

AUDIOVISUAL

2025 Report

French Institute of South Africa


AMBASSADE
DE FRANCE
EN AFRIQUE DU SUD,
AU LÉSO THO
ET AU MALAWI
*Liberté
Égalité
Fraternité*

INSTITUT
FRANÇAIS
30 ANS
Afrique du Sud

Still from Celebrating 30 years of IFAS video by Adam Heyns

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Youth skills workshop //
‘GIRLS GAME JAM’
SOUTH AFRICA

Sixteen young women from all-girls schools took part in the first Girls Game Jam SA, a workshop and 24-hour challenge hosted by St Andrew’s School for Girls and organised by 24 Bit Games with Global Game Jam and IFAS. Participants learned game-design basics and created eight original games inspired by playful French prompts. The initiative promotes young women’s access to coding and creative tech careers. The winning team attended Playtopia Festival in Cape Town, and participated in a Women in Games networking event.

Supported by 24 Bit Games, IFAS and Global Game Jam.



Digital Creation //
‘SPACE OF CULTURE - IMMERSIVE AFRICA’
SOUTH AFRICA

At Fak’ugesi Festival, IFAS supported AI and immersive creation programmes, including the international premiere of the 360° dome projection Kwasukasukela by Xabiso Vili and Inka Kendzia. The Dome work production forms part of the two-year EUNIC project Immersive Africa, and blends poetry, animation, and African mythologies.

Immersive Africa is led by Wits University’s Tshimologong Precinct, in partnership with IFAS, Goethe-Institut, Pro Helvetia, the Austrian Embassy, and the EU Delegation to South Africa.

**Kwasukasukela was initially produced with funding from the French Ministry for Europe and Foreign Affairs and first shown at Forum Création Africa in Paris.*



Podcast Training //
‘SOUND WAVES’
SOUTHERN AFRICA, FRANCE, GERMANY

Twelve podcasters from South Africa, Lesotho and Malawi joined a week-long training in Johannesburg with experts from France, Germany and South Africa. The programme covered scripting, recording, sound design and distribution, and explored podcasting as a tool for storytelling and community impact. A public panel on industry trends concluded the week, strengthening regional and international networks.

An IFAS and Goethe-Institut initiative in partnership with the South African Podcaster Guild, supported by Institut français in Paris and the German Federal Foreign Office through the French-German Cultural Fund

2025 Project highlights

Futures_Past:

Amplifying memory with immersive technologies

SOUTH AFRICA, LESOTHO, MALAWI, FRANCE



Futures_Past is a two-year regional initiative in South Africa, Lesotho, and Malawi that is reimagining archival collections through immersive storytelling. The project combines research, production, mobility, and training to make archives more accessible, engage new audiences, and strengthen the immersive arts sector.

A **regional mapping study** is providing an overview of the ecosystem and delivering recommendations for policy, investment, and institutional development. Archival institutions are collaborating with six creative teams to develop **six large-scale immersive exhibitions** that bring local collections to life. **Professional exchanges** with France are supporting co-productions and industry networks, while a **training** strand is developing emerging immersive producers. Together, these strands are building institutional capacity, supporting sustainable creative economies, and generating lasting impact in the region.

The project is being implemented by the French Institute of South Africa (IFAS), in partnership with Electric South, and is receiving support from the French Ministry for Europe and Foreign Affairs and other regional and international institutions.

Key Figures

- **3 countries:** South Africa, Lesotho, Malawi
- **6 archival and cultural institutions** partnered
- **6 creative teams** (±30 practitioners) contracted
- **6 immersive digital works** in production and planned for exhibition
- **1 regional immersive arts mapping study** (policy-oriented) underway
- **6 emerging immersive producers** in year-long training
- **20 professionals participating in mobility** to France
- **Timeline:** July 2025 – March 2027



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30
ANS

ELECTRIC
SOUTH

Cross-Sector Highlights

CREATION AFRICA 2

SOUTH AFRICA, LESOTHO, MALAWI, FRANCE

Création Africa 2 is a regional cultural entrepreneurship programme supporting creative and cultural enterprises in South Africa, Lesotho, and Malawi through 2025 to 2027. Launched in September 2025, the second edition builds on the momentum of Création Africa by strengthening creative ecosystems and supporting the sustainable growth of Cultural and Creative Industries (CCI) across the region.

