EUROPIA MAG

UNDERSTAND TO ACT

QUANTUM SPECIAL ISSUE · NOVEMBER 2026



IN CANNES, QUANTUM TAKES THE STAGE

The EuropIA Institute presents

THE WORLD QUANTUM CANNES FESTIVAL

17 & 18 November 2026 · first edition

WORLD QUANTUM CANNES FESTIVAL

EuropIA MAG

VENUE

Palais des Festivals et des Congrès, Cannes

PRESIDENT OF THE HONORARY COMMITTEE

ALAIN ASPECT

Nobel Prize in Physics 2022

The programme

ALPES-MARITIMES LE DÉPARTEMENT 06

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A TERRITORY THAT WANTS TO ANTICIPATE



INTERVIEW

CHARLES-ANGE GINÉSY

President of the Alpes-Maritimes Department

"PREPARING TODAY THE MAJOR INNOVATIONS THAT WILL BE THE STRENGTH OF THE ALPES-MARITIMES TOMORROW"

Why have you made quantum a strategic priority for the Alpes-Maritimes?

With AI and the SMART Deal, we chose to anticipate the major technological transformations and turn them into a lever for development. Quantum is part of that same ambition: it opens up considerable prospects for health, energy, industry or cybersecurity. Its transition from research to concrete applications is a major issue for our competitiveness and our technological sovereignty. That is the meaning of our commitment alongside the World Quantum Cannes Festival, which will bring the international players of this emerging sector together in Cannes. Our objective is clear: to prepare today the major innovations that will be the strength of the Alpes-Maritimes tomorrow.

What are the territory's assets for strengthening its position in quantum?

Sophia Antipolis, Europe's leading technology park, Université Côte d'Azur, renowned laboratories and a dynamic fabric of technology companies: our territory offers a particularly favourable environment for innovation. This ecosystem is part of the legacy of Pierre Laffitte, founder of Sophia Antipolis in 1969, which the Department has supported for more than fifty years.

Quantum expertise is already here: through the QuantAzur Institute, Université Côte d'Azur brings together teams working on quantum computing, communications and sensors. That influence was illustrated again in October when Cannes hosted the 43rd IASP World Conference, whose very first conference was held in Sophia Antipolis in 1984.

Concretely, how does the Department act to structure this ecosystem?

With the SMART Deal, as early as 2017 — five years before the arrival of ChatGPT — we committed to the proactive policy of putting new technologies at the service of the people of the Alpes-Maritimes. It has produced concrete achievements, starting with La Maison de l'IA, created with the Sophia Antipolis agglomeration community, Université Côte d'Azur and the Nice Côte d'Azur Chamber of Commerce: nearly 150,000 people reached, and the 2026 Innovation Prize of Départements de France.

We are now extending that momentum to quantum, by giving this sector international visibility and by honouring its talents through the Alpes-Maritimes Quantum Award.

Quantum requires very different worlds to work together. Is it the Department's role to build those bridges?

That is the conviction that has guided our action since the SMART Deal. Although economic development no longer falls within the remit of Departments, we have chosen to commit — within our competences and our partnerships — to bringing research, business and institutions together around shared projects, as with La Maison de l'IA. Great advances are born of such encounters.

What would success for the Alpes-Maritimes in quantum look like in five or ten years?

La Maison de l'IA, nourished in particular by our study trip to Montreal in 2018, showed us that an ambition can become a concrete achievement. In ten years, I would like the Alpes-Maritimes to be counted among the world's reference territories for quantum, both for the excellence of their research and for their ability to turn it into concrete applications.

That requires innovative companies, strengthened laboratories and training adapted to the jobs of tomorrow, so that our young talents build their future here. This success must translate into skilled jobs and innovations that are useful to our fellow citizens, in health, digital security and industry.

INTERVIEW WITH CHARLES-ANGE GINÉSY · CONTINUED

ALPES-MARITIMES QUANTUM AWARD

Three laureates honoured at the first edition of the World Quantum Cannes Festival

As President of the Department, what does it mean to you to see talents emerging here who are capable of taking part in a technological revolution as important as quantum?

It is a great source of pride for our territory and a tremendous source of optimism for the future. The Alpes-Maritimes have always been a land of innovation, creativity and boldness. Seeing researchers, entrepreneurs and young talents contributing today to advances in such a promising technology testifies to the richness of our scientific and economic ecosystem. At a time when technological sovereignty is a major issue for France and for Europe, it is essential to encourage these talents and give them the means to pursue their ambitions. I am particularly committed to ensuring that the Alpes-Maritimes remain a territory where one can innovate, start a business and succeed.

