
GENEVA

INTERNATIONAL

FILM

FESTIVAL

THE FUTURE OF CINEMATIC EXPERIENCE



GIFF's main venue.

TABLE OF CONTENTS

<u>A unique and pioneering festival</u>	2
<u>Flashback</u>	2
<u>Perspectives 2021</u>	3
<u>Echoes</u>	4
<u>Media impact</u>	4
<u>GIFF guests</u>	5
<u>An event that brings people together</u>	6
<u>A visionary and prestigious program</u>	7
<u>Virtual Territories, a digital creation hub</u>	8
<u>A professional component focused on innovation, a hybrid formula</u>	9
<u>Cultural outreach and new audiences</u>	9
<u>Our partners</u>	10
<u>Contact</u>	11

A UNIQUE AND PIONEERING FESTIVAL

KEY FIGURES 2019

CHF **2.4** million budget

61,000 web users

50,000 festivalgoers

1200 accredited guests

250 guests

184 works featured

125 screenings

80 partners & sponsors

184 works, including:

57 immersive works (XR)

56 feature films

33 series

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. Every year in November, for 10 days, it offers exclusive films and series to some 40,000 festivalgoers. It has featured virtual reality works since 2014 and now hosts the largest space in Switzerland dedicated to immersive arts. With 23,000 screenings in 2019, it has become a major European event in this field.

In the heart of international Geneva, GIFF also hosts a popular event for audiovisual professionals, the Geneva Digital Market, co-produced with Virtual Switzerland, SRG SSR, Pro Helvetia – Swiss Arts Council, and MEDIA Desk Switzerland.

FLASHBACK

1995

First Festival under the direction of Léo Kaneman, hosted in the RTS Tower, under the name Cinéma Tout Écran.

1997

The European Broadcasting Union joins the Festival.

1999

The Federal Office of Culture and OFCOM team up with the Festival, which is also supported by SRG SSR, ARTE and Canal+.

2002

Launch of the Geneva Select Market, the first professional audiovisual market in Switzerland.

2007

The Festival becomes the first Swiss event supported by MEDIA at European level.

2008

First multimedia program in a film festival in Switzerland.

2013

Emmanuel Cuénod succeeds Claudia Durnat (2010-2013) as general and artistic director of the Festival, with a budget of CHF 1.2 million.

2014

The Festival becomes one of the very first events in the world to feature virtual reality films and establishes itself as a launching pad in Switzerland.

2016

Launch of the PLUGS program: the Festival partners with events around the world and becomes a European leader in digital arts.

2017

Opened by Swiss President Alain Berset, the event becomes the Geneva International Film Festival (GIFF) and records a nearly 40% increase in ticket sales.

2019

GIFF’s budget reaches CHF 2.4 million. The Festival celebrates its 25th anniversary, beating attendance records (40,000 festivalgoers) and ticket sales.

2020

The Festival is cancelled due to the health crisis, the Geneva Digital Market takes place online. Anaïs Emery is appointed general and artistic director and takes office in January 2021.



Vjing and yoga session in an immersive dome.

Interlooped live VR performance, GIFF's main venue.

PERSPECTIVES 2021

MAJOR STEPS FOR 2021

- June: unveiling of the 2021 visual identity
- July - August: announcement of the first elements of the program
- September: communication on the final format of GIFF 2021
- Mid-October: press conference and release of the program
- November: GIFF and GDM 2021 edition

GIFF is a solid and diversified cultural enterprise that operates throughout the year. Rooted in the local, national and international landscape, the Festival is designed and produced by 9 permanent collaborators, complemented by a team of 30 people.

Faced with the current health context and strengthened by the livestream experience of the Geneva Digital Market acquired in 2020, GIFF is ready to offer an event that is faithful to its fundamentals in terms of innovation, multi-disciplinarity and exchange, while adopting a hybrid formula, navigating between face-to-face and online proposals and flexible international participation.

Thanks to its international program, its immersive works and its digital market, the upcoming event will be a unique experience that explores the future of cinema and pursues the fundamental ethos of a festival, i.e. to reflect a form of technology at the service of imagination, to showcase audiovisual creation in Switzerland and beyond, and to foster meetings between audiences and creators.

ECHOES

“A major player in the development of the audiovisual arts in Switzerland, a place to experiment and meet people, GIFF brings together professionals and festivalgoers eager to share collective experiences.”

