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# DIGITAL CROSSROADS

2021

Meet the French  
Digital Creation

# Introduction & program presentation

# What are the *Digital Crossroads*?

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The Institut français develops programs specifically designed to offer foreign professionals who are influential in their fields a better understanding of the French arts scene. In 2021, the Institut français seeks new ways to encourage the dialog between professionals across the world.

**Digital Crossroads, Meet the French Digital Creation** is a new online program which address professionals of the digital creation field internationally. It includes a year-round program (May 2021 – October 2021) of professional gatherings and constitutes an invitation to discover the richness of the French digital creation ecosystem by participating in major French events and professional meetings online. This program is proposed in collaboration with prominent French digital creation events and festivals, in the fields of immersive realities, media arts, digital mediation and cultural innovation.

The **Digital Crossroads** program intends to promote the French digital creation and offers to put international professionals in contact with their French counterparts, in order to encourage bilateral collaborations, to spur the development

of coproductions, to facilitate the export of French works and savoir-faire internationally and to enable these industries to access new international markets.

During the course of this program, participants will be invited to attend online a series of French events which place digital creation at the heart of their programming. They will also be offered the opportunity to meet individually with the key actors of the French digital creation (artists, producers, broadcasters, festivals and cultural venues directors, etc.) thanks to one-to-one meetings.

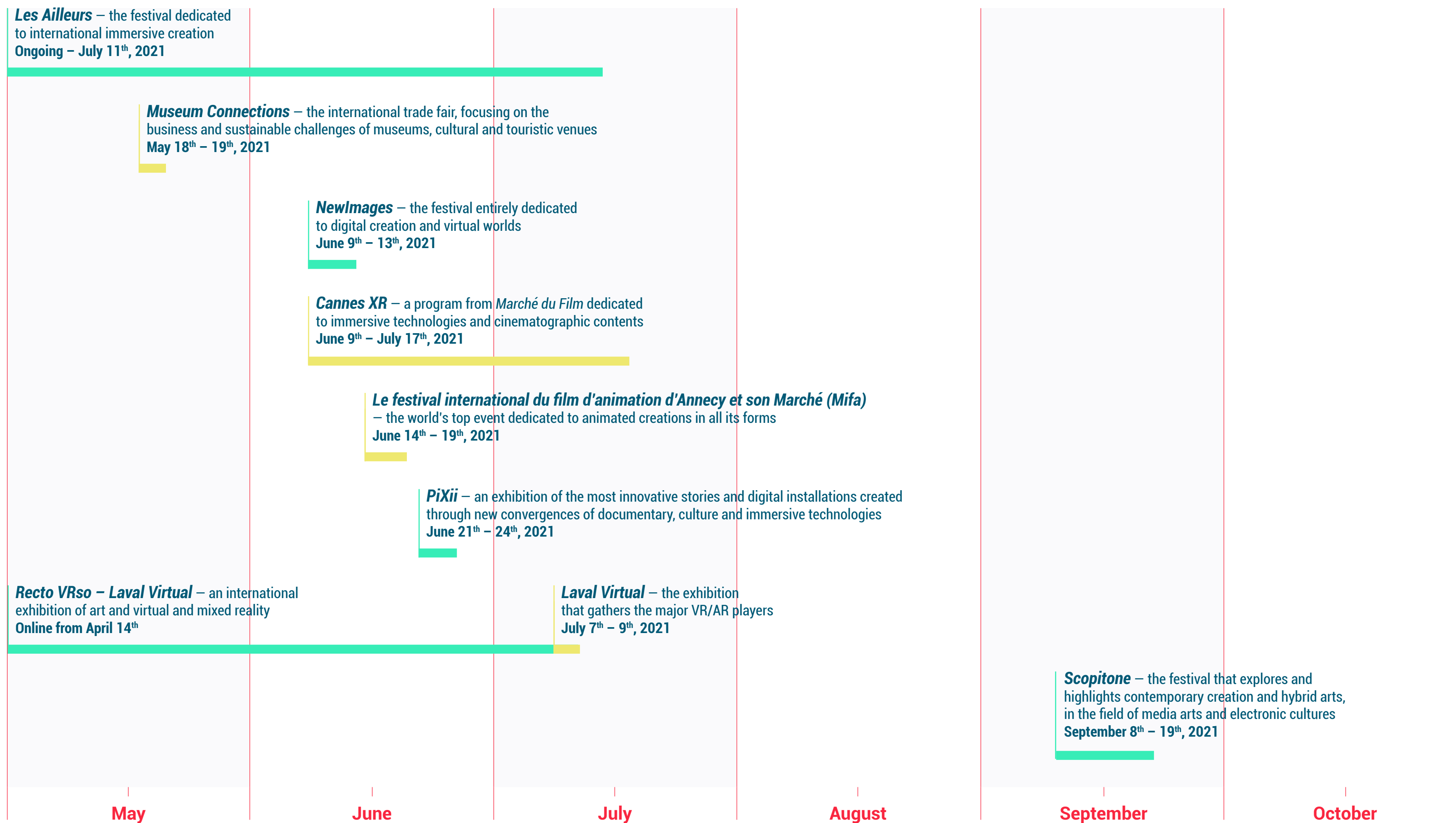
The program is based on an *à la carte* proposition, where participants can register to attend all or part of the proposed sequences, according to their areas of interest and availabilities.