Led by the French Ministry of Europe and Foreign Affairs, the Embassy of France, and the French Institute of South Africa (IFAS), the programme adopts a holistic approach that combines mentorship, incubation, training, funding, and networking. It supports entrepreneurs at key stages of their development, with a strong focus on projects ready to scale, professionalise, and access new markets.

The open call for creatives has been completed, and 2026 will see **50 selected entrepreneurs** engage in an intensive mentorship phase designed to strengthen business models, governance, and long-term sustainability. Following pitch sessions, **15 flagship initiatives will enter an extended incubation programme running into 2027**, benefiting from tailored strategic support, access to professional networks and investors, and immersion opportunities at regional and international level.

Spanning a wide range of sectors, including visual and performing arts, music, film, design, fashion, digital media, gaming, heritage, and architecture, Création Africa 2 actively contributes to building resilient creative economies, reinforcing regional collaboration, and positioning cultural entrepreneurship as a key driver of innovation, employment, and cultural influence in Southern Africa.

Création Africa

South Africa • Lesotho • Malawi

2025 REPORT





Cross-continental CCI exchange //
FORUM IN LAGOS - CREATION AFRICA
SOUTHERN AFRICA, NIGERIA, FRANCE

Held in Lagos following its Paris debut, the Création Africa Forum, launched by the French Ministries for Europe and Foreign Affairs and Culture and curated by MansA, brought together African and French professionals across the cultural and creative industries. A delegation of 27 participants from South Africa, Lesotho and Malawi took part, spanning VR, animation, gaming, sound and film.

Within this context, *Unrecorded Voices*, first premiered at Playtopia Festival in Cape Town, was presented internationally by IFAS in partnership with u2p050 and Playtopia, showcasing AI-driven works exploring history, memory and technology

Partners: MEAE, Ministry of Culture (France), MansA, AFD, Business France, Bpifrance, Institut français.



Digital Creation //
THE DREAM'S DESCENT
SOUTH AFRICA

Supported by IFAS, *The Dream's Descent* is a multidisciplinary short film combining dance, theatre, animation and cinema, created in collaboration with Gregory Maqoma, Inka Kendzia and Sara Gouveia, and produced by Lionfish Productions.

Drawing on Maqoma's own experiences, the film uses magical realism and movement to explore fear, identity and the inner obstacles faced when pursuing an artistic calling. Told with minimal dialogue through choreography, abstraction and layered animation, the project is designed for international festival circulation and community screenings, inviting audiences to reflect on the personal battles that shape creative journeys.



French CCI international development //
ICC IMMERSION
SOUTH AFRICA, FRANCE

ICC Immersion supports French cultural and creative industry entrepreneurs entering global markets. The 2025 South African edition brought nine companies, spanning immersive tech, architecture, museum development, music innovation and cultural consultancy, for a three-month virtual and in-person immersion in Johannesburg, Pretoria and Cape Town.

The delegation engaged in expert sessions, B2B meetings, and visits to key institutions such as Tshimologong, Wits Digital Dome, Constitution Hill, Zeitz MOCAA and the Tutu Legacy Foundation. A highlight was the ICC Forum at the French Residence, gathering sector leaders around themes of green design, digital innovation and inclusive cultural spaces.

Supported by Institut français, IFAS and Business France.

Gender Equality //
MEDIA PARITY
BOTSWANA, LESOTHO, MALAWI, MOZAMBIQUE, ZAMBIA

Launched in Johannesburg on 15 May 2025 by CFI and Gender Links, Media Parity brought together 22 media professionals to strengthen gender equality in newsrooms and content. The two-day launch included workshops, a film screening and a panel on safe, inclusive media environments. Running until 2026, the project supports regional dialogue and shared strategies for gender-responsive media.

Supported by the French Ministry for Europe and Foreign Affairs.



Film //
FILM ON CAMPUS MOZAMBIQUE
MOZAMBIQUE, FRANCE

As part of the Films on Campus programme, Grégoire Rouchit (Clermont-Ferrand Short Film Festival) spent eight days in Maputo engaging with Mozambique’s audiovisual ecosystem. Hosted by CCFM, the mission included studio visits, screenings, workshops and meetings with local professionals, offering insights into the country’s evolving film industry and fostering new connections.

Implemented by IFAS and CCFM.



