XR ART FAIR
Regulations
Call for projects 2023

Call for projects is open until from **Tuesday, November 8th 2022** to **Tuesday, January 10th 2023** (11:59pm, GMT). Go to the application form: https://newimages-xr-art-fair-2023.paperform.co/

Last update on December 12 2022.

1- About the XR Art Fair

1.1 - Presentation. As part of the NewImages XR Market, leading marketplace in Europe for immersive projects and artworks, the XR Art Fair is a brand-new program launched by the NewImages Festival in 2022 with the support of Creative Europe.

The intention is to bring together museum curators, cultural institution programmers and artists / producers from the immersive creation field. In this way, the NewImages Festival intends to encourage the structuration of a - European and international - distribution network that will efficiently support immersive creation by supporting the dissemination as well as the exhibition of those artworks.

1.2 - Objectives. For the curators and cultural programmers, participating in the XR Art Fair is a great opportunity to get into immersive art, to get to know those new techniques and technologies, to learn how to evaluate the potential of this new artistic form and to discover each year a selection of innovative artworks specially designed for a physical distribution / exhibition and carefully selected by the festival.

On the other hand, the XR Art Fair represents a unique opportunity for artists and producers to meet with curators and programmers from all over the world in order to promote their completed artwork(s).

1.3 - Program format. The XR Art Fair is designed in such a way that all participants - whether they attend the event in real life or remotely - will be able to get the best quality of service and get the most from the event.

According to the evolution of the health situation, these conditions may have to be updated. Should this happen, decisions and measures taken by the festival team will be announced as soon as possible.

2- Submit an immersive artwork

2.1 - Eligible artworks. The XR Art Fair is open to any artwork:

- exploring new kinds of storytelling and narrative (no matter the form: film, game, interactive work, live performance or installation, etc.) using either XR technologies (VR, AR, MR) or immersive and/or innovative devices (binaural sound, AI, etc.)
- completed (regardless of the date) and having already been distributed at least once OR having a distribution secured and scheduled for 2023 (any exploitation or exhibition contract being confirmed).
- designed for physical distribution / exhibition

The country(ies) of production, length, genre and choice of SDK or distribution platform are not selection criteria.

If you have any question regarding the eligibility of your project, please do not hesitate to contact us: newimages-xrmarket@forumdesimages.fr / manon.blot@forumdesimages.fr

2.2 - About the call for projects. Submitting a project to the XR Art Fair is free of charge. Several projects can naturally be submitted by the same person / production company.

The call for projects is open to all immersive creators / producers and is not selective. Registrations must be made :

- in English
- online no later than Tuesday, January 10th 2023 (11:59pm, GMT)

The festival guarantees the confidentiality of the submitted information and materials. We strongly advise you not to wait until the last days of the call for applications to submit your project, in order to avoid any technical issues.

In addition, please note that:

- incomplete entries will not be considered
- there is no time limit to complete the [form](#)
- your answers and data are auto-saved, so you can close and/or return to the form from the same device and browser (excluding private windows)
- each applicant can submit several projects
- once the registration is finalized, you are not allowed to change the submitted information before you receive the confirmation of your participation (late March, an update of the project information will then be offered to the participants before the official announcement)

By registering, you declare and guarantee that you are the holder of all the usage rights to the work necessary for this registration, or have been authorized to do so. NewImages Festival cannot be responsible in any way for any claim, conflict or lawsuit in connection with the registration of the project.

Please note that the registration of a project is not considered as an accreditation for the Industry Days and therefore, does not give access to the festival.

3- Registration and conditions of participation

3.1 - Registration validation. There is no selection process for the XR Art Fair. At the end of the call for projects, the festival team will quickly ensure the conformity of the submitted artworks with the eligibility criteria (previously mentioned).

3.2 - Participation confirmation. At the beginning of February, all eligible applicants will receive an email confirming their participation in the XR Art Fair.

From the moment the invitation is sent, you will have six days to confirm your participation:

- by registering at least one team member[1]

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[1] It is mandatory to purchase 1 accreditation per participant (exceptional fixed price of €70). If you have a coupon code which leads to a more advantageous price, the discount can of course be applied to the purchase of this accreditation.

