



PRESS RELEASE

PIXII FESTIVAL TAKING PLACE IN LA ROCHELLE ON 18 TO 23 JUNE 2022

INTERNATIONAL CALL FOR ENTRIES IS OPEN UNTIL APRIL 28TH

THE 6TH EDITION IS TEAMING UP WITH THE PALAIS AUGMENTÉ (17-19 JUNE, PARIS)



The best of PiXii Festival 2021 [in pictures](#)

La Rochelle, 31 March 2022 – PiXii, the international festival of digital cultures – **free and open to all** - will take place in **La Rochelle on 18 to 23 June 2022**. The festival is announcing the **opening of the international call for immersive experiences**, which will close on 28 April, plus a **brand new partnership with the 2nd edition of Palais Augmenté** (17-19 June, Paris).

Since 2017, PiXii Festival has been running alongside **Sunny Side of the Doc**, the international marketplace for documentary and narrative experiences. Every year, PiXii brings together content creators, innovative tech studios & companies, and cultural decision-makers, providing a space to help them expand their networks, find new investment opportunities for documentary production and distribution, and spark innovative collaborations with the cultural and heritage sectors.

Following the success of the 2021 edition which welcomed over a thousand festival-goers, PiXii Festival will continue its strategy in presenting the best of cultural immersion, teaming up with several new emblematic cultural and heritage sites in La Rochelle.

Six sites have been chosen, enabling visitors to discover a unique journey in augmented reality, diving into immersive works in a dream setting under optimised conditions: La Tour De La Chaîne (Centre Des Monuments Nationaux), the Natural History Museum, Musée Du Nouveau Monde, La Rochelle city hall, Maison Henri II (Centre Intermondes) and Eglise Saint-Sauveur church.

International Call for entries is open until 28 April 2022

PiXii Festival has just launched its international call for entries for XR works. This highly anticipated programme aims to shine a light on original narrative concepts which focus on the user experience, created at the point where documentary, culture and immersive technology combine. The interactive or immersive component can be based on all types of digital technology, from VR, AR and mixed reality, to 3D sound, 3D imagery and mapping, amongst others. All projects chosen for the official selection are eligible for the Grand Prix PiXii, supported by various sponsors and partners.

New for 2022: PiXii Festival is teaming up with Palais Augmenté

For the very first time, PiXii Festival will be twinned with the second edition of Palais Augmenté in Paris, at the Grand Palais Ephémère from 17 to 19 June 2022. This brand new partnership with Fisheye and RMN Grand-Palais is testament to a new and important collaboration concerning technological and immersive innovation for the cultural and heritage sectors.

Palais Augmenté is the festival of new perceptions dedicated to artistic creation in augmented reality. The festival aims to showcase the different ways in which innovative technology can partner with culture.

Roei Amit, managing director of Grand Palais Immersif, declares: *"Twinning Palais Augmenté with PiXii festival enables us to create shared synergies, as both festivals are connected to innovation intertwined with culture, as well as creating regional ties to promote digital creation. We are delighted to be bringing these two festivals and two cities together."*

"We are over the moon with the twinning between Palais Augmenté and PiXii Festival," adds Stéphane Malagnac, head of Innovation & PiXii Festival. *"Offering La Rochelle locals this original programme which combines innovation and culture fully reflects our international selection of immersive works that we have been showcasing since 2017 alongside Sunny Side of the Doc, the international marketplace for documentary."*

For more information concerning PiXii Festival and Sunny Side of the Doc, as well as applications for press accreditation, visit the [online press room](#).

Please note:

Sunny Side of the Doc will be back for its 33rd edition from 20 to 23 June in La Rochelle, bringing together once again the international documentary and digital community. Over four days, 2,200 industry delegates from 60 different countries, including decision-makers, producers, directors, agents and investors, will have exclusive access to the exhibition area, high potential Pitch Sessions, a programme full of conferences, renowned keynote speakers, and panels on the theme of New Voices, as well as unique face-to-face networking opportunities.

At the same time and spanning six days, **PiXii Festival** will give industry delegates and the general public the opportunity to discover an incredible exhibition space across six cultural venues, featuring the most innovative digital installations and narratives, created at the point where documentary, culture and immersive technology combine.

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