

VR ARLES FESTIVAL

WITH THE SUPPORT
FROM BNP PARIBAS

PRESS RELEASE

4TH EDITION
FROM JULY 1
TO AUGUST 25, 2019



ARLES —
LES RENCONTRES
DE LA PHOTOGRAPHIE

fisheye



BNP PARIBAS

> VR ARLES FESTIVAL THE VIRTUAL REALITY ART FESTIVAL

For its fourth edition, VR Arles Festival once again gives the floor to the best virtual-reality directors and artists, and invites the people of Arles to experience the panorama of possibilities opened up by this immersive media, with a large virtual-reality exhibition at the Saint-Césaire convent, workshops for children, a day of conferences, and a writing residency.

The VR Arles Festival is part of the official program of Rencontres d'Arles, which is celebrating its 50th anniversary this year.

During the opening week, an international multidisciplinary jury chaired by multi-award-winning actress Charlotte Rampling will present several prizes to the best works of the selection, a mixed-reality live show will be put on, and the festival will inaugurate Rencontres du Virtuel, a day of conferences hosting international artists, presentations of immersive hybrid works, and discussions between speakers from both the technological research and artistic worlds.

A festival jointly established by BNP Paribas, Rencontres d'Arles, and Fisheye.

With the support of Institut français, Palais de Tokyo, Fondation Bettencourt Schueller, ON, Virtuarles, Rencontres 7^e Art, Vitra, Le Point, mk2, ARTE, franceinfo, The Art Newspaper, and Libération.

And with the technical support of Intel, ASUS, SanDisk, HTC VIVE, RICOH THETA, and Magic Leap.

> VR ARLES FESTIVAL CO-FOUNDERS

BNP PARIBAS

The year 2017 marked a century of history between BNP Paribas and the film industry. One hundred years which saw the establishment of a privileged relationship and the cultivation of common values, resulting in BNP Paribas becoming the major European bank involved in the world of cinema. The group plays a role, either directly or indirectly, in the financing of one out of two movies produced in France. In Europe, it is involved in all stages of the filmmaking value chain: funding for films, modernization and support for cinema atten-

dance, development of new technologies, restoration of heritage masterpieces, promotion of new talent, and more. In an ever-changing world, and with the emergence of new technologies and new practices, BNP Paribas is committed, more than ever, to supporting cinema and its evolution, promoting new forms of artistic production, and presenting audiences with new experiences, especially through the virtual-reality exhibits at VR Arles Festival, but equally through the collaboration with mk2 VR.

FISHEYE

Established in 2013, Fisheye is an independent press and production company based in the heart of Paris. They publish the contemporary photography magazine Fisheye, the website fisheyemagazine.fr, and other media specializing in photography and the high-tech sphere, including labofnac.com and lense.fr. Fisheye is also a gallery, which presents

work by contemporary photographers, and has an integrated video production studio specializing in virtual reality, Fisheye 360. Its agency, created in 2015, supports companies with their visual communication, particularly through social networks. In 2018 an incubator for startups specializing in visual arts and culture was also initiated.

RENCONTRES D'ARLES

Created in 1969, Rencontres d'Arles is a leading, internationally renowned photography festival. Around 40 exhibitions are presented every summer in some 20 heritage sites in the town of Arles. During the opening week, night-time showings are projected onto the town's Roman theater. Discussions, conferences, and portfolio presentations all allow visitors to explore the many branches of photography. Throughout the year, there are also educational activities in schools and photo-

graphy training courses given by acclaimed photographers. Even today, photography continues to astound, with its ability to draw attention not only to the art itself, but also to social, cultural, and historical issues. And the aptly named Rencontres de la photographie ("rencontres" meaning "encounters" or "meetings") act as a sounding board, echoing and promoting both traditional and contemporary artistic practices.

www.rencontres-arles.com

> CONTACTS

General contact for
VR Arles Festival:
Victoire Thevenin
victoire@vrrarlesfestival.com

Press contact for
VR Arles Festival:
Henry Conseil
agence@henryconseil.com

Press contact for
BNP Paribas:
Astrid Wernert
astrid.wernert@bnpparibas.com

Press contact for
Rencontres d'Arles:
Claudine Colin Communication
rencontresarles@claudinecolin.com

> 2019 JURY AND AWARDS

JURY

Charlotte Rampling,
Actress and President of the jury

Renaud Grand-Clément,
Vice-President Le Point

Christopher Miles,
Managing Director Palais de Tokyo

Paolo Moretti,
Artistic Director of Directors' Fortnight,
Director Festival International du Film de
La Roche-sur-Yon and Cinéma Le Concorde

Alia Ouabdesselam,
Head of Strategic Partnerships,
Cinema and Group Event BNP Paribas

