HISTORY OF INNOVATION AT TFF

Amazon Theater/Tribeca Film Festival Short-Film Competition at TFF 2005

- In 2005, before YouTube even launched, Amazon and TFF collaborated on a digital short film contest where users submitted over 1,000 entries onto the site, which had been custom created and was one of the first sites that allowed content upload ability with consumer interaction. Audiences voted on their favorites along with celebrity jurors like Ice Cube, Gwyneth Paltrow, Stanley Tucci, and David Duchovny.

- The winner was Jon Lindgren’s Rachel’s Challenge, a seven-minute short about the Columbine High School shootings. The winner of the second competition was Jack Paccione, Jr.’s Duel at Red Table.

Premiere of the First Shot Film Shot on a Cell Phone at TFF 2007

- In 2007, Why Didn’t Anybody Tell Me It Would Become This Bad in Afghanistan?, a 70-minute film shot entirely on a cell phone, premiered at the Tribeca Film Festival. Dutch avant-garde filmmaker Cyrus Frisch shot the film for only $200 on a Sharp 903 cell phone, with its built-in 3.2-megapixel camera.

Tribeca Film Festival Virtual (TFFV)/Tribeca Online Festival

- In 2010 Tribeca Film Festival Virtual (TFFV) was introduced to allow national audiences outside of NYC the chance to catch some of TFF 2010’s best full-length and short-form films online and eavesdrop in on filmmaker Q&As via a special online screening room.

- Kicking off TFFV was the World Premiere of filmmaker Ed Burns’ Nice Guy Johnny.

Tribeca Disruptive Innovation Awards (TDIA) – Ongoing

- Launched by Tribeca co-founder Craig Hatkoff in 2010, the Tribeca Disruptive Innovation Awards celebrates disruptive innovation across the full spectrum of traditional and non-traditional domains ranging from technology, biomed, politics, education, healthcare, spirituality, religion, economics, sports, fashion and philanthropy. TDIA is curated in in collaboration with Harvard Business School Professor Clayton M. Christensen.

- Honorees the first year included: Jared Cohen, the Director of Google Ideas, Jack Dorsey, Co-Founder and Chairman of Twitter, Jonathan Feinberg, creator of Wordle, and Ashton Kutcher for Twitter. Since the first year TDIA has gone on to honor: Alec Ross, Co-Founder and CEO of Square, Kickstarter, Dr. Regina Dugan, Vice President of Engineering at Google, Jimmy Wales, the Founder of Wikipedia, Bre Pettis, Senior Advisor for Innovation, U.S. Department of State, Scooter Braun, Rus Yusupov, Ben Kaufman of Quirky, Garrett Camp, Donald Katz of Audible, Reshma Saujani (Girls who Code), Jason Silva, Reshma Saujani (Peek), to name a few.
World Premiere of the First Video Game at a Film Festival – *Ongoing*

- In 2011 The Tribeca Film Festival was the first film festival to welcome gaming in to the official program with the World premiere of L.A. Noir, a detective-based Xbox 360 and Playstation 3 game starring Mad Men’s Aaron Stanton and modeled after crime noir films like *L.A. Confidential* and *Chinatown*.

- At TFF 2013 Tribeca returned to movie-inspired gaming to premiere *Beyond: Two Souls*, a PS3 fantasy role-player led by Oscar nominee Ellen Page.

- In 2015 Tribeca Games teamed up with Riot Games for its inaugural event “The Craft And Creative Of League Of Legends.” An initiative created to showcase innovation and storytelling in gaming. The event featured five panels with Riot Games’ designers, artists, producers, and musicians.

**Tribeca Film Institute New Media Fund – *Ongoing***

- The TFI New Media Fund was launched in 2011 to provide funding and support to non-fiction, social issue media projects which go beyond traditional screens – integrating film with content across media platforms, from video games and mobile apps to social networks and interactive websites.

- TFI awards grants ranging from $50,000 to $100,000 to select storytellers whose non-fiction, socially conscious works push boundaries and demonstrate the power of cross-platform storytelling and dynamic audience engagement.

- Past New Media Fund grantees are VR pioneer Nonny de la Peña, Peabody Award-winning documentarian Elaine McMillion Sheldon, VR creator Karim Ben Khelifa (*The Enemy*), directors Chris Johnson and Hank Willis Thomas (*Question Bridge*), creators Jigar Mehta and Yasmin Elayat (*18 Days In Egypt*), and creators Brett Gaylor, Sébastien Brothier and Margaux Missika (*Do Not Track*).

**TFI Interactive – *Ongoing***

- TFI Interactive launched at TFF 2012, as a one-stop-shop for Interactive Storytelling during the Festival. Run by the Tribeca Film Institute, the day assembles the brightest thinkers and innovators for an all-day forum that explores storytelling in the digital age, audiences are able to experience next-level documentary projects, VR, and cinematic video games.

- In 2015 The Skin Deep's *The {} And*, an experimental, in-person doc for which creators Topaz Adizes and Nathan Phillips invited people to grill each other with questions they’d otherwise never ask: “Who here would you sleep with?”, “What would it take for me to kill you?” TFI Interactive 2015 also featured *That Dragon, Cancer*, a life-affirming game where players see what it’s like to raise a cancer-stricken kid.
The Vine #6SecFilm Contest

- In 2013 Tribeca introduced the #6SecFilm Contest, an online juried competition in which people created 6 second stories with a “beginning, middle, and end” via the phone app Vine. The submissions were separated into four categories: “Auteur,” “Genre,” “Series,” and “Animate.”

