

CALL FOR APPLICATIONS

Join the delegation

“FUTURE OF CINEMA #3 – Immersive Experiences Meet Genre Cinema”

THEMATIC MEETING #3



The Grand Est Region, through the CinEuro Film Lab, in partnership with the Eurometropole of Strasbourg and Attractivité Mulhouse, is launching a call for applications for the third edition of its four-part FUTURE OF CINEMA thematic meeting series. From Wednesday, 30 September to Friday, 2 October 2026, a delegation of around 15 film and audiovisual professionals will be invited to explore the connections between **genre cinema, transmedia and immersive experiences** in Strasbourg, Mulhouse, Plobsheim and Rust, Germany.

On the occasion of the **20th anniversary of Traumatica**, Europa-Park’s immersive Halloween event, and alongside the **Strasbourg European Fantastic Film Festival (FEFFS)**, participants will take part in a tailor-made professional programme with local industry players and partners.

The delegation is part of a broader **cross-border cooperation initiative** and brings together professionals from the **film and audiovisual industries** across the partner territories. **It is aimed at professionals interested in developing new exchanges, collaborations and projects around immersive storytelling, with a particular focus on transmedia approaches to genre cinema** — including **thriller, horror, science fiction, crime and action**.

[Traumatica, 20 Years of Immersion: Discovering MACK Studios and Its Expertise](#)

A key highlight of the delegation: participants will enjoy exclusive access to the **MACK One Campus** and gain an insight into the creative expertise behind immersive storytelling, particularly through **MACK Studios**. They will have the opportunity to experience several immersive works and experiences developed by its teams at Europa-Park, with a particular focus on the codes and aesthetics of **genre cinema and horror**.

This meeting will also provide an opportunity to explore new prospects for **Franco-German cultural cooperation in the field of cinema**, at the crossroads of **film creation, immersive experiences and entertainment**.

Provisional Programme

Wednesday, 30 September – Strasbourg

Programme starts at 09:00 – Coffee reception at Cinéma Le Cosmos

09:30–10:30: EUROGENRE Industry Day

10:30–11:00: Transfer to Palais du Rhin – Headquarters of the Grand Est Regional Directorate of Cultural Affairs (DRAC), French Ministry of Culture
2 Pl. de la République, 67000 Strasbourg

11:00–12:00: Presentation of Funding Schemes for the Creative and Cultural Industries (CCIs) by the Eurometropole of Strasbourg and the Grand Est Region

12:00–14:00: CinEuro Networking Lunch

14:00–17:30: Local Talent Spotlight × MFX & VFX Expertise

17:30–18:30: Creative and Cultural Industries (CCIs) Roundtable – ACCRO Network
(TBC)

20:00–22:00: EUROGENRE Cocktail Reception

- Thursday, 1 October – Mulhouse (Studio 7K)

08:00–09:30: Shuttle transfer from Strasbourg to Mulhouse

09:30–18:00: B2B Day – “*Immersive Experiences Meet Genre Cinema*”, dedicated to new forms of storytelling, immersive technologies and collaboration opportunities.

18:00–20:00: CinEuro Cocktail Reception, hosted by Attractivité Mulhouse

20:00–21:30: Shuttle transfer from Mulhouse to Strasbourg

- Friday, 2 October – Plobsheim & Rust (Europa-Park)

08:30–09:30: Shuttle transfer from Strasbourg to Plobsheim

09:30–12:30:

MACK One Campus Tour & Creative Team Meeting

Workshop exploring the codes of horror: *“Traumatica: The Secrets of Immersive Horror Storytelling”*

12:30–14:00: Networking Lunch

14:00–15:00: Shuttle transfer from Plobsheim to Rust

15:00–18:00: VIP Tour – Exclusive Visit of Europa-Park’s Immersive Experiences

Official programme ends at 18:00

19:00–00:00:

Traumatica – 20 Years of Chills! (optional)

00:00–01:00: Shuttle transfer from Rust to Strasbourg

Applicant Profile

This call for applications is open to **film and audiovisual professionals**, in particular **producers** and, where relevant, **screenwriters**, based in the cross-border territories of **France (Grand Est), Germany, Luxembourg and Switzerland** that are partners of the CinEuro network.*

Applicants must have professional experience in the production of **genre films or audiovisual content** (science fiction, horror, thriller, action, crime, etc.) and demonstrate a strong interest in **transmedia storytelling and approaches**.

Applicants must be available for the dates of the programme and commit to taking part in the full programme outlined above.

The working languages will be **English and French**.

NB: CinEuro member territories are located within the two cooperation areas known as the **“Upper Rhine”** and the **“Greater Region”**: Brussels-Capital Region, Wallonia, Luxembourg, Saarland, Rhineland-Palatinate, Baden-Württemberg, Grand Est, and the cantons of Basel-Stadt, Basel-Landschaft and Aargau.

Coverage & Participation Conditions

As part of the delegation and in accordance with the **Interreg programme’s eligibility rules**, the following coverage arrangements will apply from **30 September to 2 October 2026**:

Detailed information regarding the coverage arrangements will be provided to the selected participants.

Event Participation	• Access to the EUROGENRE Industry Day at the FEFFS on 30 September, as well as the EUROGENRE Networking Reception • Access to the CinEuro Networking Reception in Mulhouse • Europa-Park admission ticket + Fast Pass for Traumatica
Accommodation	Accommodation will be covered for two nights during the delegation, on 30 September and 1 October 2026, in Strasbourg. Please note: accommodation on the night of 2 October will be at the participant's own expense, if required.
Travel Expenses	Travel expenses will only be covered for transportation within the cities specified in the programme.
Meals	The three lunches on 30 September, 1 and 2 October will be covered.

Application Process

Please complete the **application form by 15 September 2026** to apply.

Application form: <https://forms.gle/CT3FQ44iTJvW6wEMA>

Contact : melanie.riviere-thimothée@grandest.fr

This event is part of a four-part series of thematic events under the “**FUTURE OF CINEMA**” programme.