Vincent Perez,
Actor Director and Photographer

Céline Tricart,
Director

Yukiko Yamagata,
Acting Director for the Open Society
Foundations Documentary Photography Project

AWARDS

Fiction Award
€4,000 cash prize

Version Award
€4,000 cash prize

Vision Award
€4,000 cash prize

Jury's Prize
SanDisk VR Pack



VR
ARLES
FESTIVAL

AVEC LE SOUTIEN
DE BNP PARIBAS

OFFICIAL COMPETITION

FICTIONS

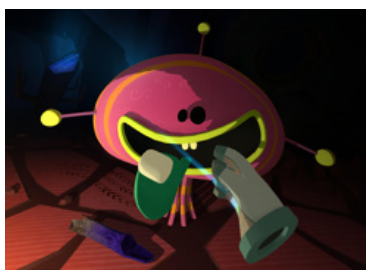
IMAGINING THE REAL



AYAHUASCA, KOSMIK JOURNEY

DIRECTION: JAN KOUNEN
PRODUCTION: ATLASV, A-BAHN, SMALL
2019 / FRANCE, LUXEMBOURG / 12 MIN / ENGLISH
LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=TCN_JAEWGM4](https://www.youtube.com/watch?v=TCN_JAEWGM4)

This mind-blowing experience is a voyage through one of the most mysterious spiritual practices on the planet: Ayahuasca, the vine of the soul, and how to find your inner space thanks to the magic and healing power of Ayahuasca.



BONFIRE French Premiere

DIRECTION: ERIC DARNELL
PRODUCTION: BAOBAB STUDIOS
2019 / UNITED STATES / 17 MIN / ENGLISH
LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=BQ9UESD5_Q8](https://www.youtube.com/watch?v=BQ9UESD5_Q8)

In Bonfire, the latest interactive VR experience from the award-winning Baobab Studios, you play the leading role. As Space Scout 817, you are on a mission to discover a new home for the human race after it has made a mess of Earth. The stakes are high. Too bad your piloting skills lack... precision. In fact, you crash-land at night in a mysterious clearing of an unknown planet three-hundred light-years from Earth. Your only source of light is your makeshift bonfire. Beyond its glow everything falls to darkness. And what are those strange noises coming from the alien jungle? You have only your instincts and your robot sidekick, Debbie, to guide you. Voiced by comedian, actress, and writer Ali Wong, Debbie's companionship comes with a signature wariness. When a chance meeting with a local inhabitant further steers your mission off course, you learn that unexpected encounters just might result in lasting friendships.

Suitable for young audiences



GLOOMY EYES: FIRST LIGHT (PART 1)

DIRECTION: JORGE TERESO, FERNANDO MALDONADO
PRODUCTION: ATLASV, 3DAR, ARTE FRANCE, RYOT, VIVE, HTC
2019 / FRANCE, ARGENTINA, UNITED STATES, TAIWAN / 8 MIN / ENGLISH
LINK TO TRAILER: [HTTPS://VIMEO.COM/311401274](https://vimeo.com/311401274)

Woodland City, a small town lost in the middle of nowhere and plunged in eternal darkness ever since the sun, weary of the damage humans were doing to mother earth, decided to rise no more. In this perpetual darkness, the dead have awoken and left their graves. Since then, the clash between man and zombie sets the pace of daily life in the town run by Lewis, a Machiavellian priest obsessed with the capture of every single zombie with the help of the townspeople and his henchmen.

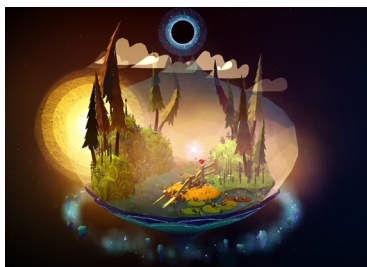
With the voice of Colin Farrell.

#VRARLESFESTIVAL

Suitable for young audiences

FICTIONS

IMAGINING THE REAL



LUNA European premiere

DIRECTION: ROBIN HUNICKE, MARTIN MIDDLETON
PRODUCTION: FUNOMENA
2017-2019 / UNITED STATES / ENGLISH

LUNA (VIRTUAL REALITY)

LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=7WFFSEKYMVU](https://www.youtube.com/watch?v=7WFFSEKYMVU)

A Bird's peaceful summer slumber is disturbed by the majestic call of a mysterious Owl. Enticed to swallow the last piece of the waning Moon, Bird is blown far from its Golden Gate home. Unscramble celestial puzzles and create miniature musical worlds. Re-awaken shadowy forests and bring life back to sparkling lakes. Discover hidden creatures, help the Bird reunite the fragmented Moon... and find its way home.