Gilles Marchand, Director General of SSR
Pascal Crittin, Director of RTS

“For Geneva, the birthplace of the web and a city at the crossroads between heritage and innovation, GIFF is a flagship event.”

Sami Kanaan, Mayor of Geneva

“Great! A revolutionary outlet for a transversal approach to everything XR has to offer.”

Adrián Regnier Cháve, XR artist (MX)

“I enjoyed the range of people I met, and the broad variety of projects discussed.”

Saskia Mercuri, Producer at the Tate Museum (UK)

“An excellent experience! The selection of projects was qualitative. I was impressed by the quality of the student projects. I will return with pleasure and interest :).”

Sarah Arcache, Programmer at La Gaîté Lyrique (FR)

MEDIA IMPACT

Access the full
2019 press
review



With an excellent reputation in general and specialized media, GIFF benefits from significant media coverage in Switzerland and beyond. Over the last three years, nearly 100 national and international media outlets have covered the Festival.

“GIFF (Geneva International Film Festival), the most exciting festival in Geneva.”

S.C. for *Le Dauphiné*, 10/9/2020 (FR)

“Innovation is the word that sums up everything the Geneva International Film Festival is aiming for – an event that looks to the future, to how media will transform and adapt ever more to our needs.”

Dario Furlani for *Corriere dell'Italianità*, 11/6/2020 (IT)

“On the dawn of its 25th anniversary, the Geneva International Film Festival (GIFF) is pushing the boat out and looking to the future with undeniable enthusiasm.”

Muriel Del Don for *Cineuropa*, 10/11/2019 (EU)

“If digital technology sometimes struggles to deliver on its promises, the selection of immersive reality films at GIFF exceeds anything we can imagine in terms of new experiences...”

S.C. for *Le Dauphiné Libéré*, 10/24/2019 (FR)

“An irrepressible growth trend is driving GIFF upwards, to the point of transforming the Festival into a long-awaited and enviable first-class event.”

Pascal Gavillet for *Tribune de Genève*, 11/11/2019 (CH)



Xavier Dolan,
Geneva Award
2019 Winner, Ardit
Foundation's
Auditorium

GIFF GUESTS



Meeting with
Jean Dujardin,
The Ritz-Carlton
Hôtel de la Paix.

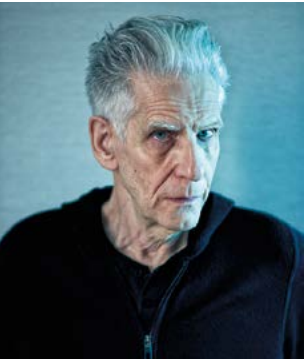
In recent years, GIFF has had the pleasure of hosting, among others:



Xavier Dolan
Filmmaker and actor,
I Killed My Mother,
Laurence Anyways,
Matthias & Maxime



Nathalie Baye
Actress, *Sauve qui peut*,
la vie, *Une liaison*
pornographique,
Le Petit Lieutenant



David Cronenberg
Filmmaker,
Dead Ringers,
Crash,
eXistenZ



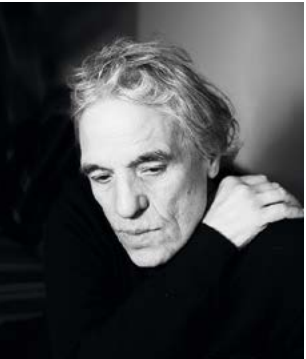
Asia Argento
Actress and filmmaker,
Land of the dead,
Transylvania,
Misunderstood



Park Chan-wook
Filmmaker,
Thirst,
The Handmaiden,
The Little Drummer Girl



Clotilde Courau
Actress,
Le Petit criminel,
Le ciel attendra,
L'Ombre des femmes



Abel Ferrara
Filmmaker,
Bad Lieutenant,
King of New york,
Mary



Jan Kounen
Filmmaker,
99 francs, *Dobermann*,
Ayahuasca: Kosmic
Journey VR

- Jean Dujardin
 - Roger Avary
 - Claire Denis
 - Chantal Akerman
 - Xavier Beauvois
 - Costa-Gavras
 - Tom Fontana
 - Stephen Frears
 - Peter Greenaway
- Hafsia Herzi
 - Eva Ionesco
 - Jean-Pierre Mocky
 - Cristian Mungiu
 - Elia Suleiman
 - Apichatpong Weerasethakul
 - Alice Winocour
 - Rebecca Zlotowski
 - and many more...

