15 YEARS OF THE TRIBeca FILM FESTIVAL

After being announced in November 2001 following the attacks on 9/11, the first Tribeca Film Festival came together in just 120 days.

Nelson Mandela attended the Opening Day ceremonies at New York City’s City Hall for the first Tribeca Film Festival where he addressed the crowd about the power of film to unite, humanize, and inspire us all.

The Tribeca Film Festival Artists Awards Program was established the first year. Emerging and renowned artists celebrate filmmakers by providing original works of art that are given to the filmmakers’ competition winners every year. – Ongoing

-Fun fact: Artist Stephen Hannock has donated artwork every year of the Festival.

The Tribeca Family Festival, the ultimate street fair and family celebration, unfolded downtown in Tribeca the first year of the Festival. The surrounding neighborhood was still smoldering from the 9/11 attacks; and the city and downtown community was completely demoralized. The first Tribeca Family Festival provided an opportunity for people, to laugh and smile again for the first time since the attacks. It is a profound moment in the Festival’s history.

Did you know that Whoopi Goldberg has been a part of our family since the very beginning? The EGOT winner has been a jury member at every Festival, generously sharing her industry experience and distinguished film palette. When asked why she keeps coming back year after year, Goldberg eloquently explained: “The Tribeca Film Festival combines two of my favorite things: movies and New York City!”

Star Wars: Attack of the Clones had its World Premiere at TFF 2002. Susan Sarandon, Natalie Portman, and Michael J. Fox were among the attendees. The premiere benefited The Children’s Aid Society, helping the city’s disadvantaged children and providing millions of dollars in aid to those affected by terrorist attacks. Two private screenings were held for the children and their families.

-Fun fact: Governor of New York George Pataki and actor Liam Neeson handed out tickets in the Tribeca neighborhood.
In 2002, the Festival, in conjunction with MTV, presented “MTV’s Rock and Comedy Concert” featuring performances by Sheryl Crow, Counting Crows, Wyclef Jean, and comedians Robin Williams, Billy Crystal, Whoopi Goldberg, Jimmy Fallon and more. The free, three-hour long concert took place in Historic Battery Park and brought thousands of New Yorkers to lower Manhattan to celebrate the vibrancy of New York City through music, film, and comedy. Excerpts of the concert were later included in the MTV special, "MTV Presents: Inside the Tribeca Film Festival."

-Fun fact: David Bowie also appeared as part of the "MTV’s Rock and Comedy Concert” in Battery Park City. In an interview he gave to a local cable crew, he greeted the interviewer (and audience) with "Hi, I'm your next-door neighbor" and went on to talk earnestly about the efforts to revitalize downtown New York after 9-11.

The Tribeca Drive-In: During TFF 2003, the Festival re-created the ’50s, with three days of screenings on a giant movie screen installed at the end of Pier 25 in Hudson River Park. Festival sponsor General Motors supplied ’50s-era vehicles to create a drive-in setting. Screenings included classic films Diner, Grease and When Harry Met Sally.

The Tribeca Drive-In series allowed audiences to watch both classic films and premieres under the stars, free of charge. Screenings were often preceded by family-oriented performances and activities. (TFF 2003 – 2015)

The TFF 2003 Opening Day Ceremonies included a huge parade down Greenwich Street with famed jazz musician, and artistic director of Jazz at Lincoln Center, Wynton Marsalis, performing a tribute to 9/11. Ewan McGregor, Bono and Renee Zellweger were also in attendance.

In 2003, the Tribeca Film Festival Family Festival General Motors pavilion featured an exhibit on hydrogen fuel cell technology and a futuristic hydrogen vehicle.

Archbishop Desmond Tutu attended the 2003 Tribeca Film Festival and addressed the crowd at the Opening Press Conference at the World Financial Center in New York City. The occasion also celebrated the 10th anniversary of democracy in South Africa.

