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TRIBECA FILM FESTIVAL® REVEALS 2015 INNOVATION PROGRAMMING FEATURING DIGITAL INTERACTIVE STORYTELLING, VIRTUAL REALITY, GAMING, AND CONVERSATIONS ON THE TECHNOLOGY AND ISSUES SHAPING TODAY'S CREATIVE COMMUNITY

Creators, futurists, coders and the generally curious are invited to the Festival's new downtown creative hub at Spring Studios for an exciting lineup of tech-driven events and exhibitions, including the third annual Storyscapes showcase of interactive installations presented in collaboration with BOMBAY SAPPHIRE® Gin and Stanford's Virtual Human Interaction Lab

New York, NY (March 10, 2015) – The **2015 Tribeca Film Festival (TFF)**, presented by AT&T, today announced its lineup of tech and innovation events, many of which will be held at TFF's new downtown creative hub for festivalgoers: Spring Studios, located at 50 Varick Street. Over 10,000 square feet of exhibition space will feature **Storyscapes**, the third annual complimentary showcase of interactive installations presented in collaboration with **BOMBAY SAPPHIRE® Gin**, and a variety of experiential programs covering a range of tech disciplines, from virtual reality to online privacy.

In addition to **Storyscapes**, Spring Studios will also house signature virtual reality (VR) demonstrations. **Stanford University's Virtual Human Interaction Lab**, founded by **Jeremy Bailenson** and **Worldviz LLC**, have teamed up to create VR experiences that allow you to travel as a marine biologist to the bottom of the sea; play quarterback in a football game; and walk a mile in the shoes of someone of a gender, race, or age, other than their own. Events will also feature **Tribeca Talks®: Imagination** powered by The Hatchery, featuring panel discussions with tech thought leaders, including Google's Captain of Moonshots **Astro Teller** and AOL Chairman and CEO **Tim Armstrong**. There will also be a daylong **TFI Interactive** summit, an initiative of the non-profit Tribeca Film Institute with leadership support from the Ford Foundation. The Festival is also innovating this year with the Spring Pass: the gateway to all content and activities at Spring Studios, currently on early-bird sale at tribecafilm.com. **Storyscapes**, which is free with an RSVP, will open reservations on April 13 at tribecafilm.com.

"The interplay between technology and entertainment continues to move at an astounding pace. In this age of multimedia consumption audiences are challenging storytellers to up their game in creating compelling content that not only entertains but is also highly personalized," said Jane Rosenthal, co-founder, Tribeca Film Festival. "It continues to be our mission at the Festival to explore this evolution and foster a vibrant storytelling environment for all creators."

STORYSCAPES

Tribeca Film Festival's Storyscapes, created in collaboration with BOMBAY SAPPHIRE Gin, is a juried section at the Festival showcasing groundbreaking exhibits in technology and interactive storytelling.

Curated by the TFF Programming Team and Ingrid Kopp, Director of Interactive for the Tribeca Film Institute, Storyscapes will present five selections as public, interactive installations at the BOMBAY SAPPHIRE Storyscapes Exhibit and Lounge (Tribeca Film Festival at Spring Studios, 50 Varick Street) from April 16 – April 19, 2015. This year's projects celebrate a wide range of creative approaches to storytelling, empathy and immersion. Enter a '**Door Into the Dark**' and discover what it feels like when your senses are lost. Explore powerful virtual reality experiences with immersive installations like '**The Enemy**' and '**The Machine To Be Another**'. Uncover how you are tracked online through the personalized storytelling in '**Do Not Track**' or establish a digital friendship with '**Karen**', the life coach that wants to get to know you... a little too well.

The deeply engaging nature of Storyscapes will extend to the lounge with interactive bars, custom cocktails, and a transportive design. For the very first time, expert BOMBAY SAPPHIRE bartenders will guide guests on a discovery of their personal taste profile. Translating that profile into a story of flavor, guests will have the opportunity to create one-of-a-kind Gin & Tonic formulas unique to their palates. All the while, a dynamic projection will feature social conversations happening around #Storyscapes.

"I am hugely inspired by this year's Storyscapes offerings—each one shows what can happen when story and technology come together in a meaningful way to bring forth a transformative kind of experience. We are thrilled to present stories that festivalgoers can interact with in profound and delightful ways," said Kopp.

One project will be awarded The BOMBAY SAPPHIRE® Storyscapes Award, which recognizes groundbreaking approaches in storytelling and technology. The five Storyscapes interactive installations presented at this year's Festival are:

- **Do Not Track**

Project Creator: Brett Gaylor

To what extent are you being tracked? In this personalized documentary series about privacy and the web economy, creator Brett Gaylor will reveal what the web knows about you— that is if you share your data with him. From mobile phones to social networks, and personalized advertising to big data, this project shows how the modern web is increasingly a space where our movements, speech, and identities are being recorded.

- **Door Into the Dark**

Project Creators: Anagram

"This is a labyrinth." Find out what it means to be lost in an age of infinite information.

