

## ELIGIBILITY REQUIREMENTS AND TERMS OF PARTICIPATION

### GENERAL

PiXii Festival (the "Festival") presents a selection of innovative, immersive and interactive installations and devices throughout the duration of Sunny Side of the Doc. The aim is to shine the spotlight on new narrative forms and new ways of presenting and accessing cultural, documentary, educational and heritage content. These experiences must be of an interactive and immersive nature, using technological tools such as (non-exhaustive and non-exclusive list): virtual, augmented or mixed reality; artificial intelligence; connected devices; spatialized audio; and haptic technology. Moreover, a major focus of "the installation" must be to stimulate at least one of the five senses.

Entries shall be considered for PiXii Festival – the International Festival for Digital Cultures. Selected projects shall go on show to the general public and accredited industry professionals during the 31st edition of Sunny Side of Doc ("SSD20").

### SCHEDULE

30th January 2020: open date for call for submissions

7th April 2020: deadline for submissions

23rd April 2020: Selected installations to be officially announced.

From 22nd to 25th June 2020: 31st Sunny Side of the Doc in La Rochelle, France.

### ENTRY FEES

-Within official deadline: €40 per project

Please note: Entry fees are in euros (€), per project and are non-refundable. The Festival reserves the right to disqualify an application without a refund of any kind if the eligibility requirements are not met. All submissions are considered equally, regardless of their entry deadline. We encourage you to submit your project as early as possible in order to benefit from the lower entry fees.

### ELIGIBILITY REQUIREMENTS

PiXii Festival accepts all types of interactive, immersive and digital experiences in the areas of culture, leisure, heritage, tourism, education and sciences which help enhance cultural sites, increase interaction with content on display, increase knowledge sharing and make culture more accessible to all.

For a project to be eligible:

- (1) You must respect exactly the terms of participation, especially in relation to deadlines, entry forms and the other requirements.
- (2) Where required, projects drafted in a language other than French must include subtitles in French or English at the time of submission. The French-speaking public must be able to understand the projects selected for the Festival. All projects containing non-French dialogue must feature a method or tool to facilitate the French-speaking public's understanding. Simply listing and translating the dialogue on a sheet of paper does not suffice.
- (3) There is no minimum or maximum time duration for submitted projects.
- (4) Installations must include, but not be limited to, technological tools such as virtual, augmented or mixed reality; artificial intelligence; connected devices; spatialized audio; haptic technology; etc.
- (5) You must complete all the mandatory fields in the online entry form, including the entry fees. For incomplete forms or forms containing an error, an email shall be sent to the project and/or installation managers requesting additional information. If the project manager does not respond within 48 hours, the project shall be considered excluded from the call for projects.
- (6) All projects submitted must be finalised and operational before 8th June 2020. At the minimum, the project must provide the user with a complete experience (even if the project is not yet developed in its entirety). PiXii Festival does not accept Proof of Concepts or prototypes.
- (7) Linear films and content destined for commercial purposes are not accepted.

## **SELECTION CRITERIA**

The jury for the call for digital installations and experiences for the PiXii Festival shall assess the suitability of submitted projects according to the following criteria:

- Coherence with the editorial stance.
- Project originality.
- Quality of narration/innovation.
- The way in which the project integrates technologies used.
- The technology's ability to add significant value to the project.
- Ability to arouse the public's interest/participation.

## **SUBMITTING YOUR PROJECT**

Go online to <https://pixii-ssd.typeform.com/to/B0Pa93> , fill in the candidate entry form and click on "Enter your project". Please note, your project shall only be considered once the entry fees have been paid and received.

All entries must include the following elements:

- (1) The official PiXii Festival online entry form duly completed.
- (2) Fully functional files and links.
- (3) Entry fee proof of payment. Payment can be made via credit card, PayPal or bank transfer. Payment is to be made in euros (€).

Please note: You are held entirely responsible for ensuring that your entry form has been sent and received correctly. You should receive an email confirmation within two working days of submitting your entry form. If you have not received an email confirmation within these two working days, please contact us at following email address: [sales@sunnysideofthedoc.com](mailto:sales@sunnysideofthedoc.com). You are also responsible for ensuring that any streaming/download links are working correctly, and that any passwords provided are correct.

