

# PRESS RELEASE

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forum  
des images  
#NewImages  
Festival

  
**CANNES XR**  
MARCHÉ DU FILM

TRIBECA  
FESTIVAL  
2021  
YEARS  
PRESENTED  
BY AT&T

## NewImages Festival, Cannes XR and Tribeca Festival join forces to create XR3: the virtual exhibition of the best of VR creation!

**From June 9 to 20  
and from July 6 to 15, 2021**

Leading international events in the field of immersive creation, NewImages Festival, Cannes XR and the Tribeca Festival are banding together to co-produce an innovative platform dedicated to VR and accessible to all audiences!

A unique exhibition in terms of its stakes and its reach, **XR3** will bring together around fifty works in virtual reality including many world premieres, resulting from the expertise and curation of each event to explore the field of immersive arts.

All three VR selections will be made available at the Museum of Other Realities (MOR), a virtual exhibition space with inventive scenography, which has been specially designed for this momentous occasion. The full body of VR works will soon be revealed.

As a hybrid event, XR3 will be able to present an exciting line-up of VR works to a worldwide audience via several modes of access:

- for people with a VR headset: online access, through the MOR app (available on the platforms [Steam](#) and [Viveport](#))
- for everyone: onsite access in the context of all three events, as well as access to VR stations set up by our partners across the world.

Thanks to this unprecedented partnership, NewImages Festival, Cannes XR and Tribeca Festival are delighted to make VR and the latest immersive creations easily accessible to journalists, professionals and the general public – onsite or virtually – wherever they are!

### Three viewpoints on VR creation for a common commitment

*“We are very proud of NewImages Festival’s association with two events as prestigious as Cannes and Tribeca!”* underlines **Michael Swierczynski**, director of **NewImages Festival**, whose 4<sup>th</sup> edition will take place from June 9 to 13, in Paris, at the Forum des Images.

*“This approach is fully in line with our strategy of bringing together and federating a whole range of key partners around the world in order to promote a common and unbounded access to XR creation, to the benefit of the works, the artists, and of course, the audiences.”*

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**PRESS OFFICE : FORUM DES IMAGES**

Head of Press : Diana-Odile Lestage Phone +33 (0)6 12 47 63 10 - +33 (0)1 44 76 63 07  
[diana-odile.lestage@forumdesimages.fr](mailto:diana-odile.lestage@forumdesimages.fr)

*"We are thrilled to join forces with prestigious partners like Tribeca and NewImages Festival to support the whole XR community and create one of the most ambitious virtual exhibitions in addition to our physical event in Cannes this year,"* says **Guillaume Esmiol**, Deputy Director of **Cannes' Marché du Film**.

*"Cannes XR will thus take place in two parts. Starting June 9th, we will introduce "XR3," a specially-designed VR environment to showcase the best VR narrative content. Then from July 6th-15th, Cannes XR will benefit from the momentum of the Marché du Film at the Festival de Cannes by connecting the cinema industry with the XR community. Not only will we be demonstrating "XR3," but there will also be networking events and inspiring conferences with top speakers."*

*"We are so excited to work with Cannes XR and NewImages Festival to present the XR3 platform this season at the Museum of Other Realities,"* said **Loren Hammonds**, Vice President, Immersive Programming of the **Tribeca Festival**.

*"It's especially poignant in this year of transition to be presenting our 3 separate curations under one umbrella for at-home audiences. We are so encouraged by the growing number of VR enthusiasts globally, and we can't wait to launch this amazing new work to the world in June."*

The 20<sup>th</sup> edition of the Tribeca Festival will take place from June 9 to 20 with live in person programming at venues throughout all New York City boroughs.

### **The MOR, a Museum in virtual reality**

Accessible to those who own a virtual reality headset:

from June 9 to 20 and from July 6 to 15, 2021.

With the MOR (Museum of Other Realities), a gallery specialized in the exhibition of international VR artists, the participants will be able to discover a unique venue and access the full body of works offered by NewImages Festival, Cannes XR and Tribeca. The integrality of the program will be available through the [MOR app](#) which can be downloaded starting June 9 on Steam and Viveport. The full body of works will remain free to access 24/7 until June 20 and from July 6 to 15.

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## Boiler plates

### About NewImages Festival

Dedicated to digital creation and to virtual worlds, NewImages Festival combines a rich professional component with a program open to all audiences. With prizes at stake, its international XR competition is submitted to a jury of creators and professionals. Its XR Financing Market brings together leading actors in the XR industry around a selection of projects open to all immersive formats. The festival also supports immersive creator and its industry by initiating collaborations, under the form of VR creation residencies, with other countries and regions of the world, such as Taiwan (Kaohsiung Film festival and TAICCA) and Africa.

NewImages Festival is produced and organized by the Forum des images, the cultural institution of the City of Paris, dedicated to cinema and digital creation.

**Website:** <https://newimagesfestival.com/en/>

**NewImages Festival / Forum des images Press Office: Diana-Odile LESTAGE**

[diana-odile.lestage@forumdesimages.fr](mailto:diana-odile.lestage@forumdesimages.fr) / Ph.: +33 (0)1 44 76 63 07 - +33 (0)6 12 47 63 10

### About Cannes XR

Cannes XR is the Marché du Film's program dedicated to immersive technologies and cinematographic content. Taking place annually during the Festival de Cannes, this unmissable rendez-vous offers a multitude of networking, financing and distribution opportunities for the entire XR community: artists, directors, independent producers, studio executives, leading tech companies, location-based and online distributors. Designed as a global networking platform to discuss the role of XR technologies, Cannes XR is here to inspire the art of storytelling and fuel the future of film.

**Website:** <https://www.marchedufilm.com/programs/cannes-xr/>

#### For more information:

**Joséphine BORIES**

Cannes XR Programm Leader

Marché du Film – Festival de Cannes

[jbories@festival-cannes.fr](mailto:jbories@festival-cannes.fr)

### About Tribeca Festival

The Tribeca Festival, presented by AT&T, brings artists and diverse audiences together to celebrate storytelling in all its forms, including film, TV, VR, gaming, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. Tribeca champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. Tribeca will celebrate its 20th year June 9 – 20, 2021.

In 2019, James Murdoch's Lupa Systems, a private investment company with locations in New York and Mumbai, bought a majority stake in Tribeca Enterprises, bringing together Rosenthal, De Niro, and Murdoch to grow the enterprise.

**Website:** [www.tribecafilm.com/festival](http://www.tribecafilm.com/festival)

**Press Office: Gloria Jones** / [gjones@tribecafilm.com](mailto:gjones@tribecafilm.com) and **Alyssa Grinder** / [agrinder@tribecafilm.com](mailto:agrinder@tribecafilm.com)