Among the initiatives and careers you have discovered through this Quantum Award, is there one that particularly surprised you, moved you or made you proud of your territory?

What touches me most in this process is the diversity of the backgrounds and commitments that contribute to the development of quantum.

Behind every initiative there are women and men who devote their energy to research, innovation, the transmission of knowledge or the creation of new applications. All of these are essential contributions to the emergence of this sector.

Through the Alpes-Maritimes Quantum Award, we want to shine a light on these initiatives, their impact and their potential for the future of our territory.

With the Alpes-Maritimes Quantum Award, you chose to reward very different profiles — researchers, entrepreneurs, companies, institutions or emerging talents. Why was it important to you that this prize reflect the full diversity of the quantum ecosystem?

The development of quantum does not rest on scientific advances alone. It also mobilises companies, entrepreneurs, institutions, associations and young talents who each contribute, in their own way, to bringing this new sector into being.

It is precisely this diversity that we want to highlight through the Alpes-Maritimes Quantum Award. For this first edition, three initiatives will be honoured, whether they concern research, technological innovation, training, entrepreneurship or the transmission of knowledge.

Our intention is to recognise not only scientific excellence, but also the ability of these projects to produce concrete results and contribute to the development of quantum in the Alpes-Maritimes.

Beyond honouring three laureates, what would you like the Alpes-Maritimes Quantum Award to trigger concretely: new vocations, collaborations, greater visibility for the territory's talents?

Above all, I want this prize to be a genuine springboard for the initiatives that are advancing quantum in the Alpes-Maritimes.

It can offer new visibility to research work, foster partnerships, support the emergence of innovative projects or inspire new vocations.

Beyond the distinction itself, our ambition is to create lasting momentum, capable of giving rise to new collaborations and turning scientific advances into concrete opportunities for our territory.

When you present this first Alpes-Maritimes Quantum Award, what would you like the prize to represent for the person who receives it?

I would like this prize to be, first and foremost, a recognition of the work, commitment and perseverance of those who advance research and innovation.

I also want it to be a source of pride for the laureates as for the Alpes-Maritimes. For in honouring these talents, we are celebrating the entire scientific excellence and innovation capacity of our territory.

For this first edition, our ambition is to lay the foundations of a lasting event, which over the years becomes a symbol of that excellence and of our attachment to the women and men who bring it to life.

CHARLES-ANGE GINÉSY
President of the Alpes-Maritimes Department

WORLD QUANTUM CANNES FESTIVAL
ACCELERATING BUSINESS IMPACT



QUANTUM, A NEW FRONTIER FOR EUROPE

MARCO LANDI
President of the EuropIA Institute

CANNES, AN OBVIOUS CHOICE FOR QUANTUM!

I was in the office of David Lisnard, Mayor of Cannes, to discuss the organisation of the WAIFF (World AI Film Festival), when I noticed on his desk a book on quantum computing.

I was particularly impressed by the interest the Mayor was taking in this technology.

For decades, quantum computing remained largely unknown to the general public. Away from the spotlight, in university laboratories and national research centres, scientists devoted years to pursuing an ambition that always seemed out of reach: designing a machine capable of solving problems that would take today's most powerful supercomputers thousands, even millions, of years to process.

The technology itself remains extraordinarily complex.

Quantum processors operate in vacuum chambers, cooled to extremely low temperatures measured in thousandths of a degree above absolute zero.

They are surrounded by several layers of cryogenic systems, microwave electronics and classical computers, all working together to maintain an environment of extreme sensitivity.

Under these conditions, the slightest vibration, temperature variation or electromagnetic interference can disrupt a calculation.

BUT THIS SITUATION IS BEGINNING TO CHANGE!

To illustrate this evolution and to understand why quantum computers are now starting to become more widely accessible — and how governments are developing strategies to capture the economic and strategic advantages of this technology — it became necessary to create a place for meeting and reflection.

And what better place than Cannes to host such an initiative?

A place where the major questions concerning the future of quantum computing could be addressed:

- **Who will own and control these technologies?**
- **Where will quantum computers be deployed?**
- **How will they be integrated into national computing infrastructures?**

That is how the idea of creating the World Quantum Cannes Festival was born!

This initiative immediately received the enthusiastic support of my Vice-President, Candace Johnson, and of the entire Board of Directors.