Brought to you by Funomena's uniquely diverse team of veteran developers (Journey, Flower, Boom Blox, The Sims 2) Luna is an interactive fable about learning by the light of unexpected mistakes.

LUNA: MOONDUST GARDEN (AUGMENTED REALITY)

LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=9Q6OGONFAH4](https://www.youtube.com/watch?v=9Q6OGONFAH4)

Moon has another story to tell you. This is the story of Fox, who used to play joyfully in his garden but now rests sad and lonely under his boat. Owl and Bird decide to help Fox cheer up again by rebuilding the garden, working with Moon to bring it back to life. Plant seeds to bring forth flowers, wind-mills and other features of Fox's garden. Sprinkle moondust on the plants and flowers to help them grow and transform. Build a beautiful place so that Fox will cheer up, come out and play.

A ground-breaking title that takes advantage of the unique features of Magic Leap One, allowing you to turn any room into a magical and meditative space. Told with beautiful graphics and wonderful audio, an experience that you'll always remember.

Suitable for young audiences



7 LIVES

DIRECTION: JAN KOUNEN
PRODUCTION: RED CORNER, FRANCE TÉLÉVISION, A-BAHN, FRAKAS PRODUCTION
2019 / FRANCE, LUXEMBOURG, BELGIUM / 20-25 MIN / FRENCH
LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=APSW2P2GAUU](https://www.youtube.com/watch?v=APSW2P2GAUU)

Tokyo.

A teenage girl jumps in front of a subway train.

Her soul rises from the tracks.

On the platform, the witnesses to the scene are in a state of shock. It has awoken a traumatic memory in each of them.

A painful memory, that plays out again and again.

To end its wandering, the soul must pass into each of their minds, delve into their memories, and help them find peace.

VERSIONS

NARRATING THE REAL



ACCUSED N°2: WALTER SISULU

DIRECTION: NICOLAS CHAMPEAUX, GILLES PORTE
GRAPHIC DESIGN AND ANIMATION : OERD VAN CUIJLENBORG
PRODUCTION: LA GÉNÉRALE DE PRODUCTION, ARTE FRANCE, RADIO FRANCE, L'INA, UFO PRODUCTION, ROUGE INTERNATIONAL
2018 / FRANCE / 14 MIN / ENGLISH
LINK TO TRAILER: [HTTPS://VIMEO.COM/306155408](https://vimeo.com/306155408)

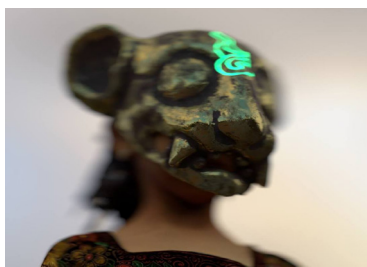
256 hours of sound archives of hearings from the nine-month-long Rivonia Trial, recently restored and digitized by the INA (French national audiovisual institute), explore the political fight led by Mandela and eight other accused defendants. This film fuses this audio material with hand drawn black and white animations to tell the struggle of « accused number two, an unsung hero of the struggle against apartheid and mentor of Mandela: Walter Sisulu.



AWAVENA

DIRECTION: LYNETTE WALLWORTH
PRODUCTION: COCO FILMS, VR WALLWORTH TECHNICOLOR EXPERIENCE CENTER, MADISON WELLS MEDIA
2018 / UNITED STATES, BRAZIL, AUSTRALIA / 30 MIN / ENGLISH AND PORTUGUESE-YAWANAWA
LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=EO_BQ6VZD18](https://www.youtube.com/watch?v=EO_BQ6VZD18)

For the Amazonian Yawanawa, medicine has the power to transport us in a vision to a world that lies within the world we know. At the request of the Yawanawa and Hushahu, their first woman shaman, artist Wallworth uses technology like medicine to fulfil their dream: send a message out. Awavena is a collaboration between a community and an artist melding technology and transcendent experience to share a vision and tell the story of a people who ascended from the edge of extinction. The film aims not to provoke empathy for the Yawanawa, it is a gift from them to those who virtually visit their forest and experience a portal, opened to their world view.



DREAMS OF THE JAGUAR'S DAUGHTER

European premiere

RÉALISATION: ALFREDO SALAZAR CARO
PRODUCTION: ALFREDO SALAZAR-CARO, GREGORY KETANT, SAMANTHA QUICK, MICHAELA HOLLAND
2019 / UNITED STATES, MEXICO / 8 MIN / ENGLISH WITH FRENCH SUBTITLES

Dreams of the Jaguar's Daughter is a surreal VR documentary where Achik', the spirit of a young Maya immigrant, guides the viewer through her memories of an arduous journey north. Supported by Tribeca Film Institute.

