

Press release  
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For immediate release



## **28<sup>th</sup> GIFF & 10<sup>th</sup> GDM: EUROPEAN PREMIERE OF THE *EVOLVER* VR EXPERIENCE AND FIRST MARKET EVENTS**

**The 28<sup>th</sup> Geneva International Film Festival (GIFF, 4 – 13<sup>th</sup> November) will feature the European premiere of the *Evolver* immersive experience, a production created by the renowned London studio Marshmallow Laser Feast (2022, US/GB/FR). Part musical journey, part scientific exploration and part metaphysical encounter, this production will give GIFF audiences a unique opportunity to experience a contemplative voyage that takes a deep dive into the human ecosystem. Narrated by Cate Blanchett and produced by the extraordinary Edward R. Pressman, Terrence Malick and the famous French studio Atlas V with the support of Nicole Shanahan of Bia-Echo Foundation, Fraunhofer MEVIS and Orange, the auspiciously conceived *Evolver* installation will appear exclusively in Geneva from 4 – 13<sup>th</sup> November.**

**Alongside this pioneering work of contemporary digital audiovisual creation, Geneva Digital Market (GDM), the only event in Switzerland focused on innovation and new technologies, will unveil the first talks and institutions to be involved in the market: Spotify (US), National Theatre (GB), France Télévisions (FR), Orange (FR), Tribeca Festival (US), ARTE France (FR) and many more. The full program will be released on 13<sup>th</sup> October during the press conference.**

**> [The accreditations for GDM's 10<sup>th</sup> edition \(7 - 11<sup>th</sup> November\) are open!](#)**

### ***EVOLVER* : A VIRTUAL REALITY EXPERIENCE OF LIFE AND BREATH**

*Evolver* is one of the most eagerly awaited immersive creations of the year. Released for its world premiere at the American Tribeca Festival, its European premiere will take place at the GIFF from 4 - 13<sup>th</sup> November. *Evolver* invites audiences to take part in a unique experience guided by the voice of Cate Blanchett: It brings together psychedelic images, open-eyed meditation, music and a contemplative exploration of the human body. In the anthropocene era, *Evolver* attempts to restore the broken link between humanity and nature by offering audiences a poetic reincarnation. It is a work with a unique destiny, directed by the renowned Marshmallow Laser Feast studio, produced by Edward R. Pressman, Terrence Malick and the Atlas V studio, and featuring original compositions by Jonny Greenwood (Radiohead), Meredith Monk, Jóhann Jóhannsson, Howard Skempton and Jon Hopkins. *Evolver* was made in collaboration with Natan Sinigaglia, Imaginary Friends and Dirty Films.

Barnaby Churchill Steel (Marshmallow Laser Feast) says: *"If you could explore yourself, you would discover that just under your skin you are a branching being made of rivers, whirlpools and ripples in the tides of existence. The world flows into you and you flow into the world."*

Cate Blanchett says: *"Evolver is a breath of fresh air. A wonder and delight to experience. This astonishing team of artists have created a visionary sensory experience that evokes a profound understanding of the rhythms of the human body and how those rhythms echo throughout nature."*

*Evolver* | Marshmallow Laser Feast | 2022 | US, GB, FR | Immersive installation | European premiere

## 10 YEARS OF GDM: FIRST TALKS

Nestled in the heart of the GIFF, the **Geneva Digital Market (GDM)** is celebrating its 10th anniversary! As the only event in Switzerland focused on audiovisual innovation, set to take place in a hybrid format, the GDM explores technological innovation and will outline the future of audiovisual technology by tackling current issues facing the industry both in Switzerland and internationally: Cryptocurrencies and new methods of financing, the gamification of cinema and filming in the metaverse, the challenges of sustainability and digitalization, the first actions by the Foundation for Digital Creation in Switzerland, and more. The **Swiss Interactive Sessions** and **XR Coproductions Sessions** will be held on November 9 and 10.

The GDM will welcome numerous professionals representing trailblazing businesses in the industry, such as **Spotify (US)**, **France Télévisions (FR)**, **Orange (FR)**, **Tribeca Festival (US)**, **ARTE France (FR)**, **SRG SSR (CH)**, **Zoan (FI)**, **Willco (ES)**, **Foster+Partners (GB)**, **Cascade 8**, and many more.

### Monday, November 7

- *New Financing Methods: Crypto-currencies and Public-private Partnerships*

### Tuesday, November 8

- *A VP Toolkit for Film Professionals (Masterclass + Round Table)*
- *Gamification of Cinema: How to Shoot Your Next Movie in the Metaverse ?*

### Wednesday, November 9

- *XR Line-up Presentations with France Télévisions and Orange*
- *La Fondation pour la création numérique présente les premiers résultats de l'enquête sur la création numérique suisse et révèle ses premières actions*

### Friday, November 11

- *Making Sustainability a Concrete Commitment: Is the Complete Digitalization of the Creation and Production Process of Cultural Events a Good Objective ?*

[>> DOWNLOAD LINK <<](#)

**> Accreditations to attend GDM are open!**

**> The full program will be released on October 13th during the press conference.**

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