



# PRESS RELEASE

## VR ARLES FESTIVAL 2017



**BNP PARIBAS**  
La banque d'un monde qui change

**fisheye**

**ARLES** —  
LES RENCONTRES  
DE LA PHOTOGRAPHIE

## > VR ARLES FESTIVAL 2017: THE ARTISTIC VIRTUAL REALITY EVENT

Founded in 2016 by BNP Paribas, Fisheye and the Rencontres de la Photographie d'Arles, the VR Arles Festival immerses spectators in the world's best virtual reality productions. After the success of the first festival, this year's event will take up residence at the Couvent Saint-Césaire in Arles for two months this summer, from 3 July to 31 August 2017, as part of the 2017 Rencontres d'Arles.

From 3 July to 31 August 2017, the Couvent Saint-Césaire will become a forum for sharing and discussing VR (Virtual Reality). The public and professionals, assisted by demonstrators, will be able to use the free headsets to discover a selection of 20 VR films in three different genres: fiction, documentary and artistic creation.

BNP Paribas, a loyal partner of the film industry and the European bank of cinema, has been a co-creator of the festival since its launch in 2016, together with Fisheye and the Rencontres d'Arles. The VR Arles Festival encourages film-makers to explore the range of VR possibilities and works with them to develop these new forms of writing, filming and distribution.

## > THE JURY

Opening week, from 3rd to 9th July, will be devoted to a competition assessed by a jury that will meet at the Espace Saint-Césaire on 4<sup>th</sup> and 5<sup>th</sup> July to award a €10,000 prize to the best film in the selection.

The film-maker **Michel Hazanavicius**, jury president, will be assisted by:

**Valérie Donzelli** (actress and film-maker),

**Mercedes Erra** (Executive President of the Havas Group),

**Elisha Karmitz** (Director of mk2 Agency),

**Vincent Perez** (actor and film-maker),

**Olivier Mégean** (CEO of “Le Point”),

**Bertrand Cizeau** (Communications Director at the BNP Paribas Group),

**Benoît Baume** (President and Director of “Fisheye”).

## > THE CONFERENCES

The opening week will also feature an extensive programme of conferences, providing an opportunity for film-makers to talk to the public and consider the technical requirements of VR, the importance of adapted writing and the cinema, documentary and artistic creation of the future.

From Tuesday 4<sup>th</sup> to Friday 7<sup>th</sup> July, at 11 am and 4 pm, Couvent Saint-Césaire, Arles.

## > THE PARTNERS

### BNP PARIBAS

2017 marks a century of history between BNP Paribas and the motion picture industry—one hundred years that have seen the creation of a special relationship and the cultivation of common values, allowing BNP Paribas to become the great European bank of cinema. The Group helps to fund half of all films produced in France. In Europe, it is involved at all levels of the cinematic value chain, including the funding of films, modernisation and support for cinema attendance, the development of new technologies, the restoration of heritage masterpieces and support for new talent. In a changing world, and with the emergence of new practices, BNP Paribas is more committed than ever to supporting the changes in the industry and using its work with MK2 VR and the VR Arles Festival to give the public new viewing methods such as virtual reality.

## > THE MEDIA PARTNERS:

**franceinfo:** **arte**  
**mk2** **Le Point**

### Fisheye

Fisheye is a press and independent production company based in Paris. It edits the contemporary photography magazine “Fisheye”, the website [fisheyemagazine.fr](http://fisheyemagazine.fr) and other media specialising in photography and the hi-tech world, including the websites [labo.fnac.com](http://labo.fnac.com) and [lense.fr](http://lense.fr). Fisheye is also a gallery, selecting and presenting the work of talented new photographers, and Fisheye VR, an integrated virtual reality production studio.

### The Rencontres de la photographie d’Arles

The Rencontres d’Arles, founded in 1969, is the premier world-renowned photography festival. It presents almost 40 exhibitions a year in some twenty heritage sites across the city of Arles throughout the summer. Film screening evenings will take place at the Théâtre Antique during inauguration week. Debates, conferences and portfolio readings will allow visitors to compare the different trends in photography. Throughout the year, educational activities take place in schools and well-known photographers offer photography residencies. Photography continues to surprise us even today with its ability to examine artistic as well as social, cultural and historic issues. And the well-named Rencontres de la Photographie act as a sounding board, echoing and promoting both historic and contemporary artistic practices.