Film //
CREATION AFRICA AT DURBAN FILMMART
SOUTHERN AFRICA

At the 2025 Durban FilmMart (DFM), IFAS and the French Ministry supported a Création Africa delegation of 14 filmmakers from across Southern Africa, alongside delegations from Mozambique, Réunion Island and Agence Film Réunion. Participants joined pitching forums and industry sessions, with standout Talents Durban projects from Eswatini, Malawi, Namibia and Madagascar. French experts Nora Philippe and Sébastien Onomo led masterclasses on documentary practice and global animation co-production.

Coordinated by IFAS with Création Africa and regional partners.



Film //
FLORE VASSEUR IN MALAWI
MALAWI, FRANCE

Filmmaker Flore Vasseur returned to Malawi to reconnect with activist Memory Banda, featured in her film *Bigger Than Us*. The visit enabled screenings and discussions within Banda’s community, highlighting her ongoing fight against child marriage and for girls’ education. The project helped extend the film’s impact and strengthen local engagement.

Supported by IFAS, Movies That Matter, MEESR France, Le Consulat Voltaire and Aaron Genovesio.



Archives //
UNBOXING MAYIBUYE: ACCESS TO
DIGITAL HERITAGE
SOUTH AFRICA, FRANCE

Unboxing Mayibuye concluded in Cape Town on 8 May 2025, after four years of French-South African collaboration. The closing seminar gathered partners from Robben Island Museum (RIM), the French National Audiovisual Institute (INA), and the Agence française de développement (AFD) to celebrate the preservation, digitisation, and accessibility of South Africa’s liberation archives. Since 2021, archivists from both countries collaborated closely, and six young South African professionals gained hands-on experience with the collections.

Supported by RIM, INA, AFD, and IFAS.



Audiovisual Heritage //
AUDIOVISUAL HERITAGE REGIONAL
SEMINAR
SOUTHERN AFRICA, FRANCE

In May 2025, IFAS and the French National Audiovisual Institute (INA) hosted a regional Audiovisual Heritage seminar in Cape Town. Supported by AFD, and part of the Unboxing Mayibuye initiative, the event brought together 32 regional audiovisual professionals to discuss access to collections, digital preservation including AI, and cross-border collaboration. Participants also benefited from networking and insights from a regional mapping and an online training course held in November 2024.

Supported by INA, IFAS, and AFD.



AI: A new frontier for the audiovisual sector

France–South Africa Exchange Series (Sept–Dec 2025)

Artificial Intelligence: A New Frontier for the Audiovisual Sector is a France–South Africa exchange series delivered across animation, digital arts, and video games. Implemented between September and December 2025, the programme partnered with major industry events to support skills development, professional exchange, and practical experimentation with AI in audiovisual production.



Animation & VFX // AVIJOZI 2025

In September 2025, Johannesburg hosted the launch of the series at Avijozi. The two-day workshop *Demystifying AI for Animation & VFX* provided hands-on training for South African practitioners, combining practical experimentation with AI tools such as ComfyUI and critical discussion around copyright, authorship, and ethics. Led by Nicolas Erba (France) and Dr Sechaba Maape (South Africa), the sessions addressed both technical workflows and the broader cultural implications of AI-driven production



Digital Arts // FAK’UGESI FESTIVAL

At the Fak’ugesi African Digital Innovation Festival (7–12 October), the programme highlighted French–South African collaboration in AI and immersive storytelling. Workshops led by French creative AI specialist Pierre Saal focused on selecting and integrating generative AI tools from concept to production, equipping participants with practical methods and creative strategies relevant to digital arts and immersive practice.



Video Games // AFRICA GAMES WEEK

The Africa Games Week programme (2–4 December) explored AI’s role in game development through the workshop *NPCs With Braincells: AI Levels Up South African Games*. French-based experts Katleen Evers (4EversGames) and Pascal Jardé (enCaps, Push Start) demonstrated how AI is reshaping world-building, asset creation, and production pipelines. Discussions also addressed skills gaps, infrastructure constraints, and core business practices for African studios.



Video Games // PLAYTOPIA FESTIVAL

Playtopia, Africa’s festival of indie games and immersive arts, returned to Cape Town (5–6 December) with over 100 showcased titles and the launch of the ARCADIA arcade space. Within this context, IFAS facilitated the presentation of *Murky Divers*, an experimental French project by Embers. The game’s AI-generated voice system illustrated how AI can shape atmosphere, narrative design, and player experience within contemporary interactive works.



