



Press release

The Artefact AI Film Festival with mk2, chaired by Jean-Pierre Jeunet, reveals the winners of its international competition

Paris, France, November 18, 2024 – The Artefact AI Film Festival, created by Artefact and mk2, unveiled the winners of its international short film competition during an awards ceremony held at mk2 Bibliothèque in Paris. Presided over by renowned filmmaker Jean-Pierre Jeunet, the festival brought together innovative creators from across the globe, celebrating those who blend technology and art to redefine cinematic storytelling through the power of generative AI. This groundbreaking first edition was a major success, drawing 267 entries from 35 countries. Of these, 167 films were selected, leading to 20 finalists. Four prestigious awards were presented by a jury composed of cinema and AI experts, while the public was also invited to vote for their favorite films.

ARTEFACT AI FILM FESTIVAL AWARDS

The award-winning films were selected from 20 finalists, carefully chosen by mk2 programmers and vetted by Artefact's technical team. These original works explored the theme of "Reality(ies)," examining the profound transformations we are experiencing in the era of technological advancements and the new dimensions introduced by seeds and prompts. The short films challenge how we perceive and accept the world around us, reshaped by the emergence of artificial intelligence in our daily lives. The winning films are available to stream on mk2curiosity.com and on the [Artefact AI Film Festival](https://artefactaifilmfestival.com) website, offering a wide audience the opportunity to discover these groundbreaking creations.

The Jury was composed of:

- **Jean-Pierre Jeunet**, President of the Jury, award-winning filmmaker behind iconic works such as *Amélie*.
- **Elisha Karmitz**, CEO of the mk2 group, renowned for his commitment to new forms of cinema.
- **Virginie Ledoyen**, talented French actress.
- **Bruno Patino**, President of Arte and expert on digital transformation.
- **Enora Hope**, Filmmaker and influencer.

The winners of the 4 Awards of the 2024 edition are:

- **Grand Prix: LA VIE QUAND T'AI MORT by Raphael Frydman**
A poetic, introspective [short film](#) about life after death, seen through the eyes of a child. Surreal, funny and moving, it explores the mysteries of existence in a unique way, at the crossroads of animation and virtual reality. *Prize of €10,000 awarded to the best film of the festival. In addition to the prize, a trailer of the winning film will be screened as a preview in all mk2 network cinemas from November 20 to December 3.*
- **Jury Prize: JAMAIS NANSA SOUVENIRS by Ella Bedia**
This intimate [film](#) tells the story of a young woman who revisits the past of her grandfather, an Algerian immigrant, through the prism of artificial intelligence, offering a moving tribute to memory and family history. *1000€ prize awarded to the film that impressed the jury with its cinematographic qualities and originality.*
- **Audience Award: A DREAM by Evgenia Shabunina (ejaneress)**
This [short film](#) explores modern anxiety through the prism of the director's childhood dream, depicting the way our brains react to the incessant flow of information in the age of social networking. *1000€ prize awarded to the most popular film, the one with the most public votes registered on the Artefact AI Film Festival website.*
- **Best Use of AI Award: $E^{(i\pi)} + 1 = 0^*$ by Junie Lau**
A fascinating [film](#) in which a former mathematical genius becomes the creator of an infinite digital universe, questioning the boundaries between reality and fiction through the avatars of a quest for truth. *This special prize, supported by Mediawan, rewards the film that makes the best or most innovative use of artificial intelligence. The prize is an incubator for the next film (supporting the development and production of a new cinematographic work).*



THE ARTEFACT AI FILM FESTIVAL, A CINEMATIC REVOLUTION IN THE AI ERA

Jean-Pierre Jeunet, president of the jury for the Artefact AI Film Festival and visionary filmmaker, commented: "As someone passionate about technology and innovation, I find artificial intelligence intriguing, fascinating, astonishing, and at times perplexing. I'm delighted to have explored a sample of what is possible today."

Elisha Karmitz, CEO of mk2, added: "The first edition of the Artefact AI Film Festival has revealed a surprising richness and remarkable diversity of films from all corners of the globe. Some projects demonstrate just how far artificial intelligence can push the boundaries of creativity. These works do not merely utilize technological tools; they harness them to craft profound and captivating narratives, keeping humanity at the heart of their inspiration."

Vincent Luciani, co-founder and CEO of Artefact, also highlighted the importance of promoting the positive use and adoption of artificial intelligence in the creative world: "The festival has convinced me of the vast potential for using AI in filmmaking. We've seen how these tools complement creativity, offering an entirely new universe to explore. Many of the works showcased delve into fantasy or the imaginary. These are new tools designed to serve creativity!"

With the support of official partners **Arte, YouTube, and Mediawan**, the Artefact AI Film Festival has demonstrated its commitment to fostering innovative cinematic creation and guiding talents toward exploring new artistic horizons. This inaugural edition marked a turning point with films that challenge conventions and invite reflection on our evolving world. It also confirmed AI's immense potential to reinvent visual storytelling and open new perspectives for future filmmakers.

Save the date for 2025, as the next edition of the Artefact AI Film Festival promises to continue celebrating creators shaping the future of cinema in transformation.

ABOUT THE ARTEFACT AI FILM FESTIVAL

The Artefact AI Film Festival is a groundbreaking initiative launched by Artefact, a global leader in artificial intelligence, and mk2, France's premier arthouse cinema group. This international competition, open to all—whether seasoned filmmakers or beginners—aims to highlight talents exploring new creative processes using AI tools. The theme of the inaugural edition, titled "Reality(ies)," delves into the transformations brought about by technological advancements in our daily lives.

The 20 finalist films are available to watch on mk2curiosity.com, mk2's AVOD/SVOD platform, as well as on the [Artefact AI Film Festival](#) website, which also features all the films selected for competition.

PRESS CONTACTS

Artefact AI Film Festival:

- Laurence Saint-Jevin – laurence.saint-jevin@pprww.com – +33 6 85 27 98 95

Artefact:

- Sophie Huss, Chief Marketing Officer – sophie.huss@artefact.com - +33 (0)6 13 34 58 89

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- For the **full press kit** on the Artefact AI Film Festival, click [here](#).
- All visuals available to **illustrate your articles** are available [here](#). ©Anthony Retournard x Artefact AI Film Festival
- The **poster-ready excerpt of the film "LA VIE QUAND T'AI MORT"** by Raphael Frydman, which won the Grand Prize at the Artefact AI Film Festival, is available [here](#).
- The **Artefact AI Film Festival awards ceremony** has been fully captured and will be available soon.

