



PiXii Festival 2020 is launching an international call for digital installations and experiences

PiXii Festival is once again launching an international call for digital installations and innovative works, the best of which shall be presented at the festival's 4th edition to be held in La Rochelle from 22nd to 25th June 2020.

Deadline for submissions: 26th March

La Rochelle, 3rd February 2020 – PiXii, the international festival for digital cultures, leads the way in showcasing new narrative and creative forms by offering an original display of digital installations and experiences which combine elements of documentary, culture and immersive technology.

Teaming up once again with Sunny Side of the Doc, the international marketplace for documentary and narrative experiences, PiXii Festival explores the immersive power of true stories. What's more, the festival makes new digital technology accessible to all and acts as an accelerator for innovative projects in a cultural, museum, heritage or educational context.

VR, AR, XR... enhancing reality

PiXii Festival is looking for original narrative projects that put the user experience at the forefront. Any digital technology (virtual, augmented or mixed reality; artificial intelligence; connected devices; spatialized audio, etc.) can be used to highlight a project's interactive or immersive component.

Entries are open until midnight 26th March 2020. Eligibility requirements and terms of participation can be found on the Sunny Side of the Doc website (see below).

Like last year, this call for projects is aimed at concepts coming from fresh new talent, such as new media producers, museum installation concept studios, interactive scriptwriters, graphic designers, 2D and 3D designers, developers, engineers and innovative technology operators (VR, AR, artificial intelligence, mapping, data visualisation, etc.).

A jury of international experts shall select around 15 immersive installations and devices to be presented in competition inside a 900m² studio space which will be open to Sunny Side of the Doc-accredited industry professionals and the general public.

The 2019 PiXii Grand Prix was awarded to *Claude Monet, The Water Lily obsession*. Created by Nicolas Thépot and co-produced by Lucid Realities, Arte France, Camera Lucida Productions and the public establishment of Musée d'Orsay and the Musée de l'Orangerie, this VR experience is the first work in an immersive series which showcases the masters of the art world.



“Entering the PiXii Festival call for digital installations and experiences is a wonderful opportunity for new media designers and producers in so many ways,” explains **Mathieu BÉJOT, the event’s Director of Strategy and Development.**

“It enables us to house a variety of immersive devices and experiences in one special place that provides visibility and enhances networking opportunities with more than 2,300 inquisitive industry professionals who are more inclined to innovate. With a growing number of representatives from museums, cultural mediation venues and educational organisations, this undeniably brings an extra dimension and adds value for developing co-productions and exploring new markets beyond the audiovisual industry.”

The 2020 edition also features three prizes, which shall be awarded to digital installations and experiences from the official selection. With its strong international outlook, PiXii Festival also offers industry professionals the chance to take part in a Pitch Session dedicated to digital experiences projects looking for co-financing.

As for the Sunny Side of the Doc team, Stéphane Malagnac has been appointed Development Executive of PiXii (replacing Christophe Salomon who will leave the position on March 2020) and Florence Girot joins as an international consultant.

The official selection will be revealed on 23rd April 2020.

For more information on PiXii Festival: <http://www.pixii-larochelle.fr/>

Find all information concerning the call for installations, entry forms and eligibility requirements at: <https://www.sunnysideofthedoc.com/call-for-digital-installations/>

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