



## PIXII FESTIVAL 2022 TERMS AND CONDITIONS

From June 18 to 23, the 6<sup>th</sup> edition of PiXii Festival, the international festival of digital cultures, will be held in La Rochelle. It will offer both a selection of XR films as well as an immersive exhibition spread all over cultural sites of the City of La Rochelle. A unique opportunity to showcase to industry professionals and the general public (free visit), the most innovative stories and digital experiences created in the service of culture, heritage and tourism.

### TERMS & CONDITIONS

By applying to submit a project to PiXii Festival, you agree to accept and be bound by the following terms and conditions, and acknowledge that failure to comply with them may result in disqualification. All national and local laws and regulations shall apply.

Any enquiries relating to PiXii Festival should be emailed to: [pixii@sunnysideofthedoc.com](mailto:pixii@sunnysideofthedoc.com).

### DISTRIBUTION AND ACCESSIBILITY

The 6<sup>th</sup> edition of the international festival of digital cultures is taking place on-site in La Rochelle from June 18 to 23. It will be open to the general public free of charge and to accredited Sunny Side of the Doc and PiXii Festival professionals.

PiXii Festival has teamed up with several of La Rochelle's most attractive cultural and heritage sites. They will act as the backdrop for the immersive experiences shortlisted from our international call and open to both industry professionals and the general public for 6 days – 18 to 23 June 2022:

- La Tour de la Chaîne – Tours de la Rochelle (Centre des Monuments Nationaux)
- Le Museum d'Histoire Naturelle de La Rochelle
- Le Musée du Nouveau Monde de La Rochelle
- L'Hôtel de Ville (*City Hall*) de La Rochelle
- L'église Saint-Sauveur
- La Maison Henri 2 – Centre Intermondes

### TICKETING

Given the event's mission to enhance the promotion of creativity and culture through immersive content, PiXii Festival's immersive exhibition will be accessible to the general public **via a free ticket**, as agreed with all La Rochelle's cultural venues.

## DATES

**April 28, 2022** (23:00 CEST/UTC +2): Closing date of PiXii Festival's international call for Immersive Experiences. The selected proposals will be informed and confirmed and their names announced publicly May 17<sup>th</sup>, 2022.

**June 18-23, 2022:** PiXii Festival invests the city of La Rochelle and presents its Immersive Experiences Official Selection, accessible to registered professionals to Sunny Side of the Doc and also the general public.

## ELIGIBILITY

The following types of program can participate in PiXii Festival:

- **Virtual Reality / 360 / Interactive:** documentary, museum, tourism
- **Augmented Reality:** documentary, entertainment, museum, tourism
- **Large Formats:** Dome projection, 360 projection, Mapping, immersive installation
- **Binaural Sound:** documentary, museum, tourism

The immersive programs and content provided must have been produced after June 2020. Doc Services can take into consideration unfinished films (Work in Progress – “WIP”) provided that they are sufficiently advanced to be submitted to a jury, and that the applicant agrees to have it completed by June 1<sup>st</sup>, 2022.

In this case, please note clearly in the title and project description that it is a “WIP”. If you wish to update the version of the XR film submitted, please contact the PiXii team directly.

## APPLICANTS

Each applicant must provide up to date and accurate contact information when they submit their entry to enable PiXii Festival to contact them for further information or update on the status of the entry before or after the Closing Date.

If there is any dispute as to the identity of an applicant, PiXii Festival reserves the right, in their sole discretion, to determine the identity of the applicant.

## ENTRY REQUIREMENTS

To be validated and considered, any entry file must include:

- The completed online form by the deadline;
- The contribution to the application and processing fees: €40 (non-refundable). Payment can be made online through our professional portal;
- The visuals and imagery assets of the submitted work (poster, stills, etc.)

## DEADLINE

All proposals must be submitted online through [MySunny Space](#)'s professional space before Thursday, April 28<sup>th</sup>, at 23:00 CEST/UTC +2.

## SELECTION PROCESS

Any content that could harm morality will be excluded from the selection.

The PiXii Festival selection committee, composed equally of industry professionals and representatives from La Rochelle's cultural institutions, will assess the applications for **Immersive Experiences** and create a shortlist based upon the artistic, technical and innovative qualities of the content as well as the following criteria:

- The strength and originality of the story
- The international potential in the marketplace
- The evidence of innovation in storytelling and cultural impact
- The unbiased quality of information
- The background of the creative team
- The commitment to diversity and inclusion

The consistency with the cultural and editorial line of La Rochelle's hosting venues site and the technical constraints of the installation will also be considered. No dispute as to the choice of the jury will be accepted.

