

The background of the entire page is a deep purple. Overlaid on this are numerous thin, curved lines in shades of blue, cyan, magenta, and pink. These lines originate from the top right and bottom right corners, curving towards the center and left side of the page, creating a sense of dynamic movement and depth.

PRESS FILE 2022



pixii-larochelle.fr

Editorial



For the second year in a row, PiXii, the international festival of digital cultures, is taking over La Rochelle with its official selection of immersive experiences.

Virtual reality, augmented reality, mobile apps.... Once again, several of La Rochelle's most-loved cultural and heritage sites will act as the backdrop for innovation: La Rochelle city hall, Saint-Sauveur church, La Tour De La Chaîne - Centre Des Monuments Nationaux, Maison Henri II - Centre Intermondes, Musée Du Nouveau Monde, the Natural History Museum and finally, the Tourist Information Centre.

This unprecedented partnership between cultural operators and PiXii Festival was set up in 2021, with a shared enthusiasm and drive to bring innovation and heritage together for the benefit of the public who will be able to access these prestigious cultural centres for free. We are lucky to have such committed and motivated local cultural actors and thanking them is the least we can do.

PiXii also wants to be the echo chamber of the upheavals in our society, in synergy with Sunny Side of the Doc, the international market place for documentary, which is held at the same time. 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.

Like every year, immersive producers, television channels, streaming platforms, foundations, museums and other cultural operators will be at PiXii to exchange views, provide feedback, discover new connections, consolidate their network and initiate new international co-productions.

After two disrupted editions, PiXii 2022 offers the best of both worlds in the same setting. And we are delighted to be the hosts.

Roman Jeanneau, CEO & **Stéphane Malagnac**, Head of Innovation & PiXii Festival

About PiXii Festival



As a true place of emerge for digital and creative cultures, the festival acts as an accelerator of innovation and collaboration between museums, heritage sites from all over the world and cultural platforms. And what's more, this unmissable event is free and open to all, thus helping make digital installations and narrative experiences more accessible to everyone.

Promoting innovation in the documentary industry

Sunny Lab was first created in 2014 as part of Sunny Side of the Doc, the international marketplace for documentary film, before transforming into PiXii festival in 2017. The event aims to promote audiovisual and narrative innovation for all documentary genres via its marketplace dedicated to immersive experiences and works.

The health crisis in 2021 prevented members of the community from coming together. As such, the festival turned the situation on its head and decided to take over La Rochelle, going out to meet the museum-going public directly.

A festival for the public and industry professionals

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 to both industry delegates attending the 33rd edition of Sunny Side of the Doc, as well as the general public. This year, the festival is teaming up with eight emblematic cultural and heritage sites in La Rochelle.

Alongside this, Sunny Side of the Doc will also be tackling the topic of XR and the challenges surrounding it, with a host of specific round tables and meetings with immersive experience-related case studies.

2022 cultural sites partners



Tour de la Chaîne (Centre des monuments Nationaux)



