



**PRESS RELEASE – FOR IMMEDIATE RELEASE**  
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## **RAINDANCE FILM FESTIVAL ANNOUNCES VIRTUAL REALITY AWARDS AND LAUNCHES MASTERCLASSES**

**Raindance Film Festival**, UK's largest and most important independent film festival, has today announced the launch of **Raindance VRX Awards** and a dedicated virtual reality strand within the festival running alongside the main Official Selection.

Raindance will commemorate 25 years in the film business as leaders in the indie film category this year. The new awards will celebrate pioneering VR experiences by independent creators from around the world. The winners in 10 categories will be announced at the 25th Raindance Film Festival.

### **Raindance VRX Awards Categories**

1. Best Interactive Narrative Experience
2. Best Mobile Interactive Experience
3. Best Cinematic Narrative Experience
4. Best Documentary Experience
5. Best Music Experience
6. Best Animation Experience
7. Best Branded Experience
8. Best Sensual Experience
9. Best Social Impact Experience
10. Best Sound Design Experience

In addition, Raindance will continue to nurture and embrace education opportunities for creators and new talent by offering a number of VR courses taught by leading practitioners in the field.

- [Raindance VR Masterclass: Virtual Reality 101 and Distribution Models](#)
- [Raindance VR Masterclass: Creative Storytelling and Narratives in VR](#)
- Raindance VR Masterclass: The Power of Intimacy in VR (class not yet online)
- [Raindance VR Masterclass: Crafting VR Experiences for Social Change and Impact](#)
- [Saturday VR Film School](#)
- [Hands-On Virtual Reality Workshop](#)

***“We are thrilled to be launching Raindance VRX awards and new courses for virtual reality. We believe VR is a powerful new medium and the most exciting change in filmmaking since the onslaught of internet distribution which started with Youtube in 2005.”*** Elliot Grove, Founder of Raindance Film Festival.

The Raindance VR strand will take place throughout the 25th Raindance Film Festival from 20th September – 1st October 2017 in London. It will feature a VR arcade and a packed schedule of events with industry experts covering new advances in virtual reality narratives and technologies.

Mária Rakušanová, Director of VR and New Media at Raindance adds: ***“Raindance aims to champion and award pioneering VR experiences, and nurture a new generation of talent. As the possibilities of VR technologies continue to grow, more and more exciting opportunities for creators will arise. We are dedicated to finding new virtual reality experiences and helping fresh voices to be discovered.”***

Submissions for VR experiences are open. For further information on how to submit visit: [www.raindancefestival.org/virtual-reality](http://www.raindancefestival.org/virtual-reality)

**ENDS**

**For more information or enquiries please contact:**

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### **About Raindance Film Festival** **Discover. Be Discovered.**

Listed by Variety as one of the world's top 50 'unmissable film festivals' Raindance showcases features, shorts, music videos and VR experiences by filmmakers and creators from the UK and around the world celebrating and supporting independent, new and alternative filmmakers not just during our 12 day festival but throughout the year. The 25th Raindance Film Festival will take place from the 20th September – 1st October 2017 in London.

Raindance Film Festival is officially recognised by the Academy of Motion Picture Arts and Sciences USA, the British Academy of Film and Television Arts and the British Independent Film Awards. Selected shorts will qualify for Oscar® and BAFTA nominations. British short films that play in competition and all British features that play in 2017 will be eligible for entry for the 2017 British Independent Film Awards BIFA.

The full festival programme and access to tickets for the 2017 festival will be available on the Raindance website ([raindancefestival.org](http://raindancefestival.org)) at the start of September.

### **Raindance – The Voice of Independent Film**

Raindance is dedicated to fostering and promoting independent film in the UK and around the world. Based in the heart of London, Raindance combines Raindance Film Festival, training courses and the prestigious British Independent Film Awards.