

ARTEFACT AI FILM FESTIVAL



THIRD
EDITION

mk2 and Artefact announce the third edition of the Artefact AI Film Festival with mk2, chaired by the duo of French directors Olivier Nakache and Éric Tolédano

Paris (France)– June 22th, 2026 – Following a second edition featuring 223 directors from 52 countries and highlighting the emergence of artists who have successfully adopted AI as a creative medium of its own, the Artefact AI Film Festival with mk2 returns in 2026 to explore the narrative trends of tomorrow. At the Viva Technology trade show, Artefact, the European leader in data and AI, and mk2, a reference in European independent cinema, are pleased to announce the names of the presidents for the third edition: Olivier Nakache and Éric Tolédano.

An international event at the heart of the film industry's transformation

Combining artistic creation, technological innovation, and reflections on the film industry, the Artefact AI Film Festival with mk2, showcases the major breakthroughs made possible by generative AI. By breaking down barriers to entry in audiovisual creation, creators are continually embracing these tools to bring authentic artistic visions to life, with visuals that increasingly meet the rendering standards of an evolving industry. The 2026 edition of the competition remains open to everyone, from established directors to newcomers. Submitted films must be no longer than 314 seconds and incorporate at least one generative AI tool in each of the three phases: pre-production, production, and post-production. Entrants must also provide a production log detailing the use of AI tools.



An exceptional duo to chair the jury

Following in the footsteps of Jean-Pierre Jeunet and Cédric Klapisch, the festival will have the honor of being presided over this year by the duo of directors and screenwriters Olivier Nakache and Éric Tolédano. As leading figures in French cinema, they are best known for creating successful social comedies such as *Intouchables* (2011) and *Juste une illusion* (2026). Their films, which are both popular and socially conscious, blend humor, emotion, and a humanistic perspective on contemporary society, and have resonated with audiences for their human touch.

As presidents of the jury, they will evaluate propositions that, far from being mere technological demonstrations, prioritize narrative, emotion, and intimacy. Previous years' selections have already demonstrated a mature approach to AI, with directors increasingly opting for hybrid techniques that blend live-action footage with AI elements. Advances in AI now make it possible not only to replace images but also to enhance reality, thanks to the qualitative leap in the technologies used.

The full composition of the jury will be revealed when the official call for entries will open, next September.

Olivier Nakache et Éric Tolédano, Presidents of the Artefact AI Film Festival jury, stated:

"The implications of artificial intelligence across all areas of the audiovisual sector go beyond mere technical considerations and call into question the very future of creativity as a whole, challenging both artistic authenticity and the viewer's experience. All of these issues are obviously crucial for the future, and cinema today finds itself at the heart of this revolution, which challenges creative practices, professional roles, and the place of humans in art. That is why we are both delighted and curious to serve as Presidents of the 2026 edition of the Artefact Festival".

Supporting the emergence of a new generation of directors

As generative AI profoundly transforms creative processes, the competition opens up filmmaking to talented individuals from around the world who might not otherwise have access

to traditional production resources. Moving beyond a purely technical approach, participants are invited to champion a vision in which AI serves as a tool to enhance storytelling, emotions, and unique perspectives.

François Brogi, partner at Artefact and president of Artefact 3000, added: *“The Artefact AI Film Festival has already highlighted a new generation of creators who, thanks to generative AI tools, have successfully embraced new styles and formats. As a true ecosystem takes shape, driven by the growing range of AI applications, we are proud to help more innovative projects emerge, with the goal of bringing these works to a wider audience”.*

Elisha Karmitz, CEO of the mk2 group, concluded: *“The quality of the films in this second edition confirms that advances in AI are bringing with them an ever-deeper exploration of our relationship with images and their creation. mk2’s role is to critically examine these transformations and to support the artists who give them meaning. With this third edition, we aim to make the festival a meeting place for artists, studios, and players in the field of creative technology. Having supported Raphaël Frydman, the winner of the first edition, and his studio ARSHAV, we wish to continue this approach to discover and provide long-term support for the talents emerging from the festival”.*



About the Artefact AI Film Festival with mk2

The Artefact AI Film Festival is a groundbreaking initiative launched by Artefact, an international leader in data and artificial intelligence, and mk2, France’s leading art-house cinema group. This international competition is open to everyone, from established directors to newcomers, and aims to showcase talent exploring new creative processes using AI tools.

- **Application Period:** from September 2, 2026 to December 2, 2026
- **Public voting:** from December 9 2026 to January 13, 2027
- **Jury Deliberation:** January 2027
- **Awards ceremony:** February 2027

The competition offers several awards that recognize different creative approaches, and new awards will soon be added to the list of honorees:

- **Grand Prize (€10,000):** awarded to the best film
- **Jury Prize (€1,000):** awarded to the film that impressed the jury with its cinematic quality
- **Public Prize (€1,000):** awarded to the film that received the most votes in the online poll
- **"Best Use of AI" Artefact Prize (€1,000):** awarded to the film that made the best use of AI

For more information:

Official festival website: <https://artefact-ai-film-festival.com>

About Olivier Nakache and Éric Tolédano

Éric Tolédano and Olivier Nakache are a duo of French directors and screenwriters known for their successful social comedies such as “Intouchables” (2011), “Le Sens de la fête” (2017), “Hors norms” (2019), and their latest film, “Juste une illusion” (2026). Their films, which are both popular and socially conscious, blend humor, emotion, and a humanistic perspective on contemporary society. They are also the creators of the series “En Thérapie” for Arte (2021 and 2022). More recently, they launched and co-produced the show “Les rencontres du Papotin” for France TV.

About Artefact

Artefact is an international data and AI consulting firm headquartered in Paris. For the past 10 years, the company has specialized in the design and deployment of artificial intelligence technologies and data-driven solutions, with a mission to accelerate the adoption of AI to create a positive impact on individuals and organizations.

As a pioneer in its field, leveraging data and advanced artificial intelligence technologies, our teams of business consultants and engineers work together to develop solutions that drive business impact and improve productivity across the entire corporate value chain, while ensuring the ethical and responsible use of data.

Combining cutting-edge technological expertise with operational excellence, Artefact supports more than 1,000 companies worldwide in accelerating their business transformation, including over 300 international firms. Its 2,500 experts, based in 36 offices around the globe, serve all key sectors of the economy: manufacturing, retail, luxury goods, mass consumption, healthcare, finance, and more.

About mk2

Founded in 1974, mk2 is a leading independent cinema company in Europe. For fifty years, the group has operated an integrated business model that brings together all aspects of the film industry: production, distribution, international sales, exhibition, hospitality, media, and cultural experiences. From films to theaters, mk2 champions a different vision of cinema: discerning, open, and deeply audience-focused. Driven by three values—curation, diversity, and education—this ambition is reflected in the group’s support for films through a unique catalog of over 1,000 titles, the programming of its theaters—which attract more than 7 million moviegoers each year—and the development of contemporary cultural formats that extend the cinema experience.

Press contact: teamartefact@taddeo.fr