We were thus able to launch this new event, which complements the WAICF (World AI Cannes Festival) and the WAIFF (World AI Film Festival).

Its creation was made possible by the constant support of the President of the Alpes-Maritimes Departmental Council, the Mayor of Cannes, David Lisnard, and the President of Université Côte d'Azur, Jeanick Brisswalter.

MARCO LANDI
President of the EuropIA Institute
President of the SMART Deal
Former worldwide President of Apple Computer (Cupertino)
Former head of Texas Instruments for Europe and Asia

CANNES, ONCE AGAIN, AT THE RENDEZVOUS WITH THE FUTURE!



© City of Cannes

EDITORIAL & INTERVIEW

DAVID LISNARD

Mayor of Cannes · President of the Cannes-Lérins Agglomeration Community · Vice-President of the Alpes-Maritimes Departmental Council

SOVEREIGNTY IS NOT DECREED: IT IS CONQUERED

Artificial intelligence, space and quantum are redrawing the world order. Like nuclear power in the last century, these technologies will tomorrow separate the nations that master their destiny from those that endure it.

That is the meaning of the World Quantum Cannes Festival: to put at the service of science and industry what our city has done best for eighty years — bringing the world together. For sovereignty is not decreed: it is conquered.

Why did you want this festival, and what place do you want to give Cannes in these technologies?

Every year Cannes brings the whole world together around cultural and creative industries. This capacity to host must now be devoted to the great scientific and industrial breakthroughs: quantum, artificial intelligence and space. After AI and space, quantum was the natural next step, given how this technology is about to transform computing, cybersecurity, health, energy and defence.

Our ambition goes beyond a showcase: to make Cannes one of the places in Europe where breakthrough technologies are conceived, financed and built.

Why did this European ambition have to be carried by Cannes?

Because Cannes combines global visibility with a Riviera ecosystem that produces, trains and innovates: the headquarters of Thales Alenia Space, Université Côte d'Azur and, a few kilometres away, Sophia Antipolis. The digital experience taught us that scientific excellence is not enough when our discoveries are financed and exploited elsewhere. Technological sovereignty is not decided in Paris or Brussels: it is built in laboratories, in companies and in our cities.

How can the people of Cannes, and young people in particular, take ownership of this revolution?

With "Horizons Quantiques", "Quantum for Everyone", demonstrations and interactive experiences, everyone will be able to discover phenomena reputed to be elusive, such as the entanglement that earned Alain Aspect the Nobel Prize. We must awaken scientific curiosity so that vocations are born. We also want to create in Cannes a campus for space, AI and quantum, to exceed 6,000 students.

Is Europe at risk of regulating faster than it innovates?

Yes, that risk exists. Writing the highway code is useful; you still have to build the cars. The European Quantum Act must be put at the disposal of industrial ambition. I propose replacing the precautionary principle with a principle of responsibility, and making the right to experiment a real right. Banning on principle what we do not yet know is condemning ourselves to buying it from others tomorrow.

What benefits do you expect, and how would you like people to talk about Cannes in ten years?

With more than 10,000 cumulative visitors, these festivals already stimulate our economy, and the Palais des Festivals is the leading venue in Europe. We want them to translate into company set-ups, start-ups and lasting jobs. In ten years, I would like Cannes to be recognised as a city where cinema is celebrated, but also where the scientific and industrial successes of tomorrow are built.

IN ONE SENTENCE: WHAT QUANTUM WORLD DO WE WANT TO BUILD?

"A world where France and Europe produce their own technologies and keep control of them, where quantum serves human freedom and the sovereignty of nations."

TRAINING THE QUANTUM GENERATION

Interview with Jeanick Brisswalter

PRESIDENT OF UNIVERSITÉ CÔTE D'AZUR

UNIVERSITÉ CÔTE D'AZUR

Training, quantum communication network, start-up creation, technological sovereignty and the place of young women in science: the President of Université Côte d'Azur answers.

Quantum will need researchers, engineers and technicians who do not yet exist in sufficient numbers. Who will train them, and how is Université Côte d'Azur preparing these new professions, at the crossroads of physics, computer science and AI?

That is entirely true: quantum technologies will need a whole chain of professions covering several socio-professional categories. In initial training, with its Bachelor–Master–Doctorate offering, Université Côte d'Azur clearly has the means to match its ambitions in research and, more generally, to meet the needs of professions linked to quantum and AI.

