

XR PITCH CALL 2024

MEDIAMORFOSIS CHILE



Mediamorfosis
CHILE

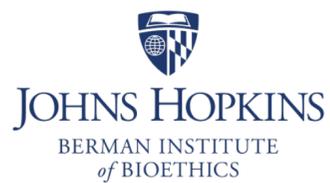
FINANCES



PRODUCES



STRATEGIC ALLIES



INVITES





Introduction

Mediamorfosis is the premier Latin American gathering for the exhibition, industry, and training of content linked to the evolution of new media.

It is a forum that addresses, analyzes, and facilitates the development of interactive, immersive, transmedia, and Extended Reality (XR) storytelling projects.

This year, The 27th edition of the Festival will take place in Chile, from the 23rd to the 26th of October 2024, at the Palacio Vergara, Viña del Mar.

For this new version of Mediamorfosis, we will have significant awards for selected projects, which will have access to international commercialization opportunities and direct resources to advance or finalize their projects.

As always, through this call, we aim to identify the best XR projects in development from Chile and Latin America, and provide tools for them to integrate into additional international circuits and markets.

Objectives of the call

Through this call, XR projects from Chile and Latin America¹ in the initial or advanced development phase with a finished prototype are invited to participate in the Mediamorfosis Chile 2024 Pitch.

The pitch involves presenting the selected projects to a distinguished international and national jury of producers, distributors, and creators with particular interest and expertise in this type of project.

Winning projects of the Pitch will receive significant awards to access international markets in order to expand their networks, find potential financiers, and connect with producers for the completion of their projects.

¹ Argentina, Bolivia, Brazil, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Dominican Republic, Uruguay, Venezuela.



Project Typology

We are looking for Chilean and Latin American XR projects in early or developmental stages that work in any of the following formats:

- Virtual Reality Projects
- Augmented Reality Projects
- Mixed Reality Projects
- 360° Videos
- Convergent Projects
- Mapping
- Video Games
- Immersive audio experiences
- Hybrid Projects (analog and digital)
- AI Models
- Web3



The projects can take the form of fiction, non-fiction, transmedia experimentation, immersive theater, or digital arts, among others.

Projects must have a narrative component, and display a coherent vision that incorporates and applies appropriate technologies to convey their theme.

Industrial simulators or training applications in any format or sales of services or products are excluded from this call for proposals.



Application Categories

This year we have established two categories for applicants:

① Projects in the initial phase.

These are projects that have not yet been fully developed. They must have a clear conceptual idea, a work proposal, and an appropriate team interested in developing the project.

Applicants should present references of the work they want to do, its intended impact, and significance.

In this category it is not mandatory to have a prototype or demo of the preliminary idea presented.

② Projects in a more advanced state of development.

These types of projects have a conceptual idea, a target audience, and a team already committed and working, along with a prototype and samples of the work in execution. In terms of the budget, there must be a clear plan for the monetization of the project.

When applying and submitting information, applicants must indicate which category they are applying to. The same project cannot apply to both categories. However, the same team can apply to each category with a different project.



2024 Awards

This year, we will present a total of three awards to the winning projects in the XR pitch in their respective categories.

Bioethics and New Narratives Award; iDeas Lab, Johns Hopkins Berman Institute of Bioethics.

The iDeas Lab of the Johns Hopkins Berman Institute of Bioethics has partnered uniquely with Mediamorfosis to invite Chilean and Latin American creatives to present XR projects that address or deal with bioethical themes.

The Institute will issue two awards of 5,000 USD each to support the development of innovative experiences that engage audiences with ethical issues at the forefront of health, science, or technology. Projects may be in an initial stage of development, or already nearing completion with a prototype.

Following a competitive proposal, review, and pitch process (see below), 5,000 USD will be awarded to two selected projects either in the initial stage or a more advanced stage. The resources will be provided to awardees in two installments: the first 50% upon being selected for the award, and the remaining 50% upon meeting project milestones for the use of resources, as committed to by the awardees.

The purpose of this grant is to support creators who are interested in exploring bioethical issues using new media.

Collaborations with bioethics professionals in Latin America are encouraged.

In addition to funding, awardees will receive monthly remote feedback and mentoring from narrative storytellers and bioethicists at the Berman Institute of Bioethics, Johns Hopkins University.



Awardees will be invited to present their work-in-progress to bioethics and new media experts at a virtual event in early 2025, in addition to having the opportunity to present at Mediamorfosis 2025.

What is bioethics?

