



Media Alert

TRIBECA FILM FESTIVAL® AND MARCHÉ DU FILM – FESTIVAL DE CANNES TO SHOWCASE VIRTUAL REALITY PROGRAMMING AT THIS YEAR'S CANNES

NEW YORK, New York – May 10, 2018 – The Tribeca Film Festival will bring its acclaimed immersive programming to this year's Cannes Film Festival as part of a new partnership with Marché du Film – Festival de Cannes. The program, Best of Tribeca Cinema360 @ Cannes NEXT, will debut with a selection of works curated by Tribeca from its new Tribeca Cinema360 VR theater and Virtual Arcade programming. The projects will be exhibited on Saturday, May 12 at 4PM at the NEXT Virtual Reality Theater, Palais - 1, Aisle 14.

The line-up is curated from projects that world premiered in this year's Tribeca Immersive programming, which was showcased during the 17th annual Tribeca Film Festival, which concluded last week. The projects include: *02:09*, *Into the Now*, *Meeting a Monster*, *The Caretaker*, and *This is Climate Change: Feast*.

"Year round we look for ways to bring our dynamic and acclaimed Virtual Reality programming to audiences outside of the Festival," said Loren Hammonds, Senior Programmer at the Tribeca Film Festival. "There was a huge amount of excitement around these projects, all of which had their world premiere at Tribeca this year, so we're excited to bring them to NEXT attendees."

Jérôme Paillard, Executive Director of the Marché du Film – Festival de Cannes, added: "We're very happy of this collaboration with the Tribeca Film Festival. It offers to those projects a perfect complementarity of a huge public showcase in New York City and a high end B2B VR Screening for the film industry in Cannes."

About the Projects

02:09 – Sweden, China

Project Creator: Svante Fjaestad

In three minutes, the world will end. The rich have already left Earth for the New Colonies; those who couldn't afford private shuttles into orbit remain stranded, like the now-worthless banknotes on the streets. A couple wait together on a rooftop, contemplating their fate, while, in front of them, the last human refugees leave the planet before it is too late.

Cast: Chen Dong Hong, Xie Hong

The Caretaker – USA

Project Creator: Jacob Wasserman, Nicolas Pesce, Adam Donald

Key Collaborators: Hidden Content, RealMotion VFX

After their car breaks down on the side of the road on a cold winter night, a couple checks into a strange hotel while they wait for a mechanic to arrive. When the woman's boyfriend suddenly goes missing—the latest in a series of unsettling occurrences within the hotel—she begins to suspect that something more sinister is at work.

Into the Now – USA

Project Creator: Michael Muller

Key Collaborators: Michael Smith, Morne Hardenberg

Director and legendary shark photographer Michael Muller's lifelong fear of sharks eventually led him to discover the tranquility and peace of mind that is possible underwater, engaged with these curious and intimidating creatures. This stunning documentary, a revolutionary, stereoscopic virtual-reality experience, explores marine life and ocean conservation via Muller's own internal journey.

Meeting a Monster – USA

Project Creator: Gabriela Arp

Key Collaborators: Oculus VR for Good, Life After Hate

Through audio recordings and re-enactments, former white supremacist Angela King relives the memories of, and motivations behind, the eight years she spent inside the white power movement—and the path she took to get out. While the monsters of Angela's past define the years she spent mired in hate, she finds redemption only after acknowledging the ultimate monster: herself.

Cast: Belle Emilie Gold, Jerry Edwards, Diana Mitchell, Skye Waller, Aidan Shields, Toia Johnson.

This is Climate Change: Feast – USA, Brazil, Greenland, Somalia

Project Creator: Danfung Dennis, Eric Strauss

Key Collaborators: Diana El-Osta (Producer), Catherine Yrisarri (Producer), Jeff Skoll (Executive Producer), Elise Pearlstein (Executive Producer), Kathy Davidov (Executive Producer), Casey Brown (Executive Producer)

Witness the beautiful expanse of Brazil's ecologically valuable rainforest, threatened by loggers as massive trees are cleared to make way for sprawling industrial cattle ranches. Can the Amazon survive the growing global demand for beef? Participant Media presents *This Is Climate Change: Feast*, directed by Danfung Dennis and Eric Strauss, in association with Condition One.

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About the Tribeca Film Festival

The Tribeca Film Festival is the leading cultural event that brings visionaries and diverse audiences together to celebrate storytelling in all its forms, including film, TV, VR, gaming, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. The Festival champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. Now in its 17th year, the Festival has evolved into a destination for creativity that reimagines the cinematic experience and explores how art can unite communities. www.tribecafilm.com

About Marché du Film – Festival de Cannes

The Marché du Film – Festival de Cannes is a vital meeting point for 12 000+ industry professionals - including 3 900 producers, 3 300 buyers and distributors and 1 000 festival programmers -, a leading place to meet peers from around the world and boost business opportunities.

The Marché du Film – Festival de Cannes will take place from Tuesday, May 8 to Thursday, May 17, 2018. www.marchedufilm.com

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