



## PRESS RELEASE

*The Forum des images organization is supported by Paris City Hall.*

# 2<sup>nd</sup> NewImages Festival

19–23 June 2019

## A brand new XR financing and co-production market! Prize money for the VR competition!

PARIS, 25 February 2019 – Exclusively dedicated to digital creation and virtual worlds, the **NewImages Festival** (a Forum des images production) unveiled some of its new features for the 2019 edition today, and launched a **call for immersive projects** for this year's **brand new co-production and financing market**, the XR Financing Market. **Entries for its international VR competition**, now with prize money, also opened today.

NewImages is dedicated to uncovering new forms of VR and AR storytelling around the globe, through interactive experiences and immersive installations. The Festival is reinforcing its unique role: giving the general public an opportunity to discover and engage with the most innovative artistic creations, while bringing together the world's most influential industry figures to create the co-production and economic models of tomorrow.

This will allow the Festival to further develop its influential and active involvement in the creation of digital art. Always on the cutting edge of artistic technology, NewImages stands out from other European initiatives.

### The Official VR Competition now comes with €15,000 in prize money!

Over five days, the latest and best in digital creation will be showcased at the Festival for a broad audience, in a fun, collective and educational way. Immersive screenings, interactive experiences, works mixing VR and music, and innovative art installations will be available in all areas of Forum des images, but also throughout Forum des Halles, and at the Church of Saint-Eustache.

NewImages has also taken its **official competition** to another level: **€15,000 in prize money has been set aside to reward the winning creations**. The competition is open to all immersive and/or interactive narrative VR works, created after 1 May 2018, regardless of format or genre (fiction, animation, documentary, video game). **Creators and producers can submit their works until 15 April**.

The selection will be submitted to a **jury of five international figures** from the XR, movie and cultural industries.

Enter and submit your project here: [Entry to the NewImages Festival VR competition](#)

### Launching the XR Financing Market

In 2018, NewImages held two days of meetings, conferences and case studies for professionals from France and abroad, hosted by a range of recognized experts in digital creation and immersive works.

Overall, more than 300 accredited professionals attended the 35 talks on such diverse topics as production, creation and distribution, in the US, France and the UK, but also on the African continent and in Canada.

On the back of the success of this international event, the 2019 edition of the NewImages Festival will be boosting its industry offer (to be held from 20 to 22 June) with the launch of an **XR co-production and financing market**, on **20 June**.

The only financing and co-production market entirely dedicated to immersive works, the **XR Financing Market's** strategy is unique in Europe today: to bring together 50 developing VR or AR projects in one place, coming from such diverse fields as cinema, video games or performing arts, in order to explore new forms of storytelling.

The leads of projects selected by our panel of experts will be invited to participate in an exclusive day event – attended by online and location-based distributors, museum curators, TV channels, representatives from private and public funds, and XR tech players – where they will have an opportunity to hold individual meetings with a wide range of international industry figures.

**HTC, VEER VR, RYOT and KALEIDOSCOPE FUND** have already confirmed that they will be attending this year's edition.

The NewImages **call for projects** is open **until 8 April**: [XR Financing Market Call for Projects](#)

In addition to the market, our **Industry Days** give accredited professionals an opportunity to attend a wide range of conferences (business model, future trends, etc.) with by leading figures in XR, meet the freshest and most notable talents, with fun networking opportunities for all. Industry professionals will also have special access to the entire program (the unveiling of the 2019 selection with the creators, festive evenings and events). **Choose your type of accreditation** here: [Apply for accreditation](#)

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Information: [NewImages Festival](#)

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