Animation //
IFAS, NFVF & Gobelins Partnership
FRANCE, SOUTH AFRICA

Since 2016, IFAS and the National Film and Video Foundation (NFVF) have supported South African scholarships to Gobelins Paris, one of the world's leading animation schools. To date, 15 South African animators have completed advanced training through this partnership.

In 2025, Anré van Rooyen is completing their studies in Paris with an NFVF scholarship, supported by IFAS. Anré previously took part in the Train the Trainers programme with Gobelins Paris in 2024, strengthening links between individual training pathways and broader capacity development initiatives in South Africa.



International Sound Documentary Residency //
ENS LOUIS-LUMIERE
SOUTH AFRICA, FRANCE

From 11 July to 31 August 2025, South African audio producer Naomi Grewan joined 11 international residents at ENS Louis-Lumière in Paris for the International Sound Documentary Summer Programme, a seven-week residency (est. 2021) developing advanced skills in sonic storytelling and documentary production.

Since 2022, IFAS has supported four South African participants, including Naomi, strengthening the country's presence in audio documentary.

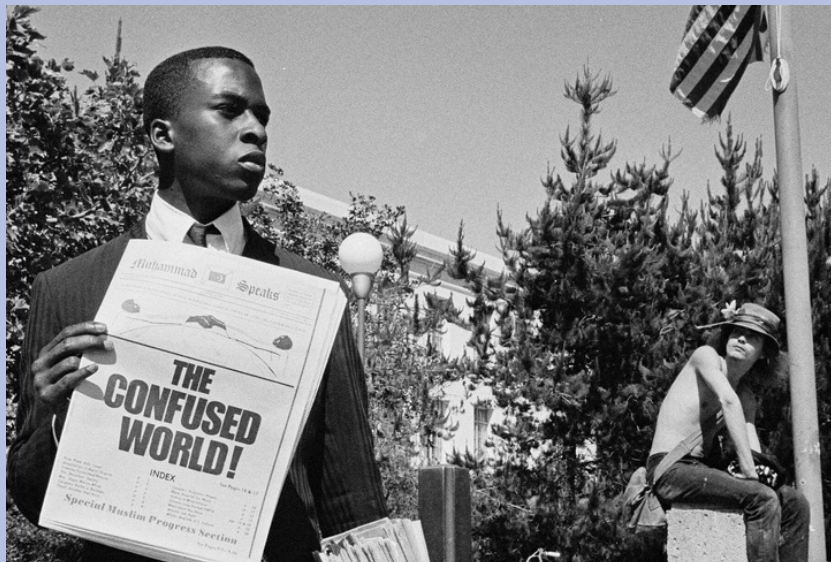


Animation Incubation Programme //
ROAD TO ANNECY
SOUTH AFRICA, FRANCE

The three-month Road to Annecy programme supported emerging South African animators through online masterclasses, workshops, and mentorship, focusing on story development, production pipelines, and the business of animation.

Selected participants attend the Annecy International Animation Festival (10–13 June 2025) for networking and pitching opportunities.

IFAS supported Tshimologong in implementing the programme, strengthening skills, market access, and Franco–South African co-productions in animation.



Joburg International Film Festival

The 7th Joburg Film Festival celebrated African storytelling, featuring eight French-produced and co-produced films. Highlights included the African premiere of Ernest Cole: *Lost and Found* by Raoul Peck, who also delivered a masterclass supported by IFAS and Unifrance. The festival also screened Daniel Auteuil's *An Ordinary Case (Le Fil)* in partnership with the Alliance Française of Johannesburg.

11 – 16 March 2025



Encounters Documentary Festival

Encounters returned with over 60 documentaries across Johannesburg and Cape Town.

IFAS supported the industry programme and a selection of French co-productions, strengthening Francophone documentary presence within the festival.

19 – 29 June 2025



Durban International Film Festival

This year, DIFF showcased the impact of long-term creative development with premieres of *God's Work* and *Amazeze (Fleas)*, both supported through Durban FilmMart programmes and IFAS partnerships.

IFAS also continued promoting French co-productions, including the Best Documentary winner *Of Mud and Blood* by Jean-Gabriel Leynaud.

17 – 27 July 2025



European Film Festival

The 12th European Film Festival screened ten acclaimed European films across Southern Africa, and online. This edition included the French film *The Mohican* by Frédéric Farrucci. Presented by the EU Delegation and European partners, the festival explored themes of identity, resilience, and community.

