



## Call for Entries to PiXii Festival 2022 is open!

**Submit your latest XR immersive experience and participate in the 6<sup>th</sup> edition of PiXii Festival!**

**You are a XR project holder and you want to be featured in an international selection of this year's most innovative and captivating immersive works hosted in La Rochelle's cultural sites?**

**Make sure to apply to PiXii Festival's call for XR experiences for a chance to celebrate your achievements from 18 to 23 June 2022 with both the general public and professionals registered to one of the world's benchmark marketplaces for documentary and digital storytelling.**

**[Closing date for submissions is Thursday, April 28<sup>th</sup>, 2022, 11pm GMT]**

### WHY EXHIBIT AT PIXII FESTIVAL?

Immersive experiences unlock new forms of interaction and new ways to engage audiences deeper with compelling content and new technologies. PiXii Festival steps firmly into this dimension of storytelling and offers the newest and greatest immersive experiences to industry professionals and the general public that are both eager for innovation and discovery.

Since 2017, PiXii Festival gathers global content creators, innovative tech studios & companies, and cultural decision-makers, and provides a dynamic space to help them expand opportunities, networks, and collaborations within the cultural and creative industries.

Thanks to its synergy with Sunny Side of the Doc's marketplace, PiXii Festival manages to bring XR projects and their creators in front of more media, potential co-production partners, distributors, and investors. Its programme includes specific on-site and / or online roundtables, matchmaking and case studies based on immersive experiences, with a spotlight on content exhibited at PiXii Festival.

This 6-day event is a unique opportunity for you to:

- **Showcase your expertise** to a qualified audience and bring to the market technical solutions and new applications enhancing digital mediation;
- **Grow your business opportunities** with new clients and cultural partners;
- **Build new connections** with content producers to diversify your business.

To enhance the festival's experience, and after a successful 2021 edition, PiXii Festival has teamed up again with several of La Rochelle's most emblematic cultural and heritage sites. These locations are carefully selected to ensure that visitors enjoy diving in a variety of immersive stories in the best conditions and settings.

Here are the six cultural venues shortlisted in 2022:

- Tour de la Chaîne (Centre des Monuments Nationaux)
- Museum d'Histoire Naturelle
- Musée du Nouveau Monde
- Hôtel de Ville de La Rochelle
- Maison Henri II – Centre Intermondes
- Eglise Saint-Sauveur

*Check all the [technical specifications of each venue here](#).*

PiXii Festival is a free event, taking place over 6 days (including a weekend) in a pleasant and very sunny city known as one of France's loveliest coastal... in a word: THE place to be and to exhibit your XR creations in June!

## THE SUBMISSION PROCESS

- **SUBMISSION VALIDATION**  
Once you've submitted your program, our team will check all the requested information to validate your application.
- **SELECTION**  
Then a professional jury, composed of industry experts and cultural stakeholders (including representatives of the local hosting venues), evaluate and select the best applications according to the assessment criteria described below.
- **SCENOGRAPHY**  
The selected programs are then assigned to the cultural sites partners of the Festival so as to enhance them as much as possible according to both the subject and the technical conditions.
- **AWARD**  
All projects in official selection are competing to the "Grand Prix PiXii" endowed by our sponsors and partners.  
*Please note that awards are not guaranteed and determined each year at the sole discretion of the Festival.*

## WHAT WE ARE LOOKING FOR?

In 2022, to remain at the forefront of immersive storytelling, **PiXii Festival** aims to feature an international selection of XR immersive experiences and digital installations in La Rochelle's hosting sites.

Organisers are looking for **original narrative concepts** focused on the user's experience and **created at the intersection of documentary, culture and immersive technologies**. The interactive or immersive component can leverage any digital technologies **VR, AR or mixed reality, 3D audio, 3D imaging, mapping...**

Projects must be finalised and operational by June 1<sup>st</sup>, 2022.

Applications must be received by **Thursday, April 28<sup>th</sup>, 2022, 11pm GMT**.

Submission costs 40 euros (excl. tax) per entry.