Suitable for young audiences

VERSIONS

NARRATING THE REAL



© Guy Rebmeister pour le CIAV

L'INTELLIGENCE DE LA MAIN®

French premiere

DIRECTION: ALAIN FLEISCHER
PRESENTED BY: FONDATION BETTENCOURT SCHUELLER
EXECUTIVE PRODUCTION: LE FRESNOY, STUDIO NATIONAL DES ARTS CONTEMPORAINS - BERTRAND SCALABRE
2018 / FRANCE / SERIES OF 5 MIN FILMS / FRENCH WITH ENGLISH SUBTITLES
LINK TO HOMO FABER EXHIBITION VIDEO: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=KPWRSPYGVF4](https://www.youtube.com/watch?v=KPWRSPYGVF4)

A series of films made in the studios of the recipients of the Liliane Bettencourt Prize pour l'Intelligence de la main®

"Viewers have the impression that they are fully present in the artists' workspaces. Instead of following a traditional film narrative, they focus their gaze on what interests them and freely seek to discover the 'secrets' of an artistic profession. Spectators can follow a person's gaze or discover the setting and surrounding tools, from a small bookbinder's workshop to the vast expanse of a lace spinning mill with its deafening looms. [...] The project's originality lies in the fact that this technique is being applied here to a 'real reality.'" Alain Fleischer, Artistic Director and filmmaker



TRAVELING WHILE BLACK

European premiere

RÉALISATION: ROGER ROSS WILLIAMS, AYESHA NADARAJAH, FELIX LAJEUNESSE, PAUL RAPHAEL
PRODUCTION: TRAVELING WHILE BLACK INC, FÉLIX & PAUL STUDIOS, OCULUS
2018 / CANADA / 21 MIN / ENGLISH
LINK TO TRAILER: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=XTKTLLM-FDU](https://www.youtube.com/watch?v=XTKTLLM-FDU)

Confronting the way we understand and talk about race in America, this virtual reality documentary immerses the viewer in the long history of restriction of movement for black Americans and the creation of safe spaces in our communities.



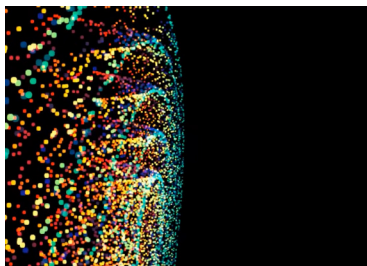
1,2,3... BRUEGEL!

DIRECTION: GORDON ET ANDRÉS JARACH
PRODUCTION: CAMERA LUCIDA, ARTE FRANCE
2018 / FRANCE / 10-15 MIN / FRENCH
LINK TO TRAILER: [HTTPS://VIMEO.COM/326158304](https://vimeo.com/326158304)

1,2,3...Bruegel! is a playful, immersive experience in Pieter Bruegel the Elder's mysterious painting Children's Games. A game of hide-and-seek where the observer embarks upon a frantic search for 200 children hidden in the painted town. Here, the picture is no longer just a picture, but a children's game in which one interacts with the different elements of the painting.

Suitable for young audiences

VISIONS BEYOND THE REAL



7 ALCHEMIES IN VIRTUAL REALITY

LEAD ARTIST: JULIO LE PARC
2017 / FRANCE
PRESENTED IN COLLABORATION WITH PALAIS DE TOKYO
LINK TO VIDEO CLIP: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=Q8HMEFPV8G0](https://www.youtube.com/watch?v=Q8HMEFPV8G0)

Precursor of kinetic and optical art, a founder member of the G.R.A.V (Groupe de Recherche d'Art Visuel) at the beginning of the 1960s, Julio Le Parc is an artist who constantly opens up new perspectives in art history. He here pursues his experiments with light, colour and space through a low-tech use of virtual reality.

7 alchemies in virtual reality is a digital extension of several of his paintings made using 14 tones, a palette of colours which has not varied since 1959. By limiting himself to this "unitary system", the artist reduces as far as possible the expression of his subjectivity on the canvas to give pride of place to the person looking at it. The role of the visitors is heightened even more by virtual reality: they now have the possibility to activate the paintings, and decide on their point of view, their position, their role and the time spent on the experience.