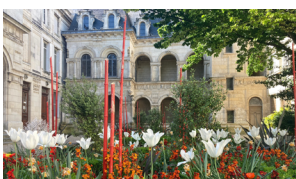
Museum d'Histoire Naturelle



Musée du Nouveau Monde



La Rochelle City Hall



Maison Henri II – Centre Intermondes



Eglise Saint-Sauveur



Tourist Office



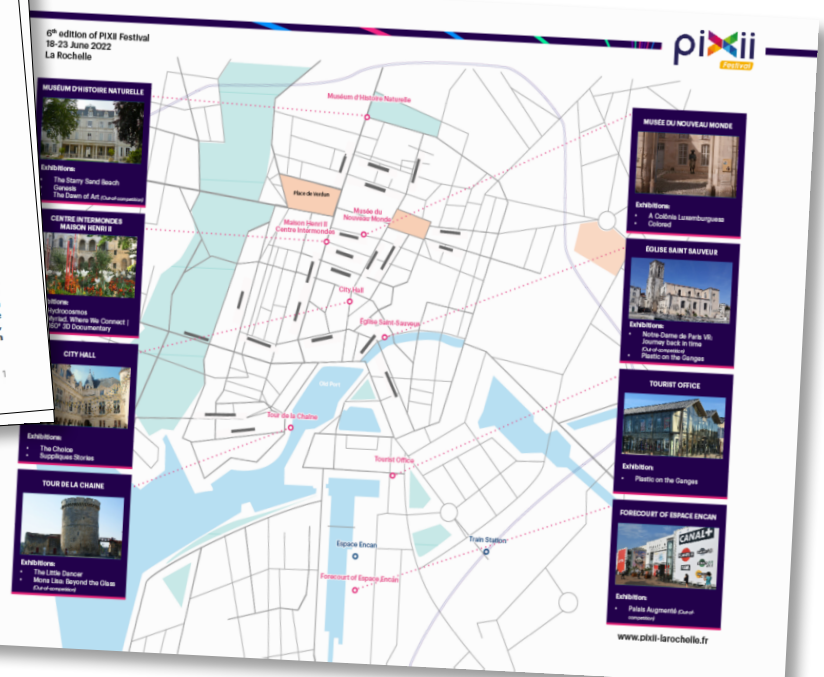
Forecourt of Espace Encan

Festival programme

2022 Official Selection

Thanks to its call for installations, PiXii Festival will showcase the best immersive experiences to both the general public and industry delegates (media, potential co-production partners, distributors, investors) who are eager to discover new innovations. A dozen works have been selected and will be presented in competition.

The PiXii Festival 2022 Official Selection as well as the distribution of the installations in the partner sites will be announced on 2nd June in La Rochelle during a press conference.



Works out of competition

Several installations will also be presented out of competition during the festival, enriching further the artistic and immersive experience for attendees (*programming likely to change*).



📍 Forecourt of Espace Encan

Twinning with

PALAIS AUGMENTÉ Fisheye & RMN Grand-Palais (France)

Augmented Reality

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. 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. The programme features exclusive augmented reality works created by international artists (accessible via an app available to download), and will be presented in both Paris and on the forecourt of Espace Encan in La Rochelle at the same time.

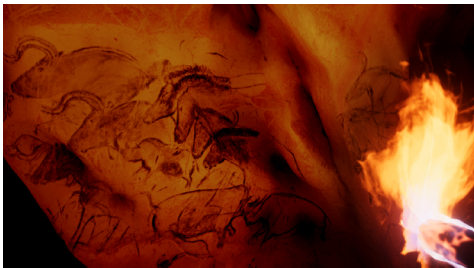


📍 Along the entire pathway

MYSMART JOURNEY MySmart Journey (Canada)

Augmented Reality

For the 2022 festival edition, PiXii Festival is joining forces with Quebec-based MySmart Journey to develop and offer the public a multimedia journey alongside the festival's official selection. Each location along the tour features a QR code, which visitors simply scan to access original content and information related to the site and immersive works, such as: anecdotes, interviews, making-ofs, recommendations and an overview of the festival in La Rochelle. Fun, educational and voiced in a Quebec accent to boot, this cultural mediation tour completes the festival and will make the wait in the queue much more interesting!



📍 Museum d'Histoire Naturelle

THE DAWN OF ART Astrea (France)

Virtual Reality

Explore Chauvet cave 36,000 years ago, with the voice of actress Cécile de France as your guide. In the Ardèche gorges in the south of France, our ancestors drew mankind's first masterpieces, bringing their beliefs to life. The Dawn of Art is not just a tour but a storytelling experience that stirs emotion and immerses you in the past through its depiction of how early man lived underground in their painted caves.



📍 Eglise Saint Sauveur

NOTRE DAME DE PARIS VR:

JOURNEY BACK IN TIME Ubisoft Entertainment (France)

Virtual Reality

On 15 April 2019, the world witnessed with emotion as Notre-Dame de Paris was nearly devastated by fire. While the monument is closed for restoration, you can still visit the site thanks to Ubisoft's virtual reality experience. The video game Assassin's Creed Unity, which was released in 2014, features a reconstruction of Notre-Dame cathedral, which took 5,000 hours to design, with the help of historians. To enjoy the visit, simply don a VR headset and (re)discover the cathedral from different angles – some of which were inaccessible to the public – and to the sound of its famous Cavallé-Coll organ.



