



## PIXII FESTIVAL UNVEILS ITS 2022 OFFICIAL SELECTION

DISCOVER THE BEST IMMERSIVE EXPERIENCES  
IN THE HEART OF LA ROCHELLE FROM 18 TO 23 JUNE



*[Teaser Discover PiXii Festival](#)*

**La Rochelle, 2 June 2022 – PiXii**, the international festival for digital cultures – **free and open to all** – today unveiled during a press conference the 15 or so **XR works selected for the 6<sup>th</sup> festival edition**, which will go **on display around different cultural and heritage sites across La Rochelle from 18 to 23 June 2022**.

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.

For the second year in a row, PiXii is taking over La Rochelle, teaming up with several of the city's most-loved cultural and heritage sites, to offer the general public the best of cultural immersion. This year, **eight** monuments will host immersive experiences: **La Tour De La Chaîne (Centre Des Monuments Nationaux), The Natural History Museum, Le Musée Du Nouveau Monde, La Rochelle city hall, La Maison Henri II (Centre Intermondes), Saint-Sauveur church, the forecourt of Espace Encan** and the **Tourist Information Centre**.

*"PiXii wants to be the echo chamber of the upheavals in our society, in synergy with Sunny Side of the Doc, the international marketplace for documentary, which is held at the same time," comments Stéphane Malagnac, Head of Innovation & PiXii Festival. "This year's official selection and the works presented out of competition also reflect what's going on in the world: the climate emergency, pollution, social decline, the digitalisation of our world... Immersive technology helps us get a better understanding of these issues and more, with a more sensitive approach and delivering a greater impact."*

*"By offering to install XR experiences in the heart of La Rochelle's cultural venues, PiXii is fulfilling its mission to spread knowledge to the general public," said Déborah Papiernik, Senior Vice President in charge of partnerships and strategic alliances at Ubisoft. "In 2021, Lady Sapiens and Georges Méliès: Fantaisies Virtuelles were on the program and this year again, Ubisoft is present via the Notre-Dame VR experience."*

Several installations will also be presented out of competition during the festival, enriching further this unprecedented artistic and immersive experience:

- **The Dawn of Art:** an exploration of Chauvet cave 36,000 years ago, with the voice of actress Cécile de France as your guide.
- **Notre Dame de Paris VR: journey back in time:** Ubisoft has created a guided tour of Notre-Dame which offers users the opportunity to discover the cathedral from different angles.
- **Mona Lisa: Beyond the Glass:** the first VR experience to be presented to the public by the Louvre, as part of the Leonardo da Vinci exhibition celebrating the 500<sup>th</sup> anniversary of the artist's death.
- **MySmartJourney:** each tour location features a QR code, which visitors simply scan to access fun, educational and original content related to the different sites and installations.

And finally, in partnership with Fisheye and RMN Grand-Palais, the 2022 edition of **PiXii Festival will be twinned with the 2<sup>nd</sup> edition of Palais Augmenté** held in Paris at the Grand Palais Ephémère from 17 to 19 June 2022. Certain XR works can also be admired from both La Rochelle and Paris at the same time.

# PiXii Festival 2022 **Official** Selection

## HYDROCOSMOS

**Produced by**  
Tecnologia Filosofica (Italy)

**Main Author(s) / Director(s)**  
Milad Tangshir

**Technology**  
Virtual Reality

**Exhibition at**  
Maison Henri II - Centre  
Intermondes



## GENESIS

**Produced by**  
Faber Courtial - Studio For Digital  
Worlds (Germany)

**Main Author(s) / Director(s)**  
Joerg Courtial

**Technology**  
Virtual Reality

**Exhibition at**  
Museum d'Histoire Naturelle



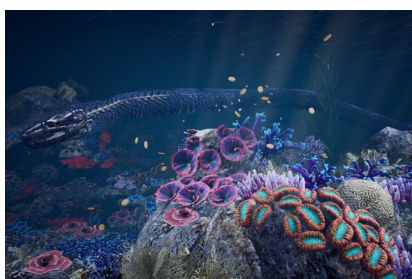
## THE STARRY SAND BEACH

**Produced by**  
Lucid Realities (France)

**Main Author(s) / Director(s)**  
Nina Barbier, Hsin-Chien Huang

**Technology**  
Virtual Reality

**Exhibition at**  
Museum d'Histoire Naturelle



## COLORED

**Produced by**  
Novaya (France)

**Main Author(s) / Director(s)**  
Pierre-Alain Giraud, Stéphane  
Foenkinos

**Technology**  
Augmented reality, Mixed reality,  
Spatialized sound

**Exhibition at**  
Musée du Nouveau Monde



## THE LITTLE DANCER

**Produced by**  
Lucid Realities (France)

**Main Author(s) / Director(s)**  
Gordon, Marie Sellier

**Technology**  
Virtual Reality

**Exhibition at**  
Tour de la Chaine



## A COLÔNIA LUXEMBURGUESA

**Produced by**  
Samsa Film (Luxembourg)

**Main Author(s) / Director(s)**  
Dominique Santana

**Technology**  
Video Mapping, Connected  
Objects, Mixed Reality

**Exhibition at**  
Musée du Nouveau Monde



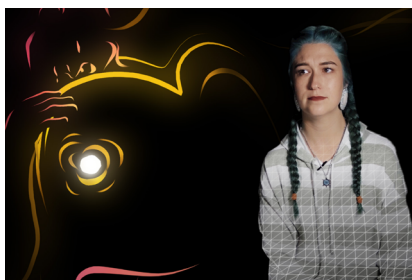
## THE CHOICE

**Produced by**  
Infinite Frame Media (Canada)

**Main Author(s) / Director(s)**  
Joanne Popinska

**Technology**  
Hologram, Virtual reality,  
Spatialized sound

**Exhibition at**  
City Hall



## SUPPLIQUES STORIES

**Produced by**  
La Générale de production  
(France)

**Main Author(s) / Director(s)**  
Andrés Jarach

**Technology**  
Mixed reality

**Exhibition at**  
City Hall



## MYRIAD. WHERE WE CONNECT. | 360° 3D DOCUMENTARY

**Produced by**  
Interactive Media Foundation  
GmbH (Germany)

**Main Author(s) / Director(s)**  
Lena Thiele, Sebastian Baumann,  
Dirk Hoffmann

**Technology**  
Virtual reality, Spatialized sound

**Exhibition at**  
Maison Henri II - Centre  
Intermondes



## PLASTIC ON THE GANGES

**Produced by**  
National Geographic Society  
Impact Media Lab (India)

**Main Author(s) / Director(s)**  
National Geographic Society

**Technology**  
Virtual reality, Spatialized sound

**Exhibition at**  
Tourist Office,  
Église Saint-Sauveur



**For more information about Sunny Side of the Doc and PiXii Festival,  
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 eight 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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