AFTERIMAGE FOR TOMORROW

LEAD ARTIST: SINGING CHEN
PRODUCTION: FUNIQUE VR STUDIO
2018 / TAIWAN / 18 MIN
LINK TO VIDEO CLIP: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=G6X15LHFAD8](https://www.youtube.com/watch?v=G6X15LHFAD8)

Welcome to the "Afterlife Memory Trust." With us, you will be selecting three pieces of your memory to relive by the time you de cease. When your life terminates, we will stimulate your neurons to bring out the designated memories. Each vision lasts a light time. We perceive the world through eyes, ears, nose, tongue, body and mind. These sensory is stored as memory in words, pictures, sounds and moving images. With fractions of the transcribed memories, we are capable of returning to a specific point in time, which is an act of distortion and overlaying of time and space. However memories aren't always reliable. A man wakes up in an unknown dimension of consciousness. What is it that he sees, hears and feels? Is it memory, virtual reality or terminal lucidity? In Afterimage for Tomorrow, director Singing Chen collaborates with choreographer Shou-Yi CHOU to perform the ineffable in memories. This metafiction film sets in a futuristic world, where memories can be uploaded and perpetuated, thus leads to the discussion of what in life is worth storing. Persistence of Vision; when an object in rapid motion vanishes from sight, human brain creates a 0.1-0.4 seconds of optical illusion. How long will the images and memories we create today live in the future?

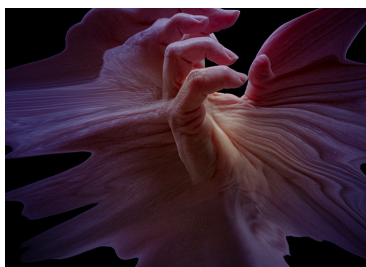
VISIONS BEYOND THE REAL



EMERGENCE European premiere

LEAD ARTIST: MATT PYKE
PRODUCTION: UNIVERSAL EVERYTHING
2019 / ENGLAND, UNITED STATES
LINK TO VIDEO CLIP: [HTTPS://VIMEO.COM/307317753](https://vimeo.com/307317753)

Enter an open-world environment, expressing the primal desire to maintain your individual identity whilst being part of a crowd. Showing 5,000+ intelligent human behaviors, this powerful VR experience is made possible by advanced graphics technology.



FEVER French premiere

LEAD ARTISTS: KAROLINA MARKIEWICZ & PASCAL PIRON
2018 / LUXEMBOURG / 6 MIN / ENGLISH
LINK TO VIDEO CLIP: [HTTPS://VIMEO.COM/340613794/0A819E453F](https://vimeo.com/340613794/0A819E453F)

Fever is a location based interactive experience in virtual reality. It thematises the state of high fever in which one can be, sick. Children but also adults with high fever may have brief hallucinations - mainly visual and auditory. These hallucinations can also appear in dreams. The experience refers to this kind of brief hallucinations that imply metaphysically the awareness of one's own body in relation to one's environment as well as in relation to other bodies. For Fever, different hands of different bodies were photographed and recreated as 3D models. They form a spectrum that slowly floats around the visitor. Depending on the movements and the speed of the visitor, the whole spectrum approaches, suspends itself or transforms itself radically.



HANAHANA MULTI-BLOOM

French premiere

LEAD ARTIST: MÉLODIE MOUSSET
2019 / SWITZERLAND / MULTI-USERS
LINK TO VIDEO CLIP: [HTTPS://VIMEO.COM/305030767](https://vimeo.com/305030767)

HanaHana is a multi-users VR playground unlike any other: Immersed in an otherworldly desert and haunting soundscape, the player experiences a call to adventure and creativity. Using his life force to seed the landscape with giant hands which bloom and unfurl like flowers. He or she can cultivate this bizarre wilderness and create the most unexpected hallucinatory constructions limited only by one's imagination. Unleash your creativity in a unique and poignant collaborative art-piece where virtual reality merges with the subconscious for a thrilling and disturbing journey into your mind, body and senses.

Suitable for young audiences

VISIONS BEYOND THE REAL



PSYCHOSIS European premiere

LEAD ARTISTS: AES + F
2018 / RUSSIA / 18 MIN

The images of the new mixed reality installation of AES+F Psychosis are based on the text of the cult British playwright Sarah Kane (1971-1999) «4:48 psychosis», written by her in a psychiatric clinic in early 1999, shortly before her suicide. The viewer of the installation will be inside the surrealistic visions of the heroine of the work of Sarah Kane, will make a psychedelic journey that begins with a real hospital corridor and continues in the virtual space...



RE-ANIMATED French premiere

LEAD ARTIST: JAKOB KUDSK STEENSEN
PRODUCTION: ERRATIC ANIMIST
2018 / UNITED STATES / 15 MIN / ENGLISH
LINK TO VIDEO CLIP: [HTTPS://VIMEO.COM/USER11454887/REANIMATED](https://vimeo.com/user11454887/reanimated)

RE-ANIMATED is based on the last Kauai'O'o bird, whose 1987 death marked the extinction of its species. In 2009, its mating call was uploaded to YouTube. Since then, the song of the Kauai'O'o calling hopelessly to a mate has been played almost a million times. RE-ANIMATED is a reimagining of the bird and its song, which here inhabit a distorted reconstruction of the bird's original habitat.