○ by purchasing your "Virtual Booth" (in order to share the project information with Decision Makers)[2]

○ by confirming and/or updating their project(s) information

3.3 - Official announcement. Selected artworks for the XR Art Fair will be announced in early February. Here are the undertakings of selected teams. They commit:

○ not to disclosing information regarding their participation prior to the Festival official announcement

○ to including the logo "Selected to XR Art Fair - NewImages Festival 2023" on all promotional and publicity materials, as soon as the official announcement is made (a promotional kit will be sent in February)

3.4. - Presentation of the project. The participants commit to sending a short video or trailer to present their project (duration about 2 to 5 minutes, clear and concise) and a written description of the project by early March 2023.

3.5. - Impact study. The participants commit to answering the impact study forms that will be sent at three different moments by the festival's team.

4- Compensations

4.1 - Connections with Decision Makers. The XR Art Fair guarantees for participants are:

○ the participation of European / international museums curators and cultural institutions programmers (Decision Makers), thus offering to the participants new opportunities to distribute their artwork(s)

○ prior to the festival, the presentation of selected projects to all the Decision Makers. These ones will be advised on their choices and their meeting requests according to their expectations and/or their artistic and editorial policy

○ to organize all the one-to-one meetings requested by Decision Makers with selected project holders

In addition, the XR Art Fair guarantees that the selected artworks will be visible to all those attending the Industry Days. In this respect, selected teams will also have the opportunity to

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[2] It is mandatory to purchase 1 virtual booth per company participating in the XR Art Fair. The price for a virtual booth starts from €110. Each booth will allow you to present one or several projects of your choice (or a catalog of projects).

arrange additional meetings with other accredited professionals, even if they do not participate in the XR Art Fair.

However, please note that:

- ○ there is no guarantee of a minimum number of meetings
- ○ confirmed Decision Makers will be regularly announced starting from early 2023

4.2 - Meetings: organization and format. There are 3 steps:

- ○ **1st round —** meetings are requested by Decision Makers and pre-organized by the festival team (nothing has to be done by selected projects holders)
- ○ **2nd round —** meetings are directly requested by the participants to Decision Makers and must be approved by these ones (subject to acceptance)
- ○ **3rd round —** additional meetings are requested by other Industry Days attendees to the XR Art Fair participants or vice versa. In either case, requests must be approved as well

Meetings will last 25 minutes and will be held on site on April 5th, 6th and 7th.

Additional meetings (3rd round) can not be held in the same area as the meetings with Decision Makers or during the time slots mentioned above. Participants are free to agree on date and time, on site or online, even after the festival.
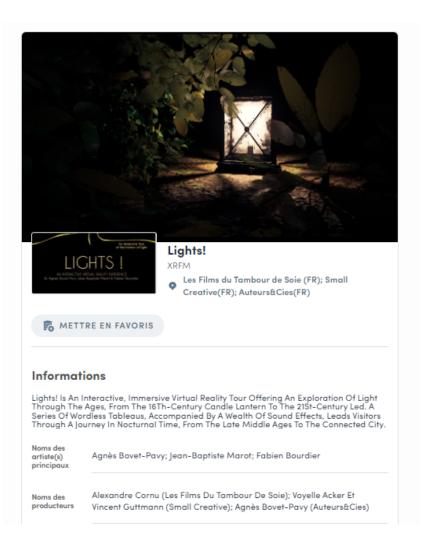
4.3 - Virtual Booths. An online booth (or "Virtual Booth") will allow each team to present the project(s) of its company to the Decision Makers as well as to all the accredited professionals. The virtual booth and features are accessible for one year (from the date of purchase).

Please note that it is mandatory for each company participating in the XR Art Fair to purchase a virtual booth for the project(s) you want to promote during the XR Art Fair (see prices below).

