



*Press release  
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**Exclusive screening of Karim Ben Khelifa's immersive experience *The Enemy* at the 24<sup>th</sup> Geneva International Film Festival // GIFF**

The 24<sup>th</sup> Geneva International Film Festival (GIFF) will host one of the most ambitious virtual reality projects ever conceived: ***The Enemy*** by photojournalist Karim Ben Khalifa. After having been shown at the Arab World Institute in Paris, the MIT Museum in Boston, the Tel Aviv International Film Festival and the Phi Centre in Montreal, the immersive journalism installation returns to Europe at GIFF. An exclusivity for the Festival which will screen the work from 2 to 10 November at Auditorium Ardit. *The Enemy* is a collective work that can be experienced by half-a-dozen festivalgoers at the same time.

An immersive and collective journalistic experience, *The Enemy* takes visitors right into the middle of a face-off between fighters in three war zones: the "Maras" in El Salvador, the Democratic Republic of the Congo, and Israel and Palestine. Breaking with traditional war imagery as it has been depicted in the media until now, the work spotlights those responsible for the violence, echoing their motivations as well as their dreams.

A self-taught photographer who soon turned to news reporting, in particular in Iraq and the Occupied Territories, Karim Ben Khelifa focuses his approach on an increasingly relevant issue: What use are war pictures if they do not change the way people relate to violence and the resulting suffering and harm?

*The Enemy* project, which is supported by the City and the State of Geneva, is organized in association with Interpeace. The work is part of the SENSible program, in partnership with Le Temps newspaper and with the support of the Leenaards Foundation, which brings together immersive works that stand out thanks to their humanistic qualities.

*The Enemy* will be presented at GIFF as well as during the Geneva Peace Week. Karim Ben Khalifa will present *The Enemy* on 8 November at 14:30 at the Community Hall in Plainpalais.