

# THE KEY WINS GRAND JURY PRIZE FOR BEST VIRTUALITY REALITY IMMERSIVE STORY AT 2019 TRIBECA FILM FESTIVAL

FOR IMMEDIATE RELEASE May 3, 2019 Press Images HERE Trailer HERE Press Contact: Nicole Kerr nkerr@jessieiscohen.com +1 706.577.3287 THE KEY WINS GRAND JURY PRIZE FOR BEST VIRTUALITY REALITY IMMERSIVE STORY AT 2019 TRIBECA FILM FESTIVAL

The Lucid Dreams Productions experience was created by Celine Tricart in partnership with Oculus VR for Good Creators Lab and Friends of Refugees and narrated by Alia Shawkat

Awarded \$10K cash prize will be donated to Friends of Refugees for their continued efforts in the global refugee crisis May 3, 2019 (New York, NY) — The Tribeca Film Festival, presented by AT&T, has announced Celine Tricart's interactive VR experience, THE KEY, as the recipient of the Immersive Storyscape's grand jury prize for Best Virtual Reality Immersive Story, the highest recognition for the category. THE KEY, which was produced by Gloria Bradbury and Celine Tricart and narrated by Alia Shawkat, is a metaphorical journey from danger to safety where the audience is faced with a series of difficult choices and loss...

"We are so thankful for this incredible award — and to the Tribeca Storyscapes team and jury, as well as the Oculus VR for Good Creators Lab program for providing our team with this amazing opportunity," said creator Celine Tricart.

A room-scale interactive experience where the viewer controls a series of high pressure, delicate twists and turns THE KEY holds a special message revealing at the end that they have just made their way as a refugee. Upon exiting the immersive experience, the non-profit Friends of Refugees was on site to answer audience questions and provide educational resources surrounding the global refugee crisis.

The \$10,000 cash prize presented with the grand jury prize award, will be donated to Friends of Refugees to support their mission to empower refugees through opportunities that provide for their well-being, education and employment. "This award will help us find venues to showcase The Key around the United States and abroad, delivering this important message to the public. This is a big win for our incredible team of talented people as well as our non-profit partner, Friends of the Refugees," said Tricart.

THE KEY is created and directed by Celine Tricart and produced by Gloria Bradbury and Lucid Dreams Productions, made in partnership with the Oculus VR for Good Creators Lab and Friends of Refugees. The experience made its world premiere at the 2019 Tribeca Film Festival in the Immersive Virtual Arcade.

The 2019 Tribeca Film Festival Virtual Arcade featured a lineup of 22 compelling VR, AR and MR experiences and exhibits, with 4 world premiere projects in the Immersive Storyscapes competition. The Immersive category had a total of 27 World Premieres including films in Cinema360. The Jury consisted of the Head of Emerging Media at Black Public Media Lisa Osborne, Executive Editor, Digital at Fast Company Paul Smalera and Technology Strategist and Maker Adaora Udoji.

For all images, interview and screener requests, please contact Nicole Kerr at nkerr@jessieiscohen.com.

**ABOUT LUCID DREAMS PRODUCTIONS** Lucid Dreams Productions is a production company specializing in new technologies and the future of storytelling. Celine Tricart co-directed and produced Maria Bello's "Sun Ladies" VR experience about the women Yazidi fighting ISIS in Iraq which world premiered at the 2018 Sundance Film Festival and screened at SXSW, HotDocs, Cannes NEXT, Beijing Film Festival and more. For the project, Tricart traveled through ISIS-held territory to meet the women soldiers at the border between Iraq and Syria and record their stories. "Sun Ladies" won Best VR Documentary at the World VR Forum and a Lumiere Award for Best 360 Film. In 2019, Tricart premieres "The Key", her first room-scale interactive VR experience as part of the Storyscapes competition at the Tribeca Film Festival.

**ABOUT OCULUS CREATORS LAB** Creators Lab from Oculus pairs rising filmmakers with nonprofits to use the power of VR to tell stories and help people around the world better understand each other. Through VR, we aim to bring greater awareness to challenges people face around the globe. Now in its third year, Creators Lab projects have debuted around the world with premieres at festivals such as Tribeca Film Festival, SXSW Film Festival, Sheffield Doc Fest, and Venice International Film Festival. Creators Lab is part of Oculus VR for Good, a broader initiative dedicated to harnessing the power of VR to drive positive social change.

**ABOUT FRIENDS OF REFUGEES** Friends of Refugees was founded in 1995 to serve the 40,000+ newcomers who have settled in the Clarkston, GA area since that time. We provide support in specific areas, including job placements, summer camp/after school programs, English-language classes, labor doula training, community gardens and new business startup assistance. Friends of Refugees can help people learn how to be a voice for refugees. In turn, viewers of The Key can collaborate with Friends of Refugees to advance its efforts through labor/expertise, monetary or in-kind donations. Visit [http://r20.rs6.net/tn.jsp?f=0017ffkNUs7toITog9V6PgZ7bkTFFBzdfzZv-jT5bK8Ms5PEwv\\_YFKBoRQRKa5lugm7ITSz51E4oW9S6U3qr7AZHL0MzxPio8Fng6iUt6LU\\_8WZo2YF6FeEkzYuDI09h1](http://r20.rs6.net/tn.jsp?f=0017ffkNUs7toITog9V6PgZ7bkTFFBzdfzZv-jT5bK8Ms5PEwv_YFKBoRQRKa5lugm7ITSz51E4oW9S6U3qr7AZHL0MzxPio8Fng6iUt6LU_8WZo2YF6FeEkzYuDI09h1)

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