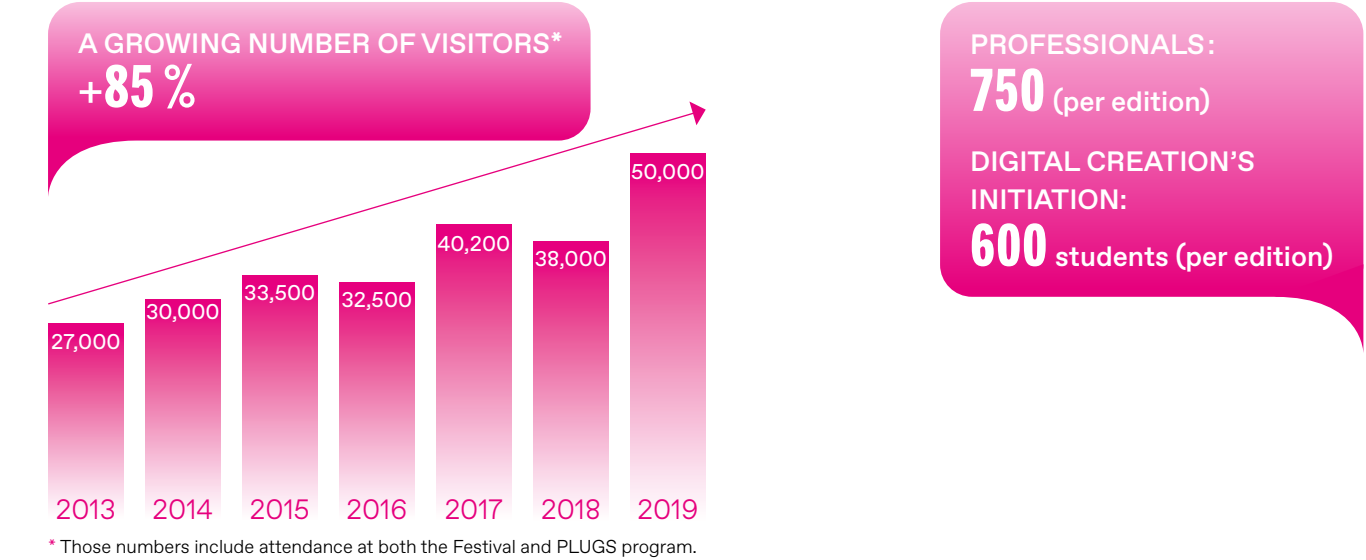
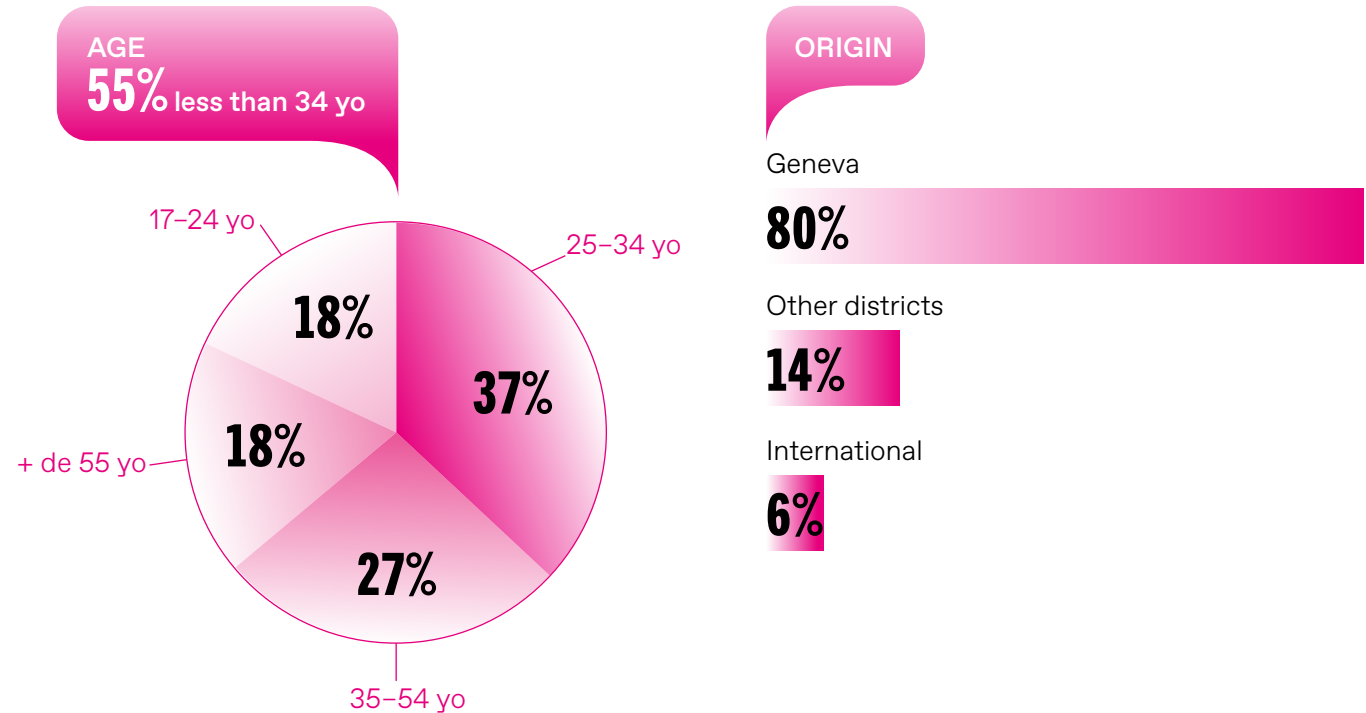
AN EVENT THAT BRINGS PEOPLE TOGETHER



