



# +RAIN Film Fest

International AI film festival

**PRESS KIT**

## A FESTIVAL ON THE UPF POBLENOU CAMPUS

**+RAIN Film Festival**, dealing with research and exploration in narratives with generative artificial intelligence, will take place on the **UPF Poblenou campus on 14 June, from 9 am to 11 pm**. In the background is the accelerated continuum of technological evolution and escalating media news. Often, the mandate of this news and systemic logic still marks the debate around artificial intelligence (AI) - as occurs with any general-purpose technology with transformative potential - which is approached either with fascination, due to the technological solutions it can provide; or with fear, due to the uncertainty of disruptive changes.

## FOR RESEARCH AND EDUCATION

Recent access by the public to image and video generative artificial intelligence tools and the polarized social debate has prompted researchers and teachers of the **Department of Communication** and the **Department of Information and Communication Technologies** at **UPF** to organize +RAIN Film Festival.

**This is the first festival of films generated with artificial intelligence in Europe, which explores narratives with AI and the aesthetic, ethical and political possibilities and implications.**

## WITH EXPERIMENTAL NARRATIVES

**This Festival offers a critical look from the experimentation of the processes of creation and research, based on proposals belonging to the following sections:**

- Conversations with experts in the philosophy of image, in ethics, in human-machine communication and in the development of generative models (**RESEARCH**).
- The convening of a working session with people from the cultural and creative industries and legal experts (**FAIR**).
- Dialogues with filmmakers, together with the screening of their films, which have been selected by means of an international call due to their representativeness in the critical use of generative AI (**FEST**).
- Sound, music, visual and audiovisual performances by artists who research models of generative artificial intelligence (**LIVE**).

## ON FILM WITH ARTIFICIAL INTELLIGENCE

Film especially allows this exploration of experimental narratives, which straddle genres and disciplines such as **narrative art of collective creation that is mirrored by others and with an evolutionary tendency since its genesis of incorporating technological developments.**

## FOR PEOPLE

**Experimental narratives** make up the content and approach of +RAIN, which is not only for experts, students or professional creators of content with generative artificial intelligence models or any digital or analogue technology, but also **for people curious about the subject, readers of written, visual, sound or audiovisual texts; active and conscious creators of their readings, gazes, listening and narratives.**

## RESEARCH

### From 9 am to 2 pm - Talks on AI in content creation

Lectures and round tables on the future of AI in digital content creation and its impact on the media sector and the cultural and creative industries. Aspects such as the narrative capacity of AI tools, the ethical use of AI, creativity, authorship rights or the redefinition of the very concept of author and authorship will be discussed.

The event will be attended by **renowned experts in the study of the impact of AI in the field of art and communication**, such as Joanna Zylinska, who will talk about non-human images and will cast doubt on the solvency of the question "Are machines creative?". Also speaking will be Andrea Guzman, an expert in the human-machine relationship, who will reflect on how we talk about AI and the challenges of its dissemination. **There will be experts in the field of ethics** applied to AI, such as Albert Sabater and Patricia Ventura. There will also be the participation of **developers of tools for creating and editing videos with artificial intelligence**, such as Cristóbal Valenzuela, co-founder of Runway, a generative video startup; Bill Cusick, creative director of Stability; and Víctor Pérez, UPF alumni, co-founder of Krea, a generative image platform for creatives.

## FAIR

### From 2 to 4 pm - Working session for professionals

In addition to the activities open to the general public, FAIR will be held as a working session for professionals, co-organized with the [Chair of Communication Futures](#), [UPF Ventures](#) and the [Audiovisual Cluster of Catalonia](#). Filmmakers and audiovisual creation professionals working with AI, producers and companies in the audiovisual and technology sectors, legal experts and international profiles that are committed to AI in their production processes have been invited to this session to discuss future prospects.

## FEST

### From 4 to 8 pm - Experimental cinema and debates on narratives generated with AI

Curation is the key to the selection of the films, care for the representativeness of the narratives, at this moment of experimentation, care for the authors who, in addition to the fee for the screening of their films, will be eligible for prizes of €1,500 (+RAIN Best Film), €1,000 (+RAIN Jury Award), and €500 (+RAIN Special Mention).