RE-ANIMATED meditates on our paradoxical techno-scientific trajectory. The virtual landscape is both an entrancing ecosystem and a biotechnological laboratory for a resurrected, monstrously-scaled bird. It provokes fresh perspectives on our ecological future, which is now at odds with our present reality.

SPECIAL PRESENTATION

OUT OF COMPETITION

PROOF THAT ZOMBIES EXIST

AN ARTISTIC PROJECT BY OLIVIER CABLAT
EXHIBITION FROM JULY 1 TO AUGUST 25

Olivier Cablat artistically investigates the combination of documentary, archeological, and digital photography and experiments with day-to-day subjects. *La preuve de l'existence des zombies* (Proof That Zombies Exist) is a multi-piece installation dedicated to mimetic architecture and produced by Olivier Cablat between 2014 and 2019. Each of these pieces has experienced two existences: firstly, a traditional editorial work or an exhibition featuring printed paper documents. The hidden side of these works, much more experimental and accessible through digital interfaces, will give a second life to content that stops evolving as soon as it is printed, hence the zombie metaphor. The life of the initial work will be enriched and extended by updating it, resulting in a form of backwards documentation. This unexpected extension invites us to reflect on the immense quantity of cultural material that has the potential to be reinvested in and made to be re-experienced.

EVE, DANCE IS AN UNPLACEABLE PLACE

THE XR RITUAL
CREATION & PERFORMANCE: CLÉMENCE PEYTOUREAU, MARGHERITA BERGAMO
VIRTUAL REALITY DEVELOPER AND EDITING: DANIEL GONZÁLEZ
PRODUCTION: COMPAGNIE VOIX & OMNIPRESENZ
LIVE SHOW ON JULY 6TH AND 7TH, 4PM

Eve makes possible the encounter between the virtual and the real world, travelling among dimensions, giving shape to questions. In this encounter, the users enter the body of Eve and travel into stories thanks to an incarnation - that is to say the virtual reality experience. Eve is like a Pachamama, the so-called goddess revered by the indigenous people of the Andes, known as the earth and time mother. In Inca mythology, Pachamama is a fertility goddess who embodies the mountains, and causes earthquakes. She is an ever-present and independent deity who has her own self-sufficient and creative power to sustain life on this earth. The four cosmological Quechua principles - Water, Earth, Sun, and Moon - claim Pachamama as their prime origin. The project is a live participative dance performance based on three experiences of EVR (Embodied Virtual Reality): Oh Home, Multiplication and The Ecstasy of Gold Reloaded. The performance takes place with four dancers, and includes the three simultaneous experiences of EVR, for three users chosen randomly among the audience. The experiences are reproduced in the VR headsets and also on projections so the rest of the audience can follow the virtual narratives.

CONFERENCES,
DISCUSSIONS,
DEMONSTRATIONS

> RENCONTRES DU VIRTUEL

JULY 5, 2019,
THÉÂTRE D'ARLES

VIRTUAL REALITIES, PHOTOGRAPHY AND CONTEMPORARY IMAGINATION

This year, VR Arles Festival is launching Rencontres du Virtuel, a day of conferences and discussions on the subject of virtual-reality creation. During the opening week of Rencontres d'Arles, artists, exhibition curators, and researchers will address the thriving intersection between virtual imagery and contemporary photographic creation.

Throughout its rich history, photography has always been linked to technological innovation. With the latest developments in 3D modeling and photogrammetry, photography contributes to the creation of worlds, experiences, and spaces, resulting in new forms of expression.

Rencontres du Virtuel will echo these recent developments through three two-hour sessions, each with a different overarching theme. The first session will review the practices involved in creating digital photographic images, in particular, the growing disregard for photorealism and its consequences for the creative process. After the screening of the excellent documentary *Goodbye Uncanny Valley* by artist Alan Warburton, the creative director of Marshmallow Laser Feast, Ersin Han Ersin, will speak about his collective's practices, their digital fossils and use of LiDAR scanning technology.

At noon, a special session presented by BNP Paribas, a co-founder of VR Arles Festival, will consider the issue of funding in virtual-reality creation. A selection of virtual-reality pieces related to the themes discussed during the day will also be featured in different areas of the theater.

At 2:00 pm, a session entitled *Imprimer le virtuel* (Printing the virtual) will cover the field of digital photography, and how production techniques contribute to the photographic expression of artists such as Thibault Brunet et Gourau & Phong, and Lauren Moffat. Milo Keller, head of photography at École cantonale d'art de Lausanne (ECAL), will examine the results of his three years of research devoted to augmented photography.

