

Press release
For immediate release

Geneva, August 24, 2023

29th GIFF: *In Pursuit of Repetitive Beats* will rock Geneva to the rhythms of a virtual rave

The 29th edition of the Geneva International Film Festival (GIFF, November 3 - 12, 2023) will present a euphoric dive into the rave scene with the installation *In Pursuit of Repetitive Beats* by Darren Emerson (GB). Produced by the leading immersive documentary production company [East City Films](#) in collaboration with the British Film Institute (BFI) and Coventry City of Culture, this interactive installation – designed around a virtual rave experience and exhibition – will take audiences back to 1989 on the hunt for the ultimate dance party. This program is presented in partnership with the Electron Festival, dedicated to Electronic Cultures in Geneva, which is celebrating its 20th anniversary.

In Pursuit of Repetitive Beats

Darren Emerson | GB | 2022 | 35' | Swiss premiere | In partnership with the Electron Festival

From poster-strewn bedrooms and pirate radio stations to a police headquarters and on to warehouses reverberating to the beat of Acid House music, *In Pursuit of Repetitive Beats* takes you back to the thrills of the first rave parties thanks to a resounding immersive experience. Produced in collaboration with a series of big names and promoters on the electronic music scene in the Midlands – a pioneering region in the heart of England – this interactive documentary pays tribute to the cultural impact of the rave scene on a whole generation and its seminal influence on today's electronic cultures. This monumental project extends into an installation including a rave corridor, a virtual rave experience and an exhibition. *In Pursuit of Repetitive Beats* already boasts an impressive international track record and will make its Swiss premiere in Geneva.

Press pack

[Trailer](#) | [Behind the Scenes](#) | [Images](#)

[The Guardian - What it's like to attend an acid house rave - in virtual reality](#)
[Mixmag - We went to an Acid House rave in 1989 through the magic of VR](#)

The journalists are invited to a press showing before the doors open on Friday, November 3.

To participate, please e-mail: presse@giff.ch

THE GIFF TEAM AT THE VENICE FILM FESTIVAL

The GIFF programming team will be at the Venice Film Festival: [Anaïs Emery](#) (Executive and Artistic Director), [Maral Mohsenin](#) (Head of Programs), [Casper Andersen](#) (Head of Digital Programs) and [Mathieu Gayet](#) (Head of Industry). On September 1, at 2 pm, professionals are invited to attend the panel discussion "[Sensory Storytelling in XR](#)" featuring Christopher Salter (Director of Immersive Art Space, Zurich University of the Arts), Zoe Roellin (Director), Patrick Muroli (Director) and Susana Panadés Diaz (Lead Dance Artist, Cie Gilles Jobin), moderated by Laetitia Bochud (Director, Virtual Switzerland). This discussion is organized by SWISS FILMS, Cinéforum, the Geneva International Film Festival, Immersive Arts Space and Virtual Switzerland.

GIFF 29th GENEVA
INTERNATIONAL
FILM FESTIVAL
3-12.11.2023

GDM 11th GENEVA
DIGITAL
MARKET
6-10.11.2023

SAVE THE DATE

September 1 | Accreditations open

October 12 | Program announcement

November 3 – 12 | 29th Geneva International Film Festival

November 6 – 10 | 11th Geneva Digital Market

November 8 | Digital Night

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