Participants who will be in capacity to travel to France for in-person attendance to the events will be offered special participation conditions and assistance in the planning of their trip.

# The events

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Events dates might be subject to changes according to the evolution of the sanitary situation in France.

# Who can participate?

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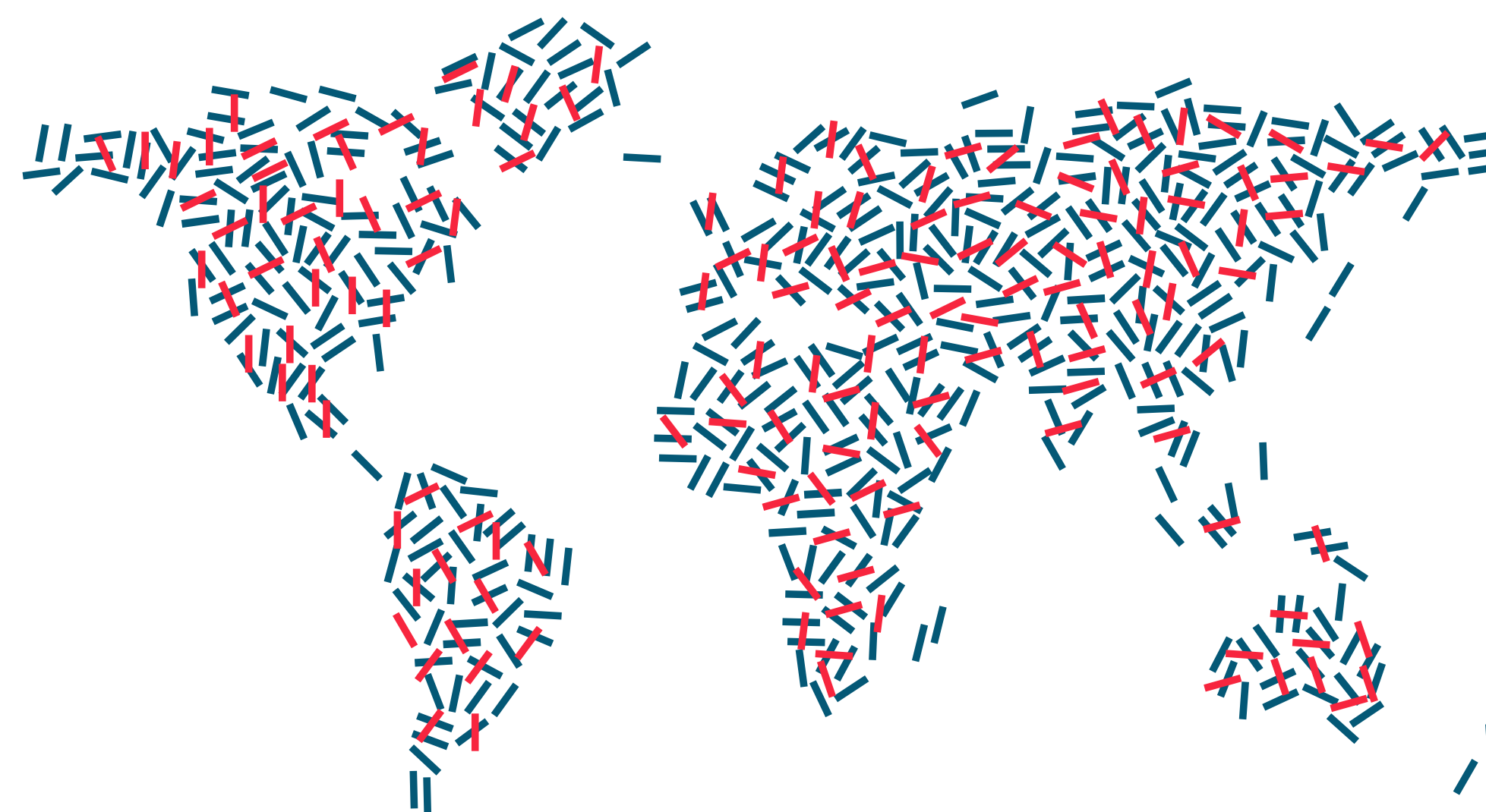
The **Digital Crossroads** program addresses the **professionals of the digital creation field**, currently working for established cultural institutions and venues renowned in international networks. Priority will be given to professionals seeking to further their knowledge of the French artistic scene willing to invite international artists and those who seek to strengthen long term collaborations with French structures and artists.

