Press release
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14 to 16 April 2022

World AI Cannes Festival: a rich programme to present major innovations in Artificial Intelligence and raise awareness among the general public

From 14 to 16 April 2022, Cannes is hosting, under the leadership of David Lisnard, Mayor of Cannes, the 1st edition of the "World AI Cannes Festival" (WAICF), the world festival of Artificial Intelligence (AI). Organised by Corp Agency and initiated by Cannes Town Hall, the Department of Alpes-Maritimes and the Europia Institute, this new international event takes over the prestigious Palais des Festivals et des Congrès de Cannes, France's leading business centre outside Paris, to host and organise professional MICE tourism fairs[1].

Meet industry decision-makers and work towards ethical, sustainable AI

Dedicated to professionals, *startups* and market decision-makers, the first two days (14 and 15 April) occupy an exhibition site of more than 9000 m2 and offer conferences, workshops and experiential spaces to present innovations and concrete applications, share experiences and work for ethical, sustainable AI[2]. On the programme, *keynote speeches* from internationally renowned speakers such as Joseph Stiglitz and Yann Le Cun, and round table sessions bringing together practitioners will present the best in terms of AI, both technologically (Digital Twins , IoT, Robotics, etc.) and in terms of positive impact on society (use of AI in the fight against global warming, applications in the health sector, etc.). At the same time, inspiring experts from leading operators in the field will distill their advice on how to best approach the shift to artificial intelligence. Finally, the largest companies in all sectors combined (SenseTime, Meta, IBM, Microsoft, HSBC, Foxconn, etc.) will share their experiences and ambitions for the future of AI.

The "*Cannes Neurons Awards*" will reward three startups offering the most innovative and ethical solutions in three categories: "Inclusive AI", "Sustainable AI" and "Creative AI" after three-minute "battles" between the finalists (Friday 15 April from 11.45am to 12.30pm).

General public day: understanding how AI transforms everyday life and society

The third day (16 April, from 8.30am to 6.30pm), open to the general public, will raise everyone's awareness of the economic, human, ethical and societal challenges of a rapidly changing sector with infinite variations. As they wander around, visitors will be able to discover in concrete terms how the latest innovations in AI are changing their daily lives. After registering at https://worldaicannes.com, the public will have access to six themed areas (beauty-luxury-health-well-being, sport, human resources, art & culture, environment and lab), each offering a space dedicated to demonstrations and immersive experiences, as well as a showcase for startups and their solutions.

*WAICF in numbers: **300** speakers, **220** exhibitors and partners, **250** conferences, workshops and pitches, **10 000** professionals expected on the B2B days and **10 000** visitors expected for the general public day.*
The full conference programme and list of speakers are available on the WAICF website: https://worldaicannes.com/fr

1 Meetings, Incentives, Conferences and Exhibitions / Events;
2 All the official programming can be found at *https://worldaicannes.com/fr* .

"OFF" programming: treasure hunts, screenings, workshops… AI is coming to Cannes

In addition to this "in" day at the heart of the Palais des Festivals et des Congrès, from Monday 11 to Saturday 16 April, Cannes City Hall and its partners are organising **an "off" programme rich in shows,**

