

P R E S S K I T

ITO MEIKYU

an immersive project by Boris Labbé



TECHNICAL INFORMATION

TITLE (original) : ITO MEIKYU (Ito Meikyū)

YEAR OF PRODUCTION : 2024

LANGUAGES : NO LANGUAGE

SUBTITLES : N/A

*ANIMATION TECHNIC : 2D ANIMATION
3D ANIMATION*

PROJET CATEGORY : XR STANDALONE

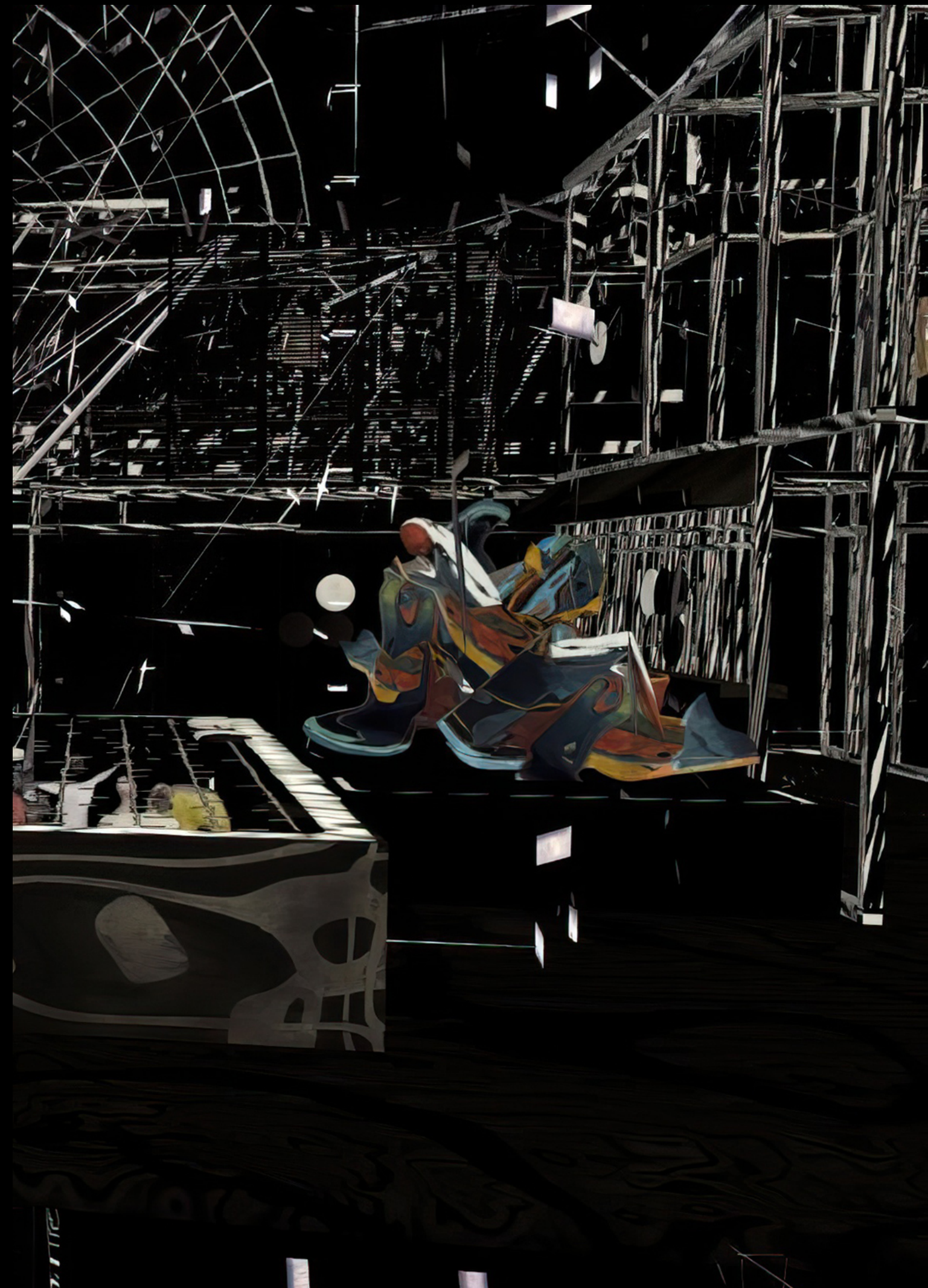
ASPECT : 2K - 360° 6DOF

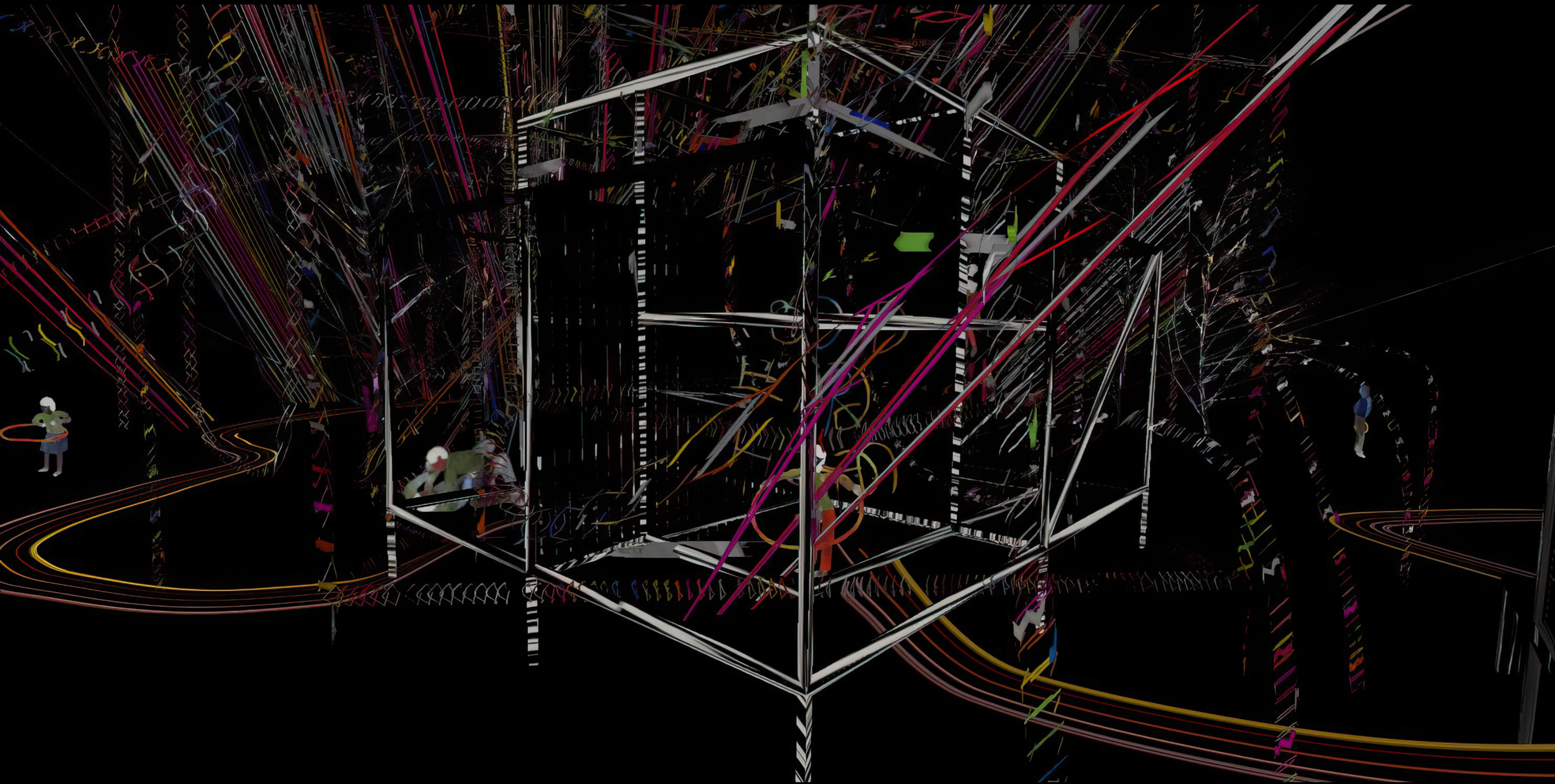
SOUND FORMAT : AMBISONIC

CONTACTS :

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SYNOPSIS

Interior and exterior, transparency and opacity, exhibitionism and voyeurism, feminine and masculine; all these notions oppose or unite in the infinite cycle of a labyrinth with no exit. Life here is like a loom whose living weft is woven from a myriad of branching threads and paths.

SACREBLEU. PRODUCTIONS

Since the creation of Sacrebleu Productions (1999) by Ron Dyens, over 100 short films have been produced which have been selected in over 2500 domestic and international festivals, among the most important, such as Cannes, Berlin, Venice, Sundance, Toronto...

In 2016 Sacrebleu expanded into the production of feature-length films with the release of the film *“Long Way North”* by Chayé and then produced Damian’s animated feature film: *“Marona’s Fantastic Tale”* (2019).

In 2022, *“My Sunny Maad”*, Pavlatova’s first animated feature film won the Jury Prize at Annecy and the Zagreb FilmFest Grand Prize.

“Sirocco and the Kingdom of the Winds” by Chieux made its Premiere as the Opening movie at Annecy 2023 and won the Audience Prize.

In 2024, *“Flow”* of Gints Zilbalodis premiered at Cannes Film Festival (Un Certain Regard Competition) and received 4 awards in Annecy where the film was among the Official Selection.

ITO MEIKYU is Sacrebleu's first VR project.

