

PRESS RELEASE

FOR IMMEDIATE RELEASE

11 MAY 2026



Artio, Cannes Film Festival 2026 | Photo: CreuTech Ltd

Welsh Immersive Project *Artio* Selected for Cannes Film Festival 2026 Immersive Marketplace

A groundbreaking Welsh immersive experience, *Artio*, has been selected by Media Cymru for presentation at the Cannes Film Festival 2026 Immersive Marketplace, placing Welsh creative innovation firmly on the global stage.

Developed through a collaboration between Media Cymru and Outernet London, *Artio* is an interactive musical mythscape that reimagines the Arthurian legend through an ecological and feminist lens. Combining original music, gesture recognition and immersive visuals, the experience invites audiences to co-create a living myth - shaped in real time through movement and sound.

Led by creator and producer Ashley McAvoy and creative director Klaire Tanner under [CreuTech Ltd](#), the project brings together a multidisciplinary team of artists and technologists. Contributors include singers Alys Williams and Steve Balsamo, playwright Tracy Harris, producer Matt Eaton, and Eisteddfod Crown-winning poet Owain Rhys.

Media Cymru, which supports research, development and innovation across film, TV, gaming and immersive sectors, partnered with Outernet London in 2025 to fund bold new creative projects for one of the world's most advanced real-time media environments. *Artio* was selected as one of two projects designed to push creative and

technical boundaries while showcasing the future of Welsh storytelling.

Cannes Immersive Marketplace 2026

The Immersive Marketplace - launched in 2025 - is a dedicated international platform for projects exploring spatial storytelling, including XR, AI, video mapping and immersive audio. It connects producers, distributors and exhibitors seeking new forms of location-based experiences beyond traditional cinema.

Artio will be presented as part of the official programme:

- Date: 15 May 2026
- Time: 11:20 – 12:20
- Location: Carlton Hotel Cannes, Croisette

A Platform for the Future of Welsh Storytelling

The selection marks a significant milestone for *Artio* as it moves from R&D into international showcase and distribution conversations. The project demonstrates how music-led storytelling, generative media and audience interaction can combine to create scalable immersive experiences for venues worldwide.

Following its presentation at Cannes, the team will enter the next phase of development - expanding *Artio* as a touring immersive experience and laying the foundations for a broader slate of work rooted in myth, ecology and place.

Notes to Editors

- *Artio* was developed through Media Cymru's Outernet partnership, supporting Welsh creative innovation in immersive media.
- Media Cymru aims to position the Cardiff Capital Region as a global hub for media innovation, with a focus on fair, green economic growth.
- Media Cymru's £54m programme is part of UK Research and Innovation's (UKRI) flagship Strength in Places Fund.
- The Cannes Immersive Marketplace is a B2B programme focused on accelerating the distribution of immersive and location-based experiences.



WE ARE ATTENDING



MARCHÉ DU FILM

12-20 MAY 2026

IMAGES



Artio team (l-r) Alys Williams, Klaire Tanner, Ashley McAvoy, Matt Eaton, Steve Balsamo, Tracy Harris |
Photo: CreuTech Ltd





Still from *Artio* at Outernet, London (2026) | Photo: Neil R Thomson