Botswana: 18-21 June 2025, Eswatini: 18 – 21 September 2025, South Africa: 9 – 19 October 2025, Lesotho: 15 - 31 October 2025,



Joburg French Ciné Club

The Alliance Française of Johannesburg, IFAS, and The Bioscope continued to bring monthly French and Francophone cinema to local audiences, with screenings including a complimentary glass of wine. Supported by IF Cinéma / Institut Français, with English subtitles for all foreign-language films.

11 Sept 2025 - 8 July 2026

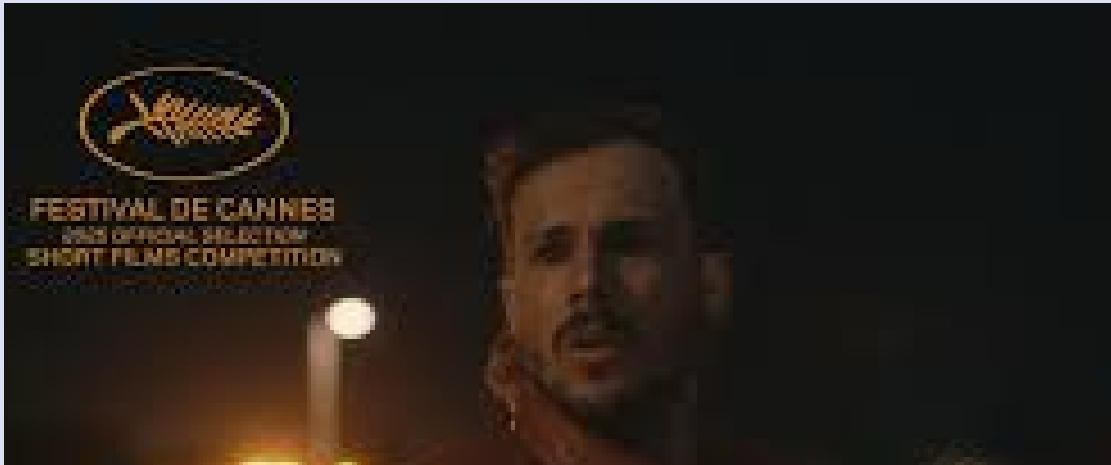


Eyethu Franco Xchange

From December 2025, the Eyethu Franco Xchange Festival celebrates Francophone African storytelling and cultural exchange, in partnership with the Alliance Française Soweto and IFAS. This new festival will run in Soweto until April 2026.

4 Dec 2025 – 2 April 2026

IFAS supported Cross-Continental Missions



Dian Weys & Edwin van der Walt // Cannes Film Festival - France

At the 78th Cannes Film Festival, IFAS supported writer-director Dian Weys and lead actor Edwin van der Walt to represent their French–South African co-production Aasvoëls (Vultures), selected for the In Short competition, while taking part in industry B2B meetings.



Mandisa Zitha // FIPADOC - France

Encounters Festival Director Mandisa Zitha served as a juror in the International Competition at FIPADOC in Biarritz. Her programme included film deliberations, co-production meetings, and participation in industry events attended by over 2000 professionals.



Yolanda Ncokotwana & Godisamang Khunou // Indian Ocean International Film Festival

At the 2025 Indian Ocean International Film Festival, IFAS supported two South African delegates to strengthen regional audiovisual cooperation. Yolanda Ncokotwana served on the documentary jury, while producer Godisamang Khunou pitched her documentary project Powa during the festival's market.



South African Delegation // Séries Mania - France

IFAS, in partnership with NFVF, supported a delegation of 10 South African series producers to Séries Mania in Lille, Europe's largest series market, promoting local talent, strengthening networks, and advancing Franco–South African co-productions.



Kiara Gounder // NewImages Festival - France

As part of IF FOCUS, Durban University of Technology lecturer Kiara Gounder joined the Paris XN Days and NewImages Festival, exploring immersive storytelling through studio visits, keynotes, and the XR Market. Made possible by XN Days, the NewImages Festival, Institut français in Paris, and IFAS,



South African Delegation // Annecy International Animation Market - France

IFAS facilitated networking and stakeholder meetings for South African animation professionals at Annecy International Animation Market, supporting them to pitch projects and engage with the international animation industry.

From local gaming hits to Pan-African cinema: 5 Highlights from Lagos’ Creative Forum 2025

Joel Ontong
news24

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Creators and artists from across Africa convened in Lagos, Nigeria, this past weekend for a forum focused on the continent’s creative industry.

