



**Cannes,  
epicenter of the Côte d'Azur ecosystem  
of audiovisual creation**





# Cannes, an international village

- **75,000 inhabitants**  
The Cannes Lérins Agglomeration (160 500 inhabitants)  
part of the «Cap Azur» metropolitan area with over  
450,000 inhabitants
- **1.9 million visitors to Cannes each year**
- **2,500 events\* per year**
- **Cannes, a candidate for UNESCO World Heritage status for the  
monastic island of Saint-Honorat**
- **Cannes, UNESCO Creative City - Film category**

\*2,500 EVENTS on average per year: CULTURAL, SPORTS, FESTIVAL AND MUNICIPAL EVENTS,  
AS WELL AS WORKSHOPS OFFERED BY CANNES CITY COUNCIL AND LOCAL ASSOCIATIONS

# Cannes, a world-renowned brand

Cannes' economic fields of excellence:

- Tourism
- Sailing & Water Sports
- Aerospace
- Cultural and creative industries

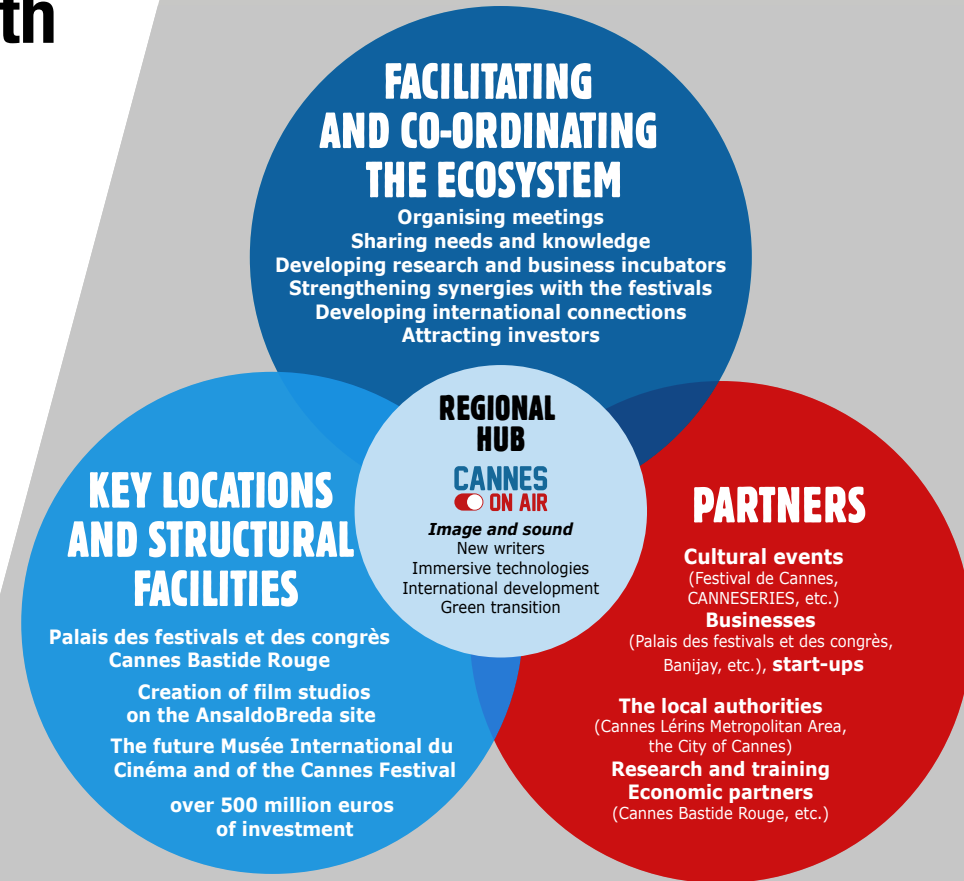
Developing, organising and securing a new economic sector focused on creative industries: **Cannes on Air**

