital Domain

YEAR: 2017 COUNTRY: CHINA LENGTH: 7 MIN LANGUAGE: SILENT DIRECTED BY: YIFU ZHOU PRODUCED BY: DIGITAL DOMAIN TRAILER: HTTPS://VIMEO.COM/225973541 HTTPS://WWW.YOUTUBE.COM/WATCH?V=A13WGYDLOQ4

Micro Giants is a computer-generated virtual reality experience which gives an unparalleled, engaging perspective of the life of insects. Depicting realistic insect behavior in a jungle setting, Micro Giants is visual storytelling at its best. It combines educational content with immersive entertainment to demonstrate the laws of the insect kingdom.



# Interview, film and festival visuals and trailer available on request.

# > CONTACTS

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