[www.rencontres-arles.com](http://www.rencontres-arles.com)

## > CONTACT

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ÉDITION 2017

# > THE OFFICIAL PROGRAMME OF THE VR ARLES FESTIVAL

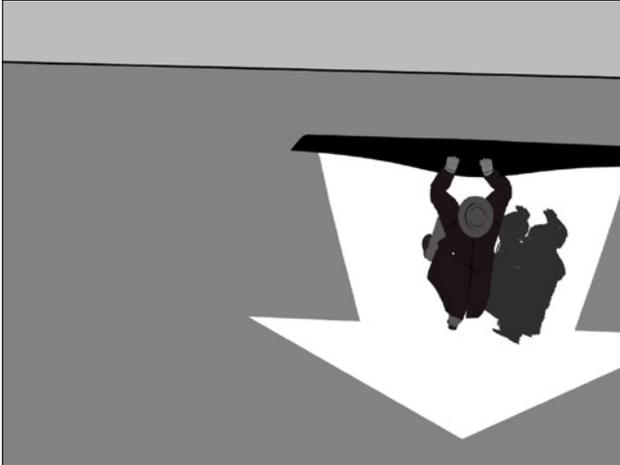


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## > ARTISTIC CREATION



### S.E.N.S VR

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 30 MIN.  
DIRECTION: CHARLES AYATS, ARMAND LEMARCHAND, MARC-ANTOINE MATHIEU  
PRODUCTION: RED CORNER/ARTE

“S.E.N.S VR” is the first virtual reality game inspired by a cartoon strip. The player becomes a person lost in a labyrinth with strange laws. What is he looking for? Where are you going? To complete this initiatory journey, your observation skills will need to be just as good as your imagination. You will follow arrows that take many different forms, some obvious and some hidden under graphic illusions. Surprised by a mirage, carried away by a storm, flying above infinite cities, you will enjoy getting lost and finding your way back without problems, but not without questions.



### NIGHT FALL

YEAR: 2016  
COUNTRY: FRANCE  
DURATION: 10 MIN.  
DIRECTION: JIP SAMHOUD  
PRODUCTION: DUTCH NATIONAL BALLET

Enter a fascinating world where the links between dreams and reality seem to crumble. Virtual reality totally immerses viewers in the story. “Night Fall” is inspired by the famous white acts of “Swan Lake” and “The Temple Dancer”. This is a magical experience that will delight both seasoned ballet fans and those yet to see a performance.



### KINOSCOPE

YEAR: 2016  
COUNTRY: FRANCE  
DURATION: 9 MIN.  
DIRECTION: PHILIPPE A. COLLIN AND CLÉMENT LÉOTARD  
PRODUCTION: EX NIHILO/NOVELAB IN ASSOCIATION WITH THE CINÉMATHÈQUE FRANÇAISE, IN COLLABORATION WITH GOOGLE ARTS & CULTURE.  
WITH THE SUPPORT OF THE CENTRE NATIONAL DU CINÉMA ET DE L'IMAGE ANIMÉE (CNC) AND THE CITY OF PARIS

Have you ever dreamed of a journey through film? Of immersing yourself in cinematic masterpieces for a while? “Kinoscope” invites you to experience this journey using virtual reality. Once upon a time at the cinema...



## HUANG YONG PING EMPIRES 360 °

COUNTRY: FRANCE  
DURATION: 7 MIN.  
DIRECTION: RACHEL SEDDOH & LUC RIOLON  
PRODUCTION: KAMEL MENNOUR/STUDIO RACHEL SEDDOH/DVMOBILE

“Huang Yong Ping Empires”, filmed in 360°, is the waking dream of the artist’s ideal journey through his work, guiding visitors around the largest monumental installation ever created indoors. This virtual experiment generates a string of new experiences, as spectators are transformed into invisible witnesses of their era and find themselves fully immersed in an imaginary everyday reality and in a work which, when remembered, opens up the possibilities of virtual roaming.



## DREAMS OF “0”

YEAR: 2017  
COUNTRY: CANADA  
DURATION: 12 MIN.  
DIRECTION: FÉLIX LAJEUNESSE, PAUL RAPHAËL, FRANÇOIS BLOUIN  
PRODUCTION: FÉLIX & PAUL STUDIOS, LE CIRQUE DU SOLEIL

Plunge into the hypnotic world of “Dreams of 0”. Submerge yourself in a virtual reality world that combines airborne and underwater acrobatics and surreal amphibian creatures from the aquatic masterpiece “0” by Le Cirque de Soleil.