The TFF 2004 screening of The Brotherhood, filmmaker Lilibet Foster’s behind the scenes documentary on fire companies in Brooklyn, Manhattan, and Queens, premiered at the World Financial Center. After the screening, bag pipers and drummers came down the steps of the World Financial Center and FDNY fire boats lit up the Hudson River.

Macy Gray, The Black Eyed Peas and Van Morrison performed at the American Express Concert in NYC during the 3rd Annual Tribeca Film Festival in 2004. Bono was also on hand to address the crowd.

During TFF 2004, the last episode of hit TV show “Friends” aired. The Festival joined in on the excitement by holding an outdoor screening of the last episode, in real-time, for fans down on the Pier.

In 2004, a Tribeca Talks book was published in conjunction with Fondazione Prada. The book reflects the belief that art is a powerful force through which difference can be bridged and change can be seen. The Tribeca Talks book was written by Nora Ephron and Martin Scorsese, with Lauren Bacall, Edie Falco, Paul Rudd, and Jennifer Westfeldt among the contributors.
The Tribeca Film Festival continued its collaboration with Fondazione Prada in 2004, presenting a selection of films from the 2004 Festival in Milan, including documentaries The Beauty Academy of Kabul directed by Liz Mermin (USA, 2004), Lipstick & Dynamite, Piss & Vinegar: the First Ladies of Wrestling directed by Ruth Leitman (USA, 2004), Arna’s Children directed by Juliano Mer-Khamis and Danniel Danniel (Israel/Palestine/ The Netherlands, 2003); and the movies Killer Diller directed by Tricia Brock (USA, 2004), A Touch of Spice directed by Tassos Boulmetis (Greece, 2003) and The Green Hat directed by Liu Fendou (China, 2003).

The Festival also included Stage Beauty (GB, 2004), directed by Richard Eyre and the premiere of the final cut of 2046 directed by Wong Kar-wai.

The North American premiere of Transamerica at the 2005 Tribeca Film festival received a standing ovation and was quickly acquired by The Weinstein Company. The film’s star Felicity Huffman went on to win a Golden Goblet and an Indie Spirit Award for Best Performance by an Actress in a Leading Role for her role in the film. She was also nominated for an Oscar and Screen Actors Guild Award in the same category.

The TFF 2005 North American premiere of the Israeli film, Ushpizin, about an Orthodox Jewish couple whose faith is tested proved that Tribeca is an unparalleled platform for filmmakers to connect with, and discover, their audience. The movie, which had been blessed by the grand rabbi in Brooklyn, brought the New York City Orthodox community out in droves to support the film.

The ASCAP Music Lounge (TFF 2005-2008), was a space dedicated to showcasing the exceptional talent of new, top names and emerging artists. It was a place where independent filmmakers, film composers and songwriters could meet up, mingle and collaborate on future projects. The ASCAP Music Lounge featured memorable performances by Nick Lowe, Regina Spektor, Sia, Jon Foreman, Joseph Arthur, Ingrid Michaelson, Sondre Lerche, Rachael Yamagata, Jack Savoretti, Small Mercies, Augustana, Chris Thile, Brett Dennen, Jessie Baylin, Lizz Wright, Damien Rice and more.

In 2005, before YouTube had even launched, Amazon and TFF collaborated on a digital short film contest where users submitted over 1,000 entries onto a custom site, 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.

The World Premiere of United 93, by British director Paul Greengrass, opened the 2006 Tribeca Film Festival. Joining the filmmaker and attending cast members were the family members of the victims of the United Airlines plane that crashed into a field in Somerset County, Pennsylvania, killing all 33 passengers and seven crew members. The relatives were given a standing ovation after Jane Rosenthal, co-founder of the Festival with Robert De Niro, said she hoped the film could be part of a “healing journey.”

U.S. Premiere of Mission Impossible III at TFF 2006. Tom Cruise traveled through the five boroughs by motorcycle, speedboat, taxi, helicopter, sports car and subway before landing at the Ziegfeld Theatre for the premiere.

