

Press release
For immediate release

Geneva, September 6, 2023

29th GIFF: Electronic music icon Jean-Michel Jarre in the spotlight

The 29th edition of the Geneva International Film Festival (GIFF, November 3 – 12) will pay tribute to the legendary composer, performer, producer and creator of immersive experiences, Jean-Michel Jarre. He will be presented with the Film & Beyond Award in recognition of his outstanding contribution to music and the digital arts, and will be giving a masterclass (November 7). Jean-Michel Jarre will also be attending the world premiere of his latest immersive creation, *The Eye and I* (Jean-Michel Jarre and Hsin-Chien Huang, 2023, TW), which will be shown in the Virtual Territories immersive park.

A visionary artist at the cutting edge of new technologies

A visionary artist and a key figure in electronic music, Jean-Michel Jarre has distinguished himself throughout his career with his avant-garde vision of art and his keen interest in new technologies. His musical career began in the 70s alongside pioneers such as Pierre Schaeffer and he has gone on to sell over 85 million albums worldwide, establishing his status as a master of the genre. Jean-Michel Jarre has made his mark on the music industry with memorable works such as the legendary album *Oxygène* and his many extraordinary concerts. His creativity is also closely linked to his exploration of new trends in technology (such as AI and the metaverse). He has excelled in the production of spectacular audiovisual experiences, producing concerts in the metaverse and creating immersive works. In 2022, he was appointed Chairman of the new "immersive creation" commission of the National Centre of Cinematography and Animated Pictures (Centre national du cinéma et de l'image animée [CNC]), created to encourage the emergence of immersive works in France. As part of the GIFF, Jean-Michel will talk about his extraordinary career and his interest in new technologies in a public masterclass on November 7.

The Eye and I

Jean-Michel Jarre & Hsin-Chien Huang | 2023 | TW | 40' | World premiere

Jean-Michel Jarre will be attending the world premiere of his latest immersive production *The Eye and I*, created in collaboration with Taiwanese artist Hsin-Chien Huang. Drawing on the original meaning of the word "surveillance", which once referred to "eyes in the sky", this collective immersive experience looks at the omnipresence of this phenomenon in contemporary society. This installation is arranged in 12 rooms/cells with a panopticon structure – a set-up which allows those in control to see without being seen; this enables spectators to explore the history and development of virtual and physical surveillance in the 21st century, as used generally in society and specifically in institutions. *The Eye and I* will be shown as a world premiere in the Virtual Territories immersive park throughout the GIFF event (November 3 – 12).

"If the Lumière brothers were alive today, they would be creating in the metaverse," stated **Jean-Michel Jarre**.

"Jean-Michel Jarre's work has always been a major point of reference in my artistic universe. His courageous exploratory work seeking new perspectives makes him the ideal guest for GIFF. I'm looking forward to welcoming such a high-profile figure to Geneva," explained **Anaïs Emery**, Executive and Artistic Director of GIFF.

Each year, the Film & Beyond Award presents an interdisciplinary artist with a Lifetime Achievement award. Jean-Michel Jarre is the latest recipient of this award, which has previously been presented to **Apichatpong Weerasethakul** (2016), **Abel Ferrara** (2017), **Peter Greenaway** (2018), **Park Chan-wook** (2019), **Woodkid** (2020), **Riad Sattouf** (2021) and **Alexandre Astier** (2022).

GIFF 29th GENEVA
INTERNATIONAL
FILM FESTIVAL
3-12.11.2023

GDM 11th GENEVA
DIGITAL
MARKET
6-10.11.2023

About the GIFF: Founded in 1995, the [Geneva International Film Festival \(GIFF\)](#) is Geneva's oldest film festival, and one of the first in the world to include television in its programs. A crossroads of genres and disciplines, a place for experimentation, encounters and celebrations, each year it offers some 40,000 festival-goers ten days of films, series, interactive installations and virtual reality works. As Switzerland's largest space dedicated to immersive arts, the GIFF has become one of Europe's leading events in the field. At the heart of the event is the [Geneva Digital Market \(GDM\)](#), the only event of its kind in Switzerland dedicated to audiovisual innovation. Film industry experts, professionals and theorists from all over the world meet to debate and exchange views on what constitutes today's audiovisual world and what the future might hold for this field.

SAVE THE DATE

October 12 | Program announcement

November 3 – 12 | 29th Geneva International Film Festival

November 6 – 10 | 11th Geneva Digital Market

November 8 | Digital Night

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