

# Presentation

ChIMERA

Innovative Cultural & Creative  
Clusters in the Mediterranean

Ljubljana, October 5th 2017



## ADAstra.FILMS

[www.adastra-films.com](http://www.adastra-films.com)

# THE FILM COMPANY & AGENCY BASED IN CANNES...

---





# ACTIVITIES



**Film Production**



**Film Team Building**



**VR Films and Apps**



**Corporate Films**



**Film Sales**



# ADASTRA FILMS : DATES & FIGURES

- **2008** : creation of Adastra Films by David Guiraud (23) and Sébastien Aubert (24)
- **2011** : *Deux Inconnus* (short film) is one of the most successful short films of the year (Sundance, Clermont, Oscars qualified...)
- **2012** : **France Televisions** becomes our main short films buyer
- **2013** : Production of *Brides* (Georgian-French feature film) -> Audience award at **Berlinale**
- **2015** : Trip to Silicon Valley. Adastra jumps into VR. Signature with Provence Tourism Office and SBM (Monaco Hotel Group)
- **2016** : Partnership with the VR app company RaVR based in the Silicon Valley
- **2016** : Production of *The Strange Ones* (American-French feature film) later awarded at the leading festival **SXSW**
- **2017** : Beginning of the project CANNES 360

**7-people  
team**

**2  
feature  
films**

**16  
short  
films**

**+70  
corporate  
clients**

**+300  
international  
prizes**

# SOME OF OUR CLIENTS

---

**amadeus**

COMITÉ RÉGIONAL DU **TOURISME**  
**CÔTE D'AZUR**

**ThalesAlenia**  
A Thales / Finmeccanica Company  
*Space*

  
PALAIS DES FESTIVALS ET DES CONGRÈS  
Cannes

**THALES**

  
PORT DE PLAISANCE  
**SAINT-TROPEZ**



Provence-Alpes-Côte d'Azur  
**TOURISME**



**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER

[www.adastra-films.com](http://www.adastra-films.com)



# A LOCAL, NATIONAL & INTERNATIONAL RECOGNITION

---



Chris Radcliff receiving Grand Jury Prize at Champs-Élysées Film Festival for « *The Strange Ones* ».

- **Trophy of Creativity 2016** for the best service (360° videos) of French Riviera by UPE06
- **Best Young Producer 2014** by France Televisions
- Sébastien Aubert among the « **Top 100 Managers** that will transform France » by Economic Magazine *Le Journal des Entreprises* in 2016
- S. Aubert part of the “**Future leaders in production**” by American Film Magazine *Screen International* during Cannes Film Festival 2015
- Elected « **Entrepreneurial Collaboration** » of the Year **2012 by the European Union** in the frame of the « Entrepreneurship Erasmus Program » - with Thierry Baujard (Peacefulfish)

