

VR DAY 22/2/2018

Virtual Reality Pavilion
Luxembourg City Film Festival HQ

SAVE THE DATE

"The Future will be Virtual or will not be."

Le futur sera virtuel, ou ne sera pas.

round table discussions*

10h00 Coffee

10h30 VR installations and experiences – a new frontier in cultural creation?

As art and technology become ever more connected, artists increasingly look beyond their field of expertise for inspiration and input for the stories they would like to tell. New partnerships between creatives with backgrounds in VR, theatre, film, dance, visual arts, game development or technology emerge and generate new cultural experiences. Our panelists will share their experiences on approaching this new playground for artistic expression and curation, and on developing new toolkits for virtual worlds by embracing technology and immersive media to encourage audiences to engage with culture, and the world, by transcending or re-imagining reality as they know it.

Session moderated by Michel Reilhac, Head of Submarine Channel (Amsterdam), curator Venice Film Festival VR Competition "Venice VR", Head of Studies Venice Biennale College Cinema and Cinema VR, VR filmmaker

Panelists:

Toby Coffey (Head of digital development, National Theatre, UK), Mads Damsbo (founder & producer, Makropol, DK), Karolina Markiewicz & Pascal Piron (independent artist duo, LUX), Signe Ungermand (filmmaker, MANND, DK)

12h15 Lunch break

14h30 Developing and distributing immersive VR in 2018 and beyond

As we see VR ushering in exciting times for interdisciplinary cooperation across artistic fields, is public arts funding sufficiently flexible to keep up with these developments? What new, sustainable distribution models are likely to emerge from lessons learnt over the past two years? What other channels, beyond marketing commissions, can producers harness to fund immersive entertainment formats? Hear experienced VR producers and financiers discuss their funding and distribution strategies, success stories and challenges in this fledgling market.

Session moderated by Monique Simard, producer, former president and director of SODEC (Société de développement des entreprises culturelles du Québec)

Panelists:

Marie Blondiaux (producer, Red Corner, FR), Antoine Cardon (Innovation Director, DVMobile/Alice, the Virtual Reality Play, FR), Marion Guth (producer, a_bahn, LUX), speaker TBC, Canada Media Fund

*speakers may be subject to change due to unforeseen circumstances.

Admission to the VR Day is free. To register, please RSVP to promotion@filmfund.etat.lu



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The VR Pavilion is organised by Film Fund Luxembourg in partnership with Digital Luxembourg.
Curator: Myriam Achard, Phi Centre Montréal