+RAIN Film Fest

Poblenou campus (UPF)
14 June

&

AI & WEB3 Creatives Summit

Sónar+D
15 & 16 June

CONTACT

rainfilmfest@upf.edu

+RAIN Film Fest is organized by:

Universitat Pompeu Fabra Barcelona

upf. ARSENAL

Summit is organized by:

upf Ventures

Universitat Pompeu Fabra Barcelona

sónar +D

Partner

runway

+RAIN Film Fest and AI & WEB3 Creatives Summit are part of Sónar+D 2023 program

CONCEPT

+RAIN Film Fest is the first European festival of films generated using artificial intelligence (AI). +RAIN (*Research* AI *Narratives*) explores contemporary film narrative with AI-based technologies and their aesthetic, ethical and political possibilities and implications. The event opens itself to surprise, experimentation and in-depth debate on the place of authorship in a transformative technology that generates a new dimension in creative procedures.

Due to its innovative and unique nature, +RAIN Film Fest establishes an alliance with Sónar+D and appears in its presentation, on 14 June 2023, on the Poblenou campus of Pompeu Fabra University in Barcelona.

One of the goals of +RAIN Film Fest is the transfer of knowledge to industry and the social fabric. For this reason, it is partnering with **AI & WEB3 Creatives Summit**, which is being held the following two days, 15 and 16 June, within the programme of Sónar+D, which is co-producing the event with UPF Ventures.

+RAIN Film Fest has Runway as a partner, the company that organizes the other existing exhibition in the world on AI films, AI Film Festival, which celebrates its first edition in New York, in February 2023.

A FESTIVAL IN 4+1 CONSECUTIVE EVENTS

RESEARCH
International research conference on AI Narratives

International AI film festival # FEST

FAIR
Marketplace with producers and companies of the audiovisual and technology sectors.

LIVE
Live music and audiovisual event with AI

SUMMIT
AI & WEB3 Creatives Summit: Film with AI, music with AI, expanded media and web3

RESEARCH

14 June
9:30am to 1:45pm
Auditorium
Poblenou campus (UPF)

*International
research conference
on AI Narratives*

International research conference on the future of AI in the creation of digital content and its impact on the media sector. It deals with aspects such as the narrative capacity of AI tools, the ethical use of AI, creativity, copyright, and the redefinition of the actual concept of author.

Recognized experts in the study of the impact of AI in the field of art and communication will be participating, such as Cristóbal Valenzuela, CEO and co-founder of Runway, a platform with more than 30 AI tools designed to create, generate and edit audiovisual content. Jorge Caballero, co-founder of the production company GusanoFilms. Andrea Guzman, expert in Human-Machine communication, artificial intelligence and automated journalism. Joanna Zylinska, artist, writer, curator and lecturer in Media Philosophy + Critical Digital Practice at King's College London. Víctor Pérez, co-founder and CEO at KREA, a web application for creating, organizing and managing millions of visual assets with its personality AI models.

FEST

14 June
3:00pm to 7:00pm
Tallers Area
Poblenou campus (UPF)

International AI film festival

+RAIN Film Fest opens an international call for submissions of films that use AI models in their creative processes, and explore its narrative and technological capabilities. +RAIN Film Fest invites directors to present and discuss their work at public screenings. An international jury selects the most innovative films to be exhibited at Sónar+D.

FAIR

14 June
All day
*ARS*ENAL (Nau,110)
Poblenou campus, UPF

Marketplace with producers and companies of the audiovisual and technology sectors

Space for connection and exchange between filmmakers and audiovisual creation professionals who work with AI and producers and companies in the audiovisual and technology sectors. This fair connects international profiles that use AI in their production processes. It is a unique opportunity to obtain a mapping of the most outstanding works in the field of narrative and experimentation, exchange impressions and challenges, and take up positions in the face of the changes that AI is generating in the audiovisual industry.

