

Press release,
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Geneva Digital Market, GIFF's professional module

The 6th Geneva Digital Market (GDM) will take place from 5 to 8 November. Once again this year, GIFF's professional module will provide a platform for professionals in the audiovisual and digital industry to meet and exchange ideas. Featuring round-table discussions and pitching and match-making sessions, the GDM aims to stimulate the flow of information and good practices in the changing audiovisual sector, and addresses the deontological as well as technological issues that have arisen through new digital forms.

For the second year running, the GDM assists up-and-coming filmmakers in Switzerland thanks to **New Swiss Talents**, a program set up in association with Migros Cultural Percentage. The six filmmakers selected this year will be able to discuss their feature film project in depth with screenwriters and producers from Switzerland as well as from all over the world during an event that will take place on Monday, November 5. The audience will get to discover their latest short movies during an evening screening that same day.

In addition to providing support for Switzerland's young filmmakers, the GDM focuses on the future of independent audiovisual production as a whole in a first-ever program of "Conferences on independent audiovisual creation". On Tuesday November 6 professionals from the audiovisual industry will discuss the evolution of independent creation and the role of public service television channels in Europe, and more specifically in Switzerland.

Six working round tables will address topics such as writing forms and formats, audiences and their habits, media platforms and new opportunities for local, national and international distribution. The event will end with a concluding discussion on independent creation financing at RTS.

Among the various audiovisual media, the GDM obviously focuses in particular on the digital industry. Often perceived as the expression of a society constantly striving for efficiency, the digitalization process nevertheless offers some broader prospects. Through its **SENSible** program, supported by Fondation Leenaards and in partnership with Le Temps newspaper, the GDM will bring together digital creators and artists, scientists and politicians around a shared project: Reintegrating Human Beings in our Digital Society. To this end, a series of immersive and interactive works selected for their artistic and humanist significance will feature at GIFF. A SENSible Council will then award the SENSible Prize, rewarding the work that will have stood out for its humanist qualities.

As every year since its inception, the GDM will foster debate by hosting three round-table discussions/talks on digital-related topics.

The first will take place on Monday November 5 and will address cinema and thought. The talk **Future Cinema: Brain-Controlled Narratives** will feature and address several projects at the crossroads between scientific research and audiovisual production. The talk will also feature a screening of **The MOMENT**, a first short movie whose scenario is determined by the feelings of the viewer, with 18 billion possible combinations. Richard Ramchurn, the creator, will be present to talk about it.

The second talk, **Is the future virtual for museums?** will take place on Wednesday November 7 and will provide an opportunity to discuss the future of museum spaces in relation to the influence of digital technology on the dematerialization of art, featuring curators, producers and artists active in the field of immersive arts. A round-table discussion will echo the **VR Museum**, the curation of virtual reality works produced by contemporary artists and works that investigate emblematic paintings in the history of art featuring Munch's **Scream**, Manet's **A Bar at the Folies Bergère** and Vallotton's series of woodcuts **Intimacies**, among others.

Finally, the third talk, **Virtual Reality at the Theater**, which will take place on Thursday November 8 in association with the MAH, will be dedicated to theater and the potential of virtual reality in terms of staging and playwriting. The audience will be able to see a glimpse of the immersive work **24/7**, which



puts virtual reality at the service of a reflection on sleep, one of the last bastions where life escapes our contemporary society's search for efficiency.

The **New Digital Talents**, a program designed to highlight the most innovative creators, companies and collectives in contemporary audiovisual digital production, will take place on Wednesday November 7 and Thursday November 8. Twelve Swiss and European digital companies are invited to present their know-how in terms of digital creation in front of an audience of key stakeholders from the digital industry during a pitch session. Kairos Studio, INT studio, Encor Studio, wowl and Studio Z1 will feature for Switzerland, while France will be represented by PastorPlaczek, GENGISKHAN and the collective INVIVO that will present the immersive piece **24/7**. The event will also feature Episcapes (Marc Zimmermann) and Banz & Bowinkel from Germany, Marshmallow Laser Feast from the UK and Ado Ato Pictures from the Netherlands.

In association with Engagement Migros, the program will feature a Match-Making Module for the last time. This initiative connects creative minds with professionals from the industry in order to develop collaborations and business opportunities, and has so far enabled New Digital Talents from 2017, such as digital artist Benjamin Muzzin, to present their works at the Society for Arts and Technology in Montreal as well as at the Berliner Festspiele Immersive. The same goes for digital creator Martin Hertig, whose works were shown at the Sheffield Festival, the Phi Centre in Montreal, the National Media Museum in Bradford and Ars Electronica.

Despite a program that has proved its worth, the Match-Making Module with Engagement Migros will bow out and pass the torch on to Pro Helvetia – Swiss Arts Council, which will continue to develop the format and give access to the knowledge acquired during the module through a *Matchmaking Cookbook* (<https://prohelvetia.ch/en/initiative/culture-and-business/#tab-matchmaking>).

From 5 to 8 November the GDM will thus provide professionals from the audiovisual industry as well as festivalgoers with four days of think tanks and discovery.