Concretely, on the quantum side, our university is one of the 21 partners of the QuantEdu-France programme, funded within the National Quantum Strategy since 2022. In addition to actions aimed at strengthening the skills of students from specialised physics programs, we have developed initiatives for students who are not quantum specialists. To open the quantum science and technology community to players with complementary skills, these actions include setting up quantum courses, organising seminars and summer schools, and launching in 2024 the "Quantum Aware" certificate, which allows UniCA students from other disciplines (mathematics, chemistry, computer science, biology, law) to acquire highly diverse skills in the field of new quantum technologies.

On the AI side, 3IA Côte d'Azur is one of the four "interdisciplinary artificial intelligence institutes" created in France in 2019. Its ambition is to create an innovative ecosystem with local, national and international influence, in partnership with the main higher education and research actors of the Région Sud: UniCA, Inria, CNRS, EURECOM, Skema Business School, the École de l'air et de l'espace, Centrale Méditerranée, Inserm and the Université Côte d'Azur Foundation. On the training side, the EFELIA Côte d'Azur project, led by Université Côte d'Azur, aims to develop and democratise AI training so that all audiences can master its applications and understand its scientific, economic and social stakes.

Generally speaking, Université Côte d'Azur remains the main institution where higher education draws its value from direct immersion in research streams, with significant career prospects in the private and public sectors.



The Q@UNICA quantum network: four nodes, from Nice (Valrose) to the Caussols plateau (GéoAzur), over 100 km of fibre. © Université Côte d'Azur / INPHYNI

It is therefore the regional institution of choice for training students for the future professions of quantum and AI, and in particular PhD holders, who are today the core target of French and international start-ups.

In 2021, the University deployed with Orange the first quantum communication network in France, between Nice and Sophia Antipolis. What is its place in quantum research today, and what are its next steps?

This quantum network is a structuring project for UniCA, within the framework of the Excellence Initiative of the Investments for the Future Programme. It is the fruit of a close partnership with Orange and the Nice Côte d'Azur Metropolis. Concretely, it consists of four quantum nodes meshed by optical fibres dedicated to quantum communication experiments, from Nice to Caussols, over 100 km in total. It is at the cutting edge of research at European and international levels, and several state-of-the-art milestones have been achieved thanks to this genuine real-world test bed, as the INPHYNI team will show at the first World Quantum Cannes Festival. Its main characteristics:

• It is the only one in Europe that is fully operational as a test bed. Each node is equipped with quantum light sources, photon detectors, time-tagging devices and processing computers. Most other networks force researchers to deploy their own equipment, which slows the transition from laboratory to deployment.

• It is the only one in Europe connected to an astronomical station. Exploring fibre and free-space links, towards satellites, is at the heart of global research and of our collaboration with Thales Alenia Space.



JEANICK BRISSWALTER

President of Université Côte d'Azur

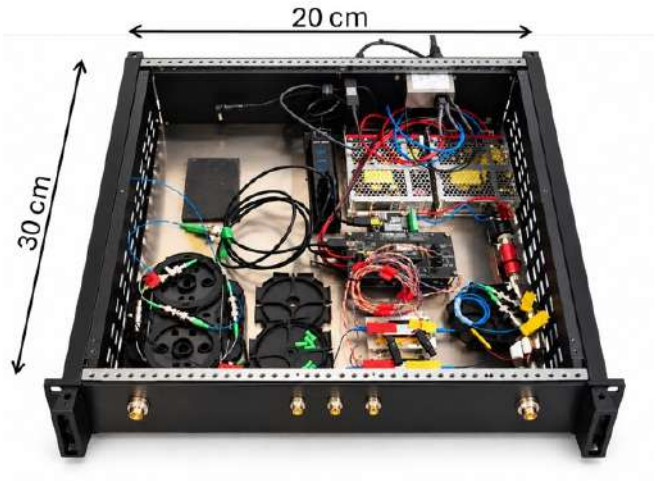
• Like the Paris network, it is one of the first to coexist with the dissemination of time-frequency metrology signals from the EquipEx+ REFIMEVE. The convergence of this research on synchronisation, interferometer stabilisation and the securing of these applications is a reality in 2026!

• It is at the heart of multiple academic and industrial projects linked to quantum cryptography (QKD): QRUSOE (QKD and space segment), QSNP2 (QKD on fibre networks), PEPR quantique (quantum communication protocols and dedicated infrastructure).