## Profiles of professionals addressed by this program include the following:

- × Directors and curators of cultural institutions and venues, museums, art centers, art galleries...
- × Directors and programmers of festivals and large-scale public events which place a strong emphasis on digital creation contents (i.e "White Nights" events, etc.)
- × Producers seeking for international coproduction opportunities
- × Public policy makers in charge of cultural and touristic urban facilities which include a strong digital creation component
- × Distributors/editors/managers of digital creation catalogues (media arts, video games, XR...)
- × Representatives of higher education institutions or universities which include media arts and digital creation curricula

## Representatives from the French cultural network abroad

(cultural services of French Embassies, Instituts français, Alliances françaises) are also invited to attend the **Digital Crossroads** program, to reinforce the knowledge of the French digital creation scene and to better accompany the participating professionals from their country of residence.



# Join us on a dedicated platform

**Digital Crossroads, Meet the French Digital Creation** is an online program on a dedicated platform granting access to digital creation works, resources and a broad network of French professionals.

The **Digital Crossroads** program intends to become the hub that will gather major French digital creation events and highlight the works and artists of their programming. Access to partner festivals websites and redirection to online events and visits will also be facilitated.

Participants will be able to access:

- ✗ Partner festivals and events, with exclusive contents and VIP events
- ✗ A diversity of resources presenting the French works: artists portfolios, interviews, virtual tours and online experiences
- ✗ A broad list of contacts gathering French and international professionals who evolve in the field of digital creation
- ✗ An online platform to exchange directly and organize one-to-one meetings

