Open Call 08-2022

XR New Media

Submission Procedures

Makor Foundation for Israel films
Makor Media: Stories and New Technologies Lab
In collaboration with
the French Institute - French Embassy
NewImages Festival – Forum des Images, Paris
Advanced Reality Lab (ARL) - Reichman University
ICC JLM Studios

**Creators and technology artists are invited to submit proposals for funding
of XR New Media creations that are narrative and interactive in VR, AR, MR**

A. General Information

The purpose of the open call is to provide development and production funding for the creation of scripted narrative or documentary narrative experiences with an interactive dimension, involving the viewer, while emphasizing the feeling of "being there" (immersive). Applicants are invited to use advanced and available technologies, to expand the boundaries of the digital narrative in XR (a term that refers to Extended Reality that encompasses VR virtual reality, AR augmented reality and MR mixed reality), and tell stories in new ways in one of the XR formats.

This open call invites filmmakers, technology artists, interdisciplinary artists, screenwriters, producers and creators in the field of digital media and animation, to submit narrative / documentary proposals of up to 15 minutes in length. Themes or topics are open to the presenters, but can be: personal - home, family, relationships, identity, roots and origins, parenting, children, memory, education, immigration, sustainability and the climate crisis, sustainability, history, social justice, equality and civil rights, gender, racism and discrimination, communication, technology, multi-culturalism, disabilities, minorities, politics, religion and culture.

As part of the call, the applicants will participate in a first-of-its-kind process, that will include exposure to advanced technologies and applications currently available in the digital production pipeline, including software such as Unreal Engine, Unity, Meta Humans, Character Creator and AI applications. Applicants will be informed about existing tools and technology / applications through professional mentoring and seminars and an incubator workshop that will be held in collaboration with the ICC JLM Studios - Jerusalem, the Laboratory for Advanced Reality Research (ARL) - Reichman University, the Digital Media Department – Steve Tisch School of Film and Television Tel Aviv University, the French Institute-Tel Aviv and NewImages Festival, Paris.

Makor Media: Makor Foundation will provide funding for up to four (4) selected projects, a development grant of NIS 30,000 each and an additional production grant of NIS 70,000 each. The foundation will also seek to expand the financing and support options for the selected projects in collaboration with its partners.

B. The projects and submission

The projects submitted should be based on an idea structured around a defined narrative. The description of the planned visual language and means of expression, that are part of the submission form, can include live action, documentary, animation, graphics and design, or a combination of visual, vocal and sensory expressive means (haptics). The completed works are intended for viewing wit VR headsets such as Oculus 2 or similar, or its advanced development expected to launch later this year (Meta's "Cambria" VR-AR headset. Works in AR should be adapted for display on the most progressive high-quality glasses/headset. The completed works can be created for display at a permanent physical site (Location Based) and / or on a digital platform(s).

Requirements for submitting the application on-line at website of Makor Foundation for Israeli Films:

A. **Details of the submitter**
B. **Details of the creators** - director, technology artist, screenwriter, animator, producer
C. **Logline** of up to 30 words
D. **Runtime** of the work
E. **Financing sources**

F. **Synopsis** of up to 500 words: character description and the narrative course of the experience.
G. **Screenplay**: 4-8 pages. Not obligatory at this time, in accordance with specifications that appear in the sample script form on Makor's website.
H. **Statement of Intent** up to 500 words**:** What is the reason and motivation for creating the experience. What is the idea for dealing with the issue behind the story. What is the intended technology and how does it serve the story.
I. **Cinematic language** up to 500 words: the components of the visual language, detailing the overall visual and audio experience with references to the visual style, the intended environment / location, the characters and their backgrounds.
J. **Trailer / Preliminary sample**: Not obligatory at this time. upload a link to the video for viewing, protected, with a password, to the Vimeo website of Makor Foundation only.
K. **Images**: visual materials that support the artist's artistic-stylistic vision, characters, backgrounds, storyboard, mood-board, references - up to 8 image files.
L. **Budget**: Not obligatory at this time. You can upload a PDF file only. The budget items will relate to the team's various roles - script, storyboard, design, animation / photography, technology, editing, on-line editing and sound.
M. **Resume**: producer, director, screenwriter, technology artist, animator: including a link to a website / portfolio of previous works.
N. **Comments:** Intended for any matter and topic relevant to the proposal and its submitters, without revealing the names of involved personnel in the project.