ANNECY
FESTIVAL



CÉSAR
ACADÉMIE DES
ARTS ET TECHNIQUES
DU CINÉMA

GOLDEN
GLOBE
AWARDS



MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
LA BIENNALE DI VENEZIA 2024
Venice Immersive



FESTIVAL DE CANNES
2024 OFFICIAL SELECTION
UN CERTAIN REGARD

LES.FILMS.FAUVES

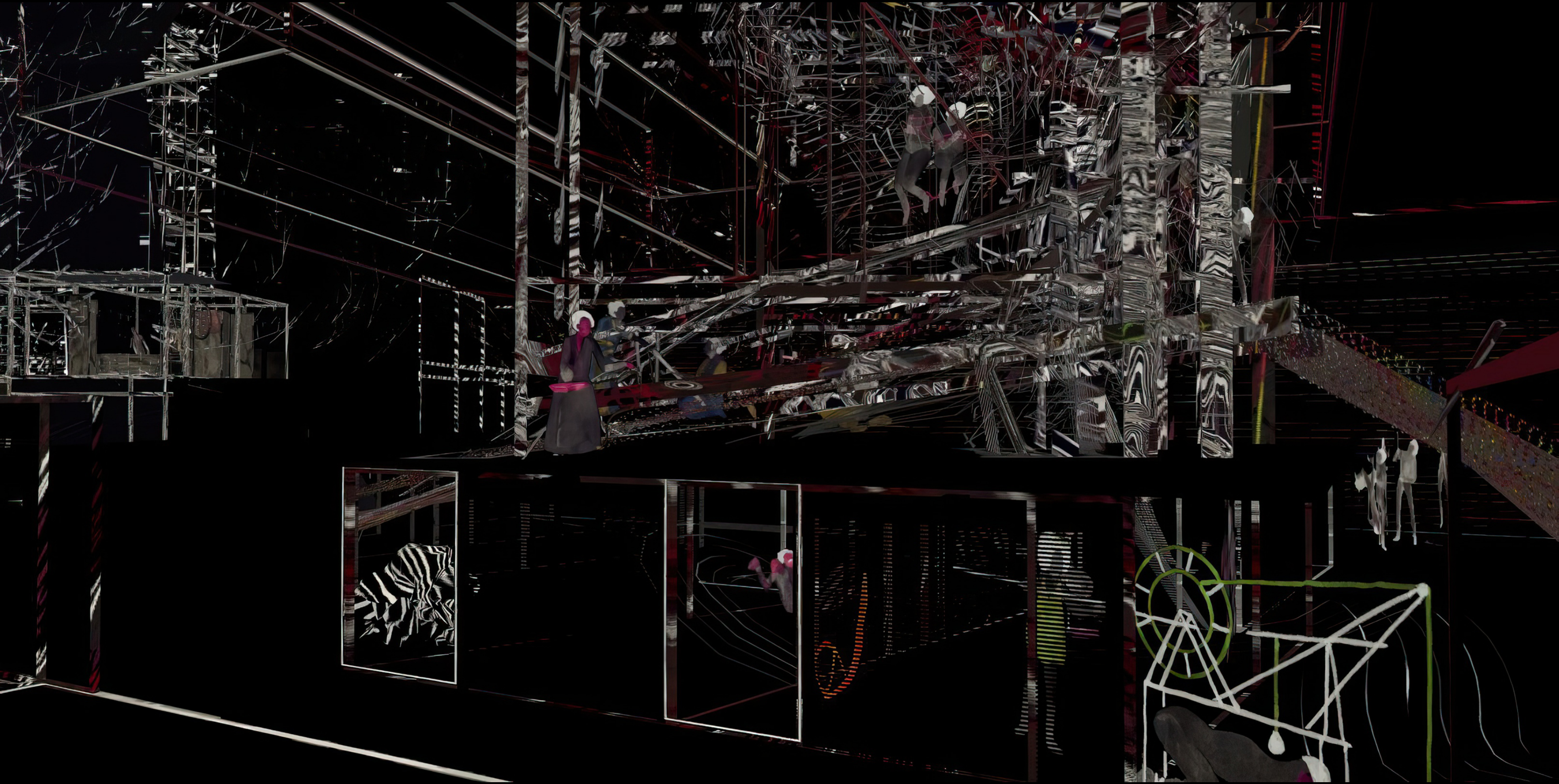
Committed to shaking up the cinematic landscape of the Grand Duchy, LES FILMS FAUVES showcases new Luxembourgish talents, deeply rooted in their cultural identity and language while transcending local boundaries.

We operate free from restrictive editorial lines, exploring the border areas between author and genre film, action and documentary, encouraging narrative risk-taking—whether lyrical, poetic, strange, or fantastic—alongside formal daring, always mindful that 'form is the bottom which rises to the surface.