games, screenings and entertainment, across the city (*information, prices and timetables at www.cannes.com*):
• **from 11 to 15 April** in Cannes' media libraries: **screening of very short films** on the history of artificial intelligence;
• **from 11 to 16 April** in the city's media libraries, at the *Autour d'un livre* bookstore, at Fnac and the Leclerc Coeur de Ranguin cultural space: **setting up of "corners"** with books on the theme of AI;
• **13 April** at the Ranguin media library (open from 10.00am to 6.00pm): provision of a **terminal with touch screen offering fun activities** for children;
• **13 and 14 April** from 10.00am to 6.00pm at the Georges Méliès University Campus (with *Prizoners Fréjus*): **escape game Alixis The Maleficent**! (3/6 players, 45 min, register on www.my.weezevent.com/escaperoom);
• **14 April** from 1.00pm to 5.00pm at the Palais des Victoires (with *Volt Events*): **Hado tournament** (dodgeball in augmented reality) for 11-17-year-olds in teams of three (info 04 97 06 43 50);
• **14 April** at 2.30pm at Espace Miramar (with *Cannes Cinéma*): **screening of the film *Ex Machina* by Alex Garland** (original version with French subtitles, 1 hr 48, info and prices: 04 97 06 45 15) followed by a debate led by speaker Laurence Vanin;
• **15 April** at 2.30pm at Espace Miramar (with *Cannes Cinéma*): **screening of the film *Eva* by Kike Maillo** (original version with French subtitles, 1 hr 34, info and prices: 04 97 06 45 15) followed by a debate led by speaker Laurence Vanin;
• **from 15 April (9.00am) to 16 April (1.00pm)** (with the *startup XR*): **AI Challenge treasure hunt** inviting visitors to explore central Cannes and enrich their knowledge of AI by answering puzzles using QR codes. Prizes to be won provided by partner retailers (draw on 16 April at 4.00pm at the Tourist Office, solve at least 20 puzzles to take part in the draw. Info 04 97 06 42 22);
• **15 April from 10.00am to 12.00pm and 2.00pm to 5.00pm at the Bastide Rouge business incubator** (with *Mootion*): **Chasse Taupe**, game for young people presented on the Moove terminal, a contactless interactive screen based on integrated AI (info 04 97 06 42 22);
• **15 April from 2.00pm to 5.00pm at the Georges-Méliès University Campus** (with *UCA*, the *CTEL* laboratory and the Nice Conservatory): presentation of **Table Moving**, a sound installation that mixes a generative electroacoustic creation whose sound material was co-created using artificial intelligence technologies and snippets of text generated by "machine learning" (info 04 89 15 48 02);
• **15 April from 2.00pm to 5.00pm at the Georges Méliès University Campus** (with *UCA*, the *CTEL* laboratory and *AIbstract*): **MusicIA**, workshop (six 15-minute sessions) with students who perform compositions generated by the app developed by the startup *AIbstract*. Explanation of the research work, generation of a piece and improvised playing via computer (info 04 89 15 48 02);
• **14 April from 11.00am to 3.45pm and 15 April from 10.00am to 3.45pm, demonstration of an autonomous shuttle** in conjunction with the Mediterranean Institute for Environmental Risk and Sustainable Development (IMREDD). It will run along the Pantiero (5-minute circuit, up and down at the access road to the Palais car park). The public can board this shuttle (free of charge) after prior registration on the IMREDD website. A pioneering project as part of the "Regions & Autonomous Shuttles" partnership chair between Cannes Town Hall, the Cannes Lérins Agglomeration, the University of the Côte d'Azur and IMREDD.

New technologies: Cannes takes over the metaverse, a European first!
Saturday 16 April from 4.00pm to 4.30pm, at the Palais des Festivals et des Congrès, a conference led by Charles-Henri Puaux, president of the Cannes company Pertimm, will present the innovative project carried out jointly with Cannes Town Hall by **digitisation of iconic sites and buildings in Cannes in the form of *Non Fungible Tokens* (NFTs)**. These will be integrated into the *blockchain*[3] then sold as unique intangible goods, with a certificate of authenticity, at an auction organised during the Cannes Lions International Festival of Creativity (20-24 June). Acquirers can then insert these NFTs on the metaverse platform of their choice. **This pioneering operation at the European level aims to promote the attractiveness of Cannes as a destination through the promotion of municipal heritage**. Furthermore, it continues the unerring desire of David Lisnard, Mayor of Cannes, to **make the Cannes region a pioneering laboratory for experimenting with new technologies**.

A "smart" perfume dedicated to the WAICF

With the help of Aurélie Jean, an internationally renowned specialist in algorithms and digital modelling, **Alexis Dadier**, the "nose" within the Grasse group Robertet, has created a specific perfume for the WAICF. **On Saturday 16 April, from 3.30pm to 4.00pm**, they will present their collaboration which led to the birth of this fragrance and **demonstrate that AI has not replaced the creativity of the nose, but on the contrary, has strengthened it**. Perfume sticks will be distributed to the public.

3 Blockchain designates a technology for storing and transmitting information without a control body. This system is protected and secured against falsification or modification of data.