Live commentary by Yann Marguet and Marina Rollman during a screening at GIFF's main venue.

GIFF attracts a large and **diversified** audience, notable for its **youth**, **curiosity** and **loyalty**.

GIFF'S AUDIENCES



A VISIONARY AND PRESTIGIOUS PROGRAM

A pioneer in the field of TV series and digital creation, GIFF is a Festival where the future of cinema is shaped. Premieres of films and series, distinguished guests and cutting-edge digital installations are what make GIFF special.

At the heart of the Festival is the Geneva Digital Market – GDM, the only event in Switzerland open to international professionals that promotes the transfer of skills between audiovisual disciplines. All GIFF programs are presented exclusively (Swiss, international and world premieres), thus reinforcing the Festival's attractiveness to the public and professionals.



TRIBUTES & AWARDS

MYTHOLOGY OF SWISS INNOVATION

Carte blanche and a masterclass are offered to a Swiss personality who has significantly contributed to the advancement of the audiovisual industry in the fields of storytelling, image direction, production or broadcasting.

FILM & BEYOND AWARD

An award for an interdisciplinary artist, guest of honor of the Festival.

- 2020 winner: Woodkid
- 2019 winner: Park Chan-wook
- 2018 winner: Peter Greenaway
- 2017 winner: Abel Ferrara
- 2016 winner: Apichatpong Weerasethakul

GENEVA AWARD

This award recognizes the careers of personalities who, through their artistic choices and the courage of their opinions, have inspired their contemporaries.

- 2020 winner: Mads Mikkelsen
- 2019 winner: Xavier Dolan

INTERNATIONAL COMPETITIONS & AWARDS

LES REFLETS D'OR

The avant-garde of audiovisual storytelling in five competitions in the film, television and digital categories that focus on the discovery of new talent and distinguish the most innovative works in terms of scriptwriting, aesthetics and technology.

International Features Competition

Reflet d'Or worth CHF 10,000 awarded to the best director

International Series Competition

Reflet d'Or worth CHF 10,000 awarded to the best creator

International Immersive Works Competition

Reflet d'Or worth CHF 10,000 awarded to the best creator

European Series Competition

European Script Award worth EUR 10,000 for the most promising scriptwriter

Future is SENSible

The SENSible Prize is awarded for a digital production that stands out for its humanism, its ethical dimension and its impact on the future

CONVERGENT SECTIONS (OUT OF COMPETITION)

HIGHLIGHTS

The section for all the Festival's major events: ceremonies, film premieres, screenings of highly expected complete series, world premieres of Swiss series and unique digital installations.

PULSATION

A selection of films, series or digital projects that take the pulse of contemporary creation and spotlight the emergence of new authors or trends.

FUTURE IS SENSIBLE

A category dedicated to social, ecological and technological anticipation. Dystopian series, science-fiction XR works, and exploratory technologies question ethical choices and their impact on the future.