With extensive co-production experience and a drive to push boundaries, we support emerging international auteurs (*Rebecca Daly's MAMMAL, Zoe Wittock's JUMBO, Akihiro Hata's GRAND CIEL*) and champion established voices from diverse backgrounds (*Wang Bing, Rodrigo Moreno, Bertrand Mandico, Pawal Kapadia, Hélène Cattet & Bruno Forzani, Zhang Tao, Sacha Wolff*).

Expanding into the XR industry with ITO MEIKYU, we remain dedicated to exploring auteur cinema within this new reality. As with our traditional films, we strive to highlight unique visions, pushing the boundaries of narrative and form in the immersive world of XR.





DIRECTOR'S COMMENT

Ito Meikyū is a virtual reality experience inspired by Japanese art history and literature (*Fukinuki Yatai*, *The Tale of Genji*, *The Pillow Book*).

It unfolds as a sensory fresco with drawn, animated, and sound scenes in a digital labyrinth of fractal architectures, inhabited by plants, objects, animals, people, patterns, and calligraphy.

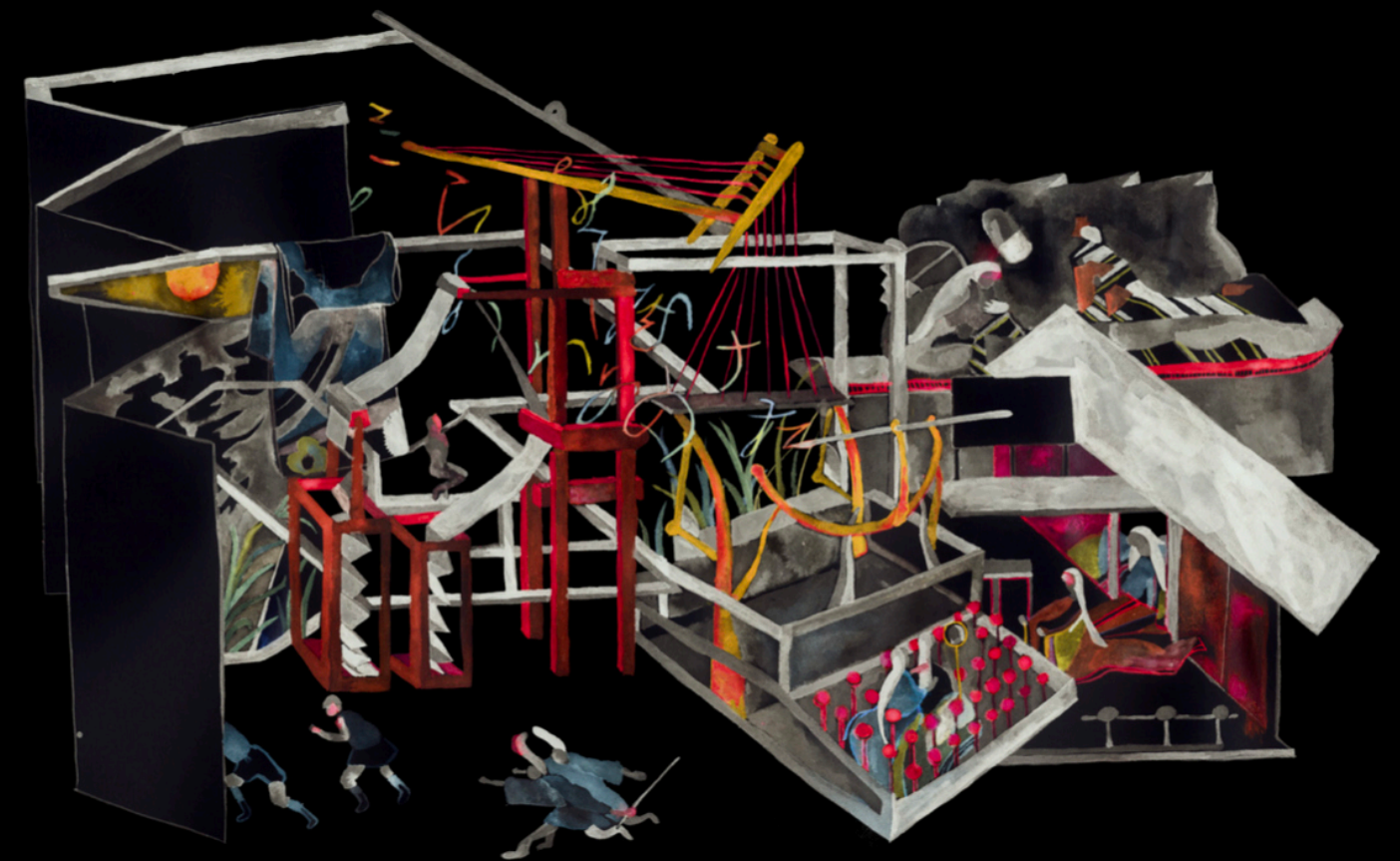
The project uses the "thread metaphor" to combine text, textile, and existence, materializing on screen through weaving principles. This metaphor connects life and love, representing relationships as threads linking individuals.