The US premiere of Spiderman III in Queens at TFF 2007, which kicked off "Spider-Man Week in NYC." The premiere was attended by Topher Grace, Todd Wagner, Kirsten Dunst, Ginnifer Goodwin, Susan Sarandon, Bill Paxton, and Toby Maguire and Jennifer Meyer.

In 2007, The Tribeca Film Festival founded the Tribeca/ESPN Sports Film Festival, the premiere showcase for independent sports films. Tribeca/ESPN Sports Film Festival also included a Sports Day as part of the Tribeca Family Festival Street Fair, giving sports fans the opportunity to enjoy a variety of free, sports-related games, and activities.
During a reception for an evening celebrating Rwanda, held by the 2007 Tribeca Film Festival, Rwandan President Paul Kagame and President Bill Clinton spoke about Rwanda, genocide, and how the biggest regret of Clinton’s administration was not being able to stop the genocide. Kagame also spoke about the exciting new guard of Rwandan filmmakers.

The World Premiere of The First Saturday In May, about the Kentucky Derby, at TFF 2007. The majority of the audience sported Derby bonnets, and there was also a trumpeter in full costume.

The Orchestra Of Piazza Vittorio, an Italian film about an orchestra of immigrants living in Italy, had its North American premiere at TFF 2007. When the house lights came up the audience was surprised to see the musicians from the film at the front of the theater, there to play a surprise performance.

During TFF 2007, American hip hop pioneer Fab Five Freddy hosted a free, World Premiere screening of the pop-and-lock documentary Planet B-Boy at the Tribeca Drive-In. Following the screening the audience was treated to a live break-dance demonstration and dance lessons from champion B-boys.

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.

President Ellen Johnson Sirleaf of Liberia attended the TFF 2008 premiere screening of Pray The Devil Back To Hell, a documentary that chronicled the social unrest in the West African Republic of Liberia. At the screening, the star of the film was asked how she could forgive what people had done to her. President Sirleaf answered for her, sighting Nelson Mandela's mandate to remember the power of forgiveness and reconciliation. President Ellen Johnson Sirleaf, Leymah Gbowee (Liberian peace activist responsible for leading the women's peace movement Women of Liberia Mass Action for Peace, which helped bring an end to the Second Liberian Civil War in 2003) and Tawakkol Karman (a Yemeni journalist, politician and senior member of the of Al-Islah political party, and human rights activist) went on to win the Nobel Peace Prize in 2011 for their work.

The TFF 2007 Opening Night Gala was a music and film variety show-style event with a climate change theme called "S.O.S." The Gala was hosted by former Vice President Al Gore and included screenings of short films, musical performances by Live Earth music acts, and a special performance by Jon Bon Jovi. Robert De Niro came onstage at one point during the evening with Jimmy Fallon, who was dressed up as Martin Scorsese!

Special screenings of the silent film Pasio, by director Paolo Cherchi Usai, during TFF 2007. The films screened at two of New York City's most magnificent and "lasting structures" the Cathedral of St. John the Divine and Trinity Church. The screenings were accompanied by live music.

At TFF 2007, DJ SPOOKY galvanized audiences with a challenging interactive experience. Paul D. Miller (a.k.a. DJ Spooky That Subliminal Kid) re-worked, re-made, and re-interpreted one of America's most controversial films, Birth Of A Nation, and called it Rebirth Of A Nation. Mixed live and projected on a triptych, it was the first time Miller used new visual material that he had produced with Starz and a re-worked score performed by the Kronos Quartet, to create uniquely visceral production.

During TFF 2007, Angelina Jolie showed A Place in Time for students in NYC, complete with a companion study guide. The film was an experimental documentary that captured the diversity and similarities of people by filming around the globe at exactly the same time.