Our vision for 2030: a cross-border extension towards our Italian colleagues in Turin, with complementary activities in quantum communications and time-frequency metrology.

How can this research give rise to start-ups, jobs and industries in the territory, alongside manufacturers such as Thales Alenia Space and the laboratories gathered within the QuantAzur Institute?

An excellent question, to which there is no simple answer, but several avenues. Within the university and the CNRS there are support services for creating start-ups, seeking investment and recruiting on fixed-term contracts to raise the integration level of prototypes developed in the laboratory. These actions are part of the QuantXium programme of the National Quantum Strategy, dedicated to pre-maturation and maturation. We must not lose sight, however, of the fact that we are witnessing the birth of a very large number of quantum start-ups: it is not easy to position oneself, and even less so to know which ones will follow a positive trajectory. Finally, 50% of INPHYNI's young PhDs in quantum photonics go on to R&D positions in start-ups (WeLinq, for example) or large industrial groups (Fastlite, for example).



Equipment of a quantum network node (20 × 30 cm).

The University cooperates with Singapore and Canada in the quantum field. How do you reconcile this international openness with the requirement of European technological sovereignty?

The question of French and European strategic independence is the subject of exceptional and daily attention, fed by many debates, at the level of laboratories as at the highest level of the State. The socio-economic stakes of quantum, like those of AI, are such that these decisions are taken at the highest level.

These collaborations go through the Majulab international research laboratory (IRL) in Singapore and the CAFQA international research network (IRN). These are well-established vehicles, for which the CNRS and the partner French universities have obtained authorisation from State services, these countries being considered "friendly". In the negotiation led by the CNRS, a large part is given to fundamental research, with a very strict framework agreement on the resulting intellectual property.

At our level, Université Côte d'Azur takes a particular interest in this, notably through a collaboration between legal scholars and INPHYNI physicists on the legal framework of quantum technologies, technological sovereignty, the protection of know-how and intellectual property.

Quantum may seem reserved for a scientific elite. How do you encourage young people, and young women in particular, to commit to these fields?

Université Côte d'Azur's quantum actors have been federated since 2022 within the QuantAzur Institute, which builds on the university's strengths, coordinates local activities and carries out many outreach actions for the general public. Every year it organises the QuantAzur Days, which brings together quantum players and involves students from Master's level onwards. With QuantEdu-France, it also organises seminars and funds student participation in international physics schools.

Other actions target secondary school pupils: the Fête de la Science, seminars in lycées (Masséna, CIV, Eucalyptus…) as part of the 2025 International Year of Quantum Science and Technology. These actions mobilise many women researchers, who embody female role models. Initiatives such as "Les sciences de l'ingénieur au féminin" or "DM avec une scientifique" foster direct exchanges between Université Côte d'Azur and CNRS women researchers and girls, to deconstruct gender stereotypes and show that scientific careers, including quantum physics, are accessible to everyone.

THE Q@UNICA NETWORK

"It is the only quantum network in Europe that is fully operational as a test bed."

4 nodes · 100 km of fibre · from Nice to the Caussols plateau

WORLD QUANTUM CANNES FESTIVAL · 17 & 18 NOVEMBER 2026

WHERE SCIENCE, RESEARCH, ART AND INNOVATION MEET

An international event dedicated to the extraordinary potential of quantum science and its implications for the economy, technology, culture and society.



Candace Johnson
Vice-President of the EuropIA Institute
Serial entrepreneur · President Emerita of EBAN
(European Business Angels Network)

The World Quantum Cannes Festival (WQCF) will take place on 17 and 18 November 2026 at the Palais des Festivals in Cannes. It intends to bring together leading scientists, entrepreneurs, investors, public decision-makers, artists and the general public. Its ambition: to bring scientific discovery closer to its concrete application, while making the quantum revolution accessible to all.

SCIENTIFIC RESEARCH AND TECHNOLOGICAL INNOVATION

Scientific research and technological innovation are at the heart of the Festival. Conferences and debates address the latest advances in quantum computing, simulation, communications, cryptography and sensors. Researchers and technology companies will present pioneering work, demonstrations and emerging applications, showing how quantum technologies could transform sectors such as finance, the pharmaceutical industry, energy, aerospace and telecommunications. The programme also looks at the challenges of turning laboratory breakthroughs into commercially viable technologies, while encouraging scientific cooperation and investment on an international scale.

