



RENCONTRES AUDIOVISUELLES

**Cinemas and new images
Screenings and Film Literacy
in the Lille Region (France) since 1998**



**The Fête de L'anim'
and the International Short Film Festival**
Two international events

L'HYBRIDE
An innovative venue

DIGITAL STORIES
Research and development around collective interaction

Ciné Soupe
Travelling programme of short films

CULTURAL ACTION
Workshops, screenings, video mapping performances, etc.



The Fête de L'anim'

Greater Lille, 15 to 20 000 entries

Created in 2004, this international event is dedicated to the production of the animated images in all their forms. Thanks to **interdisciplinary content**, it builds **bridges between the different worlds of films** (full-length and short films, clips, adverts, motion design), **video games and digital arts**.

It is aimed both at the **general public and professionals**, with specific collaboration with **European schools of animation**.

It cultivates an original positioning with programs combining screenings, playful educational activities, creative challenges, conferences, masterclasses and festive evenings.

Two international events

The International Short Film Festival

Lille, 10 to 15 000 entries

Since its creation in 2000, this Festival provides a moment for **discovery around short audiovisual creation** (animation, fiction, documentary, experimental, etc.), and **exchange with professionals**.

In 2005, it was ranked as category 1 (among the most important French festivals) by the CNC (National Film Centre); the Festival grants particular importance to **contemporary and innovative artforms**.

The general public is invited to discover a hundred or so short films from around the world, to share moments of friendly exchange with directors, to enjoy intense and festive events such as the *Marathon du Court Métrage* (*Short Film Marathon*), the *Nuit de l'animation* (*Animated Film Night*), etc.

YEAR-ROUND PROJECTS IN THE LILLE REGION AND AT INTERNATIONAL LEVEL

L'HYBRIDE

LILLE, 15 000 ENTRIES PER YEAR

Since 2007, this cultural and innovative venue offers regular programming throughout the year.

It stands out thanks to an eclectic programme that explores **independent audiovisual creation**: short films, animation, interdisciplinary forms and digital arts, independent full-length films, workshops, etc.

Exchange and conviviality are at the heart of the project, with many opportunities to meet professionals and an original space, composed of a large screen, a bar and sofas.

L'hybride coordinates digital art residencies on a regular basis (notably immersive mapping and interaction), workshops, exhibitions; it is also available for rental.

DIGITAL STORIES

This **research and development project on collective interaction** endeavours to **create technologies** using diverse interfaces and to **produce or coproduce dedicated contents**.

The first phase of the project was to develop technology using laser pointers enabling an audience to collectively discover interactive works.

This technology is currently being used during **residencies**: directors, video game designers and mapping artists, in collaboration with developers, are exploiting this technology to create new ways of writing collective interaction.

These newly created contents travel in France and abroad.

Ciné Soupe

**LILLE REGION AND BELGIUM (MORE THAN 60 CITIES),
8 TO 10 000 ENTRIES PER YEAR**

Since 2002, this **travelling programme of short films** has travelled to cities and villages in the region, particularly in areas that do not have a cinema.

The concept: **to watch a 90-minute programme of short films, and then, after the screening, to share impressions over a bowl of soup.**

A **school programme** divided into four levels (from kindergarten to higher secondary) takes place during the day, including a formal intervention and teaching materials.

Since 2010, Ciné Soupe has been implemented in Belgium in association with asbl Bah Voyons!





CULTURAL ACTION

Rencontres Audiovisuelles support multimedia libraries, cities and public organisations, social and cultural centres, schools, companies, etc., in **organising audiovisual actions**.

Every year, about one hundred actions are organised across the entire region, as well as internationally; these are aimed at all audiences (general public, schools, audiences physically or socially away from culture, etc.). In collaboration with the partner, Rencontres Audiovisuelles build a **tailor-made project** and look for the most relevant contributors.

Based on its activities, the organisation has developed **educational materials**, particularly **two serious games** (educational video games): Images 2.0 and Anim 2.0.