Lastly, at 4:00 pm, the third session will present artists who express the imaginary through fabricated virtual worlds, spaces of images and experiences, which borrow as much from video games as they do from visual arts. Artist Mélodie Mousset will talk about the creation process behind the Hanahana experience.



> YOUNG AUDIENCE PROGRAM

VR Arles Festival presents a program of virtual reality experiences especially curated for children: from a game of hide-and-seek in Pieter Bruegel the Elder's mysterious painting *Children's Games* to the creation of a beautiful augmented-reality garden to help cheer Fox up, installations for children will be labeled "Suitable for young audiences".

VR Arles Festival, in partnership with ON festival, is offering a series of virtual-reality workshops for young people. Accompanied by specialist contributors, children become directors, designers, or scientific apprentices and immerse themselves in the exciting 360-degree world of this new medium.

Workshops for children aged six to eleven, French language only
Every Friday from 2:30 pm to 4:30 pm at the Saint-Césaire convent
From July 12 to August 25, 2019
Free registration

> THE VIRTUAL REALITY WRITING RESIDENCY

VR Arles Festival and the Institut français have come together to propose a writing residency dedicated to creating immersive experiences. In 2019, the residents will be welcomed at the Saint-Césaire convent from August 26 to 31 to engage in practical workshops, receive individual coaching, participate in writing sessions, learn from virtual-reality professionals, and delve deeper into immersive audio, live performance, and the creation of images. The virtual-reality writing residency aims to enable authors and artists to develop an innovative virtual-reality writing project, deepen their knowledge regarding the creative and narrative potential of immersive technologies, help them to understand virtual-reality design and its technical constraints, and facilitate the convergence of different art forms.

> 2019 RESIDENTS

Marion Burger & Ilan Cohen, *Empereur*
Alice Lepetit, *Bleue*
Nadia Micault, *Zen ou Presque*
Alexandre Perez, *EGO*
Jeanne Susplugas, *I Will Sleep When I'm Dead*
Matthieu Van Eeckhout, *The Crow of Whitechapel*

> INSTITUTIONAL PARTNERS

INSTITUT FRANÇAIS

Institut français and the VR 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.



Fondation Bettencourt Schueller

For 20 years, the Bettencourt Schueller Foundation has been devoted to finding, guiding, and empowering creators who play a part in imagining the world of tomorrow through their commitment, boldness, creativity, and enthusiasm. A philanthropic family foundation working for the public good, it has, over time, become a key player and an expert in the world of art- and craft-related professions. It is a guiding and unifying influence in major societal discussions and action aimed at supporting, promoting, and developing the sector. At the 2018 "Pour l'intelligence de la main®" exhibition in Venice, the foundation collaborated with Alain Fleischer, filmmaker, writer, artist, and photographer, as well as the current Director of Le Fresnoy—National Studio of Contemporary Arts. He was tasked with the creation of 17 virtual-reality documentary films that immerse spectators into the heart of the creative processes employed by the winners of the Liliane Bettencourt Prize pour l'intelligence de la main®.

PALAIS DE TOKYO

Palais de Tokyo and Palais Virtuel

Continually in search of the art forms of the future, the Palais de Tokyo is launching its Palais Virtuel (Virtual Palace), a space dedicated to virtual reality. From February 20 to May 20, 2019, their Palais Virtuel pre-program was on display, featuring the works of Julio Le Parc and Antwan Horfee, in collaboration with Fisheye. Over the last few years, art has undergone a fundamental revolution owing to the impact of new technologies, granting us access to new modes of perception. The objective of this space is to develop these novel forms of expression and establish the Palais de Tokyo as a leading hub of virtual-reality discovery, experimentation, and production. It will offer artists the necessary workforce, technology, and financial support to produce original and innovative work. The Palais Virtuel is located in the heart of the Palais de Tokyo. Its purpose is to act as a true laboratory, a prominent and permanent place for projection and demonstration within a cultural institution, dedicated entirely to VR. The Palais de Tokyo has previously invited pioneering digital and virtual-reality artists, including Ed Atkins, Helen Marten, Cécile B. Evans, David Ancelin, Philipp Alexander Engelhardt, Romain Seni, Jon Rafman, Hayoun Kwon, Avery Singer, and Antonin Tri-Hoang/SMITH.

Julio Le Parc's 7 alchimies en réalité virtuelle (7 Alchemies in Virtual Reality) will be presented at Arles between July 1 and August 25, 2019.

vitra.

Scenography partner

Vitra is dedicated to designing innovative products and concepts in collaboration with renowned designers, combining its technical and design know-how with the creativity of contemporary designers to expand the boundaries of design. This year, Vitra will be joining forces with VR Arles Festival to make the festival environment as stylish and as comfortable as possible.



