







## INTERVIEW

### ANAÏS EMERY, GENERAL AND ARTISTIC DIRECTOR



After your first year in charge of the GIFF, you are continuing to cement the Festival's positioning. What elements are you hoping to promote this year?

The GIFF is positioning itself as a festival of audiovisual culture in the broadest possible sense. It is rooted in an unconditional love of cinema, but is currently employing a renewed sense of fascination and curiosity to pursue the new possibilities afforded to audiovisual storytelling by image technologies. We provide an inclusive understanding of the Seventh Art which encompasses recent evolutions in the medium. We are giving the public an opportunity to enjoy a program whose diversity suggests ways to evolve within the current abundant offering. Discovering the bold diversity of the GIFF programs can take them places that traditional recommendations and algorithms cannot find. It is a unique proposal that I hope all our audiences will find fun and inspiring. The GIFF provides a rare opportunity to feel the pulse of contemporary creation for yourself, rather than having it described back to you. In this constellation, the GIFF's professional program - the Geneva Digital Market - is an accompanying event which plays a central role as an incubator.

The Festival organizes four landmark competitions which observe the trends in cinema, series and digital offerings. In this respect, the Future is Sensible competition, originally dedicated to digital works, has become more inclusive this year. What selection criteria are key to these sections?

Creating a coherent and original narrative universe is a central criterion to our entire program. As concerns Future is Sensible, we are looking to curate a selection which shows non-stereotypical perspectives on the development of our societies. We also want them to be varied and stimulating. Whether satirical, philosophical, poetic or horrifying, we are striving to show works which put forward an original or pioneering vision. The competition has become inclusive to bring it in line with the rest of the program. Future is Sensible creates a discourse between works such as Tous flics, the last work by the agitator Jean-Pierre Mocky, Les aveugles, an immersive adaptation of the play by Maurice Maeterlinck, or even Elvira, a thrilling Danish series bursting with empathy. This plurality underscores the field of possibilities on offer to us.

This year, the series in international competition have been made more accessible by giving the public the opportunity to watch the series in full from home after the public screening. Why was this choice made, and what are its challenges?

> The production of series is currently undergoing formidable dynamic growth across the globe. I hope that the GIFF can act as a compass within this profusion. In parallel, my colleagues and I have thought long and hard about ways we can adapt to the new behavior of our audiences. Therefore, if the selected series are not directly accessible in the period following the festival, we have decided to show the series in full. As concerns the international competition, we are innovating with a brand new system. From 2022, we are showing two episodes in the theater, and then viewers will receive a personal link to watch the rest of the season at home. I really love this new procedure as it respects the integrity of the work. Although setting up this new proposal was not simple, as it is a new way of doing things, and will need some finetuning. I hope that the public will get on board.

> > Dominique Gonzalez-Foerster, Nicolas Winding Refn, Alexandre Astier, the Marshmallow Laser Feast collective, OIL Productions... The 28<sup>th</sup> edition of the GIFF offers breathtaking diversity! What vision of audiovisual culture is the GIFF defending with these choices?

All the people and collectives cited have a shared trait: they are storytellers who create highly original universes with highly impactful content. They are evolving within an industry which is moving towards violent formatting, but they resist, collaborate and adapt to preserve the power of their imaginations. And that is where the cardinal value of the GIFF lies: identifying the challenges and strengths of contemporary audiovisual production to provide great depth of artistic diversity, freedom and creativity.

The Geneva Digital Market is celebrating its tenth edition this year! What place does the GDM now occupy in the industry, and what are the future courses of action for the market?

> The Geneva Digital Market is the only market in Switzerland to focus on audiovisual innovation. It is unique in its field, and shines a precious light on the challenges and developments in the creative industries. Today, it forms a recognized and renowned center for skills and ongoing training. For this second edition under my leadership, we have continued our ambition to facilitate the transfer of skills between the traditional audiovisual environments and that of innovation. Alongside this, we are investing to offer concrete financing or distribution opportunities to creators and entrepreneurs. The GDM is an exclusive exchange between the immersive creation and artistic sides and the cinematographic industry, which is increasingly attracting major players from the international scene, such as Spotify, SSR/SRG, Orange, The Barbican, France Télévision, Spotify and Banijay, to name but a few.