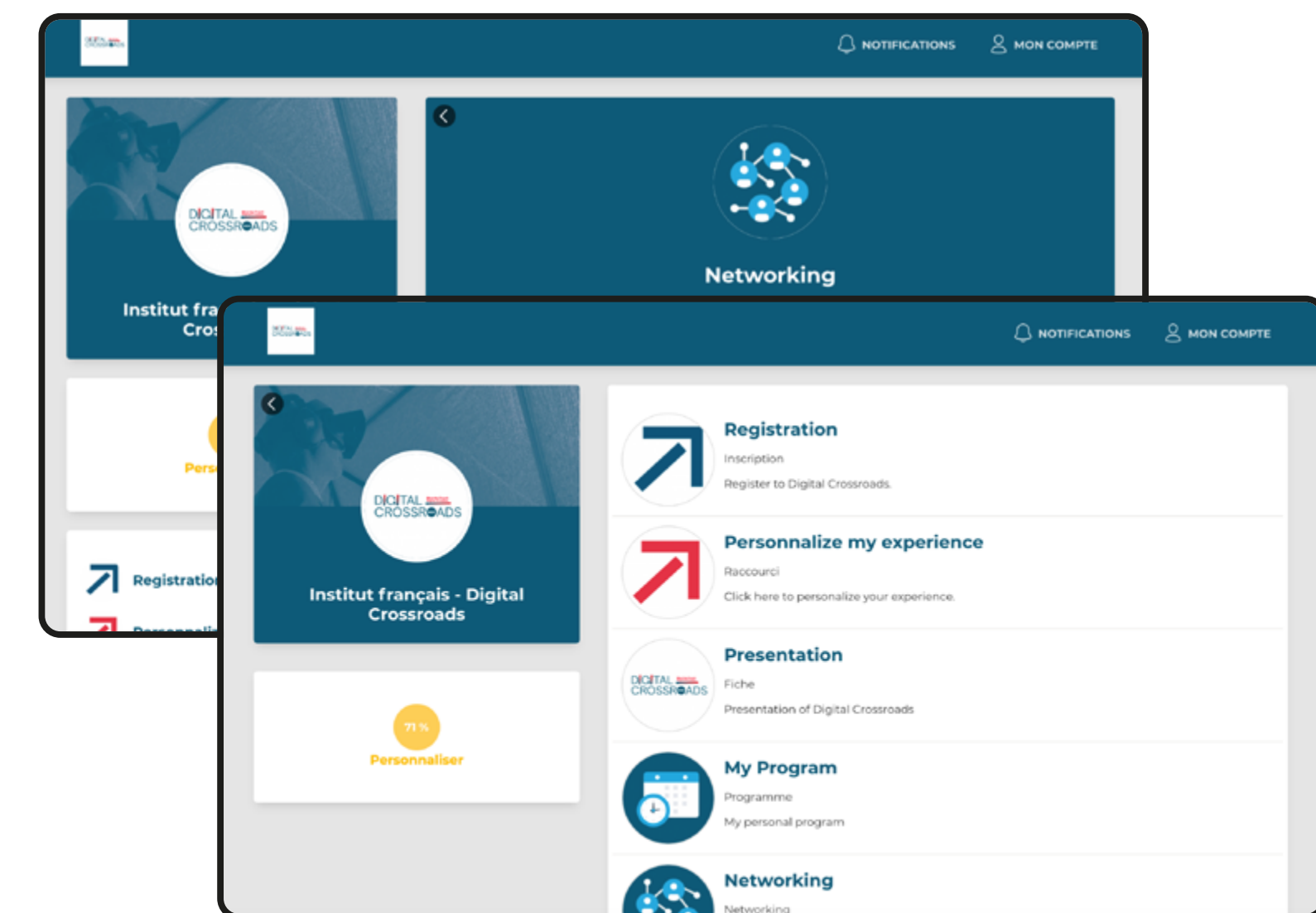
The program is based on an *à la carte* proposition, where participants can register to attend all or part of the proposed sequences, according to their areas of interest and availabilities.

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Participants who will be in capacity to travel to France for in-person attendance to the events will be offered special participation conditions and assistance in the planning of their trip.

The majority of the content presented during the **Digital Crossroads** program sequences will be proposed in English.



# How to participate?

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Professionals interested in joining the program are invited to submit a participation request on the dedicated **event platform** prior to April 25<sup>th</sup>, 2021.

Access to certain events of the **Digital Crossroads** programs may be limited according to accreditations availability. The selection will be made by the Institut français in Paris, the French cultural network abroad and their partners.