SIGHT & SOUND

Artistic events and performances – linking sound and image – given by rebellious or pioneering musical and visual artists (Stephan Eicher, Asia Argento, Dee Nasty, Odezenne, Chloé, etc.).



VR Cinema, GIFF's main venue.



Ayahuasca Kosmik Journey VR experience, GIFF's main venue.

VIRTUAL TERRITORIES, A DIGITAL CREATION HUB

57 VR works

23,000 screenings

600 m² of exhibition

THE AVANT-GARDE OF DIGITAL ARTS IN A FORMAT ACCESSIBLE TO THE GENERAL PUBLIC

Making digital creation an affordable, accessible and collective experience is what distinguishes GIFF from other digital events, most of which are exclusively reserved for professionals.

A real digital creation hub of more than 600 m², GIFF's Virtual Territories brings together immersive works, interactive installations and prototypes, presented under the best technical conditions.

Within it, GIFF's VR cinema – the first in Geneva – is equipped with swivel seats and high-definition virtual reality headsets that allow you to fully immerse yourself in virtual stories.

Virtual territories in pictures



A PROFESSIONAL COMPONENT FOCUSED ON INNOVATION: A HYBRID FORMULA

750 professionals
200 one-to-one meetings
18 presented projects
5 round table discussion

The Geneva Digital Market – GDM, GIFF’s professional component, brings together international creators and experts for five days, who together shape the future of the audiovisual industry. Valuing the transfer of skills, this unique event in Switzerland enables digital actors to meet and discuss the latest trends in the audiovisual industry and new distribution models and their financing.

AN ADAPTED HYBRID SOLUTION

The GDM is now held in hybrid mode, alternating meetings, lectures and round table discussions in person, and online pitching sessions and one-to-one meetings between Swiss project leaders and foreign investors.

THE DIGITAL NIGHT IN THE HEART OF GENEVA

A major networking event for the Swiss creative industries, the Digital Night presents the most innovative projects of the year and brings together more than 400 guests from the world of the arts, cinema and television, along with media representatives, politicians and financiers, all of whom are concerned about the challenges of innovation in Switzerland.