The virtual booth will be available online (via Network) and will give selected project holders the opportunity to:

- ○ promote their project as they like, by adding a presentation video or stills, a synopsis, additional attached documents and links, by specifying the partners they wish to meet

- update and/or add details about the project, at any time before and after the festival (nevertheless, please note that main information will have to be confirmed no later than late March in order to prepare the publication of the festival's catalog)
- manage their meeting schedule, specify availabilities and share meeting requests between team members
- open their own chat and get in touch with other accredited professionals
- share job adverts or services in order to promote their activity
- download the emails of people they have met and been in touch with during the festival

Lights!
XRFM

Les Films du Tambour de Soie (FR); Small Creative(FR); Auteurs&Cies(FR)

METTRE EN FAVORIS

Informations

Lights! Is An Interactive, Immersive Virtual Reality Tour Offering An Exploration Of Light Through The Ages, From The 16Th-Century Candle Lantern To The 21St-Century Led. A Series Of Wordless Tableaus, Accompanied By A Wealth Of Sound Effects, Leads Visitors Through A Journey In Nocturnal Time, From The Late Middle Ages To The Connected City.

Noms des artiste(s) principaux	Agnès Bovet-Pavy; Jean-Baptiste Marot; Fabien Bourdier
Noms des producteurs	Alexandre Cornu (Les Films Du Tambour De Soie); Voyelle Acker Et Vincent Guttmann (Small Creative); Agnès Bovet-Pavy (Auteurs&Cies)

5- Join the 6th NewImages Festival

5.1 - Costs for participants. Those costs will be applied to each selected company:

- ○ **Virtual Booth = from €110**

  this purchase is mandatory to confirm your participation

  1 virtual booth / company

  From 1 to 2 presented projects = **€110 (taxes incl.)**

  From 3 to 5 presented projects = **€310 (taxes incl.)**

  From 6 to 10 presented projects= **€510 (taxes incl.)**

  Unlimited number of presented projects = **€910 (taxes incl.)**

Those costs will be applied to all the participants:

- ○ **Full Access accreditation**

  Being selected implies the Full Access accreditation of at least one person per project/team that will be present for the meetings in Paris.

  This accreditation is at a special and fixed rate of €70 (instead of €140) for one team member per project participating in the XR Development Market and is equal to a Full Access accreditation, including XR Development Market one-to-one meetings.

  A discount of 40% is given for 3 additional accreditation (Full Access or Online Access) to each project/team.

In addition, if you have a coupon code, you can naturally use this discount when purchasing this accreditation. If you are already registered for Industry Days, then you only have to purchase your virtual booth(s).

5.2 - Other expenses. Please note that travel or accommodation costs and any other expenses are to be paid by the participants.

5.3 - XR Art Fair: dates and schedule.

- ● **April 5th, 6th and 7th 2023 — In person meetings with Decision Makers:** meetings with Decision Makers (1st and 2nd rounds) will be scheduled in the mornings of the three Industry Days.

6- Communication and promotion.

6.1 - Communication materials. In February, teams participating in the XR Art Fair will have the opportunity to confirm and/or update their project(s) information. By registering, you authorize the festival to use these elements on its different communication channels, for promotional purposes and during the three next years.

6.2 - Update. As soon as their participation is confirmed, participants are allowed to update their project(s) details, at any time via their professional account on the festival's website (network).

However, please remember that general information that will be used in the festival's catalog (synopsis, project team, basic technical information, stills) must be confirmed no later than mid-February when you confirm your participation.

6.3 - NewImages Festival logo. As soon as the projects participating in the XR Art Fair are announced, teams will be asked to add the festival logo and mention "Selected to XR Art Fair - NewImages Festival 2023" on their communication tools (a promotional kit will be sent in February).

7- Schedule

Tuesday, November 8th 2022: call for projects opens.

Tuesday, January 10th 2023 (11:59pm, GMT): call for projects closes.

Early February 2023: notification to applicants, participation confirmation, project(s) details for the festival's catalog must be confirmed (text and visuals).

Mid-February 2023: selected projects are officially announced.

Early March 2023: video pitch/trailer/demo (around 2-5 minutes) and written presentation must be submitted.

April 5th, 6th, and 7th 2023 (Wednesday to Friday): in person meetings with Decision Makers in the mornings.

April 5th to 7th, 2023: Industry Days, NewImages Festival.

Friday, April 7th 2023: Award Ceremony, NewImages Festival.

April 8th to 9th, 2023: NewImages Festival, general audience.