Tribeca Enterprises, The William Morris Agency and China Interactive Media Group (CIMG) presented a special two-day independent film event in Beijing, China, on July 10th and 11th, 2007 called “Tribeca 798 Film Festival Beijing.” The event centered around special screenings of the film Planet B-Boy by director Benson Lee, a powerful documentary about the vibrant global resurgence of break-dancing, which had its World Premiere at the 2007 Tribeca Film Festival and was developed through the support of the Tribeca Film Institute’s Tribeca
All-Access program. The event was designed to give Beijing a small taste of the Tribeca Film Festival and was comprised of an opening reception, free community outdoor screenings of the film and a block party on opening night that took place in the 798 district, an artist-friendly neighborhood similar to Tribeca, for which the event had been named.

**Breaking the Band**, an exclusive live music showcase featuring The Hold Steady, The Virgins, Republic Tigers, and Bad Veins took place at Webster Hall during TFF 2008, curated by famed music supervisor Alexandra Patsavas.

Audiences joined filmmaker and “Thriller” video director John Landis for a special 25th Anniversary screening of *Thriller* at the TFF 2008 Tribeca Drive-in. The screening ended with a surprise performance by two dozen dancing zombies.

**I Am Because We Are** premiered at the 2008 Tribeca Film Festival. The documentary film about AIDS orphans in Malawi was directed by Nathan Rissman and written, narrated, and produced by Madonna. Risman and Madonna both attended the premiere and stayed for a post-screening Q&A where they discussed the making of the film.

Critically acclaimed film *Let the Right One In*, directed by Thomas Alfredson, screened for the first time in North America at TFF 2008. The film went to be adapted for North American audiences with a U.S. remake released in 2010, and was adapted into an Off Off Broadway play in 2015. Alfredson went on to direct the critically acclaimed *Tinker, Tailor, Soldier, Spy* and the upcoming *The Snowman*.

In 2009 the Festival held a tribute honoring legendary screenwriter William Goldman with fellow screenwriters Scott Frank, Tony Gilroy, David Koepp, Aaron Sorkin and Beau Willimon, who were on hand at the 40th anniversary retrospective screening of *Butch Cassidy And The Sundance Kid* at the Tribeca Drive-In.

Director Damien Chazelle's first film, *Guy and Madeline on a Park Bench*, had its World Premiere at the 2009 Tribeca Film Festival to a slew of adoring reviews. The film proved to be a stepping stone for Chazelle, who went on direct the award-winning short *Whiplash*, which he then adapted into his Academy Award®-nominated feature with the same name.

**The President of Rwanda, Paul Kagame**, attended the TFF 2010 World Premiere of *Earth Made Of Glass*, a documentary film about the 1994 Rwandan Genocide. The film was picked up by HBO and went on to be nominated as 2010 Best Documentary by the Producer's Guild of America and won a Peabody Award in 2012.

For the TFF 2010 World Premiere of *The Birth Of Big Air* a giant half-pipe was built outside the World Financial Plaza where BMX athletes did tricks and were joined by the film's Producer Johnny Knoxville and the film's subject, BMX legend Matt Hoffman.

The World Premiere of *Shrek Forever After* opened the 2010 Tribeca Film Festival.

In 2010, **Tribeca Film Festival Virtual (TFFV)/The Tribeca Online Festival** 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*.

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; and Reshma Saujani (Peek), to name a few.

In 2011, the Tribeca Film Festival was the first film festival to welcome gaming into 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.

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

Opening Night of the 2011 Tribeca Film Festival featured the World Premiere of The Union, a documentary film chronicling the making of Sir Elton John and Leon Russell’s 2010 album of the same name. The premiere took place outdoors at the World Financial Center and welcomed over 7000 attendees for free. Following the premiere, in honor of the 10th anniversary of the 9/11 attacks and as a gift to the community, attendees were treated to a free live concert by Sir Elton John!

The Tribeca Film Festival in 2011 held a Legacy Celebration to honor Quincy Jones for his contribution to cinema and music as well as his philanthropic efforts across the globe.

