

Evolver



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Logline

Evolver is an immersive multimedia installation which drops audiences deep inside the landscape of the body, following the flow of oxygen through our branching ecosystem, to a single 'breathing' cell.

TRAILER ([link](#))

Country: UK, France, USA

Status: French premiere

Synopsis

Evolver is an immersive installation that takes you on a journey through the human body's ecosystem, guided by the power of your breath. With Cate Blanchett's soothing voice leading the way, you'll navigate the complex rhythms of your biology, gaining a profound understanding of the connection between our inner selves and the vast universe. This experience offers a deep exploration of how breath acts as a bridge, linking the life force within us to the spark of the natural world. Executive Produced by Edward R. Pressman and Terrence Malick, in association with Dirty Films and supported by Nicole Shanahan & Bia-Echo Foundation. An Atlas V, Pressman Film and Marshmallow Laser Feast production.

[FR] Entrez dans le monde d'Evolver - une installation immersive qui vous emmène dans un voyage à travers l'écosystème du corps humain, guidé par le pouvoir de votre respiration. Avec la voix apaisante de Cate Blanchett qui ouvre la voie, vous naviguerez à travers les rythmes complexes de votre biologie, acquérant une compréhension profonde de la connexion entre notre moi intérieur et l'immense univers. Cette expérience offre une exploration approfondie de la façon dont la respiration sert de pont, reliant la force de vie en nous à l'étincelle du monde naturel. Réalisé par Edward R. Pressman et Terrence Malick, en association avec Dirty Films et soutenu par Nicole Shanahan & Bia-Echo Foundation. Une production Atlas V, Pressman Film et Marshmallow Laser Feast.

Quotes

Cate Blanchett, Coco Francini and Andrew Upton of Dirty Films say: “EVOLVER is a breath of fresh air. A wonder and delight to experience. This astonishing team of artists have created a visionary sensory experience that evokes a profound understanding of the rhythms of the human body and how those rhythms echo throughout nature.”

Sam Pressman of Pressman Film says: “We are supremely honored by the Cannes Film Festival selecting EVOLVER as part of its first official Immersive competition. My father Edward R. Pressman was inspired by the process of creating EVOLVER and collaborating with his life-long friend and creative partner Terrence Malick. When the project premiered at Tribeca Festival my father and I wrote that, “EVOLVER is a profoundly new experience; it’s a new form of transcendental story-telling, a new visual philosophy, and a new sensory language.” Pressman Film is thrilled to continue its 50+ year mission of championing independent cinema in this collaboration with visionary partners MLF, Atlas V and Dirty Films, who together are pushing the art and science of the motion picture into a new frontier.”

Antoine Cayrol says: “Bringing together the most inspiring creative minds from cinema, digital art, and music, and fuelled by cutting-edge interactive VR technology, EVOLVER sets the next level for immersive art and entertainment.”

Barnaby Churchill Steel of Marshmallow Laser Feast says: “As technology advances, our curiosity for who we are amplifies. Our explorations with time, scale and space aim to present audiences with new perspectives. We’re thrilled that Cannes has selected EVOLVER for its initial immersive exhibition. If you could explore yourself, you would discover that just under your skin you are a branching being made of rivers, whirlpools and ripples in the tides of existence.”

Ersin Han Ersin of Marshmallow Laser Feast says: “In this and other works we have created, we are seeking to highlight our connection with the wider systems of nature through the experience of art. The oxygen trees exhale flows into our tree-like lungs, flowing from our heart centre outward, through fractal branching arteries to feed every cell in our body. Placing the audience in the centre of these nested ecosystems, we aim to bring them closer to an understanding of our interconnectedness.”

Nicole Shanahan says: “At a time when women’s reproductive rights are coming under attack, and the planet is under climate duress, the use of an immersive visual medium to show the immutable relationship between how we treat the female body and how we treat the planet is needed more than ever. Bia-Echo is thrilled to support this project, as we believe it has the power to awaken the restless spirit to a greater truth about our existence, and the interwoven web between humans and the natural world.”