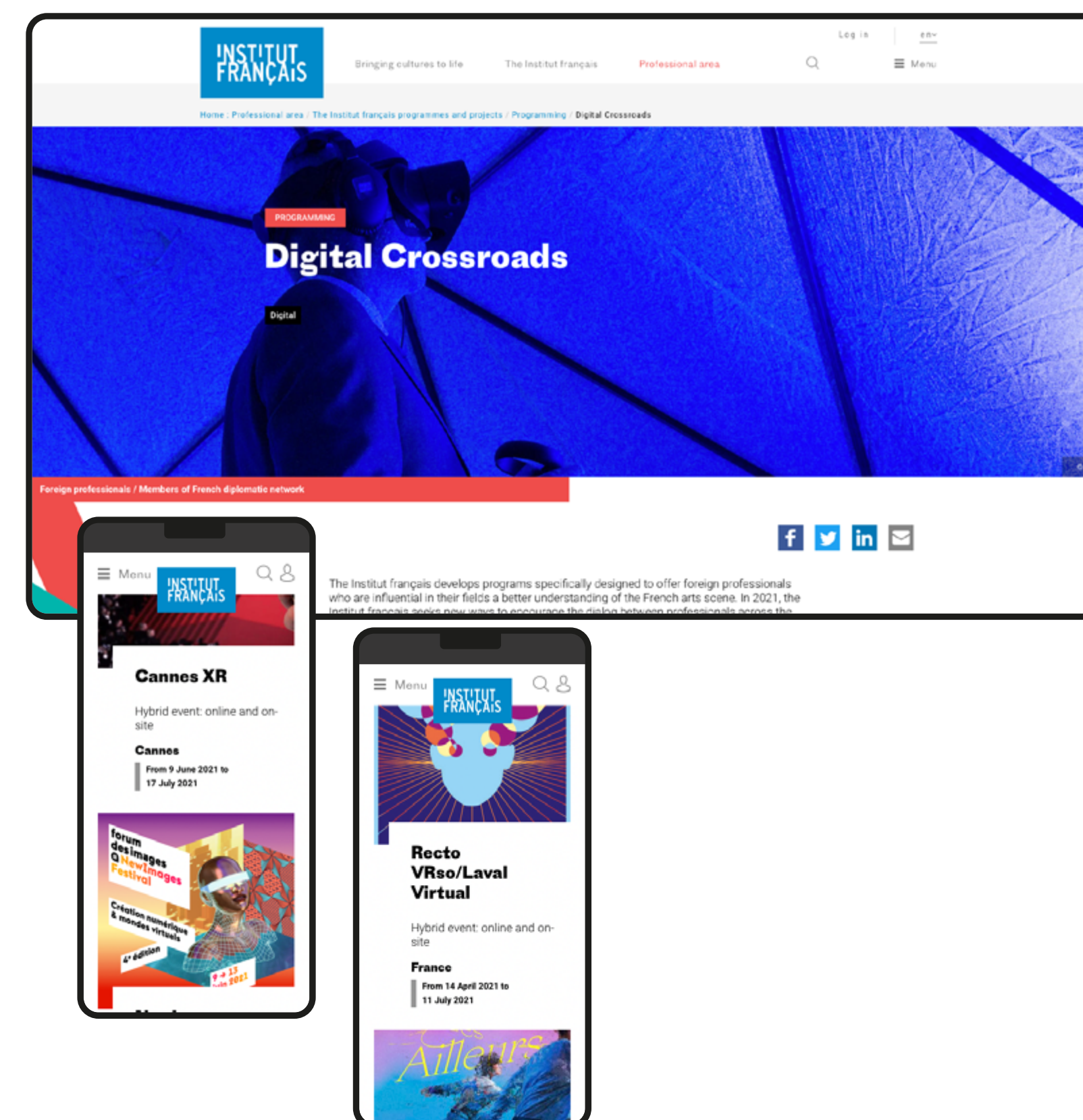
For more information on the program and on the partner events, please visit the Institut français' website:

<https://www.pro.institutfrancais.com/en/programmes-and-projects/digital-crossroads>

All the information pertaining to the program will be regularly updated.

For questions on the online registration please contact:

[numerique@institutfrancais.com](mailto:numerique@institutfrancais.com)



# Digital Crossroads: the program

# Les Ailleurs (The Elsewheres)

**Les Ailleurs is a festival dedicated to international immersive creation at Gaîté Lyrique in Paris.**

Virtual and augmented reality, spatial sound design, interactive screens, what do these new virtual technologies tell about our time? In the company of the artists, authors and thinkers who are pioneering these new mediums, *Fisheye* is joining forces with *Gaîté Lyrique* to offer a new rendez-vous: increase your perceptions, immerse yourself in soundscapes, become one with new narratives. Between April 6 and July 11, 2021, the public at *Gaîté Lyrique* will discover a selection of the best immersive and multi-sensory experiences in the world. The program, produced in partnership with *Fabbula*, articulates an exhibition of three thematic journeys of digital works, discovery workshops and performances for all audiences.