In this piece, drawing becomes volume and architecture, Ito Meikyū is literally the "thread labyrinth".

BORIS LABBÉ



Voyeuristic scene in The Tale of Genji.



Graphic research, ink on paper.



BORIS.LABBÉ

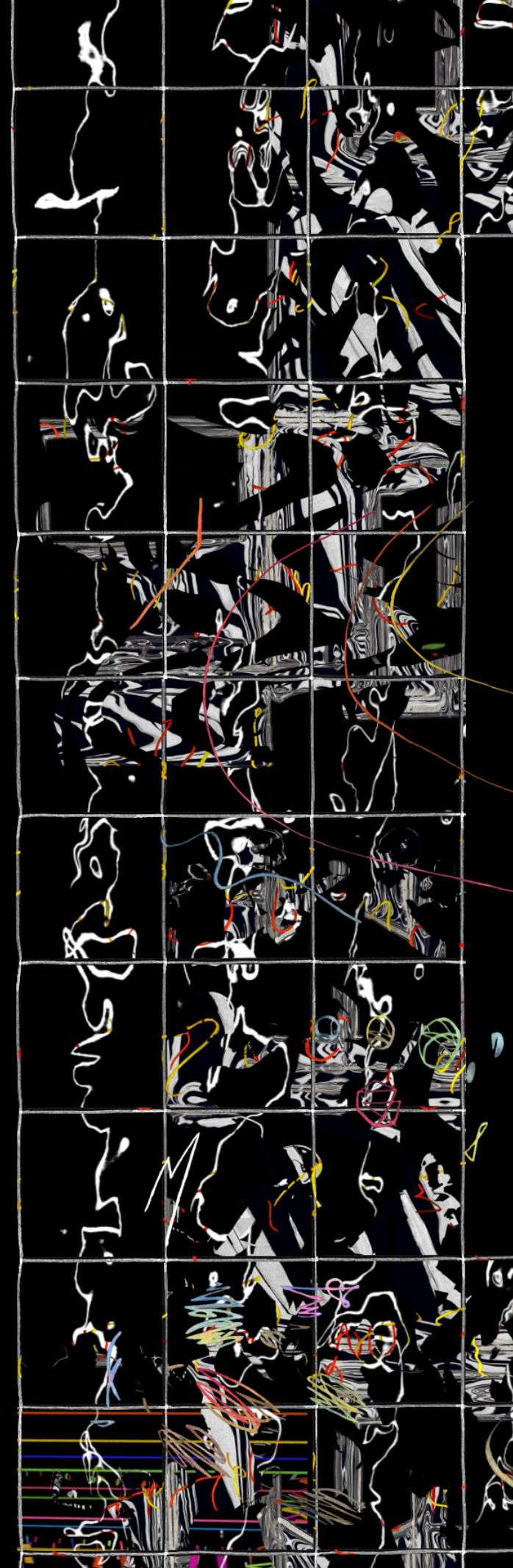
Trained at the École supérieure d'art de Tarbes and then at the École de cinéma d'animation d'Angoulême, the work of Boris Labbé (1987, FR) quickly toured the world, whether in contemporary art exhibitions, international film festivals, or at audiovisual concerts.

