30 JANUARY 2026 PROPOSERS' BROKERAGE DAY

Europe Goes Virtual:
A New Stage for Cinema

Innovation, Community, Education — Building a Sustainable Ecosystem

This project offers a holistic vision to revitalize the European film industry, focusing on three key pillars:
• Regeneration and modernization of existing cinemas
• Establishment of a high-level academy specializing in Virtual Production

The initiative aims to address post-pandemic challenges through a sustainable, inclusive,
and forward-thinking approach — promoting culture as a driver of economic growth and
social cohesion.