# **GUESTS**

The list of guests is constantly evolving. Find it regularly updated on the press area of the website!

GUESTS OF HONOR				
Nicolas Winding Refn (DK)	Director	Geneva Award	11.11	
Alexandre Astier (FR)	Director	Film and Beyond Award	5.11	
OIL Productions (CH)	Directors	Tales of Swiss Innovation	8.11	
11	NTERNATIONAL	FEATURES COMPETITION		
Véréna Paravel (FR)	Director	De Humani Corporis Fabrica	6.11	
Clément Cogitore (FR)	Director	Goutte d'or (Sons of Ramses)	9.11	
Shin Su-won (KR)	Director	Hommage	5-9.11	
Sébastien Marnier (FR)	Director	L'Origine du Mal	6.11	
Kayije Kagame (CH)	Actress	Saint Omer	12.11	
Cyril Schaüblin (CH)	Director	Unrest (Unrueh)	5.11	
Clara Gostynski (CH), Alexei Evstratov (CH), Monika Stalder (CH)	Casting	Unrest (Unrueh)	5.11	
Chantal Scheiner (CH), Linda Vogel (CH)	Producer	Unrest (Unrueh)	5.11	
Silvan Hillman (CH)	Cinemato- grapher	Unrest (Unrueh)	5.11	
Yves Blösche (CH)	Distributors	Unrest (Unrueh)	5.11	
	INTERNATION!	AL SERIES COMPETITION		
Stav Idisis (IL)	Creator	Bloody Murray	TBC	
Stéphane Bergmans (BE)	Creator	Des gens bien (Good People)	9.11	
Benjamin d'Aoust (BE)	Creator	Des gens bien (Good People)	9.11	
Matthieu Donck (BE)	Creator	Des gens bien (Good People)	9.11	
Chris Lang (GB)	Creator	The Thief, His Wife and the Canoe	8.11	
André Santos (PT)	Creator	Thieves Like Us (Cavallos de Corrida)	6.11	
Marco Leao (PT)	Creator	Thieves Like Us (Cavallos de Corrida)	6.11	
Pablo Iraola (PT)	Producer	Thieves Like Us (Cavallos de Corrida)	6.11	
INTERNATIONAL IMMERSIVE WORKS COMPETITION				
Dominique Gonzalez-Foerster (FR)	Creator	Alienarium	9-10.11	
Mélanie Courtinat (FR)	Creator	All Unsaved Progress Will Be Lost	9-10.11	
Ondrej Mozavec (CZ)	Creator	Darkening	9-10.11	
Céline Daemen (NE)	Creator	Eurydice, A Descent into Infinity	9-10.11	
Pedro Harres (DE)	Creator	From the Main Square	8-11.11	
Razieh Kooshki (IR)	Creator	In Between Nodes	9-10.11	
Vahid Qaderi (IR)	Creator	In Between Nodes	9-10.11	
Antonin Niclass (CH)	Creator	Midnight Story	9-10.11	