Nell Whitley of Marshmallow Laser Feast says: “As technology advances, our curiosity for who we are amplifies. Our explorations with time, scale and space aim to present audiences with new perspectives. We hope to build a stronger relationship to the world we live in and the life it sustains.”

Guillaume Brunet from Orange says: “The EVOLVER adventure began in 2019 following the official selection presentation at Cannes of Terrence Malick’s latest masterpiece, ‘A Hidden Life’, distributed by Orange. We knew that the Texan filmmaker had been preparing a VR project for many years with other co-producers, and Orange wanted to be a part of it. As producer, initial broadcaster and technology partner for an optimal rendering of the experience. Looking back at EVOLVER’s journey, an official selection at Cannes in 2024 fills me with immense pride. And this is just the beginning, EVOLVER will keep evolving.”

Project Insights

Select advance interview questions with Barnaby Steel, creative director of Evolver:

1. What film genre would you assign to your immersive piece? Why?

I would place Evolver in the art genre but it drifts into animation, science, documentation... and more. Art has the most freedom to reach into new spaces that defy categorization. Maybe Evolver is like a forest to a dog walker, it’s a space open to interpretation.

2. How is your immersive piece similar to traditional cinema?

In traditional cinema, the camera acts as your eyes and ears into a story world. In some ways, we are doing the same but the viewer's eyes and ears are strapped to scientific instruments that peer into regions of reality beyond the limits of our senses. In addition, the environment is captured as a volume, a region for exploration not pinned to a single perspective.

3. Where does your immersive piece depart from traditional cinema?

Consider the distance between the word apple and the sensation of eating an apple. This void between the word, the image and the multi-sensory experience of something is the space immersive experiences push into. As the technology to tickle the senses evolves so does the scope of multi-sensory storytelling.

4. Anything else? This is your chance to share something fun, challenging, exciting, thoughtful about your project.

Strapping a screen to your face is a moment in the evolution of technology where the window becomes a door. The other side offers the ultimate form of escape but I'm interested in the ways in which it can expand human perception, scientific hallucinations, and perspective shifts into the more than human world.

Team Bios

Credits

Narrated By Cate Blanchett. Featuring music by Jonny Greenwood, Meredith Monk, Jóhann Jóhannsson, Howard Skempton and Jon Hopkins. Executive Produced by Edward R. Pressman and Terrence Malick, supported by Nicole Shanahan & Bia-Echo Foundation. An Atlas V, Pressman Film, Dirty Films, Marshmallow Laser Feast and Orange production. In association with Artizen. Producers Antoine Cayrol and Sam Pressman. Executive Producers Nicole Shanahan, Cate Blanchett, Coco Francini, Andrew Upton, Nell Whitley, Mike Jones, Paula Paizes, René Pinnell, Arnaud Colinart, Pierre Zandrowicz, Fred Volhuer. Co-Producers Guillaume Brunet and Morgan Bouchet. Line Producers Martin Jowers and Emma Hamilton. In Collaboration With Natan Sinigaglia.

Production Companies:

1. Marshmallow Laser Feast

Marshmallow Laser Feast (MLF) is an experiential art collective, their work reinterprets the idea of human perception and experience. Employing a wealth of creative disciplines and underpinned by research, inviting participants to navigate with a sensory perception beyond the everyday. In collaboration with artists, scientists, musicians, poets, programmers, engineers and many more makers, MLF has been leaving a slug trail of sensory experiences as they journey through the cosmos. Fusing architectural tools, contemporary imaging techniques and performance with tactile forms, they sculpt spaces that lay dormant until animated by playful investigation.