**XR experiences submitted will be assessed based on the following criteria:**

- The strength and originality of the story
- The elements of immersion/engagement
- The international potential
- The unbiased quality of information
- The evidence of social impact
- The commitment to diversity and inclusion

**Eligible Content**

- All talents can apply: filmmakers, producers, digital creators, game & interactive designers;
- From all countries: only requirement being that submissions must be written in English;
- The following types of experiences can participate in PiXii Festival:
  - Virtual reality / 360 / Interactive: documentary, museum installation, tourism attraction
  - Augmented reality: documentary, entertainment, museum installation, tourism attraction
  - Large format: Mapping
  - Binaural sound: documentary, museum installation, tourism attraction

**For virtual reality:** the content must be available in 360 / interactive format on one of the following platforms (Vimeo, YouTube, Steam, Oculus, Vive, etc.) in private or public link. They must also be sent encoded, by downloadable link, according to the technical specifications required.

**For augmented reality:** participants must send a link to load the iOS or Android application allowing the augmented reality experience. If the application was designed for a specific location, attach an introductory video and / or an explanatory package with illustrative photos.

**For the Large Format category:** participants must send a link, private or public, Vimeo or YouTube of the video, a presentation document presenting the specifications for the program, photos, a trailer ...

**Should you have any question about your project's eligibility,  
please contact [pixii@sunnysideofthedoc.com](mailto:pixii@sunnysideofthedoc.com) prior to submission.**

**Immersive content entered previous years**

If the project you submitted to Pixii Festival in 2021 was not selected by the jury, you can re-enter this completed work in 2022 providing that it has been modified significantly and it fulfils all eligibility requirements at the time of entry.

**If in doubt, please email us before submitting your entry for a second time.**

PiXii Festival will not accept entries of projects previously submitted in 2021 if the XR Films or Immersive Experiences categories, if at a similar stage.

**HOW TO SUBMIT?**

1. **Log in or create your account** on our professional portal – **MySunny Space:**  
<https://www.sunnysideofthedoc.com/authentication/connection-box.htm>
2. **Visit the eshop to buy one “PiXii Call Submission”**
3. **Submit your project by filling the form** available in “My Account” > “My Projects/Programmes” > “PiXii22” > “Go to Project Submission”

Then you will be required to upload the following elements:

#### **GENERAL INFORMATION**

- For which immersive location(s) would you like to offer an immersive experience?
- English title
- Original title [not mandatory]
- Main author/director (full name)
- Production country
- Production company name
- Production company profile (max. 300 characters incl. spaces)
- Duration of the experience / film (minutes)
- Year of creation
- Is your project finalized?
- If answer NO above: On what date do you plan to finalize your project? (Your project must be completed by June 1st, 2022, to be eligible.)
- Original language of the project
- If answer is not English above, do you have French subtitles?
- Main area of interest for your work
- Type of project

#### **DESCRIPTION**

- Synopsis of your experience/film (max. 300 characters incl. spaces)
- Description of the user experience (max. 600 characters incl. spaces)
- Technological tools used

#### **INSTALLATION COST (in euros)**

- Transport costs (material only)
- Material value
- Human resources
- Other Costs [not mandatory]
- Specific equipment for the installation (structure, lighting, etc.) (max. 4,000 characters incl. spaces)
- If you are submitting a VR experience, do you have the possibility to provide the experience in your own headsets? [not mandatory]

#### **PARTNER(S) & DISTRIBUTION**

- Is your project affiliated with an artistic organization, museums, art galleries or other distributors?

#### **VISUAL(S) & COMMUNICATION**

- Video presentation of the project (Password to access the video if needed) [not mandatory]
- Poster/visuals of your project [**FORMAT: 16/9 .jpeg, .png / MAX 50 MO – 300 DPI**]
- Credits
- Project's website
- A PDF including either a presentation, biographies, a press kit or any information you think it would be useful to submit for the jury's consideration

## **CONTACT & FACTURATION**

- Last name
- First name
- Direct email address
- Phone number

## **Deadline**

**All projects must be submitted online before Thursday, April 28<sup>th</sup>, 2022, 11pm GMT**

## **ABOUT PiXii FESTIVAL**

*Since 2017, PiXii Festival offers an amazing showcase of the most innovative stories and XR experiences created through new convergences of documentary, culture and immersive technologies. The event is conducted in synergy with the international marketplace for documentary organised by Sunny Side of the Doc, and designed as a community-based marketplace fully oriented on networking, information exchange, talent acquisition and project acceleration. The 6th edition of the international festival of digital cultures welcomes the general public (free of charge) and industry professionals to the most emblematic venues in La Rochelle from 18 to 23 June.*

*The 33rd Sunny Side of the Doc will also be held live in La Rochelle from June 20 to 23, 2022, featuring a digital extension to provide maximum engagement before, during and after the event.*

<https://www.pixii-larochelle.fr/>

<https://www.sunnysideofthedoc.com/>