The North American premiere of Jiro Dreams of Sushi at TFF 2011. The Festival added an extra screening and all ticket sales proceeds went to the Japan Society’s Earthquake Relief Fund. The film was acquired during the Festival and went on to be one of the top documentaries of the year both commercially and critically.

Tribeca Talks: Directors Series launched during TFF 2011. Since its inception the Festival has welcomed some of the most talented and legendary directors working in the business today, including: Souleymane Cissé, the Malian film director in conversation with Award®-winning director Martin Scorsese at TFF 2011; Academy Award®-winning filmmaker and activist Michael Moore, interviewed by Academy Award®-winning actor Susan Sarandon at TFF 2012; Academy Award® winning director Clint Eastwood was interviewed by Academy Award® nominee Darren Aronofsky following the world premiere of Eastwood Directs: The Untold Story at TFF 2013; Academy Award®-winning filmmaker Ron Howard in conversation with Brian Williams at TFF 2014; and acclaimed writer-director Ava DuVernay, who discussed her career trajectory with Grammy winning musician Q-Tip at TFF 2015.
Marvel's *The Avengers* was the closing night film at the 2012 Tribeca Film Festival. Honoring the spirit of TFF, the screening celebrated everyday heroes from police agencies, fire departments, first responders and various branches of the U.S. military. These local heroes attended the screening and met the cast.

While traveling from Cuba to the U.S. for the North American premiere of *Una Noche* at TFF 2012, the 20-year-old costars of the film, Anailín de la Rúa and Javier Nuñez, disappeared. They later turned up in Miami, where they sought political asylum.

**TFI Interactive** launched at TFF 2012, as a one-stop-shop for Interactive Storytelling during the Festival. Organized 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, where audiences are able to experience next-level documentary projects, VR, and cinematic video games.

TFF 2015 World Premiered Felix Thompson's *King Jack* in the Viewpoints section. The film won TFF’s 2015 Audience Award and went on to win an Independent Spirit Award in 2016.

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.

Belgian director *Felix van Groeningen’s* film *The Broken Circle Breakdown* made its North American premiere at the 2013 Tribeca Film Festival. The film went on to be nominated for an Academy Award® for Best Foreign Language Film in 2014. Van Groeningen is currently attached to direct his new film *Beautiful Boy* with Brad Pitt's production company Plan B and New Regency.

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 included: *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 included: 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*.

Internet cat sensation Lil Bub, subject of the documentary *Lil Bub and Friendz*, which had its World Premiere at TFF 2013, met Robert De Niro at the TFF 2013 Director’s Brunch, which he attended as a special guest with his film’s directors.

*King of Comedy* was the closing night film of the 2013 Tribeca Film Festival. Robert De Niro, Jerry Lewis and Martin Scorsese were all in attendance for the retrospective screening of the 30 year old cult classic.

In 2013, The Tribeca Film Festival introduced *Storyscapes*, a juried, competition section of experiential 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 Gottesdiener 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 Nora Ephron Prize* became a part of the Tribeca Film Festival in 2013, created in honor of the amazing Nora Ephron, with the hope of inspiring a new generation of female writers and directors. Women who have
received the award include: Meera Menon (*Farah Goes Bang*), Talya Lavie (*Zero Motivation*), and Laura Bispuri (*Sworn Virgin*).

**Time Is Illmatic**, a Tribeca Film Institute supported film, came full circle playing the Opening Night of the 2014 Tribeca Film Festival at the Beacon Theatre. The premiere was followed by a powerful live performance by NAS. This night also marked the first time Opening Night at TFF was made open to general ticket buyers.

**President Bill Clinton and Hillary Clinton** attended their daughter *Chelsea Clinton’s* 2014 Tribeca Film Festival premiere of short film *Of Many*, which she executive produced.