LIVE

14 June
8:00pm to 10:00pm
Plaça Gutenberg
Poblenou campus (UPF)

*Performance
of music and audiovisual
proposals with AI*

A performance of music and audiovisual proposals with AI. LIVE turns the spaces of Plaça Gutenberg on the UPF Poblenou campus into a space to enjoy musical and audiovisual works that start from processes involving research and experimentation with AI, as well as the aesthetic and narrative possibilities of creation with generative models and live coding.

AI & WEB3 Creatives Summit

15 & 16 June
2:00pm to 6:00pm
Sónar+D
Room+D
Fira de Barcelona

Space where research, art, industry and society meet around creation with emerging technologies

The summit consists of four sessions that will revolve around creativity and emerging technologies: Cinema & AI, Music & AI, Expanded Media and WEB3 & creativity. The aim of the sessions is to inspire, publicize the emerging talent that creates, researches and develops around these issues, and discuss the relationship between creativity and emerging technologies, the ethical use of AI, copyright, and the role of Web3 in the cultural and creative industries. Creative and research projects and projects by startups will be presented along with newly created spinoffs. These sessions aim to encourage interaction between creators, professionals and companies, and to serve as a space for new relationships, initiatives, proposals and projects to emerge. The Summit has participants such as:

Cristóbal Valenzuela, CEO and co-founder of Runway, a platform with more than 30 AI tools designed to create, generate and edit audiovisual content. Nao Tokui, artist/DJ, researcher and founder of Qosmo, a creative AI studio based in Tokyo. Yotam Mann, Musician and co-founder of AI music creation platform Never Before Heard Sounds. Mónica Rikić, electronic artist. Andrea Guzman, expert in Human-Machine communication, artificial intelligence and automated journalism. Portrait XO is an artist and researcher in computational creativity and new formats and applications for advanced art and sound. Andrés Lauer, co-founder & Navigator thirdculture Music.

MISSION AND VISION

+RAIN Film Fest and **AI & WEB3 Creatives Summit** were born with the aim of internationally projecting the research and debate on the narrative potential of creation with AI, as well as its use as a tool for the creation of new languages in the field of media and film production.

What we wish to achieve

1. Encourage reflection around emerging technologies, especially AI, and their social, ecological and ethical implications.

2. Showcase the most unique and outstanding creations of cinema, expanded audiovisuals and music with AI and emerging technologies of the contemporary local and international scene.

3. Connect people from the fields of creativity, academic research, the cultural and technological industries, institutions and the social fabric; also people interested in and intrigued by AI and emerging technologies and their role in the world of creativity.

4. Generate a unique meeting place in the city of Barcelona where you can enjoy surprising and unknown works, which open new paths to creation.

ORGANIZED BY

+RAIN Film Fest directed by: Jordi Balló | **Direcció del Creatives Summit AI &**

Coordinated by: Andrea Olmedo (ARSENAL), Frederic Guerrero-Solé, Manel Jiménez i Teresa Roig (UPF Ventures)

RESEARCH directed by: Coloma Ballester i Frederic Guerrero-Solé
FEST directed by: Anna Giralt Gris i Alan Salvadó
FAIR directed by: Jordi Balló
LIVE directed by: Sergi Jordà i Andrea Olmedo

Advisory and executive committees

RESEARCH: Boris Bellalta, Roger Cuartielles, Martí Sánchez-Fibla, Àlex Valverde i Antònia Folguera
FEST: Miriam Sánchez Manzano, Carolina Martínez, Daniel Pérez-Pamies, Àngel Quintana i Jorge Caballero
LIVE: Angel Faraldo i Roc Parés

+RAIN Film Fest is partnered by Runway, a leading company in AI video editing and organizer of the AI Film Festival, which held its first edition in New York in February 2023

Web3: Teresa Roig

Comitè assessor i executiu: Albert Domingo, Anna Giralt i Roc Parés

Coorganitzat i coproduït amb Sónar+D

+RAIN Film Fest organized by

Universitat Pompeu Fabra Barcelona

upf. ARSENAL

Summit organized by

upf. Ventures

Universitat Pompeu Fabra Barcelona

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Partner

+Rain Film Fest With the collaboration of: