



#Rennes #1h25fromParis #creative #interactive #cultural #stopmotion #videogame #digital



RENNES

AT THE HEART OF THE

**#CREATIVE
ECONOMY**

#Rennes #1h25fromParis #creative #interactive #cultural #stopmotion #videogame #digital



**DESTINATION
RENNES**
BUSINESS SERVICES

#Rennes

A City of Culture and Creation

Rennes is a metropolitan city that likes to celebrate all year round and cultivate a certain *art de vivre* through its many festivals and prolific cultural production.

Cinematography, special effects, video games, music, performing arts, photography, contemporary art, design... the creative industries are at the heart of the city's economy. The remarkable growth that Rennes has experienced in recent years is due in large part to its thriving cultural scene, the importance of its youth (34% of the inhabitants are aged between 15 and 29 years old), and one of the most developed digital ecosystems in France.

In Rennes, authors, artists, content creators, and experts in immersive technologies all work together to experiment and develop new ways to express their creativity and reach out to their audience.

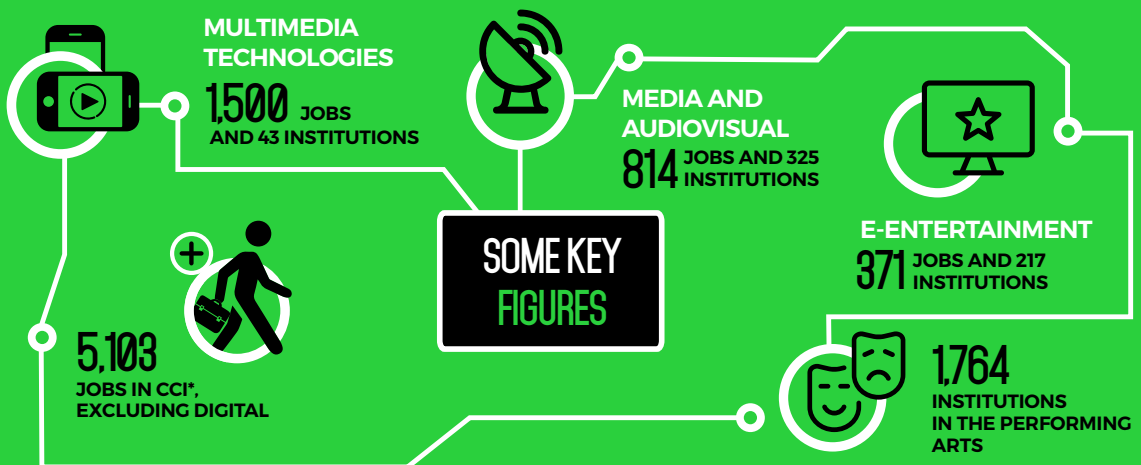


CAMILLE CAMPION

CEO of Creative Seeds

"We made the decision with my associates to set up our school in Rennes, just 1 hour and 25 minutes away from Paris. It really didn't take us long to establish strong relationships with local NGOs and with several interesting companies involved in sound and video. Rennes offers a welcoming and caring ecosystem for creative and innovative people that cannot be easily found elsewhere."

The Creative Seeds school will soon be hosted in a brand new 3 000 m² building dedicated to the training of cinema and special effect professionals, just next to the offices of Technicolor, Orange and INRIA.





#We've got know-how

Immersive technologies: Rennes and its metropolitan area are home to more than 200 researchers in virtual and augmented reality (INRIA, B<>com) which are hard at work to produce next generation content for these new media. No small feat considering that virtual reality, for one, requires a whole new approach to content creation, from writing and post-production to publishing.

Telecommunications: Historically, Rennes has always been one of France's hotspots when it comes to telecommunications. Today, more than 6,200 people work in this industry for some of the world's leading firms (Orange, SFR, Broadpeak, Harmonic, Avivest...). Their collective talent constitutes a huge asset for the city given the growth experienced by some social platforms, the growing demand for digital content, and the new service offerings which will soon be unlocked by 5G.

STOP MOTION

JPL Films' and Vivement Lundi's accomplishments in the field of stop motion animation have put Rennes on the map. In order to further develop the talents available in our region, Rennes has created the *Start Motion* training programme that allows trainees to explore every aspect of their craft from puppet and set design to lighting, CAD software, and post-production.



IN RENNES,

WE ARE #CREATIVE

A COMPLETE ECOSYSTEM

where everyone plays their part in honing existing creative processes, prototyping new ideas, solving technological roadblocks, and adapting to the possibilities offered by new technologies (e.g.: CAD software, real-time computer animation, artificial intelligence, virtual reality).

MAIN INSTITUTIONS

- Major players: Technicolor, Orange, B<>com, Ubisoft, Guillemot Corporation, Ouest-France, Ericsson...
- Renowned production organisations: JPL Films, Vivement Lundi, Bretagne Production International, VR, Armada Productions, Lendroit Editions, Mille et Une Films, A perte de vue, Les Films de l'Heure Bleue, Nomade Productions, Ten2Ten, Ay Roop, Engrenages(s), Come on tour...
- Market-leading SMBs: Golaem, Dynamixyz, Mercenaries Engineering, Polymorph, Artefacto, Spectaculaires, CL Corporation, Wizama, Uraniom, Blacknut, Noisemakers...
- Support for entrepreneurs and R&D: le Pool, le Pôle of global competitiveness Images & networks, Bug, la Satt Ouest Valorisation, InriaTech...



ACADEMIC TRAINING AND CONTINUING EDUCATION

Université Rennes 1 (INRIA/IRISA, IETR, INSA), Université Rennes 2 (masters Numic, Création numérique, Art du spectacle ...), EESAB, ESRA, ETPA, MJM graphic design, Creative seeds, Activ Design, 3 Axes Instituts, Lisaa, Epitech, My Digital school, le Jardin moderne, le Pont supérieur, l'École du Théâtre National de Bretagne, Lycée Bréquigny...



CULTURAL HUBS

Le Théâtre National de Bretagne (National Theatre of Brittany), les Champs Libres, le FRAC, le Centre Chorégraphique National de Rennes et de Bretagne (National choreography centre of Rennes and Brittany), le Triangle, le Centre d'Art contemporain de la Criée (The Criée centre of contemporary art), le Musée des Beaux-Arts (Museum of fine arts), l'Opéra de Rennes, l'Antipode, le Jardin moderne, l'Hôtel Pasteur, l'Ubu, les Ateliers du vent...



ALL YOU CAN PARTY FESTIVALS

TransMusicales, Maintenant, I'm from Rennes, Mythos, Made, Big Love, Yaouank, Jazz à l'étage, Doinit, les Embellies, les Journées Science et musique, Travelling, Stunfest, Festival national du film d'animation, Septième lune, Mois du doc, Court-Métrage, Agitato, Ay-Roop, Marmailles, Festival du TNB, les Ateliers d'artistes, Jardin d'Hiver, Rue des Livres, Spéléographie, les Tombées de la nuit...



PROFESSIONAL

MEETINGS

YOU WON'T FORGET

The Trans Musicales: Every December, *the Trans*, as the locals call it, is the place for music professionals and aficionados to discover up and coming artists. A one-of-a-kind event in France that has remained faithful to its core values throughout the years: unearthing the talents of tomorrow by having the courage to tread where no one has before.

The National Animated Film Festival: Sponsored by the French Animation Film Association (AFCA), this event gathers about 400 professionals. Many innovative projects are being pitched at this event, making Rennes one of the hotspots for animated films.

The Made By Day: A part of the *Travelling* cinema festival, this event gathers people involved in content creation and publishing for a series of master classes, demos and hackathons organised in Technicolor's offices. In the past two years, the programme has been drafted in coordination with two very special guests: Unity and DVgroup.

The Invest in Culture Forum: This new event, organised by Electroni-k, was designed to bring about a whole new generation of cultural entrepreneurs. In order to attract and support promising talents, the NGO has brought together every partnership and sponsoring opportunity offered by Rennes and its ecosystem.

Add-on: A spin-off of the main Stunfest festival (12 000 attendees), this professional event is one of the reasons why Rennes has managed to establish itself as a hub for the video game and digital entertainment industries.



#A Support Fund Dedicated to Cultural and Creative Industries

In 2017, the city of Rennes launched the *Créativité croisée* initiative to foster new creative outlets and encourage crossovers between arts, culture and technology. Companies, NGOs and artists collectives must submit high-impact projects geared towards user experience. Candidates must make good use of the interactive, immersive and hybrid possibilities offered by the latest technologies. Every year, this fund awards up to 30 000 € per project for a total of 200 000 €.



#RENNES

A captivating city at the heart of Brittany



1H25
from Paris



1 airport connected
to the rest of the
world
120 destinations
in France and
around the world



2nd
metro line
in 2020



32,000
companies



67,000
students



5,000
researchers

#When living in Rennes you get:



45 mins
from the coast



21 mins
Average
commuting time



860 acres
of green spaces
160 acres
of parks

#Top rankings for Rennes



N°1
city to
live in*



2nd and 6th
best city in France
to work in*



5th
best city
in France to start
a business*

*Source: L'Express 2018/2019 and Eurostat 2018.

CONTACT

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and Innovation Department

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