**Keep On Keepin’ On Movie & Music Special Event**: Quincy Jones, producer of *Keep On Keepin’ On* produced a dream performance after the film’s premiere at TFF 2014. Herbie Hancock, Esperanza Spalding, Dianne Reeves, Roy Hargrove and Justin Kauflin graced the stage of the theater after the initial screening to honor jazz legend Clark Terry, the subject of the film. The film was acquired during the Festival and went on to receive many award nominations.

At TFF 2014, film editor Thelma Schoonmaker, who has worked with director Martin Scorsese for over forty years, gave a Master Class entitled "*The Cutting Room: An Insight to the Edit Suite,*" where she focused entirely on key sequences in the film "Raging Bull" and the stories behind them.

The World Premiere of *When The Garden Was Eden* at BMCC for the 2014 Tribeca/ESPN Sports Film Festival Opening Night. Those in attendance at the premiere included New York Knicks former players Cazzie Russell and Dick Barnett, along with the President of the New York Knicks, Phil Jackson.

To kick off Tribeca Film Festival **Innovation Week** during TFF 2014, former presidential speech writer, Jon Favreau, sat down with Aaron Sorkin to talk about storytelling’s past, present, and future.

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.

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.

To support the Festival’s mission of introducing great new artists and groundbreaking indie films to as wide an audience as possible, AT&T and TFF launched "**Film For All**" during TFF 2014, allowing film lovers to secure free tickets to film screenings at all TFF venues.

In 2014, the 11th annual **Games for Change Festival** joined TFF. 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.
Virtual Reality/Interactive—The Festival began debuting virtual reality and cutting edge interactive work in 2012 throughout the Festival, with standouts including:

**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** 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 another gender, race, or age. (Virtual Reality)

**Penrose Studios** debuted their VR short film *The Rose and I*. (Virtual Reality)

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 film's directors and cast presented a live screening of the film with real time choices being made on stage, before the audience's eyes. (Interactive storytelling).

**Tribeca Talks Directors Series: George Lucas with Stephen Colbert** at TFF 2015 featured the meeting of two masters of the universe. They were huge fans of one another and knew each other's work inside and out. They discussed George Lucas’ career as a trailblazing innovator, screenwriter, director, and producer of films including the *Star Wars* and the *Indiana Jones* franchises.

**AT TFF 2015**, the world-renowned **DJ Z-Trip** was invited to the festival to do something that had never been done before: spin a live set along with Harold Lloyd's classic silent movie *Speedy* (1928), in which his title character has a wild New York City misadventure while trying to preserve the city's last horse-drawn streetcar.

**Mary J. Blige** attended the TFF 2015 World Premiere of documentary, *Mary J. Blige: the London Sessions* at The Beacon. The film captured the making of the album of the same name and Mary J. Blige treated the audience to an emotional live performance after the screening.

**Amy Schumer** and her writers were a revelation at a special screening of an episode of her comedy series “Inside Amy Schumer” at the Tribeca Festival Hub during TFF 2015.

The remaining members of **Monty Python** reunited at TFF 2015 for retrospective screenings of their past films and the International Premiere of their new documentary **Monty Python: The Meaning of Live** at The Beacon Theatre. Following the premiere, the Python’s sat down for a lively discussion with comedian **John Oliver**.


In 2015, **DEF CON** founder Dark Tangent brought his internationally acclaimed hacking conference to the Tribeca Film Festival, marking DEF CON's first ever event outside of Vegas and the first of its kind for New York
City. 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.

💡 “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, was introduced in 2015.

🌱 Spring Studios becomes the Tribeca Festival Hub! A creative center and gathering place for artists, thinkers, and storytellers, the Hub is the Festival’s headquarters for innovation, panel discussions, and other beyond-film events. (TFF 2015/2016)

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🔥 The Festival has a rich history of past jurors. Some notable past jurors include: Gloria Steinem, Nora Ephron, David Bowie, Fran Lebowitz, Whoopi Goldberg, Michael Moore, Olivia Wilde, David O. Russell, Denis Leary and Dianne Wiest, to name a few.