Ministère de l’Europe et des Affaires étrangères

Podcast training highlights booming podcast evolution

Podcasting - South Africa News
20 Aug 2025 By Sam Banda Jnr

A recent Soundwave podcast training held in South Africa that drew 12 podcasters from different African countries has shown that podcasts are taking up the space as far as telling authentic African stories is concerned. Through the observation of the South African podcasting industry, there is an unprecedented boom - driven by a young, mobile-first population, growing demand for authentic local storytelling, trustworthy news content, and increased interest and investment in content creation. The podcast training attracted podcasters from Lesotho, Malawi and South Africa. Malawi was represented at the training by Lilongwebased podcast producer, audio storyteller and multimedia con-



African archives, culture and heritage to get a digital upgrade

Mbali Mbatha
City Press

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Public Eye

Home News News Analysis Business Features Interview Personality Sports Life & Style Mosotho E-Paper World

Media pros tune into podcast revolution

08/24/2025



France and South Africa are transforming archival storytelling

Weekend Argus

WEEKEND ARGUS REPORTER
11 Oct 2025

2 Similar Stories

THE Embassy of France in South Africa, along with the French Institute of South Africa (IFAS) and Electric South, has unveiled an innovative initiative dubbed “Futures_Past: Amplifying Memory with Immersive Technologies”.

The Upside

Open call for Sound Waves podcast training for audio-visual professionals

CHANNEL AFRICA THE AFRICAN PERSPECTIVE

Open call for Sound Waves podcast training for audio-visual professionals

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Published May 13, 2025, 9:57 AM

Weekend Breakfast with Sara-Jayne Makwala King

Strengthening the French connection: ICC (Industries Culturelles et Créatives) Immersion South Africa 2025

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Published Jun 22, 2025, 8:27 AM

2025 ICC IMMERSION

FRENCH CREATIVES IMMERSE THEMSELVES IN SA CULTURE

DAVID MARTIN

KS UNTIL ISRAELI ATTACKS END | PRESIDENT DONALD TRUMP SAYS US INTELLIGENCE COMMUNITY IS

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INTERVIEW: Bringing archives to life with the Futures_Past project

Weekend Breakfast with Sara-Jayne Makwala King

'FUTURES_PAST'

France and South Africa are transforming archival storytelling

STAFF REPORTER

THE Embassy of France in South Africa, along with the French Institute of South Africa (IFAS) and Electric South, has unveiled an innovative initiative dubbed "Futures_Past: Amplifying Memory with Immersive Technologies". This two-year project aims to transform the way archives engage with the public by leveraging the powerful tools of immersive storytelling.

In a world where the heritage sector faces significant challenges – from insufficient digitisation efforts to evolving audience expectations – this initiative emerges as a timely solution, offering new avenues to connect with history, memory, and culture.

According to Ingrid Kopp of Electric South, "Futures_Past is not only about preserving heritage, but also about amplifying it for new generations. By merging archives with immersive technologies, we can honour memory while inspiring future innovation". The initiative comprises three essential components:

- A comprehensive regional sector mapping and policy study focused on immersive arts in South Africa, Lesotho, and Malawi.
- A mobility and networking programme in France for up to 20 professionals, facilitating connections between Southern African stakeholders and immersive arts institutions, markets, and festivals.
- Development and exhibition of six immersive digital works, crafted by



IZIKO Museums of South Africa. | Supplied

Lesego Vorster Is Telling Emmy-Winning South African Stories Through Animation

BY TYLER LEIGH VIVIER @TYLERLEIGHV SEPTEMBER 30, 2025



Photo Credit: Supplied

From dreaming big to nurturing the dreams of others, Lesego Vorster's journey to telling Emmy-winning stories through animation gives us "great heart".

BY TYLER LEIGH VIVIER

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Man Walks 10km W Carrier to Get Help for Puppy



SA's Puck Klaassen History as 5th Women's Dakar Stage



Animal Heroes Race West Wildlife from Africa

AFRICA BUSINESS.COM

MAIN EVENTS STARTUPS BUSINESS FINTECH MEDIA OUTREACH NEWSWIRE

French and South African creative industries in the spotlight at ICC Forum 2025

Posted on July 10, 2025 by Africa Business

French and South African leaders from the creative economy recently gathered in Pretoria for the ICC Forum 2025, a flagship event of the ICC Immersion South Africa programme, French Residence in Pretoria.