Clément Deneux (FR)	Creator	Missing Pictures Ep. 5	9-10.11
	FUTURE IS	SENSIBLE AWARD	
Anna Fries (CH)	Creator	[Posthuman Wombs]	9-10.11
Malu Peeters (NL)	Creator	[Posthuman Wombs]	9-10.11
Cédric Ido (FR)	Director	La Gravité	TBC
Julien Dubuc / INVIVO (FR)	Creator	Les aveugles (The Blind)	4-13.11
Pierre Földes (FR)	Director	Saules aveugles, femme endormie	7-9.11
Tom Dercourt (FR)	Producer	Saules aveugles, femme endormie	5-8.11
Olivia Mokiejewski (FR)	Producer	Tous Flics	10.11
	EUROPEA	N SCRIPT AWARD	
Tiny Bertels (BE)	Screenwriter	Lost Luggage	11.11
Marjan Alčevski (HR)	Screenwriter	The Silence	11.11
Nuno Soler (P)	Screenwriter	Lusitania	11.11
	Н	IGHLIGHTS	
François Pirot (BE)	Director	Ailleurs si j'y suis	6.11
Jean-Luc Bideau (CH)	Actor	Ailleurs si j'y suis	6.11
Barnaby Steel (GB)	Creator	Evolver	3-6.11
Frédéric Recrosio (CH)	Creator	La vie devant (The Life ahead)	5.11
Claudia Reynicke Candeloro (CH)	Creator	La vie devant (The Life ahead)	5.11
Jean-Marc Fröhle (CH)	Producer	La vie devant (The Life ahead)	5.11
Audrey Dana, Léon Boesch, Alexis Loret, Amy Lally (CH)	Cast	La vie devant (The Life ahead)	5.11
Paul Kircher (FR)	Actor	Le Lycéen	9.11
Philippe Martin (FR)	Producer	Le Lycéen	9.11
Clément Deneux (FR)	Creator	Missing Pictures	9-10.11
Albert Serra (ES)	Director	Pacifiction (Tourment sur les îles)	8.11
Mani Haghighi (IR)	Director	Subtraction	8-11.11
Lone Scherfig (DK)	Creator	The Shift	11-13.11
David Constantin (CH)	Creator	Tschugger II	11.11
Sophie Toth (CH)	Producer	Tschugger II	11.11
Dragan Vujic (CH)	Actor	Tschugger II	11.11
	Р	ULSATION	
Laurent Nègre (CH)	Director	A Forgotten Man	11.11
Dan Wechsler (CH)	Producer	A Forgotten Man	11.11
Ovidie (FR)	Creator	A Very Ordinary World (Des gens bien ordinaires)	5.11
Emma Benestan (FR)	Director	Fragile	7.11
Oulaya Amamra, Yasin Houicha (FR)	Cast	Fragile	7.11
Jean-Marc Duperrex (CH)	Creator	Les Enquêtes de Maëlys	13.11
Christine Pompéï (CH)	Writer	Les Enquêtes de Maëlys	13.11

Jérôme Marcher (FR)	Creator	Sisters (Reusss)	8.11
Elizabeth Arnac (FR)	Creator	Sisters (Reusss) 8.11	
Géraldine de Margerie (FR)	Creator	Toutouyoutou (The Aerobics Project)	9.11
Maxime Donzel (FR)	Creator	Toutouyoutou (The Aerobics Project)	9.11
Jeremy Rotsztain (CA)	Creator	Walking a Turtle	9-10.11

# DISCOVER THE FULL SELECTION IN THE CATALOGUE:



## **GENEVA DIGITAL MARKET**

Nestled in the heart of the GIFF, the Geneva Digital Market (GDM) is the only event in Switzerland focused on audiovisual innovation. As a platform for broadcasting and co-production for the creative industries, it has been bringing together international professionals active in the fields of technology, art and economy every year since 2013. A place of reflection, exchange and networking, it organizes round tables, pitching and networking sessions during which producers, digital creators and key market players shape the audiovisual universe of today and tomorrow.

### TALKS

Masterclasses, roundtables, discussions: from digital platforms to the latest digital innovations for the audiovisual sector and the ecological impact of digital use. Join, exchange and debate the current issues that affect the field of audiovisual innovation.

### NEW FINANCING METHODS: CRYPTO-CURRENCIES AND PUBLIC-PRIVATE PARTNERSHIPS

NOVEMBER 7TH, 2pm-5:30pm (in English)

Cryptocurrencies, venture capital, investment and NFT offer new financing possibilities for producers today. This program brings together several international experts who will discuss how to access these new financing opportunities.

Moderator: Sten-Kristian Saluveer, CEO of Storytek, Strategic Advisor, Cannes NEXT - Marche Du Film & Accelerate (EE)

**Anthony Masure**, Associate Professor and Head of Research, *HEAD - Geneva* (CH)

Guillaume Helleu, Architect, Web3 Strategist and Associate Researcher, HEAD - Geneva (CH)

**Giulia Walter**, Lawyer, Academic Assistant, *University of Zürich* (CH)

Rain Rannu, Director, Producer and Investor, *Tallifornia Film Fund* (EE)

**Elisa Alvares**, Media Corporate Finance Consultant and Senior Advisor to the Finnish Venture Capital Fund Manager at *IPR.VC*. (GB)

**Leo Matchett**, CEO of Decentralized Pictures Foundation (US)

Yannick Bossenmeyer, CEO, Cascade8 (FR)
Juanjo Moscardó, Producer, Cosabona Films (ES)
Shaban Shaame, CEO and Founder,
EverdreamSoft (CH)

**Emilie-Alice Fabrizi**, Brand Strategist and Founder, *Le Lab* at freestudios (CH)

### ORIGINAL CONTENTS AND NARRATIVE UNIVERSES OF THE FUTURE

NOVEMBER 7TH, 6:30pm-7:45pm (in English)

This conference will focus on the creative inspirations for future audiovisual content. From podcasts to investigative journalism to adaptations of literary works, what are the most promising sources in terms of artistic quality and impact? This conference will present the challenges and strategies of several leading producers and broadcasters.