# CASE STUDY : THE DANAIDES' BARREL





# FINANCED BY...

...FRAGRANCE COMPANIES

happyscents



...AND PUBLIC INSTITUTIONS



60% tax rebate



# CASE STUDY : THE STRANGE ONES

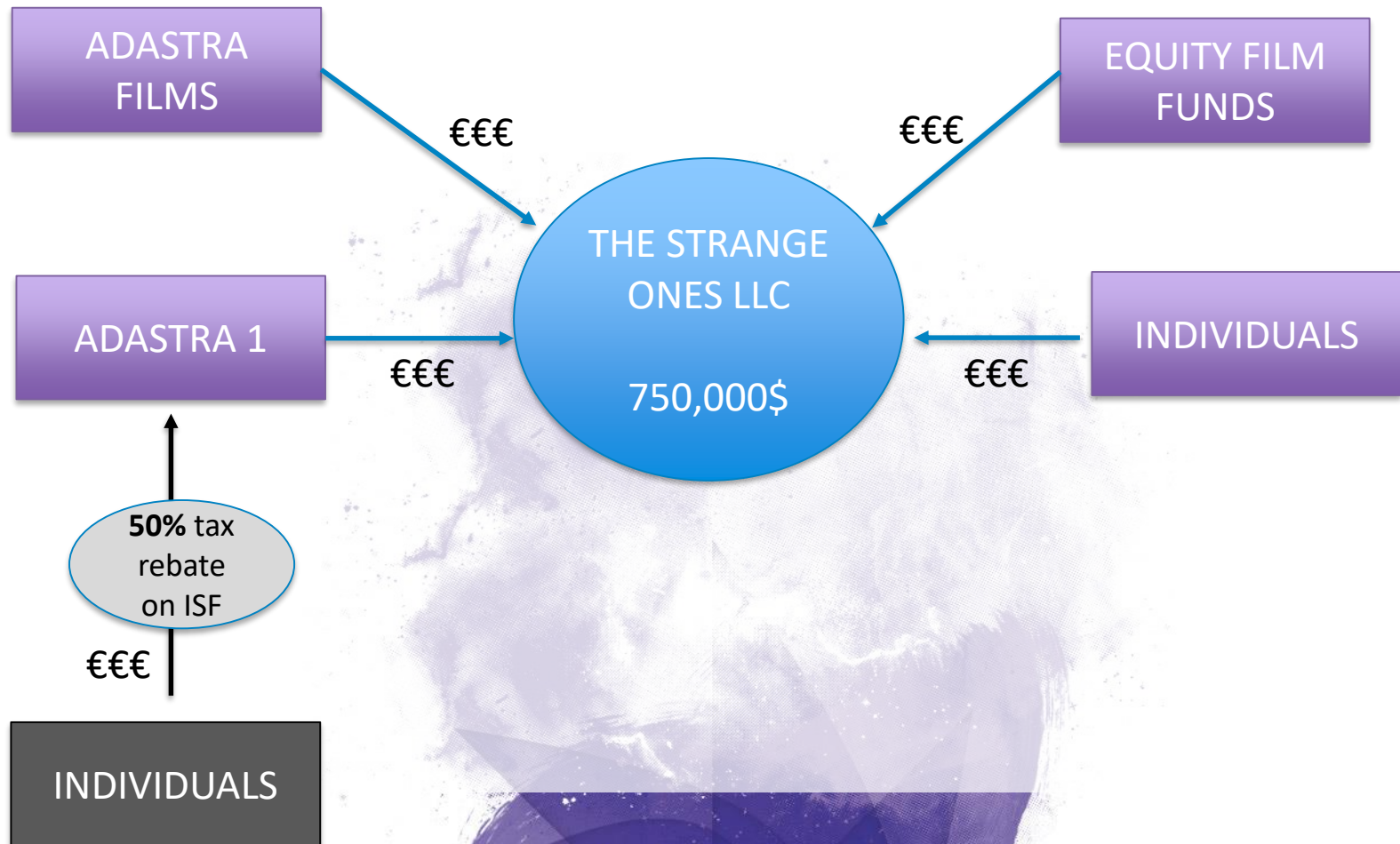
---



Watch the teaser

# FINANCED BY...

100% PRIVATE EQUITY





# CASE STUDY : CANNES 360

EN | FR

## CANNES

VR



Mobile



Veillez choisir le mode d'utilisation **360**. Un masque type **Cardboard** est **nécessaire pour le mode VR**

Pour une meilleure experience, téléchargez l'application sur le store **Oculus pour votre GearVR**



Croix des gardes

Rue Sainte Antoine

Marché Forville

Rue Meynadier

Palais des Festivals et des Congrès

Plages électroniques Festival







00:34 / 00:50

Rue Meynadier



WILL BE AVAILABLE ON ALL STORES

---



Google play



oculus



# A MIX OF PRIVATE-PUBLIC FINANCING

**THE APP IS  
FINANCED  
BY...**



**360° VIDEOS OF  
PRIVATE OPERATORS  
(HOTELS, BEACHES,  
CASINO) ARE  
FINANCED BY...**



**360° VIDEOS OF  
CANNES (AND  
PALAIS) ARE  
FINANCED BY...**



## NEXT STEPS

---

**CANNES will be the first 360° city...**





## NEXT STEPS

---

**Which city will be next ?**



Thanks for your  
attention



ADAstra.FILMS

[www.adastra-films.com](http://www.adastra-films.com)