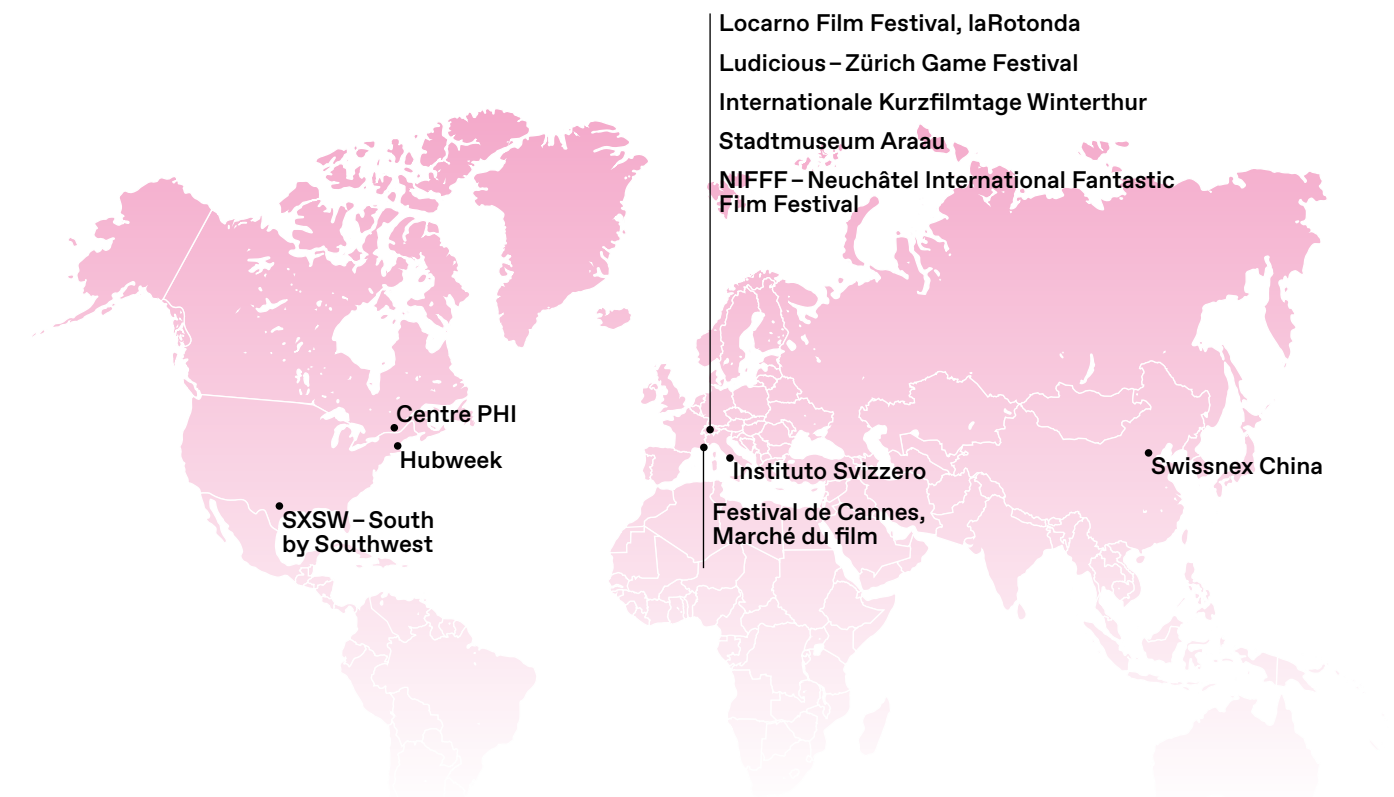
CULTURAL OUTREACH AND NEW AUDIENCES

10,000 PLUGS visitors +
VR museum

PLUGS: YEAR-ROUND EVENTS

GIFF is active throughout the year with its PLUGS program: it sets up numerous curated events organized in partnership with other festivals, markets and major institutions – a collaborative way to promote digital culture and artistic innovation in Switzerland and abroad. In 2019 about 10,000 visitors attended PLUGS events.

Some examples of venues and organizations that hosted GIFF's PLUGS program:





VR Museum,
Hors-Cadre, Hadler



Jurassic Flight,
animation implemented
to the *Birdly* interac-
tive installation.



"Eden" workshop
with high school
students, as part
of the school
program, Théâtre
St-Gervais

GIFF'S SCHOOL EVENTS

Screens are multiplying in our environment, in the fields of communication, information, leisure and at school. Aware of these challenges, GIFF offers every year educational programs dealing with digital creation.

This offer, unparalleled in Switzerland, brings together workshops and programmatic initiatives in favor of image education, the practice of new writing and awareness of the major challenges of digitalization.

VR MUSEUM OUTSIDE THE WALLS

The VR Museum is a program based on famous paintings seen and experienced through the prism of virtual reality. It also circulates in different places in Switzerland and abroad, thus allowing a large public to reappropriate works of heritage in a playful and convivial way.



GIFF's main venue.

OUR PARTNERS

For 25 years, GIFF has been able to count on the support of numerous partners. Thanks to their trust and commitment, the Festival can grow, reinvent itself and look to the future with optimism.

INSTITUTIONAL PARTNERS

Ville de Genève
République et Canton de Genève
Loterie Romande
Office fédéral de la culture
MEDIA Desk Suisse
SRG SSR
RTS
Innosuisse
Swissperform
Pro Helvetia

INNOVATION PARTNERS

HEAD Genève
CERN
ArtLab (EPFL)

MEDIA PARTNERS

Canal +
Le Temps
TV5 Monde
Epic
Instagramers Geneva

PARTNERS AND SPONSORS

Genève Aéroport
Lumens 8
Swissroc
O. Zbinden
TPG
Association des Amis de la
Fondation pour Genève
Hôtel des Bergues

AVEC LE SOUTIEN DE LA VILLE DE GENÈVE

REPUBLICQUE ET CANTON DE GENÈVE

LOTTERIE ROMANDE

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Département fédéral de l'intérieur DIF
Office fédéral de la culture OFC

MEDIA DESK SUISSE

SRG SSR

RTS Radio Télévision Suisse

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Innosuisse – Agence suisse pour l'encouragement de l'innovation

SWISS PERFORM

prohelvetia

— HEAD Genève

CERN

ArtLab

CANAL+

LE TEMPS

TV5MONDE

EPIC

instagramers GENEVA

GENÈVE AÉROPORT

LUMENS 8 AUDIOVISUAL SOLUTIONS

SWISSROC

O.ZBINDEN HORLOGERIE - BIJOUTERIE

σtpg

Fondation pour Genève

HOTEL DES BERGUES

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