• Residents and citizens of the State of Israel are entitled to submit. Proposals can be submitted by artists who are not residents or Israeli citizens but must apply through a resident producer / creator and an Israeli citizen.

• All submission will be made using an online form in Hebrew only on Makor's website.

• Each proposal must include at least one content creator (director / screenwriter / producer) and one technology artist. If there are other creative personnel, they should be specified with the requested information on the submission form.

• All applicants must have a good understanding of spoken and written English.

• During September 2022, a seminar will be held for applicants and professional audiences, in collaboration with the ICC JLM Studios, the Laboratory for Advanced Reality Research (ARL) - Reichman University and others. (see details below).

• Proposals submitted will be reviewed by the Foundations' artistic advisors and its artistic director anonymously, without identifying the submitters. The submission forms, including all submitter details, must be completed, as specified in the submission form in Makor's website. Identifying personal details will be removed by the Foundation.

• At the end of the initial reading phase in the selection process, the Foundation's artistic director and the three artistic advisors will choose eight (8) projects for the second phase. The selected projects will be asked to provide their proposals translated to English to be used in the second phase of professional mentoring in an incubator workshop.

• The eight (8) selected projects will commit to a physical presence at the incubator workshop to be held in November in Israel 14-17.11.2022. The purpose of the workshop is to provide candidates with a focused professional approach to their proposal in one-on-one meetings and tools and guidance in areas such as: script, design, animation, technology, marketing, recruiting partners in Israel and abroad, and distribution.

• The workshop, sponsored by the French Institute, NewImages Festival and others, will be moderated by professionals from France and Israel. A presentation event will be held on the last day of the workshop. The eight (8) projects will pitch and receive professional feedback towards preparation for final submissions of their proposals by mid-December 2022. Final decisions regarding the four (4) supported projects receiving Makor's investments (NIS 30,000 development and NIS 70,000 production) will be taken by the end of the year.

• The supported projects will be presented at the annual XR market of the NewImages Festival, Paris, in April 2023. The creators will present their projects in one-on-one meetings with producers, investors, distributors and various international funding sources.

C. Schedule

1. Call for applications opens: 1.8.2022

2. Submission closes: 18.9.2022 at 23:59

3. "XR: New Media Landscape" - a one day seminar for presenters and the public, the contents of which will include terminology, technology, content, production and distribution, will be held on September 9, 2022.

4. Submission of 8 proposals for the presentation phase translated into English: 17.10.2022.

5. A professional incubator workshop sponsored by the French Institute and NewImages Festival, Paris and others, and a presentation event will take place during four days on 14-17.11.2022.

6. Join the Facebook group, "Makor Media Lab" to stay updated, meet and share information and connections. https://www.facebook.com/groups/760235598547756

D. Partners

Makor Foundation for Israeli Films
Makor invests in the development and production of independent documentaries, short live action films, animated shorts and works in New Media - New Technologies. The foundation invests in docs and shorts that highlight issues of cultural diversity and complexity, religion, society and politics. The foundation supports independent filmmakers who are beginners to veterans with an extensive resume of all ethnicities, religions, genders and cultural backgrounds, while encouraging creativity and innovation that defies and challenges fixated attitudes and stereotypical opinions.