## PLANET ∞

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 7 MIN.  
DIRECTION: MOMOKO SETO  
PRODUCTION: BARBEROUSSE FILM, ARTE

In a devastated world, only mushrooms and mold grow within gigantic insect corpses. A climate change starts, rain comes to this planet until drowning it. In the water an ecosystem comes to life, full of giant carnivore tadpoles. Set in a rough then aquatic space, “Planet ∞” gives the chance to live an out of time experience.



## > ARTISTIC CREATION



### IMMOBILE

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 6 MIN.  
DIRECTION: MICHÈLE THIEMANN  
PRODUCTION: LES Gobelins

2052. Travels are made only virtually. A man talks about his last vacation, his words take an unusual turn. From a satirical point of view, this story questions one of the possible consequences of Virtual Reality in the future.



## WE WHO REMAIN

YEAR: 2016  
COUNTRY: KENYA/GERMANY  
DURATION: 15 MIN.  
DIRECTION: SAM WOLSON, TREVOR SNAPP  
PRODUCTION: EMBLEMATIC GROUP AND NUBA REPORTS FOR ZDF/ARTE, NEW YORK TIMES VR AND AL JAZEERA+

South Sudan declared its independence in 2011 following a bloody, decades-long civil war. Although the majority Nuba people fought with the rebels from the south, they were nevertheless linked to the Arab populations in the north. Since 2012, they have been the target of Sudanese President Omar-al-Bashir, who is leading an offensive against the rebels of the North Sudanese People's Liberation Army in the Nuba mountains. These rebels reject Sharia law and are fighting for a democratic government in Khartoum. More than 4,000 bombs have been dropped on farms, markets, hospitals and schools and tens of thousands of Nuba have been forced to flee.



## REMEMBERING D-DAY

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 6 MIN.  
DIRECTION: CHLOÉ ROCHEREUIL AND VICTOR AGULHON  
PRODUCTION: TARGO FOR USA TODAY - DAVID HAMLIN, VIRTUALLY THERE

"Remembering D-Day" reaches to be the first Diary in Virtual Reality. Discover the return, full of emotion and memories, of three American World War II veterans to the Normandy beach. For some, this return, over 70 years after, is a first. From James, whose hate stopped him from coming back until today, to Cliff, who visits his friend's tombstone, all reminisce in this witness movie.



## LAS MENINAS BY VELÁZQUEZ

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 5 MIN.  
DIRECTION: CARLOS FRANKLIN  
PRODUCTION: LES POISSONS VOLANTS, ARTE FRANCE, RMN-GRAND PALAIS, RÉSEAU CANOPÉ

Diego Velázquez stares out at us from behind his easel, his expression drawing us in. We move to the other side of this painting/mirror and enter the heart of the work, sharing with the painter the sense of vertigo and the enigmatic reflections he constantly puts to use. Velázquez works between illusion and reality, taking hold of our senses and perpetually questioning our reasoning.



## LE PHOTOGRAPHE INCONNU

YEAR: 2015  
COUNTRY: CANADA  
DURATION: UNLIMITED  
DIRECTION: LOÏC SUTY  
PRODUCTION: TURBULENT

“Le Photographe Inconnu” (“The unknown photographer”) offers an unusual experience, a surreal leap into a world populated by the fragmented memories of a First World War photographer. This virtual reality docu-drama invites visitors to take a stroll through a museum, in a dream illustrated with touching images accompanied by the photographer’s inner voice.



## EXODUS

YEAR: 2017  
COUNTRY: SOUTH AFRICA  
DURATION: 9 MIN.  
DIRECTION: ULRICO GRECH-CUMBO  
PRODUCTION: DEEP VR

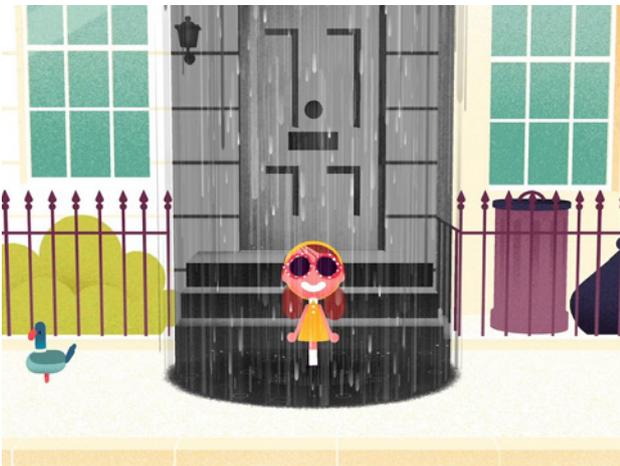
Plunge into the savannah amongst herds embarking on a long, dangerous journey to beat the rains. Sit on the banks of the Mara River and witness two million wild animals making their first migration of the season. Will they make it across?