Using groundbreaking locative technology, this immersive documentary combines captivating storytelling with a visceral physical experience: feel your way into the dark—blindfolded, shoeless, and alone— along a taut length of rope that leads to a vivid aural world of real people who have been profoundly lost. Your encounter with these characters takes you deep into their sensations, risks, and illusions. To find your way into the light you must surrender to the unknown.

- **The Enemy**

Project Creator: Karim Ben Khelifa

Two combatants from opposite sides of a war observe each other. We are in the middle.

This project, at the crossroads of neuroscience, artificial intelligence, and storytelling, takes us on an extraordinary odyssey through some of the most contested conflicts in the world. In the first chapter you are immersed in a virtual reality gallery, moving between an Israeli, and a Palestinian soldier. Creator, Karim Ben Khelifa is a conflict photographer who is pushing his work a step further with this creative investigation of the limits of empathy.

- **Karen**

Project Creator: Blast Theory, developed in partnership with National Theatre Wales.

Karen is an app that mixes together gaming, storytelling, and psychological profiling. Karen is a life coach and she's happy to help you work through a few things in your life. As soon as you launch Karen, she will ask you some questions about your outlook on the world. As she becomes more and more curious, Karen starts to identify things about you that she shouldn't know. Where exactly is this going to end?

- **The Machine To Be Another - Embodied Narratives**

Project Creator: BeAnotherLab

BeAnotherLab will be presenting a series of Embodied Narratives that will allow you to inhabit the body and life story of another person, while interacting with artefacts from their life. Imagine the possibility of creating stories that can be felt through your own body as something real. For three years BeAnotherLab has been working with an extended community of researchers, artists, activists, and members of the public to create performance-experiments related to the understanding of the other and of the self.

TRIBECA TALKS: IMAGINATION, POWERED BY THE HATCHERY

On Wednesday, April 22, the Tribeca Film Festival® will host some of the most influential, provocative and creative minds for an all-day summit that asks: what happens when our wildest dreams become reality and what that reality will be in our not-so-distant future? Experience the wonder and inspiration of new technologies, as tech's thought leaders reveal what is just beyond the horizon through multisensory storytelling.

Confirmed speakers include:

- **Astro Teller**, Captain of Moonshots, oversees Google[x] moonshot factory for building magical, audaciously impactful ideas that can be brought to reality through science and technology. Before joining Google, Teller was CEO of Cerebellum Capital, Inc., an AI-based investment management firm; CEO of BodyMedia, a leading wearable body monitoring company; and CEO of SANDbOX AD, an advanced development technology incubator.
- **Tim Armstrong** is Chairman and CEO of AOL which serves nearly 250M global consumers and is a leader in the digital content, video, and advertising industries. Armstrong served as an executive of multiple internet and media companies, including President of Google's Americas Operations, Snowball, Disney's ABC/ESPN Internet Ventures, and Paul Allen's Starwave Corporation.
- **Ashwin Vasavada**, Project Scientist for NASA, is a planetary scientist leading work on Mars. He has participated in several NASA spacecraft missions including the Galileo mission to Jupiter and the Cassini mission to Saturn.
- **Ping Fu**, Chief Entrepreneur Officer 3D Systems (NYSE: DDD) works on the cutting edge of 3D printing at scale. Honored as Inc. magazine's Entrepreneur of the Year, Fu co-founded Geomagic, a 3D imaging software company, which was acquired by 3D Systems. The 3D technologies they developed were created to fundamentally change the way products are designed and manufactured around the world. She serves on the NACIE (National Advisory Council on Innovation and Entrepreneurship) at the Department of Commerce.
- **Jeremy Bailenson** is founding director of Stanford University's Virtual Human Interaction Lab. Bailenson's main area of interest is the phenomenon of digital human representation, especially in the context of immersive virtual reality. He explores the manner in which people are able to represent themselves when the physical constraints of body and virtually-rendered behaviors are removed. He designs and studies virtual reality systems that allow physically remote individuals to meet in virtual space, and explores the manner in which these systems change the nature of verbal and nonverbal interaction.
- **Carl Dietrich**, CEO of Terrefugia, is an expert in liquid bi-propellant rocket propulsion, aircraft design & fabrication, as well as plasma physics & fusion energy. As an aerospace industry entrepreneur, Dietrich raised over \$12 million of private capital, grew Terrafugia through the successful development of airworthy prototype vehicles, and built a \$30 million order backlog for Terrafugia's launch product, the Transition®.
- **Efi Cohen-Arazi** is CEO of Rainbow Medical which is at the forefront of implant technologies to restore and heal. Cohen-Arazi has over 25 years of experience in the medical and biotech

industry. Cohen-Arazi served as CEO of IntecPharma Israel, General Manager & VP at biotech giant Amgen, Senior VP at Immunex and General Manager, and VP at the Merck-Serono.

- **Anthony Lewis** is Senior Director, Technology at Qualcomm leading biologically-inspired computing and robotics. Dr. Lewis is an expert in robotics and neuromorphic engineering with more than 80 publications and patents in these fields. Dr. Lewis directed a multi-faculty robotics lab focused on cooperative robotics at UCLA, and developed high-performance control systems for robotic hands and force feedback exoskeletons as a member of the technical staff for the Jet Propulsion Laboratory. He also founded Iguana Robotics, a private research company, where he spearheaded the development of biologically inspired robots.