Moderator: Serge Michel, Redactor in chief, Heidi News (CH)

Julian De La Paz, Creative Executive TV/Film, Spotify (US) Banijay, Content Executive (UK/FR)
Elena Tati, Producer, Box Production (CH)

## A VP TOOLKIT FOR FILM PROFESSIONALS (MASTERCLASS + ROUND TABLE)

NOVEMBER 8TH, 9:15am-12:15pm + 1:30pm-2:45pm (in English)

The next big breakthrough for the entire film industry or just a playground for big-budget productions? Virtual production (VP) is on the rise and has an impact on the entire production cycle! This masterclass and round table for independent producers, directors and cinematographers will provide a practical 360 degree introduction to VP.

Moderator: Sten-Kristian Saluveer (EE)

Masterclass: Jannicke Mikkelsen, Film Director &

Cinematographer (NO)

Round Table: Martin Madsen, Head of VP and VFX,

Nordisk Film Shortcut (DK)

Patrick Morris, VP Director & Co-Founder, Appia (CH)

Jannicke Mikkelsen, Film Director &

Cinematographer (NO)

Louisa Bremner, Virtual Production Supervisor, Lux

Machina Consulting (GB)

### GAMIFICATION OF CINEMA: HOW TO SHOOT YOUR NEXT MOVIE IN THE METAVERSE?

NOVEMBER 8TH, 4pm-5:30pm (in English)

The notion of the Metaverse evokes a collaborative online environment as well as the next generation of the Internet. It is currently the buzzword for creators, companies and platforms - yet what it is and what it does remains, for the most part, a mystery. This session will offer an exclusive glimpse into the future of extended reality to engage filmmakers in a dialogue to explore the creative opportunities the metaverse offers the AV industry.

Moderator: Sten-Kristian Saluveer (EE)
Laura Olin, COO, ZOAN, Founder, Cornerstone.land (FI)
Baptiste Planche, Head of Fiction, SRF (CH)
Mikko Kodisoja, Founder & CEO, Fireframe Studios (FI)
Joe Hunting, Filmmaker of We Met in Virtual Reality
(2022) and directing documentary works inside Virtual
Reality app VRChat (GB)

### XR LINE-UP PRESENTATIONS WITH FRANCE TELEVISIONS AND ORANGE

NOVEMBER 9TH, 4pm-4:30pm (in French)

France Televisions and Orange present their XR catalogs, trends and future strategies of these two major players in Europe's digital field.

Jeanne Marchalot, Head of France.TV StoryLab at France Télévisions (FR)
Guillaume Brunet, Head of Web3 Business
Development at Orange (ES)

## THE FOUNDATION FOR DIGITAL CREATION PRESENTS THE FIRST RESULTS OF THE STUDY ON SWISS DIGITAL CREATION AND REVEAL ITS FIRST ACTIONS

NOVEMBER 9TH, 5pm-6pm (in French)

The Foundation for digital creation, created at the end of 2021, has mandated a field study to reveal the state of digital creation in Switzerland and the conditions of production, distribution and financing. The first results of this study, as well as the positioning and the first goals of this new pole of digital creation will be presented during this session.

Moderator: Pascaline Sordet, Producer, Climage (CH)
Anaïs Emery, General and Artistic Director, GIFF (CH)
Laetitia Bochud, CEO, Virtual Switzerland, President,
XR4Europe (CH)
Emmanuel Cuénod, CEO, Digital Creation
Department, RTS (CH)
Pascal Crittin, CEO, RTS (CH)
Alex Iordacescu, Founder and Producer,
Elefant Films (CH)

# MAKING SUSTAINABILITY A CONCRETE COMMITMENT: IS THE COMPLETE DIGITALIZATION OF THE CREATION AND PRODUCTION PROCESS OF CULTURAL EVENTS A GOOD OBJECTIVE?

