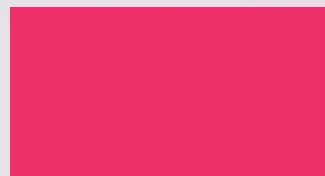


# GIFF XR ROADSHOW

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**GIFF** GENEVA  
INTERNATIONAL  
FILM FESTIVAL  
BEYOND CINEMA

**GDM** GENEVA DIGITAL  
MARKET  
THE SWISS EVENT  
FOR AUDIOVISUAL  
INNOVATION

# BEYOND CINEMA

Since its creation in 1995, the Geneva International Film Festival (GIFF) has been a privileged observer of several artistic and industrial revolutions. It is at the forefront of audiovisual innovation, series and XR (360° cinema, virtual, augmented and mixed reality). Through its unique positioning in Switzerland, the Festival plays an active part in the diversity of the national and European audiovisual landscape.

By acquiring solid expertise in the field of digital arts, virtual worlds and new forms of storytelling, GIFF has been able to observe that there remains a gap in terms of access to digital creation, in the canton of Geneva, in Switzerland and abroad. Witnessing this gap, GIFF wanted to offer a response by developing, since 2017, the GIFF Unlimited program. The aim of this initiative is to develop GIFF's network of activities and to promote and distribute immersive works in Switzerland throughout the year. Since its inception, this program has enabled Swiss artists and digital works to find new audiences.



# XR ROADSHOW

GIFF's new project, the XR Roadshow, came to fruition in 2023 thanks to the support of the Republic and Canton of Geneva, the UBS Foundation and Radio Télévision Suisse RTS. To promote access to digital creation in all its diversity, GIFF has set up a caravan offering an immersive experience to small groups in optimal conditions. The caravan is on tour in Switzerland and abroad, and is sometimes available to the general public. The operation of the XR Roadshow is overseen by the Operational and Technical Manager of the Digital Program and the Head of Cultural Outreach of GIFF. Our team welcomes and guides the public during the experimentation.

## TECHNICAL PRESENTATION

The caravan is extendable. When deployed, the caravan occupies an outdoor space of 49 m<sup>2</sup> (7.5 m L X 6.5 m W).

Inside, the caravan has a minimum ceiling height of 1.80 m and a floor area of 25 m<sup>2</sup>. Double-glazed windows guarantee insulation. The caravan is fitted with reversible heating and air conditioning.

Once deployed, the caravan does not move and remains static throughout the residence. The parking space must not obstruct escape routes or emergency exits.

The caravan has two AC power plugs and sockets:

- CEE 32A 400V
- CEE 16A 230V



## COSTS

On request, we provide a customized budget that includes :

- operating team salaries
- general and administrative coordination of the project
- customized programs
- production costs (copyright, caravan rental and transport, computer equipment and team meals)
- delivery of communication materials

This rate is negotiable and decreases when the caravan is rented over several consecutive days.

## CONTACT

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