

# VR DAY

## 3.03.2022

NEIMËNSTER – SALLE JOSÉ ENSCH – 2ND FLOOR  
28, RUE MÜNSTER – L-2160 LUXEMBOURG



### 9:30 REGISTRATION & NETWORKING COFFEE

### 10:00 OPENING

Guy Daleiden,  
CEO, Film Fund Luxembourg  
Myriam Achard,  
Chief, New Media Partnerships  
and PR, PHI Montréal

### 10:15 In conversation with...

*How is the pandemic affecting the XR industry? Have festivals and venues adapted to "the new normal"?*

*What types of projects resonate with audiences?*

*Comment la pandémie impacte-t-elle le secteur de la XR? Les festivals et lieux se sont-ils adaptés à la nouvelle donne? Quels projets trouvent leurs publics?*

**Speakers:** Myriam Achard, Ana Brzezińska, Anaïs Emery, Michel Reilhac  
**Moderator:** Monique Simard

### Spotlight on...

*The artists and producers behind the works shown at the 2022 VR Pavilion: creative processes, funding*

*structures, business models, distribution opportunities and pandemic-related challenges. Parole aux artistes et créateurs des oeuvres exposées au Pavillon VR 2022: processus de création, financements, modèles d'entreprise, potentiel de distribution et défis liés à la pandémie.*

**Speakers:** Mads Damsbo, Avi Amar, Audrey Pacart, Michael O'Connor, Charlotte Bruneau  
**Intro and Moderator:** Myriam Achard

### MIX AND MINGLE INDUSTRY LUNCH

### 14:00 Branching out...

*How and why XR creators and producers diversify their business to stay on top of production methods, distribution trends, audience taste and market developments.*

*La diversification des activités pour rester au fait des dernières tendances de production et de distribution, des évolutions du marché et des appétits du public.*

**Speakers:** Antoine Cayrol, Nicolas Blies & Stéphane Hueber-Blies, Tupac Martir, Laurent Witz  
**Moderator:** Marine Haverland

### Exploring new opportunities in the Greater Region...

*Exhibiting and curating XR works at museums and festivals in Luxembourg and its surroundings.*

*Quelles opportunités pour la XR dans les lieux culturels et les festivals au Luxembourg et dans les pays limitrophes?*

**Speakers:** Marie du Chastel, Laure Hendrickx, Christophe Salomon, Karolina Markiewicz  
**Moderator:** Yves Conrardy

### Mapping the way to the future...

*New pathways for XR and the audiovisual industry? How can XR survive and thrive in 2022 and beyond?*

*La prochaine frontière de la XR et de l'industrie audiovisuelle: comment promouvoir et faire prospérer les nouveaux formats en 2022 et au-delà?*

**Speakers:** Michel Reilhac, Antoine Cayrol, Olivier Fontenay, Guy Daleiden, Gilles Jobin  
**Moderator:** Ana Brzezińska

### By 16:00 CLOSING

### SPEAKERS AND MODERATORS

**Tupac Martir**  
Artist and Founder, Satore Studios

**Monique Simard**  
Cultural Administrator, Montréal, Chair of the Board of Directors of the Quartier des spectacles de Montréal, Chair of the Board of Directors of the Quebecor Fund

**Ana Brzezińska**  
Immersive Curator at Tribeca Film Festival

**Stéphane Hueber-Blies**  
Filmmaker, Co-founder a\_BAHN, Studio XR Soleil Noir

**Nicolas Blies**  
Filmmaker, Co-founder a\_BAHN, Studio XR Soleil Noir

**Antoine Cayrol**  
CEO, Producer, Atlas V

**Mads Damsbo**  
Producer, Makropol, *End of Night*

**Michel Reilhac**  
Curator Venice VR, Head of Studies Venice Biennale College Cinema

**Michael O'Connor**  
Director, *Glimpse*

**Audrey Pacart**  
Producer, *Very Story, Marco&Polo Go Round*

**Avi Amar**  
Producer, Floréal Films, *Goliath: Playing with Reality, We are at Home*

**Anaïs Emery**  
Executive and artistic director, Geneva International Film Festival

**Marine Haverland**  
Co-Founder, fomo.scene

**Laure Hendrickx**  
New audiovisual narratives, BOZAR

**Laurent Witz**  
Director, Producer, Academy Award Winner, Zeilt Productions

**Olivier Fontenay**  
Head of Digital Creation, Centre National du Cinéma et de l'Image Animée (CNC)

**Myriam Achard**  
Chief, New Media Partnerships and PR, PHI Montréal

**Guy Daleiden**  
CEO, Film Fund Luxembourg

**Charlotte Bruneau**  
Director, *The Assembly*

**Gilles Jobin**  
Artistic director, Choreographer

**Christophe Salomon**  
Délégué général, Images du Réel

**Yves Conrardy**  
Coordinator, Multiplika Festival

**Marie du Chastel**  
Curator, KIKK Namur

**Karolina Markiewicz**  
Co-Director, *Metamorphosis*

Admission is free of charge but registration is required  
Accès gratuit, inscription obligatoire:  
[bit.ly/VR\\_Day](https://bit.ly/VR_Day)

Simultaneous translation in English will be available.  
Une traduction simultanée en français sera disponible.

A networking lunch will be served to all participants.  
Un déjeuner de networking sera servi.

Speaker lineup may be subject to unforeseen changes.  
Conférenciers sous réserve de modifications.

VR Day is organised with the support of the European Regional Development Fund (ERDF) via the Interreg project CinEuro Grande Région.

VR day est organisé avec le soutien du Fonds européen de développement régional (FEDER) via le projet Interreg, CinEuro Grande Région