April 6<sup>th</sup> – July 11<sup>th</sup>, 2021

XR & audiovisual  
Digital Arts

Hybrid event  
online and on-site

**On-site participation conditions**  
Complimentary festival passes,  
private tours and direct introduction  
to artists will be made available  
to participants

[www.lesailleurs.net](http://www.lesailleurs.net)

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## Online contents available:

- × Virtual tours
- × Online viewing of artworks
- × Online resources (art work presentations, artists portfolios, etc.)
- × Conferences and round tables



# Museum Connections

**International trade fair, focusing on the business and sustainable challenges of museums, cultural and touristic venues, *Museum Connections* highlights trends and innovations to imagine the new visitors' experiences.**

Animator of the international community, *Museum Connections* brings together the sector's professionals every year in Paris. The next edition will take place on May 18<sup>th</sup>-19<sup>th</sup>, 2021 in Paris (Porte de Versailles).

**Participants will be able to discover, on-site and virtually:**

- × 365 exhibitors, amongst whom more than 100 innovative start-ups, incubators and companies in immersion, mediation, new technologies, visitor experience
- × A network of 4000 international professionals in the culture & tourism sector (museums, zoos, aquariums, theme parks, monuments, castles...).
- × Two days of stimulating international conferences to address the challenges museums and cultural venues are facing: Smart City, Big Data, New Technologies, Artificial Intelligence...
- × Innovation Duos: a culture site & a producer present together a concrete user case of their solution
- × Business Meetings: participants can organize their professional business meetings in advance

**Online contents available:**

- × Online resources
- × Conferences and round tables
- × Professional meetings
- × Professional market
- × Pitch sessions
- × One-to-one meetings

2021 will propose an augmented edition of Museum Connections: 2 days of physical edition in Paris, Porte de Versailles exhibition center and 1 day of digital event to network with the participants unable to be present physically.

Mark your calendars for the 2022 edition which will take place January 19<sup>th</sup> & 20<sup>th</sup>, 2022 in Paris, Porte de Versailles.



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May 18<sup>th</sup> – May 19<sup>th</sup>, 2021

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Cultural outreach  
& visitor experience

Hybrid event  
online and on-site

On-site participation conditions  
Complimentary accreditations  
for the on-site trade fair event  
in Paris, possible logistical  
assistance for participation planning  
([visiteurs@europ-expo.com](mailto:visiteurs@europ-expo.com))

[www.museumconnections.com](http://www.museumconnections.com)

# NewImages Festival

June 9<sup>th</sup> – June 13<sup>th</sup>, 2021

XR & audiovisual  
Digital Arts

Hybrid event  
online and on-site

**On-site participation conditions**  
For international guests, possible assistance towards participation planning (hotel reservations, preferential rates for partner offerings – hotels, restaurants, cultural venues, etc.)

[www.newimagesfestival.com](http://www.newimagesfestival.com)

**A festival entirely dedicated to digital creation and virtual worlds. Hosted by the Forum des images in Paris.**

Faithful to its credo “Disrupt, Discover, Democratize”, the *NewImages Festival* is always at the forefront of innovative creative and narrative practices: VR, AR, MR, mapping, binaural sound, performances, holograms, etc.

**The 4<sup>th</sup> edition will be held from June 9<sup>th</sup> to 13<sup>th</sup>, 2021:**

- ✗ A fully hybrid edition, 100% accessible (on-site, online, virtual platform)
- ✗ Industry Days (wide offer including various development opportunities)
- ✗ XR Financing Market (coproduction market)
- ✗ Highlight on African XR ecosystem (Africa2020 Season)

Besides, the *NewImages Festival* is also structuring an international network through a series of strategic partnerships abroad in order to bring support to professionals in developing their projects, promote French creation and stimulate collaborations (Taiwan, South Africa, etc.).

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**Online contents available:**

- ✗ Online viewing of artworks
- ✗ Online resources (art work presentations, artists portfolios, etc.)
- ✗ Conferences and round tables
- ✗ Professional market
- ✗ Pitch sessions
- ✗ One-to-one meetings

Next June, various satellite locations all around the world will offer a remote access to selected works and invite participants to discover the festival's selection. More information about the satellite partners will be communicated soon.