NOVEMBER 11TH, 2pm-3:30pm (in English)

In 2022, Europe has taken a proactive stance to reduce the environmental impact of its audiovisual industry, but the practical implementation of these ambitious goals remains complex. Is it better to respect carbon quotas, or to opt for a complete digitalisation of the creation and production process?

Moderator: **Adrien Kuenzy**, Redactor in chief, Cinébulletin (CH)

**Véronique Pevtschin**, CEO, *TheGreenShot* (BE) **Asia Jarzyna**, CEO and Sustainability Manager, *willco app* (ES)

Rahel Roxy, Associate, Foster+Partners (AUT)
Kathrin Kohlstedde, Head of Programme, Filmfest
Hamburg (DE)

### NEW PERSPECTIVES FOR THE FINANCING OF DIGITAL CREATION IN FRENCH-SPEAKING SWITZERLAND

NOVEMBER 11TH, 10:30am-11:45am (in French)

Supports for digital creation are developing strongly in French-speaking Switzerland. In light of the newly revealed action plan of the new Foundation for Digital Creation, this panel is a moment of exchange between and with representatives of institutions active in this key emerging sector between audiovisual, media design and video games. The discussion will help to better identify the issues, needs and opportunities for the region in the coming years.

### **ACCREDITATION TO GDM:**



## **GENEVA DIGITAL MARKET**

#### SWISS INTERACTIVE SESSIONS

Since 2019 this programme has enabled Swiss digital artists to meet representatives of international institutions and art centers in order to facilitate the distribution of their projects abroad.

Bärn im Anthropozän | Jasmin Bigler, Nicole Weibel | Visual Art Project | Development Stage: Finished

Circling of Life | Hae Young Ji | Visual Art Project | Development Stage: Finished

Landscapes with the Fall of Icarus | Nacoca Ko | Digital Art | Development Stage: Finished

My Dear Lover | Milva Stutz | Audiovisual Project | Development Stage: Finished

Over the Horizon | Laurent Güdel | Audiovisual Installation | Development Stage: Finished

Proof of Faith | Chloé Michel | Installation Interactive, Media Design Project | Development Stage: Finished

SELF-ME | Lea Ermuth | Interactive and Performative Installation, Visual Art Project | Development Stage: Finished

Them, Us, Me | Léo Thiémard, Laurent Rime | AR | Development Stage: Production

The Sound of Others | Lison Christie | Audiovisual Installation | Development Stage: Finished

Vertex & Fortuna | Victoria Kraeva | Visual Art Project, Audiovisual Project | Development Stage: Production

#### XR COPRODUCTIONS SESSIONS

Organised since 2019, these sessions enable 20 of the most innovative European project leaders to present their work in progress to European producers. The day is divided into two parts, starting in the morning with pitching sessions and continuing in the afternoon with one-on-one meetings between participants.

Ancestral Secret VR | Francesca Silva, Maria José
Diaz, Ricardo Tapia | Documentary, Animation | VR |
Development Stage: Postproduction

ANON VR | Clarens Grollman, Jan Lachauer | Animation | VR | Development Stage: Development

Celui qui respire encore | Fabienne Giezendanner, Matthieu Morais de Araujo | Animation | VR | Development Stage: Development

Dans Drauganna | Nicole Popst | Experimental, Animation, Fiction | VR | Development Stage: Development

Eyes of Shame | Tomas Tamosaitis, Emmanuel Rouglan, Sara Bozanic | Animation, Fiction | VR | Development Stage: Preproduction

Flows | Timo Wright | Documentary, Experimental | VR | Development Stage: Development

Grotte | Arnaud Laffond | Experimental | VR | Development Stage: Preproduction

If These Streets Could Talk | Barna Szasz, Sara Bozanic, Dane Christensen | Documentary | AR | Development Stage: Development

Kvöldvaka | Barna Szasz, Carol Dalrympie, Diane Christensen | Experimental, Documentary | AR | Development Stage: Production

Locked Up | Antonio Messina | Animation, Fiction | VR | Development Stage: Production

Mylings | Uta Arning, Aurite Kouts | Fiction, Animation | VR | Development Stage: Development

Queer Utopia | Lui Avallos | Fiction | VR | Development Stage: Production

Rave | Patrick Muroni | Interactive, XR Project | VR | Development Stage: Development

Symbiotic | Tobias Gremmier | Experimental | MR | Development Stage: Development

Sunset Motel | Gilles Jobin | Animation, Fiction | VR | Development Stage: Development

## **GENEVA DIGITAL MARKET**

### **NETWORKING**

Meet and connect with international audiovisual players in new, custom-made spaces, wheter on online platforms or in prestigious venues.

