



## PRESS RELEASE

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

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

19–23 June 2019

## Kaleidoscope Fund, a partner of the NewImages/XR Financing Market, announces an exceptional prize!

A leading platform in immersive arts funding, **Kaleidoscope** will be teaming up with NewImages as part of the festival's **XR Financing Market**, which will be held on 20 June.

The US-based network launched a new, radically successful funding model (it has brought in over \$14M since 2014) to support original and independent VR and AR creations.

**René Pinnell**, Kaleidoscope's founder, who came up with this visionary funding model, will award an exceptional prize to the best project in development selected by the XR Financing Market.

"Our mission is to help artists raise money for original projects. I'm excited about our collaboration with NewImages, as their XR Financing Market has quickly become one of the most important fundraising events for innovative work," he said.

**The winning project**, to be unveiled at the NewImages awards ceremony on 22 June, will be part of the **Kaleidoscope Slate Funding 2019**, a brand new platform that was recently launched at the prestigious SXSW Festival. The program **aims to support the ten most innovative AR or VR works**, with budgets ranging from \$100K to \$1M.

"We are absolutely thrilled and proud to be joined by Kaleidoscope, a key player in the immersive arts landscape for many years," **Michael Swierczynski**, director of the NewImages Festival, added. "This partnership is a wonderful opportunity for the French and international creators who entered their works in our market to put their projects to the test of Kaleidoscope's expert scrutiny. It also reinforces NewImage's role as the European XR hub, where leading stakeholders in the industry are inventing tomorrow's co-productions."

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### Information: Festival NewImages

#### [NewImages Festival](#)

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### About the NewImages Festival and XR Financing Market

Exclusively dedicated to digital creation and virtual worlds, the **NewImages Festival** (a Forum des images production) will showcase the best of today's digital creation over five days, 19-23 June, 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, throughout Forum des Halles, and at the Church of Saint-Eustache.

The Festival's **international VR competition**, now endowed with **€15,000 in prize money**, will be presided over by a **jury of five global figures** from the XR, movie and cultural industries.

**Enter your work now! Registration closes on 15 April.**

[Register for the NewImages Festival VR Competition](#)

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On the industry side, NewImages is taking things to another level with a unique financing and coproduction market dedicated to original immersive works. Held on 20 June, during the festival's Industry Days, the **XR Financing Market** will bring together artists, producers and industry leaders for the purpose of creating a rendezvous where future immersive masterpieces can be discovered, pitched and financed. The developers of the projects selected by a panel of experts will get an opportunity to meet one-on-one with a range of international, industry players (**Kaleidoscope Fund, HTC, Veer VR, Ryot...**).

**The call to projects closes tonight, 8 April!**

[XR Financing Market Call to Projects](#)

### **About the Kaleidoscope Fund**

Founded in 2014 by producers René et Selena Pinnell, Kaleidoscope is a funding platform for immersive art and entertainment projects. Since its inception, it has been playing a key role in VR creation, with over \$14M raised for supported projects, including the first seven-figure deal for a VR film at the Sundance Film Festival. Committed to creative exploration, Kaleidoscope has backed some of the industry's most groundbreaking work, including the animated VR film *Battlescar*, starring Rosario Dawson, and the VR series *Spheres*, starring Jessica Chastain and Patti Smith, executive-produced by Darren Aronofsky. Works supported by Kaleidoscope regularly premiere at major festivals, such as Sundance, TriBeCa and SXSW. Artists in the Kaleidoscope community are widely recognized as some of the most innovative voices in VR today.