- Winners in 2013 include: There is no sunny-side to this story by Kevin Polizzotto, Series: The Book Beetle by Chris Donlon, Animate: How to clear out your garage from a scary ghost by Jethro Ames, and Genre: Lazer’s close shave with Donald by Matt Swinsky.

- Winners in 2014 include: Animation: Matt Willis, Australia, for Wrap Dancer, Drama: Jessica Harmon, USA, for Addiction, Comedy: Albert Birney, USA, for Sylvio Let’s Go, Genre: Lawrence Becker, USA, for The Vortex Finds a Host and #6SecFilms Audience Award: Evan Hilton, USA, for Shaking Free.

Storyscapes – Ongoing

- In 2013 The Tribeca Film Festival introduced Storyscapes, a juried, competition section of immersive transmedia works created to celebrate new trends in digital media and to recognize creators who employ an interactive, web-based or cross-platform approach to story creation.

- Past winners include: Sandy Storyline by creators Rachel Falcone, Laura Gottesdinner and Michael Premo in 2013, “Clouds” by creators Jonathan Minard and James George in 2014, and Door Into The Dark by creators May Abdalla and Amy Rose in 2015.

The Tribeca N.O.W. (New Online Work) – Ongoing

- In 2014 the Tribeca Film Festival unveiled Tribeca N.O.W. (New Online Work), a program created to discover, highlight, and celebrate New Online Work from independent storytellers who choose to create and share their work in the online space.

- Two highlights from Tribeca N.O.W. are Money & Violence, which was recently picked up by Jay Z’s Tidal, and High Maintenance, which has since evolved into an HBO series that will premiere in 2016.

Tribeca & The Lincoln Motor Company “Tribeca Interactive & Interlude: A Music Film Challenge” in 2014

- In 2014, TFF teamed up with the music video service Interlude to launch “Tribeca Interactive & Interlude: A Music Film Challenge,” created in collaboration with The Lincoln Motor Company via Genero.tv’s global creative community. Digital storytellers created interactive music films from their choice of three music tracks: "Heavy Seas of Love" by Damon Albarn; "Ticking Bomb" by Aloe Blacc, and Dead in the Water" by Ellie Goulding. The winners were chosen by TFF jurors Daniels, Jason Hirschhorn and Judy McGrath, with participation from Damon Albarn and Aloe Blacc.

- Winners include Jakub Romanowicz for Damon Albarn’s “Heavy Seas of Love;” Mohit Israney for Aloe Blacc’s “Ticking Bomb;” and, Máté Szabó for Ellie Goulding’s “Dead in the Water.” The winning entries went on to become the official interactive music video for their respective songs.
Virtual Reality/Interactive—The Festival began debuting virtual reality and cutting edge interactive work in 2012 throughout the Festival, with standouts including:  - Ongoing

- In 2014 Daniels, the daring directorial duo comprised of Daniel Scheinert and Daniel Kwan, brought Possibilia, a first-of-its-kind non-linear seamless film, to the Tribeca Film Festival for its World Premiere. The films’ directors and cast presented a live screening of the film with real time choices being made on stage, before the audience’s eyes. (Interactive)

- Chris Milk was the inaugural Tribeca Film Festival Featured Creator at Spring Studios in 2015 bringing a sampling of his company VRSE’s newest efforts, including Clouds Over Sidra, an eye-opening, humanitarian-minded project, produced by UNICEF, that put users in the shoes of a 12-year-old Syrian refugee in a Zaatari camp in Jordan, and Evolution of Verse, a 3.5-minute short that placed users in beautiful, post-card-ready, computer-generated landscapes. (Virtual Reality)

- The film Clouds, an immersive, VR-centric documentary, shown through the Oculus Rift, won the Bombay Sapphire Award for Transmedia at the 2014 Festival. (Virtual Reality)

- Oculus Story Studio also showcased a short (6.5-minute) experience called Lost at the 2015 Festival using the Oculus Rift Crescent Bay prototype. Lost took viewers on a journey to a moonlit forest inhabited by an unexpected creature. (Virtual Reality)

- In 2015 Jeremy Bailenson brought the Stanford University’s Virtual Human Interaction Lab to TFF. The lab featured three unique VR experiences: you could travel as a marine biologist to the bottom of the sea; play quarterback in a football game; and walk a mile in the shoes of someone of a gender, race, or age, other than their own. (Virtual Reality)

- Penrose Studios debuted for the first time their VR short film The Rose and I. (Virtual Reality)

Games for Change Festival - Ongoing

- In 2014, the 11th annual Games for Change Festival joined TFF becoming a part of the Festival. The Games for Change Festival is at the forefront of educating gamers both young and old about the player-based culture’s socially conscious side and facilitates the creation of distribution of social impact games that serve as tools in humanitarian and educational efforts.

- The first year’s highlight was The Go Game Presents: Superheroes vs. Zombies, a high-concept survival adventure in which users learn practical survival skills while also hunting down the living dead.

DEF CON – On going

- In 2015, DEF CON founder Dark Tangent brought his internationally acclaimed hacking conference to the Tribeca Film Festival, marking DEF CON’s first New York City event. The one-day event included interactive sessions dedicated to lock picking and hardware hacking, as well as panels focused on how hacking culture is depicted in film.
In 2015 the Tribeca Film Festival introduced “Tribeca Talks: Imagination Day. Powered by the Hatchery,” an all-day summit assembling the greatest tech minds—including the Stanford VR Lab's Jeremy Bailenson and Michael Tolkin, CEO of IMAX Labs—for panels and exhibitions on topics like artificial intelligence, transportation, robotics, nanotechnology, and virtual reality.