New medicines, biomedical procedures, and ways of altering plants and animals are bringing benefits to millions of people. However, these same innovations also have the potential to cause harm or raise other types of ethical questions about their discovery and use, including issues of justice.

Bioethics is the multidisciplinary study and response to these moral and ethical questions.

Bioethical questions often involve overlapping concerns from various fields of study, including life sciences, biotechnology, public health, medicine, public policy, law, philosophy, and theology. They arise in clinical, research, and political settings, usually in response to advances in biology, healthcare, and technology, especially biotechnology.

Therefore, XR projects that could qualify for this award should address local or global ethical challenges that arise in the pursuit of physical, mental, or population health, considered from angles of personal experience, culture, history, philosophy, race, gender, or other approaches.



New Images Festival Award, Paris.

For the third consecutive year, NIF joins Mediamorfosis to present the award that will allow an XR project in an advanced state of development to directly access the market section in Paris - April 2025.

New Tech Pitch Award, DocsBarcelona Festival.

XR projects presented at Mediamorfosis 2024 will also be eligible for the New Tech Pitch Award at the DocsBarcelona Documentary Film Festival.

This implies having direct access and being automatically selected to participate in the DocsBarcelona New Tech Pitch - May 2025.

The New Tech Pitch is organized in collaboration with the Sónar+D festival and is part of the industry activities of DocsBarcelona.

At this event, a selection of 4 non-fiction projects that include emerging technologies will be presented to a panel of funders and industry experts from around the world interested in such projects.

The project selected for the DocsBarcelona participation must be of non-fiction, no matter the format or the new technology involved.



How to Apply?

You will need to access the **following link** and provide the following information:

- 1 If you select that you are applying to the **initial development phase category**, submit the following document:

One PDF document of no more than 5 pages, describing the following topics:

- Idea and concept (no more than half a page).
- Immersive and/or interactive narrative description of the project (here you must explain the use of the new XR narratives, justify why you decided that narrative path, and define the platform(s) that the project will use).
- Visual references (examples) to explain the proposal.
- Work team (roles, names and profile if defined).
- Definition of the audience.
- Estimation (if possible) of the cost of the project.
- Justify/explain the thematic link with Bioethics.
- Explain how and what you would use the prize for if you win.

* **The initial-phase projects are only applicable to receive one of the prizes of the iDeas Lab, Johns Hopkins Berman Institute of Bioethics, of 5.000 USD. So they must have a bioethics subject.**



2 If you select that you are applying to the **advanced development phase category** with a prototype, please submit the following document:

1 PDF document of no more than 5 pages detailing the following:

- Name and executive summary of the project clearly indicating the stage in which it is located.
- Narrative premise or synopsis.
- Description of the interactive and immersive treatment of the project.
- Team composition, the profile of each member and their role in the project. Brief CV of each one.
- Provide an online viewing link for the prototype or clip that simulates the interactivity planned in the project.
- Project budget and current funding status, if applicable.
- Visualization of a general monetization and distribution plan.
- Identification of your audience.
- Detail the main needs that the project has today, and that you would like to address or solve through one of the Pitch awards this year.

*** In each of these two categories, in addition to attaching the requested document, you must answer some questions about the country or countries that the project represents, contact information, and other details.**



Application Process

Timeline and Important Dates

Application period: 8th of July up to the 8th of August 2024.

Announcement of selected projects: 15th of September 2024 through our website.

Projects submitted after the deadline will not be considered.

Pitch Modality

Selected finalists will make a pitch in person on the 25th of October in Mediamorfosis, at the Palacio Vergara in Viña del Mar.

Project presentations must be in English, without exception.

Up to two team members can present, and the presentation time will be up to 7 minutes followed by feedback from the jury.

The pitch will be open to the public.

The organization of the Festival will cover two nights for the two members of the team who are coming to the Pitch and also support some traveling expenses.



Important Considerations Before Applying

Projects selected and those that also win the Pitch must include the logo of Mediamorfosis and the organization that gave them the award in their final product as they supported their development.

Acceptance of conditions and truthfulness

By submitting to this call, it is understood for all legal purposes that the applicant knows and accepts the full contents of these guidelines, as well as the commitments involved in being selected to participate in the Pitch and eventually winning the final prize.

By submitting to this call, the responsible party authorizes that the information presented and the project images may be used for various publications and promotional products of Mediamorfosis.

Applicants declare that all information contained in the application is true and attest to its authenticity.

Inquiries

For questions about the call not covered in these guidelines, please email **industria@mediamorfosis.net**.