



First annual 7th Art film event in Lausanne a success

April 2018 - From screenings to exceptional free conferences and glamorous events, the first edition of r7al (Rencontres 7e Art Lausanne) in the beautiful Swiss town of Lausanne more than met expectations, said spectators and special guests, who included American actor Christopher Walken. This new annual film event, which ran from March 24th to the 28th, and was spearheaded by well-known Swiss actor and director Vincent Perez, brought the magic of film to life. More than 7,400 movie lovers attended the various events and screenings.

Frédéric Maire, director of the Swiss Film Archive, was very pleased with the public's response. "With about 4,200 spectators in our theatres and an average of 480 people for each of the seven sessions in the Capitole theatre, in five days we achieved 10 percent of our annual attendance! ... For a first edition, this is impressive." he said.

The tone was set the first morning with lively discussions at a press briefing in the Beau-Rivage Palace hotel – the nerve centre of r7al – with **Michel Hazanavicius, Barry Levinson and Valeria Golino**. This was the first of the daily press briefings that Monsieur Perez believed were important "because they reflect the concept of an event that is a succession of spontaneous encounters."

Some of the biggest star-struck moments came during appearances by **Christopher Walken**, including on closing night when he received the first r7al award in tribute to his unique career. (The eye-grabbing sculpted award was created by Swiss artist Yves Dana.)

Each day at venues around Lausanne, film was rolling in theatres and at round tables, conferences and screenings, with connections being made between movie lovers and esteemed guests from the film world. Among the 40 screenings were award-winning films such as *The Deer Hunter*, *Rain Man*, *Requiem for a Dream*, *Taxi Driver*, *The Wrestler* and *Festen*.

In addition to the packed opening ceremony at the Capitole theatre, key events included Sunday morning's cine-brunch led by a captivating Michel Hazanavicius, as well as conversations with **Darren Aronofsky, Thierry Frémaux, Alexandre Desplat, Tim Pope, Stephen Apkon, Hugh Hudson, Thomas Vinterberg, Fanny Ardant, Léa Seydoux, Rossy de Palma and Ursula Meier**.

r7al

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There were also sessions that explored the role of women in the film industry, “Parle avec Elles” (Talk with the Women), and “Women in Motion,” which welcomed acclaimed Spanish actress Rossy de Palma.

Later, Señora de Palma expressed how delighted she was to take part in this first r7al. “I’m very proud of Vincent,” said **Rossy de Palma**. “He has organised a fantastic event! I will attend every edition. ”

With an eye to the future of cinema, the r7al organisers partnered with regional universities and schools (ECAL, UNIL, EPFL, EJMA, EHL), where most of the conversations with renowned directors, actors, producers, composers, authors and other industry professionals took place. These conferences were free and open to the public.

One of the most intriguing topics of discussion was the emerging role of virtual reality in cinema. Filmmakers and tech developers relished the opportunity to share their predictions.

Vincent Perez and the team at Rencontres 7e Art Lausanne wish to say merci beaucoup to their two primary partners, the Beau-Rivage Palace and BNP Paribas, as well as the Swiss Film Archive, which contributed so much support.

And now, r7al is already planning its second edition. See you in March 2019!

About r7al - Rencontres 7e Art Lausanne

r7al is an annual international event celebrating cinema. Founded by Lausanne-born actor Vincent Perez, the event celebrates the history of cinema with screenings of movie classics, cult movies and other treasures from the Swiss Film Archive; and welcomes renowned directors, actors and industry professionals to participate in exciting public conversations. r7al celebrates heritage films as well as cinematic innovation, bringing together all generations to immerse themselves in cinema. r7al has established exciting collaborations and innovative projects with the canton of Vaud’s exceptional universities and schools: EPFL, ECAL, UNIL, EJMA, EHL and HEIG-VD. To this end, the event acts as a powerful springboard for creative ideas. With the support of the city of Lausanne, the Swiss Film Archive, official partners BNP Paribas and Beau-Rivage Palace, and sponsors Piquet Galland, Pathé Suisse, Nespresso, Kering and Renault, r7al offers a new approach to film festivals and promotes Lausanne as a central podium to reflect upon cinema, and spark innovation.

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