Part of the France 2030 Initiative and implemented locally by the French Institute of South Africa (IFAS) and Business France South Africa and Southern Africa, the ICC Forum provides a platform for collaboration, innovation, and exchange between cultural and creative professionals across both countries.

Welcoming the delegation, His Excellency Mr David Martinon, French Ambassador to Lesotho, and Malawi, emphasised France's ongoing commitment to cultural diplomacy and the shared potential of the creative industries to drive innovation, sustainability, and social



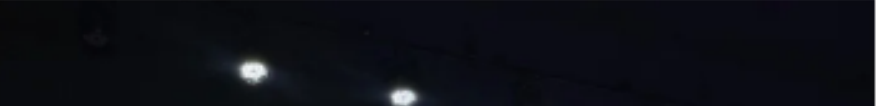
GQ

STYLE GROOMING CULTURE WEALTH SEX RELATIONSHIPS

WEALTH

How Gen Z creatives are coding Africa's future

GQ South Africa | Published 1 month ago



JoziGist

BUSINESS EDUCATION ENTERTAINMENT LIFESTYLE POLITICS SPORT TECHNOLOGY

Sound Waves – Podcast Training Lab

The Goethe-Institut Johannesburg, the French Institute of South Africa (IFAS), and the South African Podcasting Guild (SAPG) are excited to announce an open call for applications running from 29 April to 23 May for Sound Waves: Podcast Training for Audiovisual Professionals, a unique, in-person training programme aimed at early to mid-career audiovisual creators from South Africa, Lesotho, and Malawi.

Taking place in Johannesburg, South Africa, from 7 to 11 July 2025, the five-day training programme will equip 12 selected participants with the creative and technical skills to harness the power of

RISING SUN NEWSPAPERS

News Classifieds Lifestyle Motoring Sport Promotions About Us Meet The Team

Local news

Sound Waves Podcast Training taps into global south's booming podcast evolution

By creating a space for mutual learning, organisers supported this cohort in strengthening their podcasting skills, enhancing content quality, growing their audiences and exploring monetisation opportunities.

© August 21, 2025 Rising Sun Online 2 minutes read

Reimagine Southern Africa's heritage in the Futures_Past project

The Embassy of France in South Africa, Lesotho, and Malawi have officially launched Futures_Past: Amplifying Memory with Immersive Technologies — a two-year project that invites archival and cultural institutions to explore new ways of engaging the public through immersive storytelling.

18 Jul 2025



Futures_Past
Amplifying Memory with Immersive Technologies

OPEN CALL
For archival & cultural institutions


Apply by 12 August 2025

SA represented at Lagos creative industry forum, aimed at uplifting African talent

Joel Ontong

news24

Comments Bookmark



South Africa is being represented by artists, game-makers and other creatives at the Création Africa Lagos Forum in Lagos, Nigeria.

FEATURE: Creativity needs technology and vice versa, say artists

by Katlego Makhutle | Sep 17, 2025

A new generation of creators is learning to dance with the machine, one pixel at a time.

- Major African festival, AVIJOZI, focused on the intersection of creativity and technology, highlighting the best of film production, animation, visual effects, and gaming.
- AI technology should not replace artistry or creativity but should assist in shaping the future of African creatives and professionals.
- Some artists are already using AI to finetune workflows and accelerate production.

Jan

My French Film Festival

IFAS supported MyFrenchFilmFestival, streaming 20 French films online for free with subtitles in eight languages.

Joburg French Ciné Club

Johannesburg audiences experienced monthly French and Francophone cinema at the Bioscope Independent Cinema, in partnership with Alliance Française Johannesburg.

FIPADOC

Mandisa Zitha, Encounters Festival director, served as a juror at FIPADOC, attending screenings, co-production meetings, and industry events.

Mar

Joburg Film Festival

Celebrating African storytelling, featuring French and co-produced films, including Raoul Peck’s *Ernest Cole: Lost and Found*.

Séries Mania Forum

IFAS and NFVF supported 10 South African series producers to participate in Séries Mania Forum in France, boosting networks and Franco–South African co-productions

Uprise Film Screening

IFAS hosted a screening of Uprise followed by a director Q&A, in collaboration with IFAS Research and Love Infinity Media.

Apr

Films on Campus Mozambique

Grégoire Rouchit visited Maputo with IFAS and CCFM for Films on Campus, exploring Mozambique’s audiovisual sector through screenings, workshops, and industry networking.

