

CELEBRATING 40 YEARS

Showcasing the Best in Independent and World Cinema
Thursday, October 5 – 15, 2017

MILL VALLEY FILM FESTIVAL TO PRESENT
VIRTUAL REALITY AT MVFF40

SAN RAFAEL, CA (September 19, 2017) – The Mill Valley Film Festival (MVFF) is pleased to announce *Tree*, a virtual reality installation and experience, exhibited outdoors for the first time anywhere and open to the public for free on a first-come, first-serve basis.

VR INSTALLATION

TREE

Tree is a multisensory VR installation that gives participants the unique opportunity to grow from seed to full-grown rainforest tree. Matching a fully immersive experience with a powerful narrative, artists Milica Zec and Winslow Porter allow you to see, feel, hear and smell what it is like to “be” a tree and witness its fate firsthand: With your arms as branches and your body as trunk, you’ll experience the wonder of growth, literally from the ground up.

For the first time anywhere, *Tree* will be exhibited in an outdoor setting and strategically placed before the perfect backdrop, a canopy of Mill Valley’s most valued resource. *Tree* is the exceptional follow up to Zec and Porter’s emotionally harrowing *Giant*, a VR film that placed the viewer inside a family’s bomb shelter.

Installation Curator: Ken Jacobson

Friday, October 13 | 10:00am - 4:00pm

Saturday, October 14 | 10:00am - 4:00pm

Sunday, October 15 | 10:00am - 2:00pm

Outdoor Art Club | Sign-ups beginning October 6th

Registration will be managed in person, onsite at the Outdoor Art Club on a first-come, first-serve basis. To register for a time slot, please check in at the front entrance of the Outdoor Art Club located at 1 W. Blithedale Ave.

Complete Press Materials are available at:

[MVFF40 Marketing Materials](#)

About the Mill Valley Film Festival

Presented by the California Film Institute, the 40th Festival runs October 5-15, 2017. Locations this year include: CinéArts@Sequoia (Mill Valley), Christopher B. Smith Rafael Film Center (San Rafael), Lark Theatre (Larkspur), Cinema Corte Madera and other theatres throughout the Bay Area. With a reputation for launching new films and creating awards season buzz, MVFF has earned a reputation as a “filmmakers’ festival” by celebrating the best in American independent and world cinema alongside high profile and prestigious award contenders.

About the California Film Institute

The non-profit California Film Institute (CFI) celebrates and promotes film by presenting the annual Mill Valley Film Festival and DocLands Documentary Film Festival, exhibiting film year-round at the Christopher B. Smith Rafael Film Center, and building the next generation of filmmakers and audiences through CFI

MVFF40

Education. CFI relies on the generosity of its community to sustain these core programs. The invaluable support of our sponsors, foundations, and individual donors ensures our continued success as we celebrate our 40th year. For more information please visit www.cafilm.org.

Supporters

CFI is once again proud to acknowledge the leadership support of Christopher B. and Jeannie Meg Smith, Jennifer Coslett MacCready and the Ken and Jackie Broad Family Foundation, and the continued major support of Marin Community Foundation and The Bernard Osher Foundation, The Gruber Family Foundation, The EACH Foundation and The Horace W. Goldsmith Foundation. We are also fortunate to have the contributions of the following Signature and Major Sponsors of the Mill Valley Film Festival: Wells Fargo, Jackson Square Partners, Lucasfilm, Ltd., Maroevich, O'Shea & Coghlan Insurance Services, Wareham Development, Bellam Self Storage and Boxes, Ghilotti Construction Company, Project No. 9 | Truckstop Media and San Francisco Chronicle.

Social Media

#MVFF40

Twitter: @MVFilmFest

Instagram: @millvalleyfilmfest

Snapchat: mvfilmfest

Facebook: <https://www.facebook.com/MillValleyFilmFestival>