

Press release
For immediate release
Geneva, July 27, 2023

29th GIFF & 11th GDM: First announcements for the upcoming edition

The Geneva International Film Festival (GIFF) is unveiling the first pieces selected for its 29th edition (November 3-12, 2023). Uniquely positioned in Switzerland, the GIFF is an event which has its finger on the pulse of contemporary audiovisual creation, offering a converging program of films, series and immersive experiences. At the heart of this event, the Geneva Digital Market – GDM (November 6-10, 2023) gives professionals the opportunity to meet industry leaders to discuss the hot topics in technology today. XR creators have until September 8 to submit a project in the various programs on the market – Swiss Interactive Sessions & XR Coproductions Sessions.

The GIFF is delighted to unveil a preview of some of the highlights from its 29th edition (November 3-12, 2023). The Festival will be buzzing thanks to the beating heart of this pre-program – the euphoric monumental immersive installation *In Pursuit of Repetitive Beats* which evokes the vibrant rave scene of the 90s, and its extraordinary impact on music and counterculture. Alongside this, GIFF presents the immersive theater production based on **Ursula Le Guin's** text, *Lavinia*, by **Isis Fahmi** and **Benoît Renaudin**, presented in collaboration with the **Théâtre St-Gervais**.

The SF series *Demascus*, created by **Tearrance Chisholm** and produced by the team behind the legendary *Breaking Bad* and *Better Call Saul*, will also be shown in a international premiere, along with the explosive *Deep Fake Neighbour Wars* with its subversive use of actors and deepfake technologies spotlighting the biggest celebrities on the planet in the ultimate vision of reality TV. As part of its **POP TV** retrospective, the GIFF is also partnering with **RTS** and **Cinémathèque suisse** to present a world premiere of the restored version of *La Fille au violoncelle* by **Yvan Butler**, starring the iconic Michael Lonsdale.

Another prestigious collaboration in this pre-program is the partnership with **CineGlobe** for **Gruppe Laokoon's** theatrical creation *Mauvais Je(ux)*, whose narrative is based entirely on a volunteer's digital data, and which will be presented in the new emblematic **CERN Science Gateway** exhibition space. The full GIFF program will be released on October 12, 2023.

GENEVA DIGITAL MARKET – GDM (November 6-10, 2023) – The call for projects runs until September 8!

The Geneva Digital Market – GDM (November 6-10, 2023), positioned at the heart of the GIFF, invites professionals to meet creative industry leaders to discuss audiovisual innovation and offers XR creators specific financing opportunities. The offering from the GDM includes an annual program structured around a continuous training component with around a dozen activities accessible in hybrid format (talks, keynotes and workshops) embracing current issues in the audiovisual sector, a co-production market for digital creation with international broadcasters and international networking opportunities (350 professionals in 2022). The **Digital Night**, a gala evening event offering guests the opportunity to connect with international players in cinema, audiovisual and creative industries, will be held this year on November 8 in the impressive concert hall, the Bâtiment des Forces Motrices.

Professional accreditations for the 11th edition of the GDM will open on September 1st. You can still submit projects until September 8.

IMMERSIVE

In Pursuit of Repetitive Beats

Darren Emerson | GB | 2022 | 35' | Swiss premiere

In Pursuit of Repetitive Beats is an exceptional VR experience which has already met with huge international success. This interactive documentary invites the public to go in search of an illegal rave in Coventry on one night in 1989. Participants are plunged into the trepidation, excitement and euphoria of the Acid House movement in the most fun documentary this year!

SERIES

Deep Fake Neighbour Wars

Spencer Jones | GB | 2023 | 6x30' | Swiss premiere

Demascus

Tearrance Chisholm | US | 2023 | 6x30' | International premiere

Embedded in the DNA of GIFF, the serial format continues to reinvent itself, always striving to be more innovative and impactful. *Demascus* and *Deep Fake Neighbour Wars* are two perfect examples, seamlessly blending technology and social foresight. The former humorously defies the codes of science-fiction to present a thought-provoking vision of the American social fabric, while the latter utilizes actors and AI to recreate celebrities, creating a comedy impressions show on steroids.

POP TV RETROSPECTIVE

Filmmakers' Television: Homage to Yvan Butler

GIFF teams up with the **Cinémathèque suisse** and **RTS** to honor Geneva-born director and photographer, **Yvan Butler**. With a stunningly diverse filmography, Butler's body of work perfectly captures the rebellious spirit of the legendary "Filmmakers' Television" that emerged in the 1960s. This tribute will showcase a selection of his films and TV shows, including the premiere of the restored version of *La fille au violoncelle* (1973), a true testament to Butler's exceptional vision.

SPECIAL EVENTS

Lavinia

Benoît Renaudin and Isis Fahmy based on the novel by Ursula K. Le Guin | CH | 2023 | 70' | In partnership with Théâtre St-Gervais

Isis Fahmy and **Benoît Renaudin** bring to life the novel *Lavinia* by **Ursula K. Le Guin** in this immersive show where the performing arts meet virtual reality. In this feminine version of Virgil's epic *The Aeneid*, we hear the myth of the origin of the foundation of Rome, the cradle of Western civilization, from the perspective of Aeneas' wife, Lavinia. Live on stage, three actors bring Lavinia's avatar to life in an interactive metaverse designed by the two artists. The visual esthetic and poetic originality of this work revives this forgotten historical figure as a contemporary character with multiple identities.

Mauvais Je(ux)

A play by Gruppe Laokoon | CH | 90' | In partnership with CineGlobe

Deep dive into the captivating universe of Big Data, AI and algorithms in this experimental theater production. This innovative piece explores the technologies influencing our society and each individual, by using the digital data of a real but anonymous person, represented by "I". Thanks to the talented interpreters, four unique versions of this "I" emerge, all based on the same data, but with different perspectives. *Mauvais Je(ux)* invites the public to engage in a fascinating reflection on digital identity and the many facets our data can take in today's digital world.

GIFF 29th GENEVA
INTERNATIONAL
FILM FESTIVAL
3-12.11.2023

GDM 11th GENEVA
DIGITAL
MARKET
6-10.11.2023

SAVE THE DATE

GIFF UNLIMITED @Locarno Film Festival: August 2 – 12, 2023

Accreditations open: September 1, 2023

Programming released: October 12, 2023

29th edition of the GIFF: November 3 – 12, 2023

11th edition of GDM: November 6 – 10, 2023

Digital Night: November 8, 2023

Contact

Bastien Bento | Head of Press | presse@giff.ch | +41 22 809 69 26 | +41 79 934 34 63