2. Atlas V

Founded in 2017, ATLAS V was created at the crossroads of the entertainment industry, technological innovation and traditional audiovisual production. ALBYON, a studio specializing in real-time and VR located in Lyon, was launched in 2020, followed in 2021 by ASTREA, a company dedicated to the distribution and publication of immersive content. ATLAS V is behind some of the most awarded pieces in the field of immersive experiences, such as Spheres - Best VR Experience at Venice Immersive 2018, Battlescar - Sundance 2018, Venice 2019, Gloomy Eyes - VR Crystal at Annecy 2019, On the morning you make (to the end of the world) - Best VR at SXSW 2022, etc. In 2022, the narrative interactive experience Madrid Noir won an Emmy Award in the Outstanding Interactive Media category.

3. Pressman Film

Pressman Film was founded in 1969 by legendary producer Edward R. Pressman now led by his son Sam Pressman. Pressman Film has produced more than 90 world-class motion pictures and helped launch the careers of several of the most prominent figures in the movie industry. The company's legacy is rooted in producing bold auteur-driven cinema and is actively engaging that independent spirit with emerging technologies as the art and science of the motion picture evolves.

4. Dirty Films

Dirty Films is an independent production company, whose partners are Cate Blanchett, Andrew Upton and Coco Francini. The company recently launched Proof of Concept, a program offering opportunities for women, trans and non-binary filmmakers. Recent producing credits include Christos Nikou's Fingernails starring Jessie Buckley, Riz Ahmed and Jeremy Allen White, which premiered on Apple TV+ and in select theaters, Noora Niasari's Shayda which won the Audience Award at Sundance, and Warwick Thornton's The New Boy, which was awarded the Golden Frog at Camerimage and the American Society of Cinematographers Spotlight Award. Dirty Films executive produced Christos Nikou's Apples, described as one of 2020's Best International Films by the National Board of Review. Francini and Blanchett produced the 10-time EMMY-nominated Mrs America for FX. Dirty Films also co-created and produced the 13-time AACTA-winning series Stateless for Netflix, in addition to executive producing the documentary Burning from director Eva Orner for Amazon. Other film credits include Truth, Carol and Little Fish. Dirty Films created and produced the award-winning Audible Original podcast Climate of Change with Cate Blanchett and Danny Kennedy, offering a solutions-based narrative on climate action.

5. Orange

Orange is one of the leading telecommunications operators in the world, with a revenue of 43.5 billion euros in 2022 and 136,000 employees as of December 31, 2022, including 75,000 in France. The Group served 287 million customers as of December 31, 2022, including 242 million mobile customers and 24 million fixed broadband customers. The Group operates in 26 countries. Orange is also a global leader in telecommunications services for multinational corporations under the Orange Business brand. In February 2023, the Group presented its strategic plan "Lead the Future," built on a new business model and guided by responsibility and

efficiency. "Lead the Future" capitalizes on network excellence to strengthen Orange's leadership in service quality.

6. Nicole Shanahan / Bia-Echo Foundation

Bia-Echo Foundation, a private foundation founded by Nicole Shanahan, aims to accelerate social change to establish a fair and equitable society for future generations to thrive. Bia-Echo's mission is to create a multiplying effect across new frontiers in reproductive longevity & equality, criminal justice reform and a healthy & livable planet. They believe that the creative spirit and life force behind our human capacity will stimulate long-lasting and sustainable progress within our key areas of investment. Bia Echo invests in changemakers at the forefront of innovation who are tackling some of the world's greatest challenges within our core areas of investment: Reproductive Longevity & Equality, Criminal Justice Reform and a Healthy and Livable Planet.

Links to Image Assets

Headshots (no photo credit required)- (ZIP)

- Barnaby Steel, Creative Director, Marshmallow Laser Feast
- Ersin Han Ersin, Creative Director, Marshmallow Laser Feast
- Robin McNicholas, Creative Director, Marshmallow Laser Feast
- Antoine Cayrol, Producer, Atlas V

Project Photos (no photo credit required)- (ZIP)

Project Posters (ZIP)

Links to Video Assets

Trailer

Social Media Tags

Instagram

@marshmallowlaserfeast

@atlasv.io

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Facebook

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