



June 28, 2016

NEWS RELEASE

TORONTO INTERNATIONAL FILM FESTIVAL TRANSPORTS AUDIENCES INTO BREAKTHROUGH INTERACTIVE WORLDS WITH POP VR AT THE FESTIVAL

Virtual reality presentation at the Festival pushes beyond the frame to bring the best in transformative storytelling from around the globe

TORONTO — The Toronto International Film Festival® announced today plans for **POP VR** at the Festival, a presentation of virtual reality projects that will screen at the 2016 Festival. POP VR is set to captivate audiences and celebrate the intersection of cutting-edge filmmaking innovation and artistic vision.

“The Festival has always been committed to providing audiences with transformative experiences,” said Cameron Bailey, Artistic Director of the Toronto International Film Festival. “POP VR continues this tradition with immersive journeys that travel beyond the frame into the interactive world of virtual reality. With POP VR, the Festival shines the spotlight on visionary artists who are creating groundbreaking new narrative forms.”

POP VR will bring together compelling, high-calibre virtual reality projects that can be experienced at TIFF Bell Lightbox during the Festival from September 16 to 18 between 9 a.m. and 9 p.m. For more information about submitting to POP VR, please contact submissions@tiff.net. More details about POP VR at the Festival will be announced in the coming months.

TIFF has been creating immersive experiences for audiences with incredible and inspiring virtual worlds for several years. So far in 2016, TIFF Bell Lightbox hosted the immensely successful **digiPlaySpace**; the summer-long **POP**, a three-part virtual reality and immersive media pop-up installation series; and will present the recently announced **2167**, featuring six commissioned VR projects from Indigenous filmmakers and artists inspired by their vision of Canada in 2167, in celebration of Canada’s sesquicentennial anniversary.

The 41st Toronto International Film Festival runs September 8 to 18, 2016.

Social Media:

Facebook.com/TIFF
@TIFF_NET #TIFF16

About TIFF

TIFF is a charitable cultural organization whose mission is to transform the way people see the world, through film. An international leader in film culture, TIFF projects include the annual Toronto International Film Festival in September; TIFF Bell Lightbox, which features five cinemas, major exhibitions, and learning and entertainment facilities; and innovative national distribution program Film Circuit. The organization generates an annual economic impact of \$189 million CAD. TIFF Bell Lightbox is generously supported by contributors including Founding Sponsor Bell, the Province of Ontario, the Government of Canada, the City of Toronto, the Reitman family (Ivan Reitman, Agi Mandel and Susan Michaels), The Daniels Corporation and RBC. For more information, visit tiff.net.

TIFF is a charitable organization with a mission to transform the way people see the world, through film.

TIFF Bell Lightbox, Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 416-599-TIFF / 1-888-599-8433

tiff.net

*Toronto International Film Festival Inc. Charitable Registration # 11930 4541 RR0001



The Toronto International Film Festival is generously supported by Lead Sponsor Bell, Major Sponsors RBC, L'Oréal Paris and Visa, and Major Supporters the Government of Ontario, Telefilm Canada and the City of Toronto.

-30-

For information, please contact the Communications Department at 416.934.3200 or email proffice@tiff.net.

TIFF is a charitable organization with a mission to transform the way people see the world, through film.

TIFF Bell Lightbox, Reitman Square, 350 King Street West, Toronto ON Canada M5V 3X5 416-599-TIFF / 1-888-599-8433

tiff.net

*Toronto International Film Festival Inc. Charitable Registration # 11930 4541 RR0001