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# Annecy International Animation Film Festival

**Don't miss the world's top event dedicated to animated creations in all its forms!**

Created around 60 years ago, the Annecy International Animation Film Festival rapidly grew to become the world's largest event entirely dedicated to this art.

Since then, every June, it attracts swarms of over 12,000 participants, students, professionals and reporters. Extolling creativity as well as a plethora of styles and techniques (from hand-drawn to VR), programming both blockbusters and auteur films, this event spans the stretch between art and industry, making it easy and fun for the world's talents to come together.

Organized the same week as the Festival, don't miss the **Mifa market** which is the industry's foremost showcase in terms of co-producing, purchasing, selling, financing and distributing animation content for all broadcasting platforms.

June 14<sup>th</sup> – June 19<sup>th</sup>, 2021

**XR & audiovisual Animation**

**Hybrid event**  
online and on-site

**On-site participation conditions**  
Possible logistical assistance for participation planning

[www.annecy.org](http://www.annecy.org)

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## Online contents available:

- × Online viewing of artworks
- × Online resources (art work presentations, artists portfolios, etc.)
- × Conferences and round tables
- × Professional meetings
- × Professional market
- × Pitch sessions
- × One-to-one meetings



# PiXii Festival

June 19<sup>th</sup> – June 24<sup>th</sup>, 2021

XR & audiovisual  
Cultural outreach  
& visitor experience

Hybrid event  
online and on-site

**On-site participation conditions**  
Possible logistical assistance for  
participation planning, designated  
point of contact in the festival team,  
organization of matchmaking for  
one-to-one meetings

[www.sunnysideofthedoc.com](http://www.sunnysideofthedoc.com)

**PiXii Festival features an exhibition of the most innovative stories and digital installations created through new convergences of documentary, culture and immersive technologies.**

Over six days, from 19<sup>th</sup> to June 24<sup>th</sup>, 2021, *PiXii Festival* features an amazing exhibition of the most innovative stories and digital installations created through new convergences of documentary, culture and immersive technologies.

Open to the general public as well as to professionals, the 5<sup>th</sup> edition of *PiXii Festival* is reinventing itself by offering to invest La Rochelle through a journey of immersive experiences in the heart of the City, accompanied by a selection of XR films in a XR library available only for registered professionals.

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**Online contents available:**

- x Conferences and round tables
- x Professional meetings
- x Pitch sessions
- x One-to-one meetings



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# Laval Virtual and Recto VRso

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**Recto VRso exhibition:**  
Online from April 14<sup>th</sup> 2021

**Laval Virtual and Recto VRso  
on-site events:**  
July 7<sup>th</sup> – July 11<sup>th</sup>, 2021

**XR & audiovisual  
Digital Arts**

**Hybrid event**  
online and on-site

**On-site participation conditions**  
Access to *Laval Virtual* fair  
and *Recto VRso* exhibition  
will be facilitated

[www.laval-virtual.com](http://www.laval-virtual.com)

**Laval Virtual is the exhibition that gathers the major VR/AR players and includes Recto VRso, an international exhibition of art and virtual and mixed reality.**

Every year since 20+ years, the town of Laval (Mayenne, France), has become the capital of virtual and augmented reality. During 3 days, all the major VR/AR players gather at *Laval Virtual*. It's a wonderful opportunity to discover and meet 300+ exhibitors of the VR/AR field. The exhibition invites renowned speakers from 50 countries to take part in the rich and visionary program of conference cycles. For its 23<sup>rd</sup> edition, *Laval Virtual* will be proposed in a hybrid format, with part of the program available online in the *Laval Virtual World*.

For its upcoming edition, *Recto VRso* reinvents itself and reshapes its format by combining a virtual exhibition and a restitution in the physical world. During Online *Recto VRso* in April (14 to 16) an international program of conferences, artistic meetings, performances and party will be proposed in the *Laval Virtual World*. Related to the call for applications on the theme "Virtual Exhibitiuon/ Real exhibition – Online Art", a selection of artworks will be accessible on the *Recto VRso* official website and in the *Laval Virtual World* through a virtual exhibition. A physical exhibition of artworks will be presented from July 7<sup>th</sup> – 11<sup>th</sup>, 2021 at the *Musée École du jardin de la Perrine* in Laval, France, during the international exhibition *Laval Virtual*.

