For Immediate Release

**REFRAME SAUDI CHOSEN AS OFFICIAL SELECTION AT THE 2018 WORLD VR FORUM**

- After a global preview tour of the film in the UAE, Paris, Cannes, New York and Tribeca Film Festival, *Reframe Saudi* makes its full-length debut at the WVRF from June 7-10
- Accompanying panel discussion will take place at 5:15pm on June 8

**Geneva (June 6, 2018) —** On the heels of a major worldwide preview tour at Art Dubai, Institut du Monde Arabe, Cannes Film Festival, Phillips New York and the Tribeca Film Festival, *Reframe Saudi* will be shown for the first time in its entirety at the World VR Forum (WVRF).

Presented by the Misk Art Institute, the virtual reality (VR) documentary *Reframe Saudi* has been chosen as an official selection of the WVRF, now in its third year. The groundbreaking VR experience, set to illustrate the continuing story of change in Saudi Arabia, will take place in a dedicated booth where it will be one of 13 films selected to take part in the competition. Featured artists in the film include: Dana Awartani, Ahmad Angawi, Rashed Al Shashai, Ajan Gharem, Jameela Mater, Ahaad Alamoudi, Fatima Jaber, Ali Mogawi, Ayman Yossri Daydban and Latifa Algosaibi.

Misk Art Institute, a new artist-centered cultural organization operating under the auspices of the Misk Foundation, established by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud, will launch the world premiere of the *Reframe Saudi* VR film together with a panel discussion on June 8th. The panel, “Documentary VR through the artist's lens,” will take place at 5:15pm at Congress Center. Screenings of *Reframe Saudi* are available from June 7-10.

*Reframe Saudi* is a VR documentary film presented by the Misk Art Institute and produced by CULTURUNNERS. Directed by Italian filmmaker Matteo Lonardi, *Reframe Saudi* explores Saudi Arabia from the perspective of a new generation of contemporary artists. As the country enters a new phase socially and economically, the film transports viewers to the studios of artists between Jeddah, Abha and Riyadh. Each of them, through their work, reflects on a different aspect of this transformative historical time.

The panel conversation on June 8 will examine how VR can explore an artist's practice in unprecedented ways, as seen in the film. Director Matteo Lonardi discusses with journalist Marisa Mazria Katz how he has used documentary VR to tell the story of artists around the world, and why the medium is set to unlock a whole new way to experience art.

**Ahmed Mater, Director of the Misk Art Institute**, said:

“We are thrilled to present the film *Reframe Saudi*, in the World VR Forum. Collectively, the documentary and discussions around new communications technologies illustrate how art and the creative industries are an integral part of the change that is transforming Saudi Arabia.”

Mater continued, “Misk Art Institute, like the Misk Foundation more generally, works to empower the young Saudi population to unleash its talent. We do this at home, but vitally, by encouraging
international cultural exchange and diplomacy, also abroad. It is essential at this time that Saudi artists engage with audiences around the world to help to tell the continuing story of change in Saudi Arabia”.

For more information, please visit www.reframesaudi.org

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NOTES TO EDITORS

MEDIA CONTACTS
If you are interested in attending the panel, please contact:

- Matteo Lonardi matteolonardiphoto@gmail.com

ABOUT MISK ART INSTITUTE
Misk Art Institute is a new cultural organization operating under the auspices of the Misk Foundation, established by Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud. Led by Saudi artist, Ahmed Mater, the Institute was created in 2017 to encourage grassroots artistic production in Saudi Arabia and enable cultural diplomacy and international exchange. Focused on establishing itself as an artist-centered cultural innovator, Misk Art Institute will have its headquarters in Riyadh and an artist residency focused center in Abha, located in Saudi Arabia’s southwest region of Asir. The Institute’s program will incorporate exhibitions and events, artist-led communications and an arts education program aimed at training and investing in the career development of young artists. Please visit www.miskartinstitute.org for more information about the Institute’s 2018 program including publications, an education program aimed at young Saudi artists and international participations in London, Paris, New York, Dubai and the first ever Saudi National Pavilion at the 16th International Architecture Exhibition of La Biennale Di Venezia.

ABOUT MISK FOUNDATION
Prince Mohammed bin Salman bin Abdulaziz Foundation (the Misk Foundation) is a non-profit philanthropic foundation established by H.R.H. Crown Prince Mohammad bin Salman to discover, develop and empower Saudi youth to become active participants in the knowledge economy. Misk specifically focuses on four key areas: education, creative and digital media, technology, and culture and arts. Misk pursues this agenda both through its own programs, and through partnerships with local and global organizations.https://misk.org.sa/en/

About CULTURUNNERS
Developed in collaboration with an international network of artists and journalists from the Middle East, Europe and the United States, CULTURUNNERS is an independent model of cultural exchange and production; one which empowers and mobilizes international artists to tell stories and create art across physical and psychological borders. Learn more at www.culturunners.com

About World VR Forum
World VR Forum is a Swiss non-profit organization dedicated to advancing the virtual, augmented and mixed reality industries. Learn more at www.worldvrforum.com
ABOUT THE FILMMAKER
Matteo Lonardi is an Italian photographer, journalist and director based in New York. Originally from Milan, he graduated from Columbia Journalism School in 2014. Since 2010 Matteo has been documenting artists around the world through photography, video and Virtual Reality. He is currently head of CULTURUNNERS media, directing and producing documentaries for online outlets and television. His written, photographic and video work has appeared in international publications including the BBC, Creative Time Reports, The Guardian, La Stampa, The Huffington Post and Il Corriere Della Sera.