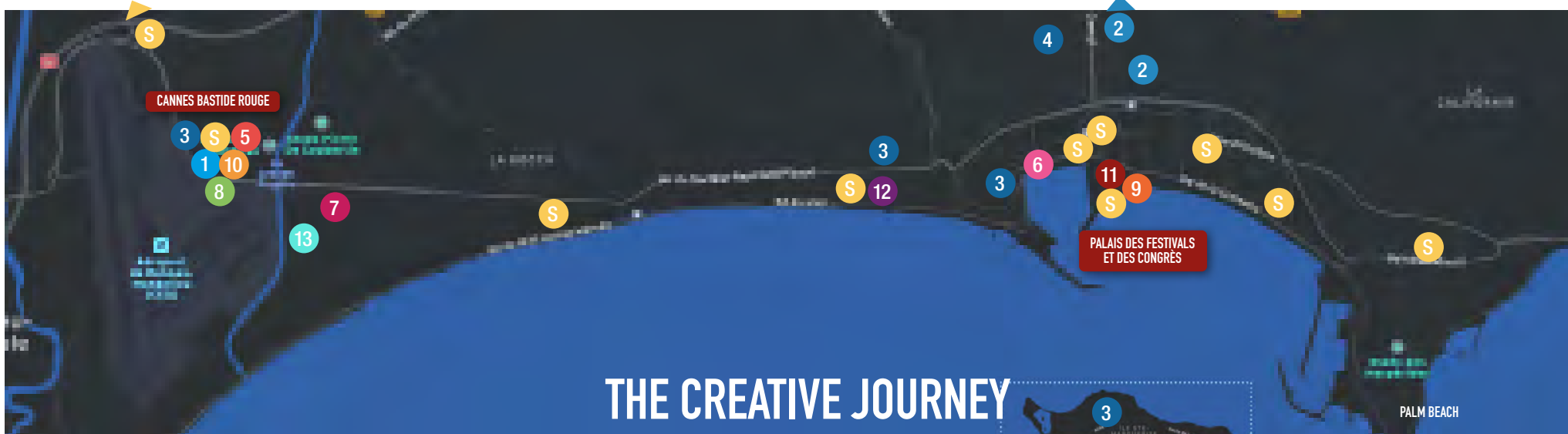
**The international capital of the cinema and an global hub for the world's foremost commercial and cultural events**



# CANNES ON AIR, a creative economy sector in line with Cannes' DNA

- An ambition to develop a sector dedicated to the creative economy that reflects the city's assets, its brand image and its many events
- A commitment to an economic sector that creates businesses and jobs with significant added value for the region





 Training - Writing - Creation	 Funding - Development	 Filming - Production	 Postproduction	 Distribution - Broadcasting	 Recognition	 Heritage promotion
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- 1 **CANNES BASTIDE ROUGE, UNIVERSITY CAMPUS GEORGES MÉLIÈS AND AUDIOVISUAL STUDIOS** - University campus (initial and continuing education from A-level to A-level +8), business centre, audiovisual studios
- 2 **UNDERGRADUATE TRAINING** Carnot Audiovisual and Bristol Communication BTS
- 3 **WRITERS' AND ARTISTS' RESIDENCIES** University campus, Médiathèque Noailles, Suquet des Artistes and Sainte-Marguerite Island
- 4 **ERACM** Professional training for actors

- 5 **CITÉ DES ENTREPRISES BASTIDE ROUGE** Business incubator - Support and accommodation - Business Angels

- 6 **FILMING RECEPTION** Facilities for hosting filming
- 7 **CREATION OF FILM STUDIOS** on the AnsaldoBreda site

- 8 **AUDIOVISUAL STUDIOS** Picture editing, colour grading, sound editing and mixing, projection room and post-production

- 9 **GLOBAL MARKETS** Palais des festivals et des congrès
- 10 **CINEUM CANNES** Multiplex cinema
- S **SCREENING THEATRES**

