

25
28

JUNE
2018
LA ROCHELLE
FRANCE

CULTURE
IN
MOTION

PRESS RELEASE

WWW.SUNNYSIDEOFTHEDOC.COM

The second edition of PiXii at La Rochelle's Musée Maritime

PiXii is dedicated to digital innovation in the digital culture sector, and this year, the event has found a new home! On 25th to 28th June, it'll open its doors at La Rochelle's Musée Maritime, taking place at the same time as Sunny Side of the Doc, the international market dedicated to documentary film and factual content.



La Rochelle, 11th June 2018 – From the 25th to 28th June 2018, Sunny Side of the Doc will be organising the second edition of **PiXii - Paths of Interaction, eXperiences in Immersion & Innovation**. During four days, both industry professionals holding accreditation for the international market dedicated to documentary film and also the general public (access afternoons only) can come try out and interact with virtual reality, augmented reality and 3D spatial audio devices that have been designed to enhance knowledge transfer. Devised in perfect harmony with the theme for Sunny Side of the Doc 2018, **Culture in Motion**, PiXii puts 360° films in the spotlight, showcasing fun, relevant and educational programmes that really get you thinking and help you discover something new.

France Télévisions, Arte, Téléfilm Canada and INA are all along for the ride

The PiXii 2018 line-up includes around 20 difference areas covering innovative and immersive programmes and installations. New for this year, France Télévisions, Arte and Téléfilm Canada will be presenting their latest VR, AR and 360° productions to the public. *"Public television stations came to us wanting to show both industry professionals with accreditation to Sunny Side of the Doc and also to the people from the local area their support towards digital innovation,"* explains Yves Jeanneau, CEO of Sunny Side of the Doc. Additionally, INA (the French national audiovisual institute) will bring to life the French singer Barbara and the South African political leader Nelson Mandela. INA is also partner for the Digital Culture Kick-starters programme, which includes case studies of immersive installations already established in cultural centres such as museums, aquariums and regional authorities.

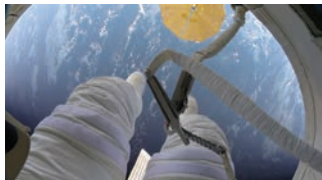
2018: Museums are investing in.... the Musée

To provide a warmer welcome to the public and offer them even bigger installations, this year, PiXii will be taking place at La Rochelle's Musée Maritime, a stone's throw away from the Espace Encan, which has been home to Sunny Side of the Doc for the past few years. *"There's a clear organic connection between the market's theme this year, having opened up towards digital culture players and makers for the past two years, and the fact that we have been able to take over the Musée Maritime in 2018,"* continues Yves Jeanneau. *"If I had to give an example to illustrate the merits of our approach and the interest for such stakeholders to come to La Rochelle, then simply take this year's accredited museums, aquariums and other cultural heritage sites, who receive around 60 million visitors annually."*

This connection is further reinforced as numerous immersive experiences created for exhibitions for Paris Musées will be presented, as well as those from the French Natural History Museum in Paris, and the Centre des Monuments Nationaux, which offered visitors an augmented reality guided tour of the Maison Clémenceau (Vendée region)!

From the wild world to outer space with Thomas Pesquet

Amongst the experiences to discover during the four days, why not dive amongst “700 Sharks” alongside Laurent Ballesta in the Arte space, or even witness extinct giant animals come back to life in virtual reality as part of France Télévisions’ line-up. “The Wild Immersion” allows users to rub shoulders with wild animals that were filmed up close and personal, as they visit the “largest virtual nature reserve.” Just as fantastic is “Montréal en Histoires”, who encourages participants to interact with and walk in a (virtual) river – and you won’t even get wet!



We’ll scale dizzy heights with a serene hot air balloon ride, which makes you feel like you’re right there in the balloon’s basket thanks to virtual landscapes in 360° video! Follow Thomas Pesquet’s training and experience his take off into space thanks to a gravity-free film, or venture into alien territory with Réseau Canopé’s latest offering.

The whole line-up of 360° films and interactive installations will give participants the chance to “enter” into masterpieces from famous artists, create your own augmented reality headset, visit sculptor Bourdelle’s atelier as if you were really there...

For full details on the 2018 programme, visit: www.pixii-larochelle.fr

New this year! Pitch for 6 immersive projects for museum installations on the theme of Climate/Oceans

In June 2019, La Rochelle’s Musée Maritime will unveil an exhibition on the theme of Climate/Oceans. In partnership with Sunny Side of the Doc, the city of La Rochelle has decided to try out a working group for trans-Atlantic co-creation, which kicked off in April in collaboration with the National Film Board of Canada and MUTEK_IMG. The aim is to help give a platform to immersive experiences covering these themes. Amongst the 30 ideas, all which were developed by mixed teams (12 Quebecois and 12 French people took part in the working group), six projects were chosen to be pitched at Sunny Side of the Doc, with the aim to find co-fInancing and resource sharing.

Open to the public Monday 25th June - Thursday 28th June from 2pm to 6:30pm (6pm Thursday)

Ticket Office: available at the entrance to La Rochelle’s Musée Maritime.

From 9am to 12:30pm, access to PiXii is reserved for industry professionals with accreditation to the Sunny Side of the Doc market only.

Press Contact : Stéphane Malagnac
+33 (0)6 11 83 83 74
smalagnac@prop-ose.fr