## SERGEANT JAMES

YEAR: 2017  
COUNTRY: FRANCE  
DURATION: 7 MIN.  
DIRECTION: ALEXANDRE PEREZ  
PRODUCTION: FLORÉAL FILMS

It's Léo's bedtime. When his mother goes to turn off the light, the little boy thinks there's something under his bed...



## RAIN OR SHINE

YEAR: 2016  
COUNTRY: UNITED KINGDOM  
DURATION: 5 MIN.  
DIRECTION: FELIX MASSIE  
PRODUCTION: NEXUS STUDIOS/GOOGLE SPOTLIGHT STORIES

"Rain or Shine", an interactive 360° short film created for Google Spotlight Stories and directed by Felix Massie, follows Ella, a little girl who loves to be outside enjoying the good weather. But everything nice disappears whenever she puts on her sunglasses. A small rain cloud appears straight away, follows her and constantly rains on her. This short story illustrates Ella's frustration in just wanting to enjoy her day and follows her as she tries to avoid the rain.



## NOTHING HAPPENS

YEAR: 2017  
COUNTRY: DENMARK  
DURATION: 13 MIN.  
DIRECTION: MICHELLE AND URI KRANOT  
PRODUCTION: DANSK TEGNEFILM (DK), MIYU PRODUCTIONS (FR)

It is bitterly cold on the outskirts of town and yet people are gathering, forming a row on the horizon. Something is surely going to happen. But, what if nothing does?



## MIYUBI

YEAR: 2017  
COUNTRY: CANADA  
DURATION: 40 MIN.  
DIRECTION: FÉLIX LAJEUNESSE, PAUL RAPHAËL  
PRODUCTION: FELIX & PAUL STUDIOS, FUNNY OR DIE

“Miyubi” is a comedy that tells the story of a Japanese robot—a toy personified by the viewer—given to a small boy in an American suburb in 1982. Through Miyubi’s body and conscience, viewers experience its love of their adoptive family as well as its inevitable obsolescence.



## DEAR ANGELICA

YEAR: 2016  
COUNTRY: UNITED STATES  
DURATION: 10 MIN.  
DIRECTION: SASCHKA UNSELD  
PRODUCTION: OCULUS STORY STUDIO

“Dear Angelica” is a journey through the magical and dreamlike ways in which we recall our loved ones. Completely hand-painted and transformed into VR, “Dear Angelica” depicts a series of memories unfolding around us.



## ASTEROIDS

YEAR: 2017  
COUNTRY: UNITED STATES  
DURATION: 15 MIN.  
DIRECTION: ERIC DARNELL  
PRODUCTION: BAOBAB STUDIOS

Travel through space on board the ship belonging to Mac & Cheez, an amazing pair of aliens lost in deep space and encountering serious problems. This second work in the animated VR series “Invasion” was directed by the creator of “Madagascar”, Eric Darnell who, with his team, cleverly integrates games into the narrative to create an interactive experience. Now it’s up to you to remind them of what’s really important.



## ASHES TO ASHES

YEAR: 2016

COUNTRY: NETHERLANDS

DURATION: 11 MIN.

DIRECTION: INGEJAN LIGTHART SCHENK, JAMILLE VAN WUNGAARDEN, STEYE HALLEMA  
PRODUCTION: SUBMARINE CHANNEL IN COPRODUCTION WITH AVROTROS AND IN ASSOCIATION WITH JAUNTVR AND WEMAKEVR

“Ashes to Ashes” is a virtual reality tragicomedy about the way in which a family in conflict manages the last wishes of the deceased grandfather. Seen through the eyes of the dead man (the urn containing his ashes), this short film offers a unique view of relationships in a family about to implode. We see how each family member stops pretending and reveals the true extent of their dishonesty.



## ALTERATION

YEAR: 2017

COUNTRY: FRANCE

DURATION: 18 MIN.

DIRECTION: JÉRÔME BLANQUET

PRODUCTION: OKIO-STUDIO/ARTE

Alexandro volunteers for an experiment to study dreams, but has no idea that his mind will be intruded on by Elsa, a form of artificial intelligence who will digitise and remove his subconscious in order to feed on it.