Makor Media – Stories and New Technologies Lab
In New Media – XR the foundation has to date invested in ten (10) projects that are VR and 360 experiences, while creating collaborations with the Canadian foundations NFB and CMF and Gesher Foundation. Among the works developed and produced with the support of the foundation: "Bystanding" (Nimrod Shapira), "Transparent Matte" (Amir "Feldi" Feldman), "Battle Hymn" (Yair Agmon), "The Monument" (Eran Shapira),

"Plastisapiens" (Miri Chekhanovich and Edith Jorish), "Blood Relations" (Annalee Weinberger), "Labeled Black" (Irit Dolev and Alon Rotem), "The Blind Man Who Saw" (Adam Weingrod), "Rule of the Stone" (Danae Elon) and "Winterover" (Nir Sa'ar and Ido Mizrahi). The VR and 360 experiences were screened at festivals around the world such as Cannes, Venice, Tribeca, Kaohsiung and more and have won important awards in their field, including the European Academy Award and the American Academy Award. The VR experiences were produced in collaboration with funding bodies abroad in co-productions with countries such as Germany, Canada, Luxembourg and France and were sold to digital platforms, including Kan Digital in Israel.

The French Institute in Israel

The French Institute in Israel and the Culture and Cooperation section of the French Embassy in Israel is an institution with financial independence under the French Ministry of Foreign Affairs and Europe, that aims to create fruitful and sustainable cooperation between France and Israel in the following areas: French language, culture (theater and dance, cinema and art Visual, panel discussions, television, fashion, gastronomy…), science, education and academics. The institute conducts activities throughout the country and relies on three centers located in Tel Aviv, Haifa and Nazareth, in collaboration with Israeli institutions, organizing events that have become important landmarks in the Israeli Cultural scene (French Film Festival, "Books on Stage" Festival, Philosophers' Night, French Gastronomy Week in Israel and Francophone Days). The institute also offers public conferences and meetings, accompanies and develops collaborations and exchanges between artists, professionals, intellectuals, lecturers and researchers from both countries, with the aim of promoting and disseminating French culture in Israel.

NewImages Festival, Paris

Images no longer just must be looked at, deciphered: they now must be experienced, felt, touched with your fingertips. Deliberately pioneering, NewImages Festival positions itself at the forefront of innovative creative practices, to which it offers an original approach. Still from the angle of content and artistic creation, NewImages Festival closely embraces all these revolutions that are transforming and reinventing the art of storytelling. Even more: he is ahead of them. A pioneer in the field of virtual reality yesterday, NewImages Festival today celebrates XR in all its diversity. And tomorrow ? Tomorrow, other formats will come, formats that we may not yet suspect: mapping, binaural sound, and many more to come... By proudly claiming this DNA in

permanent evolution, NewImages Festival is transformed from edition to edition and according to innovations, with the intention of offering each time the best of new forms of narration. At the Forum des images and outside the walls, in the heart of Paris, online and on virtual platforms, NewImages Festival continues to play the pioneers of new artistic horizons, the scouts of talent. Always with the same objective: to democratize new uses, to make new forms of creation accessible and to allow everyone to appropriate them.

ICC JLM Studios

The studios are equipped with advanced technology that enables MOTION CAPTURE through numerous optical cameras, virtual production capabilities in virtual simulation, a space of hundreds of meters, a video wall of 50 square meters. Professional team members will ensure immediate results. Shape your character into virtual or augmented reality. Create avatars and environments for the future Internet and the Metaverse virtual worlds. "Motion capture" is the most advanced technology for creating animation and creating digital characters for a variety of needs: gaming, animation, virtual reality, education and more. Technology captures the movement of a person and turns it into an animated avatar and places it in any real or virtual world, this is the next generation of the Internet, digital and productions.

The Laboratory for the Study of Advanced Reality (ARL - Reichman University)

In the last decade, digital technologies have undergone a significant process which has made them an integral part of human life. In the Advanced Reality Lab (ARL) we study this process from a multidisciplinary perspective. We focus on two main technologies: virtual reality and augmented reality, which we consider as possible candidates for the "ultimate display", which is combined with a brain-computer interface, which we consider as a possible candidate for the "ultimate interface". Thus, our projects touch on the topics of human communication, neurophysiology, psychology, computer science, art and collaboration with industry.