- 11 **PALAIS DES FESTIVALS ET DES CONGRÈS** International Festivals (Enhancement of the Palais des festivals et des congrès)

- 12 **THE FUTURE MUSÉE INTERNATIONAL DU CINÉMA AND OF THE CANNES FESTIVAL**
- 13 **ORCHESTRE NATIONAL DE CANNES** Symphony orchestra with a focus on music for the screen

# Cannes, a global hub for content creation



FESTIVAL DE CANNES

## FESTIVAL DE CANNES

The world's leading cultural event (4,000 journalists and 150 countries accredited)



MARCHÉ DU FILM  
FESTIVAL DE CANNES

## MARCHÉ DU FILM

The most prominent film industry event worldwide



## CANNESERIES

International festival entirely dedicated to Tv series



## MIPCOM

The global market for audiovisual content and co-production



## CANNES LIONS

International festival for creativity

## MIDEM

## MIDEM

International record and music publishing market, an expanded, interactive and collaborative festival



## FESTIVAL INTERNATIONAL DES JEUX

French-speaking games event where publishers, distributors, authors, illustrators and players come together



## WORLD ARTIFICIAL INTELLIGENCE CANNES FESTIVAL (WAICF)





# Palais des Festivals et des Congrès

## The biggest conference centre in France (outside Paris)

- located in the city centre, on the seafront
- hosting capacity for 41,000 visitors
- 35,000 m<sup>2</sup> of exhibition space, 46,000 m<sup>2</sup> with structures
- 80,000 m<sup>2</sup> spread across seven floors
- 5 auditoriums including two main theatres: the Théâtre Louis Lumière with 2,309 seats and the Théâtre Debussy with 1,068 seats
- numerous conference rooms (sub-committee, press rooms, meeting rooms, offices for organisers, and more.)
- 75 major trade shows per year (2024)
- 300,000 accredited professionals
- greater than 1 billion euros in economic benefits (2024)

The «Hi5 Studio», a permanent «plug and play» digital studio with a set of 120 m<sup>2</sup>.



# Cannes Bastide Rouge

CINEUM CANNES  
MULTIPLEX CINEMA

Student residence  
Nouvelle Vague

UNIVERSITY  
CAMPUS  
GEORGES  
MÉLIÈS

University campus

12 Movie theatres

Restaurant area

BUSINESS HUB AND  
AUDIOVISUAL STUDIOS

Startup incubator



UNIVERSITY  
CAMPUS  
GEORGES MÉLIÈS

University campus

Student residence Nouvelle Vague

Startup incubator

Corporate events

BUSINESS HUB AND  
AUDIOVISUAL STUDIOS  
BASTIDE ROUGE

Audiovisual and projection studios

Company housing and support

12 Movie theatres

Restaurant area

CINEUM CANNES  
MULTIPLEX CINEMA

# Cannes Bastide Rouge

A new centre of excellence dedicated to the cultural and creative industries. A Cannes City Council project in partnership with the Agglomération Cannes Lérins and the Université Côte d'Azur.



## A project worth €81.2 M

through public and private investments

- €38.2 M - Cannes City Council - Cannes Lérins Metropolitan Area
- €11 M - Office Public de l'Habitat for the student residence
- €32 M - Compagnie Cinématographique de Cannes for the multiplex cinema



# Cannes Bastide Rouge

**UNIVERSITY CAMPUS  
GEORGES MÉLIÈS  
AND STUDENT  
RESIDENCE  
NOUVELLE VAGUE**



# Cannes Bastide Rouge

UNIVERSITY CAMPUS GEORGES MÉLIÈS  
AND STUDENT RESIDENCE NOUVELLE VAGUE

A shared facility with a surface area of **8,145 m<sup>2</sup>**

- **UNIVERSITY CAMPUS GEORGES MÉLIÈS**  
Surface area of 4,445 m<sup>2</sup>
- **BUSINESS HUB AND AUDIOVISUAL PRODUCTION STUDIOS**  
Surface area of 2,020 m<sup>2</sup>
- **RESTAURANT AREA** managed by CROUS  
Surface area of 305 m<sup>2</sup>
- **COMMON SPACES**  
Surface area of 1,375 m<sup>2</sup>

