



Call for Entries PiXii Festival | Sunny Side of the Doc

Submission Guidelines

Want to submit to PiXii Festival 2021? This guide provides you with all the information you need.

PiXii Festival offers an amazing showcase of the most innovative stories and digital installations created through new convergences of documentary, culture and immersive technologies. The event is conducted in synergy with Sunny Side of the Doc and designed as an international community-based marketplace fully oriented on networking, information exchange and project acceleration.

The 5th edition of the international festival of digital cultures is taking place on-site in La Rochelle and online through a XR library opened to jury members and all professionals registered (Online Pass and Full Pass) at Sunny Side of the Doc and PiXii Festival during the 4-day event – 21 to 24 June 2021.

PiXii Festival has teamed up with several of La Rochelle's most attractive cultural and heritage sites. They will act as the backdrop for the immersive experiences shortlisted from our international call and open to both industry professionals and the general public for 6 days – 19 to 24 June 2021 :

- La Rochelle Towers (Centre des Monuments Nationaux)
- La Rochelle Natural History Museum
- La Rochelle New World Museum
- La Rochelle Maritime Museum
- La Rochelle Aquarium
- La Rochelle SNCF TGV Train Station

Closing Date: Thursday, April 22nd, at 23:59 CEST/UTC +2.

Submission costs 40 euros per entry.

A select number of works with strong narrative and market potential will be presented across two strands of PiXii Festival's Official Selection: **XR Films and Immersive Experiences.**

[APPLY FOR PIXII FESTIVAL 2021]

HOW IT WORKS

In 2021, to be always at the forefront of digital storytelling, PiXii Festival opens up its official competition to feature an international selection of XR Films as well as an immersive exhibition of digital experiences in key cultural sites of the city of La Rochelle.

Applications must be received by Thursday 22 April, 2021.

The aim is to feature original narrative concepts focused on the user's experience. The interactive or immersive component can leverage any digital technologies VR, AR or mixed reality, 3D audio, 3D imaging, domes, mapping... Projects must be finalised and operational by 8 June 2021.

ELIGIBILITY

Submitter eligibility

All talent are eligible to apply: filmmakers, new media producers, museum installation concept studios, interactive scriptwriters, graphic designers, 2D and 3D designers, developers, engineers and innovative technology operators...

We accept submissions from all countries in English or in French.

Individuals or teams may apply.

Applicants must be the rights holder in the work.

Applicants must be 18 years of age or over.

There is a 40€ fee to cover handling and administration of your application (non-refundable).

Entry for each work must be submitted via Sunny Side of the Doc's professional portal, MySunny Space.

Eligible XR FILMS

The following types of XR films can participate in PiXii Festival's call for entries:

- Virtual Reality / 360 / Interactive: documentary, museum, tourism
- Augmented Reality: documentary, edutainment, museum, tourism
- Large Formats: Dome projection, 360 projection, mapping, immersive installation
- Binaural Sound: documentary, museum, tourism

For Virtual Reality: the content must be available in 360 / interactive format on one of the following platforms (Vimeo, YouTube, Steam, Oculus, Vive, etc.) in private or public link. They must also be sent encoded, by downloadable link, according to the technical specifications required.

For Augmented Reality: participants must send a link to load the iOS or Android application allowing the augmented reality experience. If the application was designed for a specific location, attach an introductory video and / or an explanatory package with illustrative photos.

For Large Formats: participants must send a link, private or public, Vimeo or YouTube of the video, a presentation document detailing the specifications for the project, photos, a trailer...

Eligible IMMERSIVE EXPERIENCES

The following types of Immersive Experiences can participate in PiXii Festival's call for entries:

- Virtual Reality / 360 / Interactive: documentary, museum, tourism
- Augmented reality: documentary, edutainment, museum, tourism
- Mapping: documentary, edutainment, museum, tourism
- Binaural sound: documentary, museum, tourism

For Virtual Reality: the content must be available in 360 / interactive format on one of the following platforms (Vimeo, YouTube, Steam, Oculus, Vive, etc.) in private or public link. They must also be sent encoded, by downloadable link, according to the technical specifications required.

For Augmented Reality: participants must send a link to load the iOS or Android application allowing the augmented reality experience. If the application was designed for a specific location, attach an introductory video and / or an explanatory package with illustrative photos.