More speakers to be announced.

Following is the calendar of TFF innovation events taking place at Spring Studios:

- **Storyscapes** presented in collaboration with BOMBAY SAPPHIRE® Gin (Thursday, April 16 – Sunday, April 19)
- **TFI Interactive** summit, an initiative of the nonprofit Tribeca Film Institute with leadership support from the Ford Foundation (Saturday, April 18)
- **Games for Change's Games and Media Summit**: This daylong summit will explore new and innovative platforms, including films that play like games, and games that incorporate film, all to inspire social progress. (Tuesday, April 21)
- **Tribeca Talks Imagination powered by The Hatchery** (Wednesday, April 22)
- **Stanford's Virtual Human Interaction Lab** (Thursday, April 23 – Saturday, April 25)

Additional innovation events during the Tribeca Film Festival include:

- **Games for Change Festival** in its second installment as part of the Tribeca Film Festival, taking place at the NYU Skirball Center (Tuesday, April 21 – Thursday, April 23 & Saturday, April 25)
- **Sixth Annual Tribeca Disruptive Innovation Awards** (Friday, April 24)

Connect with Tribeca: To keep up with Tribeca, visit www.tribecafilm.com/festival. Like the Tribeca Film Festival Facebook page at facebook.com/TribecaFilm. Follow us on Twitter [@TribecaFilmFest](https://twitter.com/TribecaFilmFest) and on Instagram [@tribeca](https://instagram.com/tribeca) and join the conversation by using the hashtag #TFF2015 or #TribecaTogether

About the Tribeca Film Festival

The Tribeca Film Festival helps filmmakers reach the broadest possible audience, enabling the international film community and general public to experience the power of cinema and promote New York City as a major filmmaking center. It is well known for being a diverse international film festival that supports emerging and established directors.

Founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001, following the attacks on the World Trade Center, to spur the economic and cultural revitalization of the lower Manhattan district through an annual celebration of film, music, and culture, the Festival brings the industry and community together around storytelling.

The Tribeca Film Festival has screened more than 1,600 films from more than 80 countries since its first edition in 2002. Since inception, it has attracted an international audience of more than 4.9 million attendees, and has generated an estimated \$900 million in economic activity for New York City.

About the 2015 Festival Sponsors

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation, aiming to make this the most interactive film festival in the country, where visitors experience the Festival in ways they never imagined.

The Tribeca Film Festival is pleased to announce its Signature Sponsors: Accenture, American Express, Bloomberg, BOMBAY SAPPHIRE Gin, Borough of Manhattan Community College (BMCC), Brookfield Place, ESPN, IWC Schaffhausen, The Lincoln Motor Company, NCM Media Networks, The New York

Times, Santander, United Airlines, and VDKA 6100™. The Festival welcomes new Signature Sponsors: NBC 4 New York and Spring Studios.

Passes and tickets for the 2015 Festival

The new Spring Pass is on sale now at tribecafilm.com/festival/tickets. This pass will provide access to Spring Studios, throughout the Festival, including innovation talks, exhibitions, as well as a resource center, and creative workspace, with food, and drinks. It also includes access to select special events at Spring Studios. The Pass will give discounts to all general screenings and panels during the Festival. The Spring Pass costs \$400, discounted to \$300 if purchased before April 15. Pass holders can invite one guest to accompany them to Spring Studios each day of the Festival. An Individual Day Pass for Spring Studios costs \$50, discounted to \$40 if purchased before April 15.

Advance selection ticket packages are on sale now. All advance selection packages and passes can be purchased online at tribecafilm.com/festival/tickets, or by telephone at (646) 502-5296 or toll free at (866) 941-FEST (3378).

Single tickets cost \$18.00 for evening, and weekend screenings, and \$10.00 for weekday matinee screenings.

Single ticket sales begin Tuesday, March 31 for American Express Card Members, Sunday, April 5 for downtown residents, and Monday, April 6 for the general public. Single tickets can be purchased online, by telephone, or at one of the Ticket Outlets, with locations at Regal Cinemas Battery Park (102 North End Avenue), Bow Tie Cinemas Chelsea (260 W. 23rd Street), and the Tribeca Film Festival creative hub at Spring Studios (50 Varick Street). The 2015 Festival will offer ticket discounts on general screenings and Tribeca Talks: After the Movie and Directors Series panels for students, seniors and select downtown Manhattan residents. Discounted tickets are available at Ticket Outlet locations only.

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PRESS ACCREDITATION: If you are interested in applying for credentials to attend and cover the 2015 Tribeca Film Festival, please use the following link to access the formal credential application: <http://tribecafilm.com/press-center/festival/credentials>. Please note: the deadline to submit applications was Thursday March 5, 2015. Members of the media interested in coverage the innovation elements can apply through March 12, 2015.