Creation in 2022 of **the student residence**

- Offering young students accommodation (172 units) located near sports equipments and leisure facilities (including Grand Bleu swimming pool, Cannes Garden Tennis Club, Palais des Victoires, cycle paths and an excellent bus service)



# Cannes Bastide Rouge

UNIVERSITY CAMPUS GEORGES MÉLIÈS AND STUDENT RESIDENCE NOUVELLE VAGUE



## Creation of a university campus

- 1,200 students for higher education courses at associate degree, Bachelor's, Master's and Doctorate level:

- Creative writings
- Content creation
- Audiovisual project management
- Stream programming
- International short Syllabus writing
- Showrunner
- Design numérique (AR, VR et XR)
- Management and financial control of audiovisual production
- Video games
- Event communication and tourism
- Journalism



# Cannes Bastide Rouge

UNIVERSITY CAMPUS GEORGES MÉLIÈS  
AND STUDENT RESIDENCE NOUVELLE VAGUE

## Partnership prospects

- Opportunities for companies to support training programmes, including skills sponsorship
- Developing stock and flow creation and writing programmes, as part of national and international partnerships
- Opportunities for creating prototypes for in-situ testing, at the Campus or at the *Cineum Cannes* multiplex cinema



# Cannes Bastide Rouge

## BUSINESS HUB AND AUDIOVISUAL STUDIOS







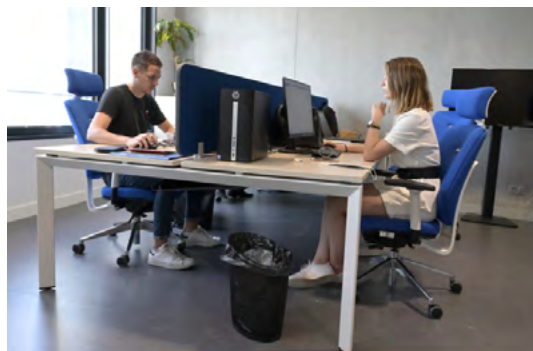
# Cannes Bastide Rouge

## BUSINESS HUB

### Business hub and film & post-production studios

Companies in the creative and cultural industries sector can be housed and supported at several stages of their development within two buildings:

- The **startup incubator** was launched in 2014 with a surface area of 600 m<sup>2</sup> and 2,000 m<sup>2</sup> of garden space for use as an event venue
- The **business hub**, accommodating up to 100 entrepreneurs and project leaders, is located in the same building as the university campus, with a surface area of 2,020 m<sup>2</sup>



### The business hub

#### From business startup to corporate expansion:

- Setting up, creating and dexpanding in Cannes
- Obtaining funds through Business Angels
- Enabling students to become entrepreneurs through an entrepreneurial support service
- Making premium equipment available to everyone throughout the entire audiovisual production chain
- Hosting corporate events and developing networks



# Cannes Bastide Rouge

## PRODUCTION STUDIOS

The studios at Cannes Bastide Rouge, at the heart of the new centre of excellence for the creative economy and visual professions, provide professionals with high-end equipment for creation, recording, post-production and projection of audiovisual content.

- 3 film studios and 2 sound booths
- 4 studios for picture editing, colour grading, and sound editing and mixing (5.1 and 7.1)
- 1 projection and post-production room (52 seats), equipped with a 4K projector and Dolby Atmos® sound (27 speakers)

Ideally located at the entrance to Cannes and near the sea, the Bastide Rouge studios are easily accessible and just 30 minutes from Nice Côte d'Azur international airport.

