



**PRESS RELEASE – FOR IMMEDIATE RELEASE**  
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## **Raindance Film Festival opens new section for Virtual Reality content. Call for Submissions**

**Raindance Film Festival** has today announced the launching of **Raindance VR**, a dedicated virtual reality strand within the festival running alongside the main Official Selection.

As the original pioneer of independent film in the UK, Raindance continues to embrace innovation by championing today's powerful digital technology, born from the belief that VR can help creators to look at cognitive storytelling in a brave new way.

*“Raindance is as dedicated to discovering new voices and new stories as it is to finding new ways to tell these stories. Raindance VR is a step up on the new media technologies. Since 1993 we have presided over the change from celluloid to digital tape, and now to virtual reality.”*

**Elliot Grove**, founder of Raindance Film Festival.

Raindance VR will take place during Raindance Film Festival from September 21<sup>st</sup> – October 2<sup>nd</sup> at the VUE Piccadilly Cinema in London's West End. It will feature a packed schedule of VR events and panel discussions with industry experts covering topics on VR and the new advances in storytelling technology.

**Elliot Grove**, Raindance Founder adds: *“We are thrilled to be launching Raindance VR screenings. We believe VR is the most exciting change in cinema and filmmaking since the onslaught of internet distribution which started with Youtube in 2005”.*

As the possibilities of virtual reality technology continue to grow, more and more exciting opportunities for low-budget independent filmmakers will arise. Raindance VR aims to immerse a new generation of creators into VR and celebrate the great work that's already available.

Submissions are open on FilmFreeWay

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 and music videos by filmmakers 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 24th Raindance Film Festival will take place from the 21st September – 2nd October 2016 in Central London (Piccadilly Circus), screening 100 feature films and over 150 short films.

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 2016 will be eligible for entry for the 2016 British Independent Film Awards BIFA.

The full festival programme and access to tickets for the 2016 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](#), the prestigious [British Independent Film Awards](#) .