**Online contents available:**

- × Virtual tours
- × Online viewing of artworks
- × Online resources (art work presentations, artists portfolios, etc.)
- × Conferences and round tables
- × One-to-one meetings



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LAVAL  
VIRTUAL

# Cannes XR

**Cannes XR is a program from *Marché du Film* dedicated to immersive technologies and immersive cinematographic contents.**

*Cannes XR* is the unmissable annual rendez-vous for XR community offering a multitude of networking, financing and distribution opportunities. Cannes XR is a networking platform with which Hollywood directors, studio executives, XR artists, independent producers, leading tech companies, location-based and online distributors all gather to discuss the role of XR technologies, inspire the art of storytelling and fuel the future of film.

*Cannes XR* is a hybrid program unveiling first an international XR art exhibition in Virtual Reality from the 9<sup>th</sup> of June and inviting attendees onsite from the 6<sup>th</sup> of July at the Palais des Festivals right at the heart of all of the action and events of the *Festival de Cannes* and the *Marché du Film*.

June 9<sup>th</sup> – July 17<sup>th</sup>, 2021

XR & audiovisual

Hybrid event  
online and on-site

On-site participation conditions  
Access to Cannes XR market upon  
accreditation

[marchedufilm.com  
/programs/cannes-xr/](https://marchedufilm.com/programs/cannes-xr/)

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## Online contents available:

- x Online viewing of artworks
- x Conferences and round tables
- x Professional market
- x Pitch sessions



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# Scopitone festival

**Scopitone festival explores and highlights contemporary creation and hybrid arts, in the field of media arts and electronic cultures.**

*Scopitone* explores and highlights contemporary creation and hybrid arts, in the fields of media arts and electronic cultures. The festival focuses on the universes of art, technology, science, society, and is involved in networks and collaborative platforms. It has been developing for few years, constant international collaborations and exchange programs.

*Scopitone's* professional meetings will be organized around two main events, in streaming and in situ:

- ✗ *Ambivalences* (September 9<sup>th</sup>, 2021): a half-day of conferences, organized by the festivals *Scopitone*, *]interstice[* and *Maintenant*.
- ✗ A day dedicated to digital art professionals in collaboration with the HACNUM network (September 10<sup>th</sup>, 2021, event to be confirmed).

For professionals present at the festival, guided tours of exhibitions will be suggested.

Sept. 8<sup>th</sup> – Sept. 19<sup>th</sup>, 2021

Digital Arts

Hybrid event  
online and on-site

On-site participation conditions  
Complimentary access to exhibitions  
and guided tours, participation will be  
facilitated by festival organizers

[www.scopitone.org](http://www.scopitone.org)

DIGITAL CROSSROADS Meet the French Digital Creation 2021

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## Online contents available:

- ✗ Online resources (art work presentations, artists portfolios, etc.)
- ✗ Conferences and round tables
- ✗ Professional meetings (September 9<sup>th</sup> – 10<sup>th</sup>, 2021)
- ✗ Pitch sessions
- ✗ One-to-one meetings



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## A PROGRAM ORGANIZED BY INSTITUT FRANÇAIS [WWW.INSTITUTFRANCAIS.COM](http://WWW.INSTITUTFRANCAIS.COM)

The Institut français is a public institution responsible for French cultural actions abroad. Its initiatives cover various artistic fields, intellectual exchanges, cultural and social innovation, and linguistic cooperation. Throughout the world, it promotes the French language, as well as the mobility of artworks, artists and ideas, and thus works to foster cultural understanding.

The Institut français, under the aegis of the French Ministry for Europe and Foreign Affairs and the Ministry of Culture, actively contributes to France's soft diplomacy. Its projects and programs take local contexts into account and can be successfully implemented thanks to the vast network of the French Embassies' cultural services, as well as the many Instituts français and Alliances Françaises present across five continents.

### IN PARTNERSHIP WITH:



### CONTACTS:

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