ON and educational workshops

ON is a label and festival bringing together talents evolving around creation, innovation and digital economy.



Virtuarles

VIRTUARLES is a response to the strong need for staff in studios and digital-imaging companies unable to find suitable people to fill their vacancies. There is a particular shortage of technical expertise in areas such as film animation and 3D imaging. VIRTUARLES is part of a digital-sector development project in Arles. This dynamic program must ensure that projects in the area succeed, and improve on their current economic position, but also bear in mind the national and international growth of the industry and be open to extending its reaches.

This digital training will provide a boost in order to respond to a national call for projects from the Grande Ecole du Numérique (GEN).



RENCONTRES 7^E ART

A non-competitive festival for film lovers, students and film professionals, the Rencontres du 7^e Art is a vibrant place for exchanges. The program includes encounters and discussions with prestigious guests, a selection of films inspired by the festival's guests as well as masterpieces of cinema's history.

> MEDIAS PARTNERS

Le Point

arte

mk2


THE ART NEWSPAPER

franceinfo:

libération

> TECHNOLOGY PARTNERS



Intel

Intel, a leader in the semiconductor industry, is shaping the data-centric future with computing and communications technology that is the foundation of the world's innovations. The company's engineering expertise is helping to address the world's greatest challenges as well as helping to connect billions of devices around the world. For more information about Intel, see newsroom.intel.com and Intel.com.



ASUS

ASUS is a multinational company known for the world's best motherboards, PCs, monitors, graphics cards and routers. It is driven to become the most-admired innovative leading technology enterprise. With a global workforce that includes more than 5,000 R&D professionals, ASUS leads the industry through cutting-edge design and innovations made to create the most exceptional user experience for everyone. ASUS is inspired each day by the DNA of the brand, channeled in the expression "In Search of Incredible." It won thousands of prestigious awards in 2018, and is well placed in the Forbes, Thomson Reuters, and Fortune rankings as among the best-regarded companies in the world.



SanDisk

SanDisk offers an expansive portfolio of technologies, storage devices, systems and solutions for business and consumers alike. Its brand G-Technology engineers leading-edge, professional-grade storage solutions that empower studios, professional photographers, videographers and editors to thrive in high-pressure, creative environment. Besides every day, millions of people count on the performance, quality and reliability of SanDisk products. Whenever and wherever inspiration strikes, SanDisk is there to help you shoot, store, and share every experience.



HTC Vive

VIVE is a first-of-its-kind virtual reality platform, built and optimized for room-scale VR and true-to-life interactions. Delivering on the promise of VR with game-changing technology and best-in-class content, VIVE has created the strongest ecosystem for VR hardware and software, bringing VR to consumers, developers and enterprises alike. The VIVE ecosystem is built around the best VR hardware in market, supported by VIVE X, a \$100 million accelerator for VR and related technology start-ups, VIVEPORT, a global platform and app store with the world's first VR subscription model that operates in more than 60 countries, and VIVE Studios, its VR content development and publishing initiative. For more information on VIVE, please visit www.vive.com.



RICOH THETA: 360-degree freedom for all

A pioneer and leader in 360-degree recording, Ricoh began developing 360-degree cameras in 2013 as a tool accessible to all. The RICOH THETA was the first 360-degree camera available to the general public boasting single-click operation, with the range now offering endless 4K-video possibilities. Reliving your most cherished memories has never been so easy! Family reunions, outdoor hiking adventures, extreme sports on land, at sea or in the air—with the simple push of a button, the THETA captures these special moments forever, thanks to its two ultra-wide lenses. Sleek, practical, and lightweight, this multi-award-winning camera gives you the chance to create your own videos and view them with an Oculus Go or PlayStation VR headset. The RICOH THETA is available in several models, meaning that anyone from amateurs (THETA V) to experienced users (THETA Z1) can have fun and enjoy the full, extraordinary benefits and functions of this innovative device.



Magic Leap

Magic Leap One is a spatial computer that lets you seamlessly see and interact with digital content, blending the physical and digital world around you, helping us redefine how we access and experience everything—from work, play, communication, media, healthcare and education.

> VR ARLES FESTIVAL TEAM

President	Benoît Baume	benoit@becontents.com
Director	Victoire Thevenin	victoire@vvarlesfestival.com
Artistic Advisor	Fabien Siouffi	fabien@vvarlesfestival.com
Production Manager	Violette Platteau	Violette@vvarlesfestival.com
Press	Henry Conseil	agence@henryconseil.com

Interviews, visuals
of the experiences,
visuals of the festival,
and trailers available
on request.