## INVITATIONS / ACCREDITATIONS

Successful applicants are required to be registered to participate in Sunny Side of the Doc / PiXii Festival with an Online Pass or a Full Pass. The invitation and / or accreditation forms will be sent with the notification of the selection results. To be returned completed before May 31<sup>st</sup>, 2021.

### **Support conditions for submitters selected in the Immersive Experiences category:**

- Accommodation for 6 nights for only one (1) representative of the selected work
- Full Pass accreditation for two (2) representatives of the selected work
- Mediation by a member of the organization team at the venue during the event

The entire package is valued at 3,500 €. In addition, a preferential rate will be granted if additional passes are requested.

*Any other request for modification from the project holder, relating to the logistics of the installation, the space allocated as well as the presence of one (1) cultural mediator during the 6 days of the Festival (morning AND afternoon) will be the subject of a separate quote and estimate.*

**PiXii Festival does not provide the technological equipment or material necessary for the installation of the selected works. The selected project holders are therefore asked, if possible, to bring their own equipment on-site (headsets, computers, tablets and any other physical device).**

**Under no circumstances does PiXii Festival cover travel costs to La Rochelle.**

## **AWARDS**

All projects selected by the official jury and highlighted at PiXii Festival will be entering the competition for awards. Please note that awards and prizes may be omitted or added at the discretion of the Festival's management and depending on sponsoring.

## **DATA**

Any information provided in relation to PiXii Festival that constitutes personal information under the Regulation (EU) 2016/679 ("General Data Protection Regulation" or "GDPR") and of the amended French law n °78-17 of 6 January 1978 relating to computing, files and freedoms, will be governed by Sunny Side of the Doc's Privacy Policy located on the website and these Terms and Conditions. All applicants agree to be bound by the Sunny Side of the Doc's Privacy Policy by submitting a project for consideration.

## **RIGHTS & PROFESSIONAL CIVIL RESPONSIBILITY**

The applicant openly declares that he is the actual author or beneficiary of the program or experience listed, and as such is the holder of all literary, dramatic or musical property rights. As such, you guarantee PiXii Festival against any disturbance, claim and any legal action concerning the presentation of the film.

The data provided during registration will be used in various bilingual publications and may be subject to translations, corrections or modifications prior to their publication. As such, each participant grants a free license to PiXii Festival.

This free, personal and non-exclusive license will make it possible to publish, distribute, present the program, exploit the right to reproduce photographs or broadcast an extract of less than three minutes as part of the festival's communication, in the press, on television stations and on the Internet, in particular on the Internet sites [www.sunnysideofthedoc.com/](http://www.sunnysideofthedoc.com/) and <http://www.pixii-larochelle.fr/> and partner websites.

Regarding the content hosted on the City's cultural sites, it is required from applicants to prove an up-to-date Professional Civil Liability Agreement (RCPRO). This proof of a valid agreement will be provided upon notification of the selection and no later than June 1, 2021 (06/01/2021). As such, you guarantee PiXii Festival against any disturbance, claim and any legal action in the event of damage and / or damage caused to the host site.

## **LEGAL REQUIREMENTS**

The information collected by Doc Services benefits from the protection of the Data Protection Act, Law n ° 78-17 of January 6, 1978 and that of European regulation n ° 2016/679, known as the General Data Protection Regulation (RGPD) of April 14, 2016.

In accordance with the provisions of said law and European regulations, participants have, at any time, a right of access, rectification and opposition to personal data concerning them which can be exercised at any time by contacting at the following email address: [doriane@sunnysideofthedoc.com](mailto:doriane@sunnysideofthedoc.com)

## **GENERAL PROVISIONS**

Participation in the festival implies full and unreserved acceptance of these regulations. The organizers reserve the right to cancel the holding of the event or the presentation of a prize, in the event of an insufficient number of registrations or relevant projects.

The festival, organized by *Doc Services 4 Place Bernard Moitessier 17000 La Rochelle*, is governed by French law. In the event of a conflict related to the competition, participants acknowledge that the conflict will be resolved in accordance with French law and that only the Commercial Court of La Rochelle will be competent.

Registration for the PIXII FESTIVAL implies full, complete and unreserved acceptance of these regulations.