

XR&GAMES ACTIVITIES AT MIFA 2024

 La Chambre de Métiers et de l'Artisanat - Mont-Blanc

TUESDAY, JUNE 11TH

❖ WIP XR: Ito Meikyu

 09:15 am

 Festival+, Students, Mifa - by reservation

❖ XR MIFA Conference: Do we need VR blockbusters?


At a time when the immersive industry is experiencing an acceleration on the manufacturer side, and on the content side, what is driving creation forward? Should we focus on franchises and well-known names as cinema and television do? Does immersive storytelling need these experiences to grow and make a name for itself, or must it rely on works by authors from the medium to exist?

 11:00 am

 Festival+, Students, Mifa

 NEWIMAGES, YAHOO, TIERNEY CORP AND FRANCE TÉLÉVISION STORYLAB

❖ Industry Panel: Fostering New Immersive Talents with France Télévisions StoryLab

 12:30 pm

 Festival+, Students, Mifa

 FRANCE TÉLÉVISIONS STORYLAB

❖ Pitches MIFA: Digital Experiences


Discover the top animation film projects in the Digital Experiences category, all original and in development.

 14:00 pm

 Students, Mifa - by reservation

❖ Gaming MIFA Conference: Video Game Trailers and Cinematics: Animation Masterpieces

Panel Discussion to analyze the opportunities and challenges at the vibrant crossroad of animation and video games, exploring the present and the possibilities that lie ahead.


 15:45 pm

 Festival+, Students, Mifa

 DIGIC PICTURES, PSYOP

❖ MIFA Video Game Cinematic Works & Game Trailers Competition. Screening part I

Don't miss the screening of the first part of MIFA Video Game Cinematic Works & Game Trailers Competition selected projects (second part will take place on Friday June 14th).

 17:00 pm

 Festival+, Students, Mifa

❖ Mifa XR&Games Awards Ceremony

Award ceremony for trailers and cinematics competition and for the Digital Experiences Mifa Pitches.

 17:30 pm

 Festival+, Students, Mifa

❖ WIP XR: Pagnol le Magicien

🕒 09:15 am

🎟 Festival+, Students, Mifa - [by reservation](#)

❖ XR MIFA Conference: Animation, Dance and Interactivity

Immersive creation is increasingly defined as a hybrid, an assemblage of diverse artistic disciplines inviting digital technology to revolutionize their practice. What if interactive also meant an open dialogue between choreographer and developer, theater director and XR studio, real-time engine and physical performance?

🕒 11:00 am

🎟 Festival+, Students, Mifa

👤 YILAB LTD, STUDIO BIARRITZ, MEET DIGITAL CULTURE CENTER

❖ Industry Panel: Animation and Immersive Content, an Affiliation That Will Go Far

🕒 12:30 pm

🎟 Festival+, Students, Mifa

👤 UNIFRANCE, INSTITUT FRANÇAIS

❖ Gaming MIFA Conference: Creating a Diverse IP Ecosystem

This panel discussion explores the expanding world of gaming IPs, venturing beyond video games into TV shows, movies, XR experiences, and more.

🕒 14:00 pm

🎟 Festival+, Students, Mifa

👤 PASSION PICTURES, BAOBAB STUDIOS, UBISOFT

❖ Industry Panel: Crunchyroll Presents: The World of Anime

Join Mitchel Berger, Crunchyroll's Senior Vice President of Global Commerce, as he discusses the global phenomenon of anime and its impact on pop culture. He will provide insight on why anime is striking such a chord and how Crunchyroll and others are fueling fans' passion for it on a global scale.

🕒 15:30 pm

🎟 Festival+, Students, Mifa

👤 CRUNCHYROLL

❖ Industry Panel: In Spain we call it "videojuegos": Spanish Video Game Ecosystem

Attend this panel to discover more about Spanish video game industry, who they are expanding their industry and how to keep this increase.

🕒 17:00 pm

🎟 Festival+, Students, Mifa

👤 ICC, PLATONIC GAMES, LUDIPE, THE GAME KITCHEN, WISE BLUE STUDIOS.

❖ DEMO SESSION: Wakatoon: AI-Powered Interactive Cartoon 3.0 for Streaming Platforms

As a buyer, have you ever offered your viewers a cartoon that they can personalize with their own hand-drawn creations? Join the live demo of this revolutionary interactive experience and learn how to partner with us to bring such shows to your viewers.

🕒 18:30 pm

🎟 Festival+, Students, Mifa - [by reservation](#)

👤 WAKATOON

THURSDAY, JUNE 13TH

❖ XR MIFA Conference: XR Tests the Documentary Format

🕒 09:15 am

📍 Festival+, Students, Mifa

👤 THE ANIMATION WORKSHOP

❖ WIP XR: Mobile Suit Gundam: Silver Phantom

🕒 11:15 am

📍 Festival+, Students, Mifa - [by reservation](#)

❖ Gaming MIFA Conference: Dead Cells: From Video Game to Animated Series

From scriptwriting to animation and composing the soundtrack, meet the artists who shaped the series and take an exclusive look at the first episode.

🕒 14:00 pm

📍 Festival+, Students, Mifa

👤 BOBBYPILLS

❖ Industry Panel: Adapting Gaming Franchises through Animation

Attend this Jay Oliva panel to find out more about his work, advice and upcoming projects. He will also share a first look at his upcoming animated project, Infinity, based on the popular game from Corvus Belli.

🕒 15:30 pm

📍 Festival+, Students, Mifa

👤 LEX + OTIS, TEAMTO

❖ Industry Panel: Growing the Games – Expanding Supercell's Worlds

A lively conversation about Supercell's efforts to adapt their popular games, including Clash of Clans, Brawl Stars, and the newly launched Squad Busters, into compelling narratives.

🕒 17:00 pm

📍 Festival+, Students, Mifa

👤 SUPERCCELL

FRIDAY, JUNE 14TH

❖ WIP XR: Garden Alchemy

🕒 09:15 am

📍 Festival+, Students, Mifa - [by reservation](#)

❖ Industry Panel: Ankama: 20 years of Dofus and Transmedia

Join Anthony Roux, founder of Ankama, forerunner of the transmedia industry from its very beginnings, developing universes through video games, series, animated films and books

🕒 11:00 am

📍 Festival+, Students, Mifa

👤 ANKAMA

❖ MIFA Video Game Cinematic Works & Game Trailers Competition. Screening part II

Don't miss the second part of the screening of MIFA Video Game Cinematic Works & Game Trailers Competition selected projects. First part on Tuesday June 11th.

🕒 14:00 pm

📍 Festival+, Students, Mifa

❖ WIP XR: Telling Our Story: Our Connection with the Land, Dreams and Skyworld

🕒 15:30 pm

📍 Festival+, Students, Mifa - [by reservation](#)

For further information you can visit Annecy's official website annecyfestival.com