# Cannes Bastide Rouge

*CINEUM CANNES*  
MULTIPLEX CINEMA





# Cannes Bastide Rouge

*Cineum Cannes* multiplex cinema

*Cineum Cannes* multiplex cinema:

- designed by architect Rudy Ricciotti
- supported by the Compagnie Cinématographique de Cannes
- inaugurated in July 2021



- 12 movie theatres
- Around 2,400 seats
- A giant 23x13 meter diagonal screen.  
The largest screen in the South East region, second only to the one at the Palais des Festivals et des Congrès in Cannes
- One of the only 100 % laser projection cinemas in France
- The only cinema in France with a fully immersive sound system (DTS:X and Dolby Atmos)
- A catering area
- A panoramic terrace
- An exhibition venue dedicated to the Visual Arts
- Interior areas created by designer Arik Levy and the artist duo Nonotak
- 4 premium theatres, including the Aurore® and the PLF (Premium Large Format) made in Cannes, providing optimum conditions for the best post-production theatres, recreated on a screen measuring 21 meters

# Artistic and creative residencies

## Writing residence for series and feature films

The authors benefit from:

- a place to work in a unique environment conducive to creativity
- mentoring by scriptwriters and professionals from the Audiovisual sector over several months
- access to festivals dedicated to series and cinema.

## Artist studios

Le Suquet des Artistes has long been a place of creative expression for modern and contemporary artists alike.

## Artists' residency

The Musée du Masque de Fer et du Fort Royal on Ile Sainte-Marguerite is a venue hosting photographers and visual artists.

# Filming Production

Filming Production + Cultural  
and creative industries:  
development of film studios on  
the AnsaldoBreda site



# Filming Production

© Mairie de Cannes

## Film projects desk: Cannes, an open-air studio

In 2024 :

- 391 days of filming
- 2 feature films
- 4 series
- 36 TV shows

Home to an array  
of TV shows.  
Ninja Warrior,  
NRJ Music Awards  
(TF1)



# Promoting heritage

LE MUSÉE  
INTERNATIONAL  
DU CINÉMA ET DU  
FESTIVAL DE CANNES

CANNES | FRANCE

# The future Musée International du Cinéma and of the Cannes Festival

A major film museum for Europe.

A strategic and cultural asset for France.

A historical, cultural and regional legacy for  
Cannes.

# The future Musée International du Cinéma and of the Cannes Festival

## A UNIQUE CULTURAL VENUE IN FRANCE AND WORLDWIDE

Developed in close collaboration with the state, the Southern Region, the Alpes-Maritimes department, the Centre National du Cinéma et de l'Image Animée, the Festival de Cannes and leading players in the French, European and international audiovisual industry.

This new facility, will benefit from a powerful and symbolic architectural design, in keeping with its major objectives in terms of culture, science, tourism and global presence.



# The future Musée International du Cinéma and of the Cannes Festival

## ORIGINAL, PROFESSIONAL AND INFORMATIVE CONTENT

-  1 «Vive le cinéma», a permanent exhibition about film history entrusted to the Cinémathèque française
-  2 An exceptional and permanent venue dedicated to the Cannes Festival
-  3 A "film City" for children
-  4 A temporary exhibition area to host major international film exhibitions



# The future Musée International du Cinéma and of the Cannes Festival

## **A STRONG AMBITION: OFFERING, A UNIQUE EXPERIENCE TO VISITORS**

The aim is to give France an educational and entertaining cultural facility in order to attract visitors and provide an original, immersive experience, there by encouraging a pro-active approach from placing the visitors at the heart of the film-making process (creation, production and distribution).

A permanent exhibition will also allow visitors to discover the history of cinema through a series of prestigious collections from the Cinémathèque française and a special section entirely dedicated to the Festival de Cannes.

Georges MÉLIÈS. Detail of a drawing for the "voyage dans la lune" (1902).  
Collection La Cinémathèque française photo Stéphane Dabrowski

# Calendar



+ €500 M in public and private investments









## CONTACT

Mairie de Cannes

Direction du développement, de la mission *Cannes on Air* et de  
l'enseignement supérieur

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