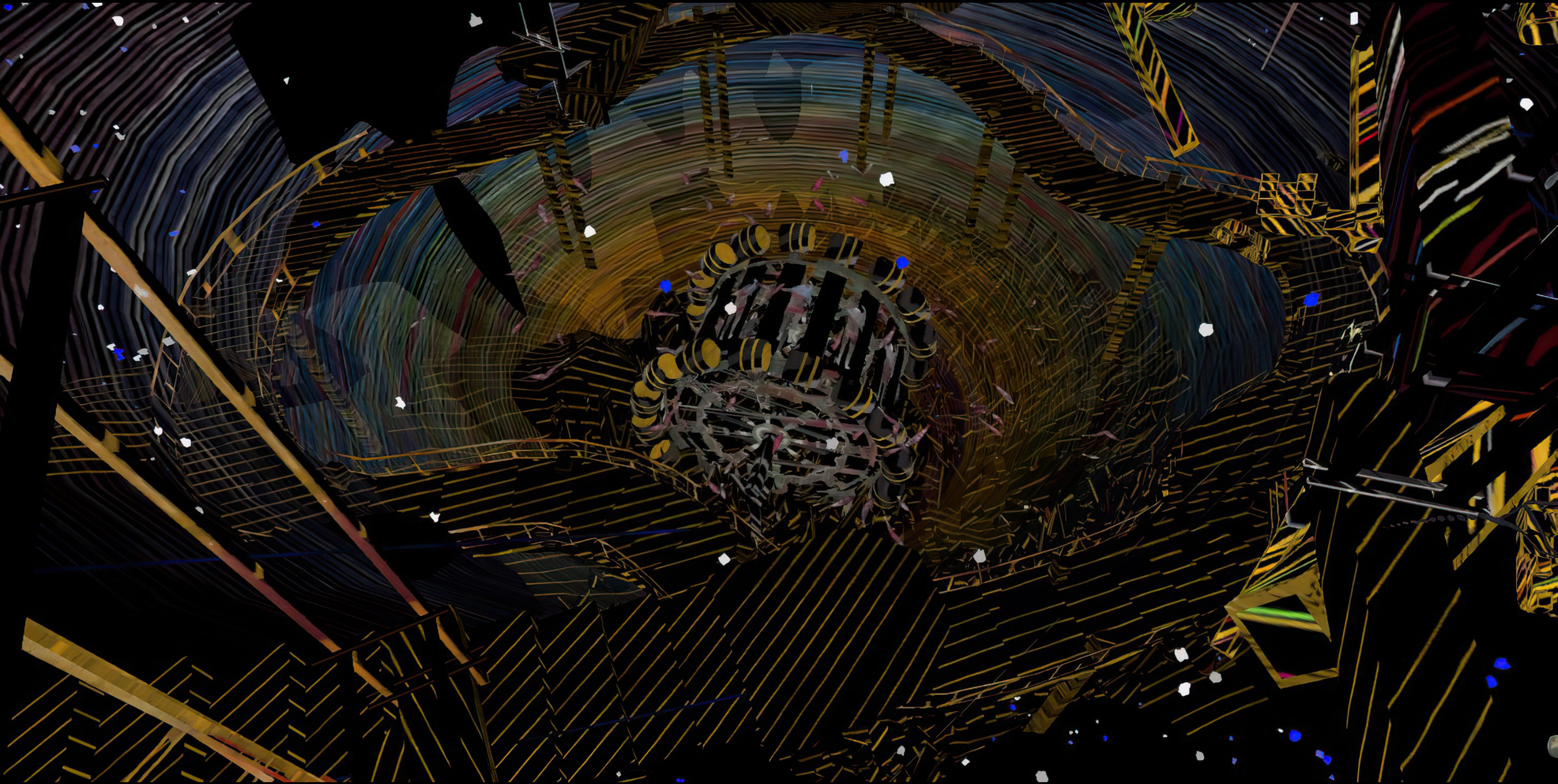
His latest short film *The Fall* was selected for the Special Screening at the Critics' Week of the 2018 Cannes Film Festival.

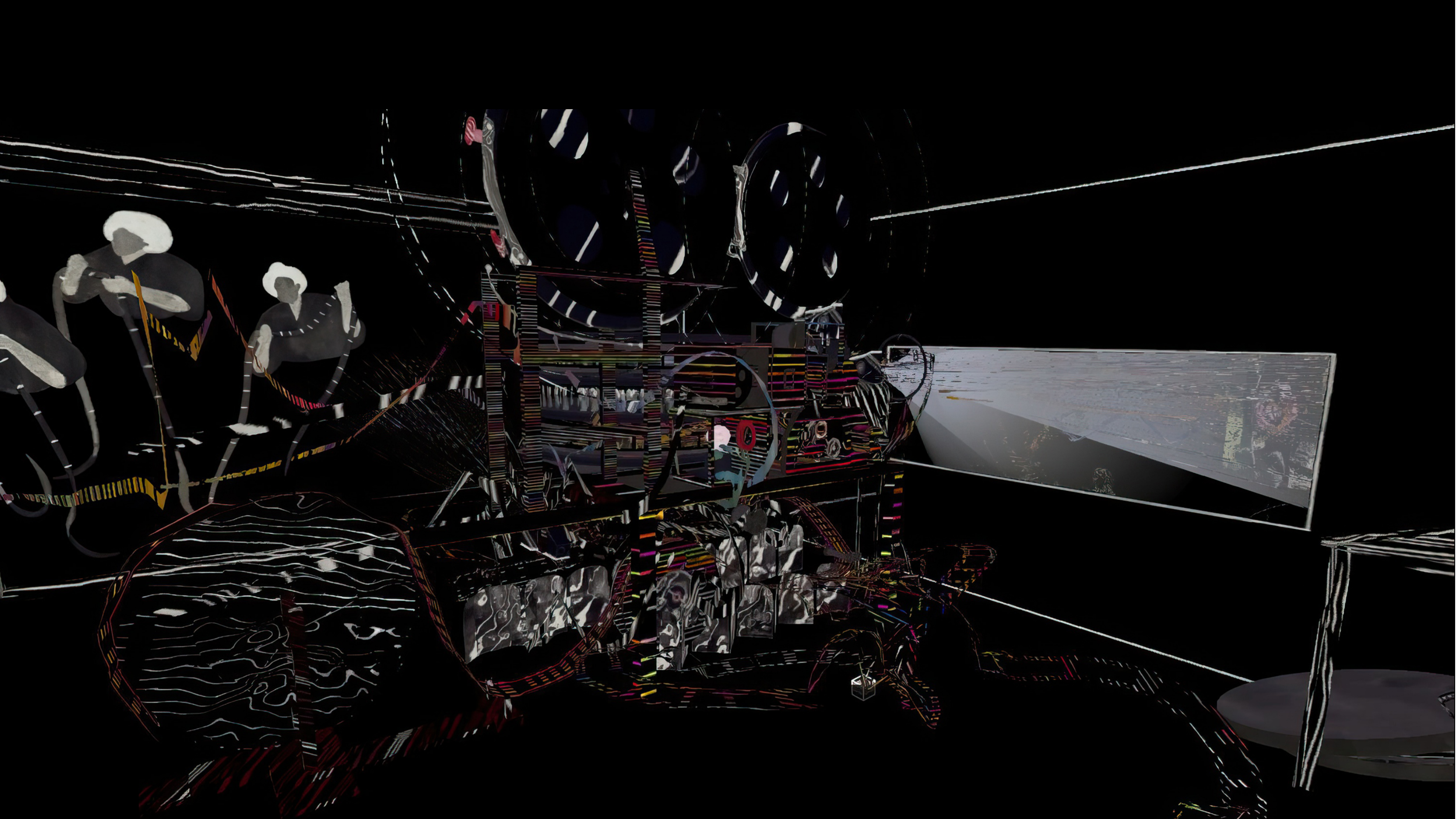
In 2020 he collaborated with the choreographer Angelin Preljocaj and signed the video scenography of the show *Swan Lake*.