For Mapping: participants must send a link, private or public, Vimeo or YouTube of the video, a presentation document detailing the specifications for the project, photos, a trailer...

Should you have any question about your project's eligibility, please contact stephane@sunnysideofthedoc.com prior to submission.

PROJECTS RESUBMISSION

PiXii Festival will not accept resubmissions of projects previously submitted in 2020 if the XR Film or Immersive Experience is at the same or a similar stage. If in doubt, please email us prior to submission.

APPLICATION AND SELECTION PROCESS

The PiXii Festival selection committee, composed equally of industry professionals and representatives from La Rochelle's cultural institutions, will assess the applications for **XR Films and Immersive Experiences** and create a shortlist based upon the artistic, technical and innovative qualities of the content as well as the following criteria:

- The strength and originality of the story
- The international potential in the marketplace
- The evidence of innovation in storytelling and cultural impact
- The unbiased quality of information
- The track record of the creative team
- The commitment to diversity and inclusion

Chosen works and application information will be published by the Sunny Side of the Doc/PiXii Festival (print and digital), available to buyers and delegates, and on the PiXii Festival general public website.

HOW TO SUBMIT?

- **Connect to Sunny Side of the Doc's professional platform using your login details and pay for the appropriate PiXii Festival 2021 Call for Entries Fee:** <https://www.sunnysideofthedoc.com/my-sunny-space.htm>
- **Submit your work through the dedicated form available on MySunny Space.**
- **For more information, rules and guidelines, visit:** <https://www.sunnysideofthedoc.com/>

You will be required to upload and provide the following elements:

- Shooting dates, budget, format, version, length, partners, etc.
- Production company profile (300 characters)
- Producer's bio (400 characters)
- Director's bio (200 characters)
- Short synopsis (400 characters)
- Short treatment (700 characters)
- HD Picture of the project (300 dpi)
- Trailer / presentation video with English subtitles (max. 2 GB and 3') – Accepted formats: MP4 (most recommended), MOV, WMV, AVI, and FLV.

DEADLINE

All proposals must be submitted online through Sunny Side of the Doc's professional space before Thursday, April 22nd, at 23:59 CEST/UTC +2.

SUCCESSFUL PROJECTS

Successful participants are required to be registered to participate in Sunny Side of the Doc / PiXii Festival with an Online Pass or a Full Pass.

Support conditions for submitters selected in the XR Films category:

- Accommodation for 1 night for the only representative of the selected work
- Full Pass accreditation for the only representative of the selected work

The entire package is valued at €750. In addition, a preferential rate will be granted if additional passes are requested.

Support conditions for submitters selected in the Immersive Experiences category:

- Accommodation for 6 nights for only one (1) representative of the selected work
- Full Pass accreditation for two (2) representatives of the selected work
- Mediation by a member of the organization team at the venue during the event

The entire package is valued at €3,500. In addition, a preferential rate will be granted if additional passes are requested.

PiXii Festival will follow up with selected works through its **Projects Observatory**. Applicants will comply with the organizers' requests for updates, information and for including its mention and official logo where needed.

AWARDS

All projects selected and highlighted at PiXii Festival will be entering the competition for awards, decided an official independent jury and. Please note that awards and prizes may be omitted or added at the discretion of the Festival's management and depending on sponsoring.

ABOUT SUNNY SIDE OF THE DOC

<https://www.sunnysideofthedoc.com/>

Sunny Side of the Doc is the international marketplace dedicated to documentary and narrative experiences, each year bringing together broadcasters, decision makers, cultural stakeholders, financing bodies, distributors, content creators and producers from around the world to sell or buy projects and programmes, and to find coproduction partners.

The 4-day event creates unique opportunities for all 2,000+ professionals from 60 countries, to follow the latest industry trends, present 600+ original stories, and make new connections through a variety of high-level pitching sessions, panel discussions, networking activities and the added value of an exhibition space.

Its digital storytelling spot, PiXii Festival, is the definitive meeting point for digital cultures giving a business view of the real power of installations based on VR, AR, 3D imaging, 3D sound, AI, Apps to enhance the museums, heritage sites and cultural institutions experiences.

The 32th edition will be held live in La Rochelle and online from June 21-24, 2021.