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**26<sup>e</sup> GENEVA INTERNATIONAL**  
**FILM FESTIVAL**  
**G I F F . C H**

Press release  
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Geneva Digital Market: a success for the first online edition

**While the Geneva Festival cancelled its 26<sup>th</sup> event, its professional program, the Geneva Digital Market, was an opportunity for the Festival to innovate, offering new platforms and tools to digital creators. In order to support audiovisual professionals, who have been hard hit by the crisis, the monies for the three prizes which the jury was meant to award were shared between each of the competing artists.**

Friday marked the end of the 8<sup>th</sup> Geneva Digital Market (GDM) – the professional platform of the Geneva International Film Festival (GIFF) – organized for the first time entirely online. Over five days, more than 280 personalized meetings brought together digital creators, program coordinators and representatives of institutions or companies active in digital culture and media design. The GDM also showcased a new tool for audiovisual innovation professionals: an XR Media Library accessible from a computer, cell phone or virtual reality headset, presenting a catalog of 30 immersive works. This is one of the first standardized professional platform models in the field.

Supported by some 20 partners including the City of Geneva and the State of Geneva, MEDIA Desk Suisse, Innosuisse, Loterie Romande, SSR SRG, Swissperform, Pro Helvetia – Swiss Arts Council, SWAN, AROPA and FlexOffice, this 8<sup>th</sup> GDM was also an opportunity to bring together audiovisual professionals, museums, and gender specialists to reflect, in turn, on the impact of COVID-19 on the film chain in French-speaking Switzerland; on the way in which artificial intelligence approaches issues relating to gender, and on digital devices implemented in museums. All GDM activities were live streamed and are rebroadcast free of charge on our [website](#).

Following the cancellation of the Festival and in consultation with the City and State of Geneva, the three Reflets d'Or, worth CHF 10,000 and usually awarded to the winners of the Festival's international competitions (feature films, immersive works and TV series) were distributed equally among the 30 works in contention. This gesture aims to support filmmakers and creators who were hard hit by the crisis. GIFF also hoped to highlight the importance of movie theaters as a unique and irreplaceable vector of the collective experience of cinema by deciding not to stream a digital version of the Festival.

The European Script Award, worth EUR 10,000 and awarded by the European Alliance for Television and Culture (EATC), was to be presented to GIFF for the first time this year. This competition will instead be held online. Consisting of Nicolas Dufour (CH), film critic and journalist at the daily newspaper Le Temps, Elena Hazanov (RU-CH), director, screenwriter and producer, and Raphaël Nieuwjaer (FR), journalist and critic at Cahiers du Cinéma, the jury will deliberate on November 16 to determine the winner of the prize from three pre-selected series: *Grow* created by Milad Avaz, *Hide and Seek* created by Simor Glasenko and *We Got This* created by Schiaffino Musarra. The winner will be announced on November 17.

Films, series and immersive works to discover now or in the future:

GIFF wishes to promote the releases of the films planned for its 26<sup>th</sup> event as well as the broadcasts of the series that were selected. Below are the release and broadcast dates for these works in Switzerland.

Feature films:

- ***The Ties/Lacci*** by Daniele Luchetti scheduled for release on 12/31/2021 in Ticino and German-speaking Switzerland and on 3/24/2021 in French-speaking Switzerland (Cineworx).
- ***Mandibules*** by Quentin Dupieux scheduled for release on 12/31/2021 in German-speaking Switzerland and in 2021 in French-speaking Switzerland (Praesens).
- ***Des Hommes*** by Lucas Belvaux scheduled for release on 1/6/2021 in French-speaking Switzerland (Adok Films).
- ***Bad Tales/Favolacce*** by Damiano et Fabio D'Innocenzo scheduled for release on 2/3/2021 in French-speaking Switzerland (Filmcoop).

- ***This Is Not a Burial, It's a Resurrection*** by Lemohang Jeremiah Mosese scheduled for release on 6/16/2021 in French-speaking Switzerland (Trigon Film).
- ***True Mothers*** by Naomi Kawase scheduled for release in 2021 (Filmcoopi).
- ***Médecin de nuit*** by Elie Wajeman scheduled for release in 2021 (Frenetic).

TV series:

- ***Possessions*** by Shachar Magen from November 2 on myCanal
- ***Frieden/Labyrinth of Peace*** by Petra Volpe, November 8, 9 and 11 on RTS, November 10 and 17 on SRF and November 8, 15 and 22 on RSI and also available on Play Suisse 24 hours after the first broadcast.
- ***Cellule de crise*** by Philippe Safir, François Legrand and Jacob Berger, December 3, 10 and 17 on RTS, December 2, 9 and 12 on SRF; also available on Play Suisse 24h after the first broadcast.

The 26th Geneva International Film Festival (GIFF) was the last under the direction of Emmanuel Cuénod, in office since 2013. We are already looking forward to seeing our festivalgoers for the 27th festival, which will take place from November 5 to 14, 2021.