Links must remain active until at least 20th April 2020. Whichever way you choose to take part, PiXii Festival must receive all necessary documents by the deadline indicated above. PiXii Festival reserves the right to disqualify any entry that does not fully comply with the rules outlined.

## **MULTIPLE ENTRIES**

Each project must be submitted individually alongside its own separate online entry form duly completed. Please ensure you do not send links to several projects or experiences in your online form, or you run the risk of being disqualified.

## **PROJECTS ENTERED PREVIOUS YEARS**

If you submitted a project to a previous edition of the PiXii Festival and it was not selected by the jury, you can re-enter this project providing that it has been modified significantly and it fulfils all eligibility requirements at the time of entry. If in doubt, please email us before submitting your entry for a second time.

## **PROJECTS SELECTED BY THE JURY**

We shall contact by email all those who officially submitted a project by 17th April 2020 at the latest.

Please ensure that the email address provided in your entry form is functioning correctly and still in use at this date.

If you have changed your email address since submitting your entry form, please contact us to let us know:

[sales@sunnysideofthedoc.com](mailto:sales@sunnysideofthedoc.com)

If you have not received any news from us by 17th April 2020, please contact us in order to receive an official notification.

If your project has been selected, you must fulfil the following conditions by the date indicated by the Festival:

- (1) You must sign a collaboration agreement which shall be provided to you by PiXii Festival. It outlines your responsibilities to obtain all the necessary authorisations in order to exhibit your project at PiXii; and that you guarantee that you have the necessary rights to exhibit your project at PiXii.
- (2) You must provide all documents and other useful information to ensure there are no problems in exhibiting your project during the PiXii Festival. Due to the unique nature of the PiXii programme, materials, shipping arrangements and installation fees required shall be determined in detail. Furthermore, final requirements in terms of size / format / specifications can differ from those provided during the entry process.
- (3) Please note that if the actual costs and technical/spatial requirements needed to set up and display your project go over the estimate provided in your entry form, the Festival reserves the right to refuse to exhibit your project (see section "ADVANTAGES FOR SELECTED PROJECTS").
- (4) You must provide the official "Festival information form" duly completed and signed, which includes all the necessary press and publicity elements.

### **ADVANTAGES FOR SELECTED PROJECTS**

For those project managers whose installations have been selected as part of the call for entries to PiXii 2020, the organising Festival shall provide:

Two 4-day accreditation passes providing access to PiXii Festival and Sunny Side of the Doc.

A 9 m2 display space (layout to be defined according to installation specifications).

One set of furniture, including three stools or chairs, and one high table or table.

Two partitions.

The services of a hostess who shall work at your space over the four-day period (one half-day in the afternoon only), acting as a mediator with the general public and industry professionals.

A printed communications support (such as a sign) installed in front of each space including a description of the installation.

Visibility by way of your logo and description of the installation on our communication platforms (press releases, website, social media) before and during the festival.

This total offer has an estimated value of €3,500. In addition, a discounted rate shall be offered on any additional accreditation passes required.

*If the project manager requests to modify any item relating to installation logistics, the allotted space or the presence of one (1) mediator during the four-day Festival (morning and afternoon), their request shall be subject to a separate review and quote.*

### **FESTIVAL SECTION**

Projects selected by the jury shall go on display as part of the PiXii Festival from 22nd to 25 June 2020 in La Rochelle. If your project has not been selected, we encourage you to contact our sales team who shall be able to propose alternative display opportunities at Sunny Side of the Doc: [sales@sunnysideofthedoc.com](mailto:sales@sunnysideofthedoc.com)

### **AWARDS**

All projects selected by the jury to be displayed at PiXii Festival are eligible for any awards. Please note that awards are not guaranteed and each year they are determined alone by the discretion of the Festival.

### **ADDITIONAL INFORMATION**

PiXii Festival supports digital cultures and hopes to help selected projects with limited funds to take part. For ambitious, large-scale installations, PiXii invites you to contact us to discuss in further in detail: [sales@sunnysideofthedoc.com](mailto:sales@sunnysideofthedoc.com)

**PiXii Festival does not provide technological equipment or material required for setting up projects (including fees relating to transport to the exhibition venue). Therefore, project managers behind the selected projects are requested to bring their own materials (headphones, computers, tablets and any other physical hardware device).**