The presence of the authors at the screenings to discuss their creative processes and the possibilities and implications of the use of generative models and how they influence the audiovisual language of the future is an invitation to build together a critical look at the subject.

The [10 films](#) competing in Europe's first AI film festival, from eight different countries, have been selected from 48 submissions (by authors from 15 countries). The selected films - ranging in length from one to twenty minutes - are announced below, in the order in which they will be screened during the festival, followed by the origin of their authors and their duration.

- Sarah Palin forever by Eryk Salvaggio (United States): 12:51
- Kiss/Crash by Adam Cole (United Kingdom): 1:16
- Extreme Access by Darius Shaoul and Gabriel Mcgee (Canada): 9:28
- Cosita del manglar by Carla Lombardo (Argentina): 4:13
- Portrait of the Jungle People by Eddie Wong (Malaysia): 14:50
- Algorithms of beauty by Miléna Trivier (Belgium): 20:00
- My Word by Carme Puche Moré (Spain): 03:17
- Of youth by Fran Gas (Spain): 04:41
- January by Bruno Carnide (Portugal): 02:22
- Abyss by Jeppe Lange (UK): 13:26

The +RAIN Film Festival jury will attend the screenings and debates and will deliberate to choose the three winning films that will be announced in the evening of the same day of the festival during the LIVE section.

After +RAIN Film Fest, the award-winning or finalist films of the festival will be available for viewing at/on the following events, venues or platforms:

- 15-16 June 2023: the award-winning films will be available for viewing as part of the Sónar+D programme.
- 19-25 June 2023: it will be possible to view the selected films on the FILMIN platform.
- 18 October 2023-17 March 2024: the awarded films will be screened at the CCCB.

Out of competition, there will be a screening of the films participating in the Runway AIFF Festival, held last February in New York, presented by Cristóbal Valenzuela, co-founder of Runway, a generative video platform, partner of +RAIN.

## LIVE

**From 8 pm to 11 pm**

### **Performative event of music and audiovisuals generated with AI.**

The processes of research and experimentation with artificial intelligence to generate music and audiovisuals are the starting point of the performative proposals of LIVE. Experiments will be shown in which the frontiers between disciplines, languages, genres and identities are crossed, including projects on human-machine relations such as "Slowly fading into data", by Albert Barqué-Duran. Another example is Anna Xambó's live-coding proposal which, inspired by the space of the Poblenou campus (located in an old factory), will reflect on the evolutionary construction of history with the generation of sounds. Also noteworthy is the premiere of Transformer, created by the UPF Music Technology Group (MTG); or the proposals of the more than recognized Jennifer Walshe or Nao Tokui, who will bring the party to a close after the Festival film awards ceremony.

## +RAIN Film Festival team

The organizing team is made up of members of the Department of Communication, the Department of Information and Communication Technologies and UPF Ventures.

+RAIN Film Festival Director: Jordi Balló

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

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

Production: Margot Mecca

Press: Laura Mas, Gerard Vall-Ilobera, Irene Peiró

Social Networks: Laura Mas, Ferran Llunell, Alba Salvó and Gerard Castillo

Audiovisual content: Jordi Serles

Advisory and executive committees

- RESEARCH: Boris Bellalta, Roger Cuartielles, Martí Sánchez-Fibla, Àlex Valverde and Antònia Folguera
- FAIR: Eduard Gil, Helena Alabart, Bertran Salvador
- FEST: Miriam Sánchez Manzano, Carolina Martínez, Daniel Pérez-Pamies, Àngel Quintana and Jorge Caballero
- LIVE: Angel Faraldo and Roc Parés

### **PRESS CONTACT**

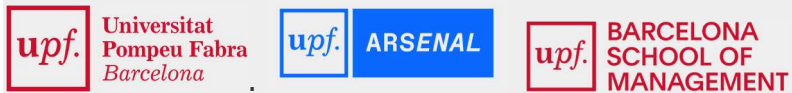
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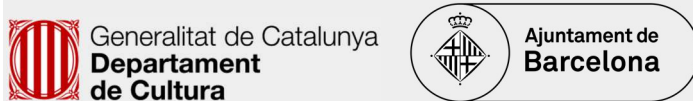
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**FILMIN**

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+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.

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



Part of NODE UPF Spring 2023 programme



Affiliated entities:



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