📍 Tour de la Chaîne

MONA LISA: BEYOND THE GLASS Emissive (France)

Virtual Reality

Mona Lisa: Beyond the Glass is the first VR experience to be presented to the public by the Louvre. The experience was created as part of the Leonardo da Vinci exhibition celebrating the 500th anniversary of his death in France. Mona Lisa: Beyond the Glass reveals the latest scientific research on da Vinci's artistic innovation and his painting techniques and processes, which are brought to life through exceptional visualisations in virtual reality.

6th edition of PiXii Festival
18-23 June 2022
La Rochelle

MUSÉUM D'HISTOIRE NATURELLE



Exhibitions:

- The Starry Sand Beach
- Genesis
- The Dawn of Art (Out-of-competition)

CENTRE INTERMONDES MAISON HENRI II



Exhibitions:

- Hydrocosmos
- Myriad. Where We Connect | 360° 3D Documentary

CITY HALL



Exhibitions:

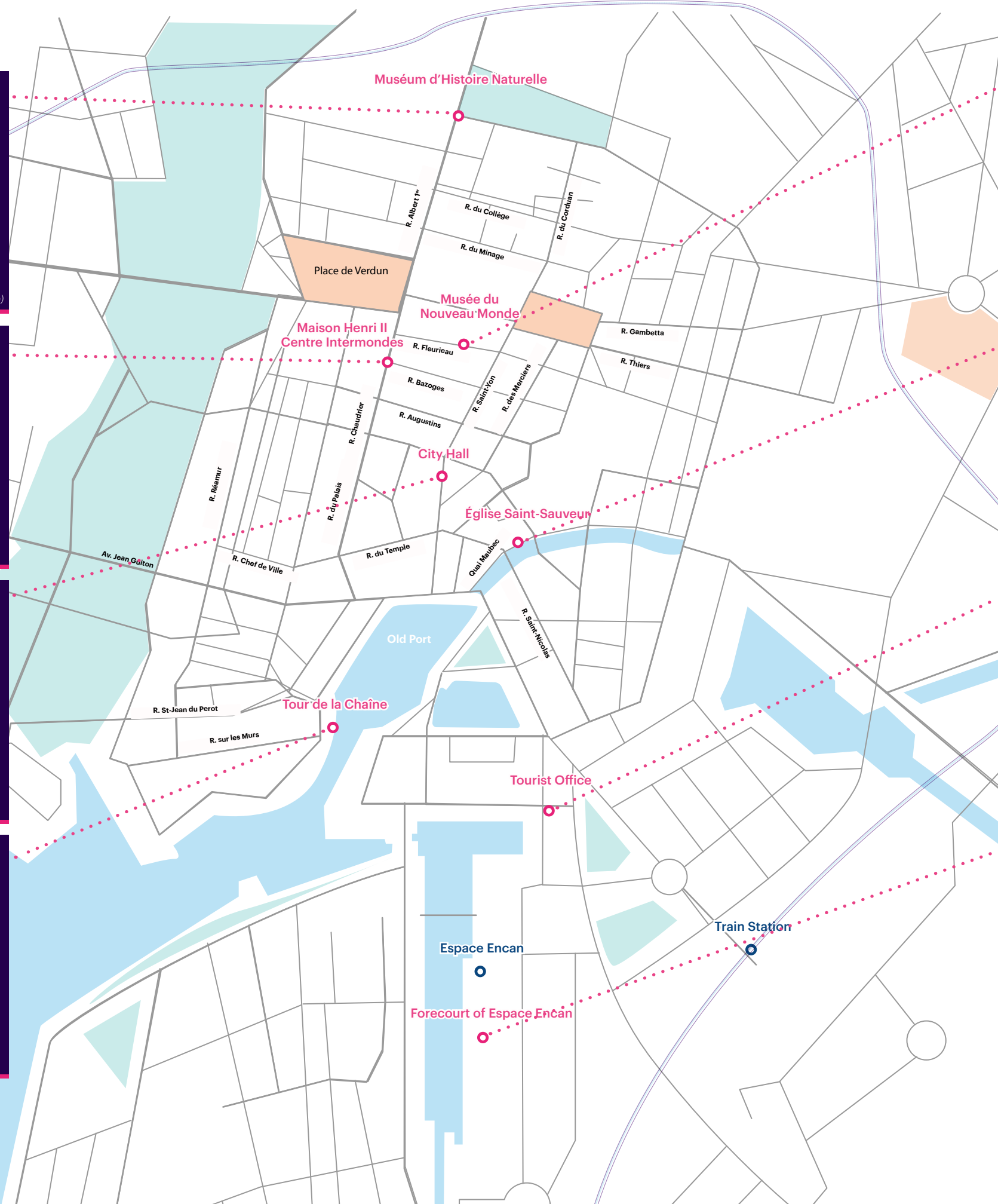
- The Choice
- Suppliques Stories

TOUR DE LA CHAÎNE



Exhibitions:

- The Little Dancer
- Mona Lisa: Beyond the Glass (Out-of-competition)



MUSÉE DU NOUVEAU MONDE



Exhibitions:

- A Colônia Luxemburguesa
- Colored

ÉGLISE SAINT SAUVEUR



Exhibitions:

- Notre-Dame de Paris VR: Journey back in time (Out-of-competition)
- Plastic on the Ganges

TOURIST OFFICE



Exhibition:

- Plastic on the Ganges

FORECOURT OF ESPACE ENCAN



Exhibition:

- Palais Augmenté (Out-of-competition)

Innovation content at Sunny Side of the Doc 2022



As well as the festival and the various installations across the city, PiXii Festival is also about encounters, exchanges and ideas around the challenges of virtual reality for the documentary genre during the four-day international industry marketplace. Here is an overview of the XR highlights not to be missed.

Immersive projects of tomorrow



Pitch sessions

The pitch sessions are a cornerstone of Sunny Side of the Doc and offer international coproduction opportunities. They're one of the most popular events at the marketplace. Ones to watch:

-  **Immersive Experiences Pitch** [Immersive projects, XR, VR]: **Tuesday 21 June at 5:30pm**
-  **Digital Na(rra)tive Stories Pitch** [projects conceived natively for digital platforms : social network platforms]: **Wednesday 22 June at 11:30 am**



PiXii Co-Creation

PiXii Co-Creation is the first European incubator for immersive projects, established as an international path of collaborative digital creation. This year's theme of "migration" encompasses a wide variety of situations and perspectives. The four immersive projects designed for museums and incubated as part of the European PiXii Co-Creation programme will be presented here.

-  **PiXii Co-creation Pitch: Tuesday 21 June at 3 pm**


Industry conferences

Now more than ever, immersive works need strong support to bolster international visibility and help find new funding sources.

Ocean XR

Case studies, immersive strategies on the climate emergency, and how immersive technology can help us understand better this planetary evolution.

With the participation of Musée national de la marine, the Natural History Museum, Art Explora foundation, Arsenal Corderie Royale and the Musée maritime.


-  **Monday 20 June at 3:30 pm**



XR for Impact: real impact or marketing gimmick?

With its incredible immersive potential, XR offers real opportunities to help a younger and more connected audience better understand social, environmental and political issues. Global digital consumption, the climate emergency or even abortion rights, XR's impact remains largely underestimated.


With the participation of InVR Space, Centre PHI, and Infinite Frame Media

-  **Wednesday 22 June at 3:30pm**

NFT, blockchain et Metaverse: how can they help bring back museum visitors?

NFT, blockchain and the metaverse are amongst the major strategic challenges facing cultural operators for bringing added value to the visitor experience and for increasing potential sources of funding. The Brussels-based project «Fashion Show Art Nouveau», initiated as part of the Art Nouveau de Urban programme, shows that cultural operators are ready to reinvent their approach in order to engage their public.

In collaboration with Stereopsia and XR4Heritage

-  **Thursday 23 June at 10:30 am**

THE DEPARTMENT, PARTNER OF ARTISTIC AND CULTURAL CREATION SUNNY SIDE OF THE DOC 2022

Join us from the 20th to the 23rd June 2022 on www.sunnysideofthedoc.com

From the 20th to the 23rd of June 2022, the 33rd international documentary market will take place in La Rochelle. Accompanied by the 6th edition of the PiXii Festival, professionals of the industry will be able to meet and share their experiences throughout new creatives opportunities to shape tomorrow's industry.

Partner since 2006 (€20,000 grant for the Sunny Side Of The Doc Festival and for the PiXii Festival), the Department, as part of its policy to support film, audiovisual and multimedia production, is once again on board!



○○ Culture at the heart of our policy

Since 2000, the department has been supporting audio visual creation and is willing to endorse its expansion. Today, with the newly established "NOTRe" law (Nouvelle Organisation Territoriale de la République - meaning New Territorial Organization of the Republic), only the Nouvelle-Aquitaine Region is able to support its economic development.

However, the department can strengthen its policy towards audiovisual and multimedia arts as parts of its supports to culture once the creations have been validated by "Comité Régional des Experts longs-métrages, courts-métrages et documentaires".

In 2022, the Department helped 14 projects (fictions, short movies, feature film and documentaries) for an overall budget of **374,000€**. Those creations, productions and filming have a substantial impact on the promotion and attractiveness of the Charente Maritime Department.

○○ A dedicated financial aid to the documentary production

Thanks to its financial aid, the department is able to fund more than 10 companies every year in Charente-Maritime.

In 2022, The Charente-Maritime Department supported 4 documentaries for an amount of 43.000€.

The department is willing to help any event and opportunities that aims to develop and flourish the creation and spread of cultural and audiovisual arts :

- Creation and production.
- Artistic education, knowledge cultural dissemination and public development.
- Meetings and events.
- Cinema production.
- Cultural heritage.

Organised by the Department :

- The festival of festivals - a melting pot of the amazing cultural diversity that Charente-Maritime offers, thanks to its number of festivals and supported by our collectivity.
- "Hors les murs" sessions to promote cultural dissemination in remote areas.
- Pupils jury to involve children from Charente-Maritime, from the age of 12 to 15 in great events to enrich their knowledge of the industry, allowing them discover what's happening behind the scenes!

LA ROCHELLE, a territory of the moving image

As a long-standing partner of the Sunny Side of the Doc, the La Rochelle conurbation renews its support to the international documentary and storytelling marketplace by hosting its 33rd edition from 20 to 23 June 2022.

Sunny Side of the Doc, one of the most important events in La Rochelle, brings together over 2,000 international professionals and generates significant direct and indirect economic benefits throughout the area. It contributes to the exposure and appeal of the La Rochelle conurbation and boosts the moving image and ICT industry, which represents 150 companies, nearly 1,000 jobs, and 100 million euros in sales.

This 33rd edition, “New Voices - Place aux Nouvelles voix”, aims to bring to light emerging talents and promote onscreen diversity and pluralism.



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La Rochelle is also pleased to be teaming up with the PiXii Festival, the international festival of Digital Cultures, for its 6th edition, which is still free and open to all. This year, the event will be paired with the 2nd edition of Palais Augmenté, allowing the city to host a unique selection of AR art pieces. The audience will have the privilege to discover the art pieces of the Festival *Palais Augmenté* that will be held simultaneously in Paris.

After the record attendance of last year's edition, with over a thousand festivalgoers, the PiXii Festival will continue to offer the best cultural immersive experience in the heart of La Rochelle by presenting six of the most

emblematic cultural and heritage sites of La Rochelle. This will be a great opportunity to put the wonders of this beautiful coastal city in the spotlight.

For over a decade now, La Rochelle has been asserting itself as a territory of the moving image. Already a favoured location of filmmakers for over a century with the likes of Denys de la Patellière, Claude Sautet and Pierre Granier-Deferre, not to mention Patrick Grandperret, La Rochelle has emerged as a showcase of the moving image industry.

Thanks to the quality of the amenities offered by Espace Encan and La Coursive, as well as the hospitality and responsiveness of the local authorities, La Rochelle has convinced major cultural and professional events like Side of the Doc to make it their home each year. Other events are already firmly anchored on the territory, such as the La Rochelle Cinema Festival, the second-largest French Film Festival in terms of attendance after Cannes with around 75,000 filmgoers, the TV Fiction Festival, the Escales Documentaires or the Adventure Film Festival, the Japanese Film Festival, the Zero1 Festival, and more.



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For more information about PiXii Festival, Sunny Side of the Doc
and press accreditations, [please visit the online press room.](#)

Media contact:

Philippe Le Gall
phlegall75@gmail.com
+33 (0)6 62 38 20 56



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