- **Tailor-made film programmes**, followed by formal discussions
- **School sessions:** screening of short films followed by explanations
- **Tailor-made cine-concerts**
- **Audiovisual performances**
- **Tailor-made hands-on audiovisual workshops:** from a half-day initiation workshop to a one-year long short film creation workshop
- **Digital workshops**, notably based on the Images 2.0 and Anim 2.0 serious games
- **Workshops and video mapping performances** (projection on 3D surfaces)



Our references

Lille: many workshops and screenings, including open air screenings, since 2002

Béthune, Artois Comm, Regional Council: a temporary site dedicated to audiovisual art in Béthune, Regional Capital of Culture in 2011

Urban Community of Dunkirk: video mapping workshops within the context of Dunkirk 2013, Regional Capital of Culture

Dunkirk: organisation of an animated film festival since 2003

Grenay: screenings and workshops, annual project for film literacy since 2003

Majestic/Métropole arthouse cinemas: programming of short films as a pre-programme for the 10 *Art et Essai* halls in Lille since 2012

Lille Fine Arts Museum: annual programming of films since 2005

lille3000: film programming, including programmes for young people, cine-concert, installations, exhibition, etc. since 2006

Pas-de-Calais departmental multimedia libraries: actions for film literacy in multimedia libraries run by the Department since 2010

Transpole: screenings in metro stations since 2004

Maison Folie de Moulins (Lille): screenings and exhibitions (digital arts and short films) since 2008

ARS (French Regional Health Agency): competitions and training in film production, 2012

Louvre-Lens Museum and Lille National Orchestra: production of a cine-concert, 2014

WORKSHOPS AND/OR SCREENINGS:

Cultural sites: University's Cultural Centre in Belgrade (Serbia), Centre Pompidou (Paris), Château de la Buzine (Marseille), Colysée in Lambersart, La Gaîté Lyrique (Paris), *Historial de la Grande Guerre* museum (Péronne), House of Visual Culture (Breda, The Netherlands)

Festivals: Aarhus Film Festival (Denmark), Anilogue (Budapest), Anima (Brussels), Anima Mundi (Rio de Janeiro and Sao Paulo), Kunjani'Mation (Johannesburg), Off-Courts (Trouville), Siggraph (Ottawa)...

Public organisations and city councils: a hundred or so cities in the Lille Region

Others: Les Tanneurs and Euralille shopping centres, Japanese Consulate...

STUDIES:

Pôle Images: festival organisation

SEM Ville Renouvelée: film literacy plan

Consultant for DLAs (local support to organisations)





Since 1998, Rencontres Audiovisuelles have promoted independent cinema and digital images, and developed film literacy actions.

◆ **PUBLIC AWARENESS:**

To allow everyone to discover new artistic forms, particularly audiences who do not follow cultural events, and young audiences.

◆ **INITIATION AND FILM LITERACY:**

To help decipher images, to understand how audiovisual language is constructed and how it can be used.

◆ **SUPPORTING CREATIVITY:**

To provide opportunities for innovative audiovisual creators to show their work and extend their network.

◆ **REGISTERING ACTIONS IN THEIR SOCIAL AND GEOGRAPHIC ENVIRONMENT:**

Cultural actions at regional level, integration to the fabric of the local community thanks to in-depth networking actions.



Rencontres Audiovisuelles are financially supported by:

The European Union (ERDF and Interreg)
The State (Ministry for Culture, Ministry for Youth and Associative Life, Ministry for Education)
The Nord-Pas de Calais Region
The Nord Department
The Urban Community of Greater Lille
The cities of Lille, Tourcoing and Dunkirk
Sixty towns in the region
The French Institute
Pictanovo
Manganelli (technical partner)

Rencontres Audiovisuelles are members of Noranim (regional key actors in the animation sector), AFCA (Association Francaise du Cinéma d'animation - French Animated Film Association), Carrefour des Festivals and ASIFA (Association Internationale du Film d'animation - International Animated Film Association).

Rencontres Audiovisuelles are in charge of the regional coordination of the Jour le Plus Court (Shortest Day) on behalf of the CNC, and the Fête du Cinéma d'Animation (French Animated Film Festival) on behalf of AFCA.

A few key figures about Rencontres Audiovisuelles

Each year:

- More than 100 actions (screenings and/or workshops), including 2 festivals
- More than 700 hours of film literacy sessions delivered
- More than 150 projects with regional, national or international organisations
- More than 60 000 spectators and participants at the various screenings, workshops and activities
- More than 300 image professionals involved in various activities (workshops, screenings, etc.)
- 250 volunteers



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