#### **SWISS IMMERSION COFFEE BREAK**

NOVEMBER 9TH, 3:15pm - 3:45pm

SWISS FILMS is pleased to invite you for a coffee break to celebrate the launch of the SWISS IMMERSION Festival Support: a new measure that aims to strengthen the presence of Swiss immersive projects at international festivals worldwide and to consolidate the relationship between SWISS FILMS and Swiss XR producers.

#### **DIGITAL NIGHT**

NOVEMBER 9TH, 6:30pm-12:am

The Digital Night returns for its 6th edition. This informal event will not only be an opportunity to discover European and Swiss projects from the Festival's official selection, but also to attend the presentation of the Work in Progress of the VR project Amazing Monster from Neuchâtel.

#### **EUROFEST XR NETWORK**

NOVEMBER 10TH, 2pm-4pm

Since 2019, the Eurofest XR brings together within the framework of the GDM several representatives of events that include XR in their programs. This year the network's efforts will focus on opening up and integrating new members, perpetuating support for creators and producers of XR and immersive works through initiatives for better distribution of works and circulation of talent in Europe and participation in calls for projects at European level in support of the association.



# FACTS AND FIGURES

STATISTICS				
GIFF editions	28			
GDM editions	10			
Budget	CHF 2'600'000			
2021 EDITION				
2021 Attendance	+30′000			
VR Viewing 2021	+11′000			
UNLIMITED Attendance 2021	+10′000			
Accredited 2021	+600			
TEAM				
Permanent Staff	8			
Temporary Staff	+120			
Volunteers	+300			

2022 PROGRAM				
Selected works (total)	120			
Films	57			
Series	32			
Immersive works	31			
Swiss works	26			
International works	94			
World Premiere	10			
International Premiere	3			
European Premiere	5			
Swiss Premiere	67			
GIFF Guests	+100			
GDM Guests	+100			



## **PRESS OFFICE**

#### **PRESS AREA**

The press area of the website contains all documents for the media. Press releases, Festival and Film press kits, images, posters and visuals are available for download.

#### **SCREENERS**

Screeners of films and series can be requested on a case-by-case basis from distributors and rights holders. Requests can be made by e-mail to <a href="mailto:presse@giff.ch">presse@giff.ch</a>. Distributors also sometimes offer theatrical press screenings before or during the event. It is recommended to consult the press screening schedule in parallel with the edition.

#### **INTERVIEWS**

The press office is at your disposal to answer your questions and to fulfil your interview requests as far as possible. A list of guests' attendance is regularly updated on the website. Interview requests can be sent by e-mail to <a href="mailto:presse@giff.ch">presse@giff.ch</a>! Interviews are accepted at the discretion of the talent and distributors. Embargoes may apply.

#### **ACCREDITATIONS**

Accreditation is now open on <u>GIFF.ch</u>! They are reserved for journalists and media professionals covering the event. To apply, please fill in the form on the website.

Premium and Partner accreditation gives access to all GIFF screenings and sessions as well as to the Geneva Digital Market (GDM) online or on site. Classic accreditation offers the same access, except for the *Evolver* and *Les aveugles* installations and the *Yacine x Marguet* session which are accessible at a reduced rate. Reservations are required for entry to the theatre. The press office reserves the right to refuse accreditation.

Need a last minute accreditation? It is possible to apply during the Festival. Please note, however, that the press office may not be able to validate the request immediately. It is strongly recommended to submit your request before 4 November.

Physical accreditation can be collected from Friday 4 November on the 1st floor of the <u>Théâtre Pitoëff (Rue de Carouge 52, 1205 Genève</u>) at the following times:

5 pm – 10 pm
11 am – 9 pm
2 pm – 8 pm
2 pm – 7 pm
Closed

#### CONTACT

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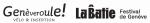






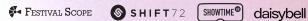


















#### **GDM PARTNERS**

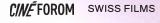






























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