His films and video installations have earned him some fifty awards and distinctions around the world, including the Golden Nica Animation at the Ars Electronica Festival in Linz and the Grand Prix at the Japan Media Arts Festival in Tokyo.

Between 2023 and 2024, he is developing and carrying out two landmark projects: *Ito Meikyū*, his first virtual reality project (produced by Sacrebleu Productions) and *Glass House*, a video scenography in collaboration with composer Lucas Fagin (produced by the Ensemble Cairn).







TRAILER:

CREDITS

Written and directed by BORIS.LABBÉ

Produced by RON.DYENS *and* GOVINDA.VAN MAELE

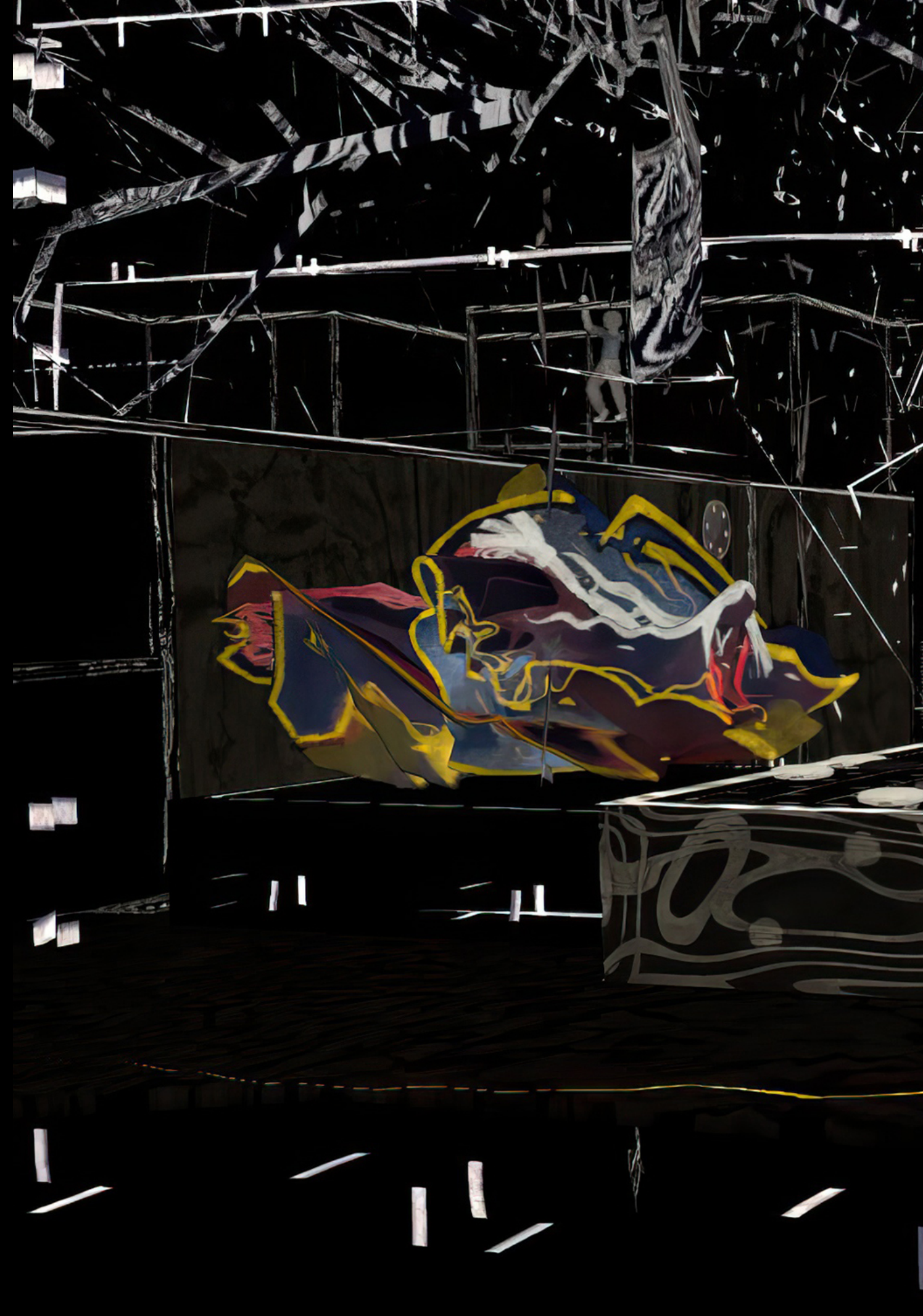
Original music and sound design by DANIELE.GHISI

