



2.03.2023

NEIMËNSTER – SALLE JOSÉ ENSCH – 2ND FLOOR – CONFERENCE ROOM

9:30

REGISTRATION & NETWORKING COFFEE

10:00

OPENING

Guy Daleiden,
CEO, Film Fund Luxembourg
Myriam Achard,
Chief, New Media Partnerships
and PR, PHI Montréal

10:15

Spotlight on...

The artists and producers behind the works shown at the 2023 VR Pavilion: creative processes, financing strategies, business models, distribution opportunities and challenges.

Parole aux artistes et créateurs des œuvres exposées au Pavillon VR 2023 : processus de création, financements, modèles d'entreprise, potentiel et enjeux de la distribution.

Speakers: Pedro Harres, Oriane Hurard, Glen Neath, Craig Quintero, Joanna Rieussec

Moderator: Myriam Achard

The importance of artistic sensibilities and social impact themes

With immersive technologies and experiences becoming ever more popular and accessible, how can XR works create real impact with audiences and inspire genuine interest, and more, in the key issues of our time? What about the unique potential for empathy that XR was touted to present with the first wave of VR headsets? What is the best distribution model for social impact experiences? What is required, in terms of financing and distribution, for immersive works to be able to reconcile these goals with the artistic and aesthetic ambitions of those that create them, and with current market realities?

Au vu de la popularité et de l'accessibilité croissantes des technologies et expériences immersives, comment est-ce que les œuvres XR peuvent créer un impact auprès des publics et générer de l'intérêt, et plus, pour les enjeux pressants de notre époque? Qu'en est-il du potentiel d'empathie de la XR pronostiqué avec la première vague de casques de réalité virtuelle? Quel est la meilleure arène de distribution pour des contenus immersifs à vocation d'impact sociétal? Comment financer et exploiter ces contenus pour concilier cet objectif, les ambitions créatives et esthétiques des artistes qui les conçoivent et les réalités du marché actuel?

Speakers: Antoine Cayrol, Katayoun Dibamehr, Marion Guth, Nicolas Blies, Jeremy Zeegers

Intro and Moderator: Liz Rosenthal

Collective Large-Scale Experiences – taking stock

Field notes: How do collective, large-scale location-based XR experiences fare with venues and audiences in these post-pandemic times? Is the business model starting to bear fruits?

Rapports de terrain : Quel est l'appétit des publics et des lieux de diffusion pour les expériences in-situ à grande échelle en ces temps post-pandémiques? Le modèle porte-t-il ses fruits?

Speakers: Fabien Barati, Blanca Li, Dan Tucker

Moderator: Chloé Jarry

The Stage is yours

Discover VRrOOm – the European social XR platform dedicated to live events and performances.

Découvrez VRrOOm – la plateforme européenne social XR dédiée aux performances et spectacles en direct.

Speaker: Maud Clavier

13:15 – 14:15

MIX & MINGLE INDUSTRY LUNCH

14:30

In conversation with... Bertrand Mandico

Fireside chat with experimental filmmaker
Bertrand Mandico on his foray
into VR with his multi-format project
Conann and *Nous les Barbares*.

Conversation au coin du feu avec le
cinéaste expérimental Bertrand Mandico
sur sa première incursion dans la VR
avec son projet multi-format *Conann* et
Nous les Barbares.

Interview: Boyd van Hoeij

Speaker: Gilles Chaniel

The role of exhibition venues – new approaches

Cultural venues and museums from the
BeNeLux and beyond share their views on
how they work with XR artists, festivals
and industry partners, which immersive
pieces and works appeal in what space,
and what they think the market holds in
store for digital audiovisual art.

Divers musées et lieux de la culture du
BeNeLux et d'ailleurs s'expriment sur
leur travail avec les artistes, les festivals
et leurs pairs du secteur, sur les
caractéristiques de lieux et les œuvres qui
peuvent leur correspondre ainsi
que sur les horizons du marché des arts
audiovisuels numériques.

Speakers: Toby Coffey, Anna Loporcaro,
Masa Spaan, Bettina Steinbrügge,
Anna Abrahams

Moderator: Ulrich Schrauth

Works in progress

We shine a light on the impact of
Luxembourg's participation in four
international XR works in progress:
exclusive insight, production status
and distribution perspectives.

Nous mettons en lumière l'impact
de la participation luxembourgeoise dans
quatre coproductions XR internationales
en cours: aperçus exclusifs, état
d'avancement et perspectives de diffusion.

Speakers:

Gwen François, Julien Becker (Oto's Planet),
Charlotte Bruneau, Hélène Walland
(The Dollhouse),
An Oost, Fernand de Amorin (*Floating with Spirits*)
Mathieu Pradat, Hélène Walland (*The Roaming*)

Moderator: François Le Gall

17:00

CLOSING

Admission is free of
charge but registration
is required

Accès gratuit, inscription
obligatoire:

tinyurl.com/VRDay2023

Simultaneous translation
in English will be
available.

Une traduction simultanée
en français sera disponible.

A networking lunch
will be served to all
participants.

Un déjeuner de networking
sera servi.

Speaker lineup may
be subject to unforeseen
changes.

Conférenciers sous
réserve de modifications.

SPEAKERS AND MODERATORS

Anna Abrahams
Programmer,
EYE on Art Amsterdam

Julien Becker
Producer, Director, Skillab

Gwen François
Director, Producer, Skillab

Charlotte Bruneau
Multimedia and
Documentary Filmmaker

Hélène Walland
Producer, Wild Fang Films

An Oost
Producer, Cassette
for Timescapes

Fernand de Amorin
Executive Producer,
Tarantula Luxembourg

Bertrand Mandico
Filmmaker,
Experimental Artist

Gilles Chaniel
Producer, Les Films Fauves

Katayoun Dibamehr
Producer, Flôreal Films

Mathieu Pradat
Director, The Roaming,
Producer,
La Prairie Productions

Glen Neath
Artistic Director,
Darkfield Radio, *Eternal*

Craig Quintero
Director, *All That Remains*

Oriane Hurard
Producer, *Atlas V*,
Missing Pictures

Joanna Rieussec
Producer, Adrien M
& Claire B, *Acqua Alta –
la traversée du miroir*

Pedro Harres
Director,
From the Main Square

Fabien Barati
Co-Founder and CEO
of Emissive,
Eternelle Notre-Dame

Blanca Li
Choreographer,
Dancer, Film Director

Dan Tucker
Digital Curator
and Producer

Nicolas Blies
Author, Director
at Blies Brothers

Bettina Steinbrügge
Director, Mudam
Luxembourg

Anna Loporcaro
Deputy Artistic Director,
KANAL-Centre Pompidou
Bruxelles

Maud Clavier
Associate & COO, VRROOM

Ulrich Schrauth
Artistic Director, VR HAM
Lead Programmer for
Immersive Art & XR at BFI

Boyd van Hoeij
Programmer,
Cinémathèque de
la Ville de Luxembourg

Masa Spaan
Manager, Head of
Programming, de Doelen

Antoine Cayrol
CEO, *Atlas V*,
On the Morning you Wake

François le Gall
CEO, Executive Producer
a_Bahn, Co-Founder
and Associate at Velvet
Flare Studio

Chloé Jarry
CEO and Producer,
Lucid Realities

Liz Rosenthal
Programmer Venice
Immersive, Venice
International Film Festival,
Executive Producer,
CreativeXR

Toby Coffey
Head of Digital
Development, National
Theatre London

Marion Guth
Executive Producer,
a_Bahn

Jeremy Zeegers
Public Policy Manager
Benelux, Meta