NewImages Festival

Kiara Gounder attended Paris XN Days and NewImages Festival, exploring the XR ecosystem and connecting with international immersive arts professionals.

Indian Ocean International Film Festival (FIFOI)

Delegates strengthened South Africa–Réunion audiovisual cooperation through juror duties and project pitching at FIFOI.



May

Audiovisual Heritage Regional Seminar

IFAS and INA, with AFD support, hosted a Cape Town seminar for 32 Southern African archivists on audiovisual heritage, digital preservation, and cross-border collaboration.

Unboxing Mayibuye Seminar

Final event celebrating the digitisation of South African liberation archives and professional training for young archivists.

Media Parity

Media professionals from across Southern Africa gathered to discuss gender equality in media content and workplaces, in collaboration with CFI.

Ramadan Suleman awarded Officer

Film industry legend Ramadan Suleman promoted to Officer in the French National Order of Arts and Letters.

Cannes Film Festival

The South African Pavilion showcased IDC, KZN Film Commission, African heritage sessions, and Création Africa, with co-productions Aasvoëls and The History of Sound earning selection and accolades.

Flore Vasseur

With IFAS support, Flore Vasseur returned to Malawi to reconnect with activist Memory Banda and share her documentary “Bigger Than Us”.

Jun

Encounters Documentary Festival

IFAS continued to support the 27th Encounters Festival, promoting Francophone cinema, industry exchanges, and French co-productions from 19–29 June 2025.

ICC Immersion

The 2025 ICC Immersion programme connected nine French creative companies with South Africa’s cultural sector through virtual and in-person exchanges.

Annecy International Animation Market

South African animators and Road to Annecy participants presented projects, networked, and pitched at MIFA.



July

Futures_Past - Immersive Heritage Project Launch

The launch of the 2 year project supporting archival institutions in South Africa, Lesotho, and Malawi to reanimate archival collections using VR, AR, spatial audio, and interactive installations.

Sound Waves Podcast Training Programme

The programme united 12 podcasters from South Africa, Lesotho, and Malawi with experts from France, Germany, and South Africa for a week of hands-on training and exchange

ENS Louis-Lumière Residency

South African audio producer attended the 7 week International Sound Documentary Summer Programme in Paris.

Durban FilmMart 2025

A delegation of 16 Filmmakers from Southern Africa, France and Mozambique participated in pitching, industry sessions, and masterclasses.

Durban International Film Festival (DIFF)

DIFF showcased local and French co-produced films, including *Of Mud and Blood*.

Aug

Girls Game Jam

Sixteen young women created eight original games at the first Girls Game Jam SA, learning coding and game design, with the winning team attending Playtopia Festival.

Sep

AI & VFX Exchange at AVIJOZI Festival

Co-led workshop by Nicolas Erba and Dr. Sechaba Maape production, rights, authorship, and ethics of AI for animation & VFX

Oct

European Film Festival – South Africa

Ten European films screened in Johannesburg and Cape Town, with sold-out screenings of the French film *The Mohican*.



AI & Digital Art at Fak’ugesi Festival

French–South African collaboration in AI and immersive arts was explored through practical generative AI workshops led by Pierre Saal at the annual Festival

Spaces of Culture

Kwasukasukela, presented at the Wits Anglo American Digital Dome, was featured as part of a European-led international collaboration.

Création Africa Forum in Lagos

27 participants from South Africa, Lesotho, and Malawi showcased projects in animation, gaming, sound, and film sectors.

European Film Festival in Lesotho

Screenings across Maseru and nationwide, including school programmes and European and local films.

When Rugby Meets History

Discussion with Roger Bourgarel, the pioneering French rugby player and the first Black athlete to face the Springboks in 1971, and Jérémie Magar, director of a documentary telling his story.

Screening of “Doves in Zero Gravity”

The documentary by Christophe Gargot reflects on historical diplomatic mediation to shape future operations through the prolonged crisis in Mali and the fate of the UN peacekeeping mission.

Dec

AI & Gaming at Africa Games Week

Africa Games Week explored AI’s impact on game development, with French experts showcasing new approaches to NPC design, world-building, and production workflows

AI & Gaming at Playtopia Festival

Playtopia featured the French project Murky Divers, demonstrating how AI-generated voices can shape narrative and player experience in contemporary games.

Eyethu Franco Xchange

The new festival celebrates Francophone African storytelling and will run in Soweto until April 2026



Thank you

2025 REPORT

30+ project partners