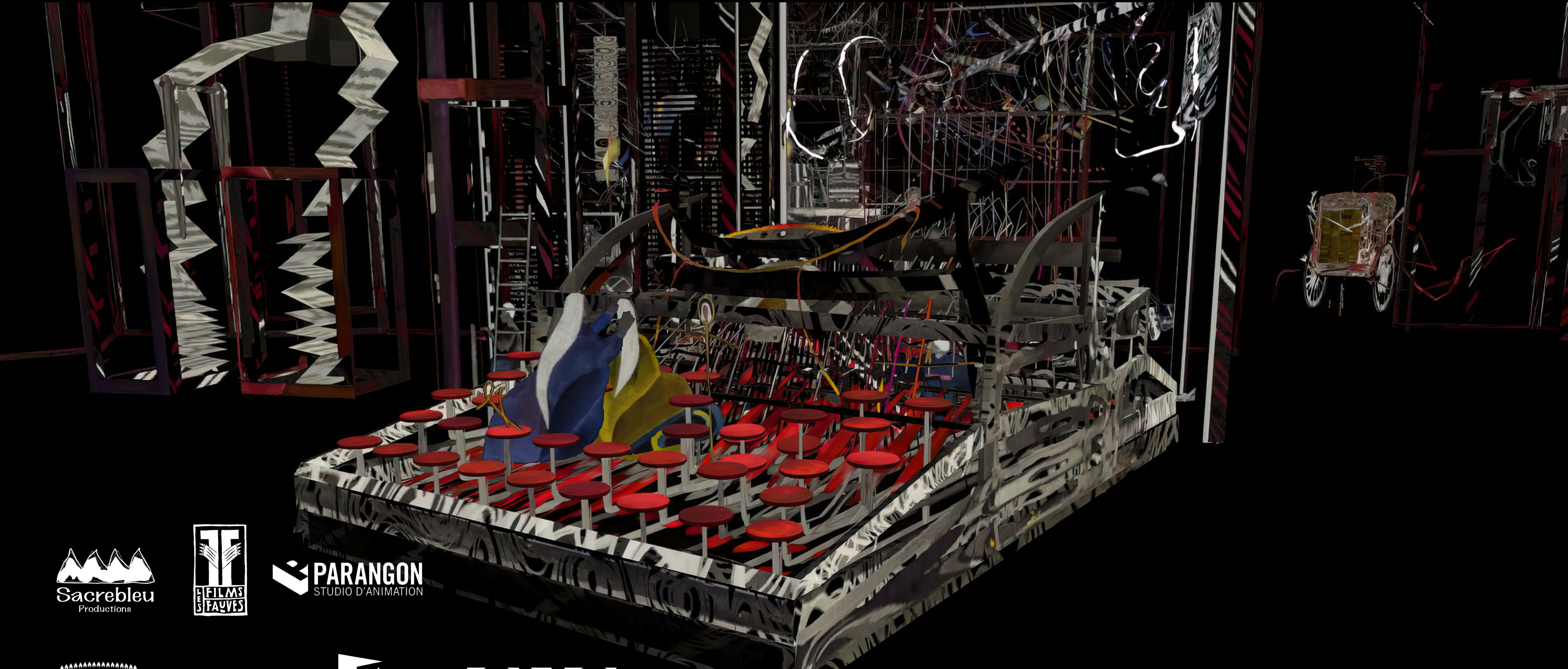
VR Consultant Charles Ayats

Developers Elie Buglione
Germain Linder

Artists Capucine Latrasse
Ryo Orikasa
Boris Labbé
Agathe Sollier
Collin Gallego
Beatriz Ruthes dos Santos
Manu Batot

Sound Daniele Ghisi
Alex Nogueira





Direction régionale des affaires culturelles des Pays de la Loire