BUSINESS, INVESTMENT AND INDUSTRIAL DEVELOPMENT

Entrepreneurs, large groups, start-ups and venture capital investors can exchange ideas, explore partnerships and identify opportunities in the nascent quantum economy. Networking sessions and investor meetings aim to connect promising technologies with capital investment, expertise and industrial partners needed to bring them to market. Debates will also address public policy, European technological sovereignty, talent development and the international competitiveness of the quantum sector.

ART, CULTURE AND PUBLIC PARTICIPATION

What particularly distinguishes the Festival is its commitment to art, culture and public participation. Quantum science shakes up our received ideas about reality, uncertainty and the nature of the universe, thus offering fertile ground for artistic exploration. The programme brings together sculpture, digital art, immersive installations, music, film and graphic narrative. Artists like Julian Voss-Andreae explore quantum ideas through visual and interactive experiences. Quantum-inspired musical performances, documentaries and educational activities offer other ways of grasping complex scientific concepts. Hands-on experiences, including educational quantum computing tools, invite visitors to experiment rather than simply observe.

The Festival also draws on the scientific ecosystem of the Côte d'Azur, in particular Université Côte d'Azur, its research laboratories and its innovative technology companies.

A meeting place where science inspires art, where research stimulates business and where innovation engages society.

By combining intellectual discovery, economic opportunity and creative expression, the Festival offers a broader vision of the quantum future, shaped not only by technological progress, but also by human imagination, collaboration and curiosity.



JULIAN VOSS-ANDREAE

Julian Voss-Andreae, sculpture on display

Matter that appears and disappears

Julian Voss-Andreae, a German sculptor based in Portland (Oregon, USA), is renowned for his impressive large-scale public and private commissions, often combining figurative sculpture with scientific reflections on the nature of reality.

His sculptures are regularly exhibited at international art fairs and galleries and feature in major collections around the world. His work has been covered by the international printed and broadcast press, and videos of his sculptures have gone viral, accumulating tens of millions of views. His expertise in various scientific fields and his deep fascination with the mysteries of the world constantly nourish his work.

Before devoting himself to art, he studied quantum physics and philosophy at the universities of Berlin and Edinburgh.



JULIAN VOSS-ANDREAE
Sculptor, former quantum physics researcher · Portland (Oregon)

As a doctoral student at the University of Vienna, he was part of the small team of Anton Zeilinger, Nobel Prize in Physics 2022, which in 1999 carried out a revolutionary experiment: even molecules as large as carbon-60 “buckyballs” reveal, under certain conditions, their quantum nature. Passing through a diffraction grating, a beam of these molecules displays interference, the wave property par excellence. Later experiments showed how interactions with the environment — infrared photons, ambient gas of varying densities — progressively erase this quantum character: this is decoherence, now recognised as the mechanism by which the classical world emerges from the quantum world.

ON VIEW AT THE PALAIS DES FESTIVALS DURING THE WORLD QUANTUM CANNES FESTIVAL · 17 & 18 NOVEMBER 2026



KEY WORKS
Quantum Man · Angel of the West · Spannungsfeld · Slender Sentinel · Quantum Glass · Walking Qbist Woman · monumental busts at the Rancho LB Sculpture Park (Mexico, 2021)

AWARDS
CODA Award 2017 (Spannungsfeld) · 2nd Prize PIDart Expo, Florence 2012 (Angel of the West)

COLLECTIONS AND EXHIBITIONS
Caltech, Georgia Tech, Rutgers, University of Minnesota, Scripps Research · National Art Museum of China (Beijing), Messum’s (London), Art Miami

julianvossandreae.com



TWO COMPLEMENTARY TRAILS

ART & QUANTUM

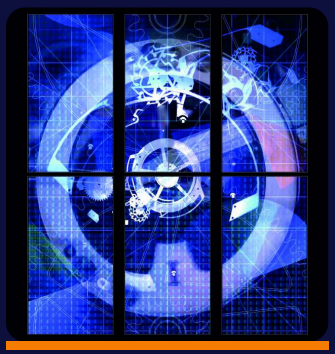
ON THE QUANTUM ART STAND

CINECA'S QUANTUM COMPUTER PRESENTED AT THE FESTIVAL

Much of reality escapes our gaze. On the quantum scale, phenomena are described in particular through probabilities, superposition and the relations between particles. Scientific imaging also makes it possible to explore other realities invisible to the naked eye, from the microscopic organisms of the oceans to the phenomena occurring at the heart of the stars.

THE TRAIL

four stages to cross the threshold of the visible



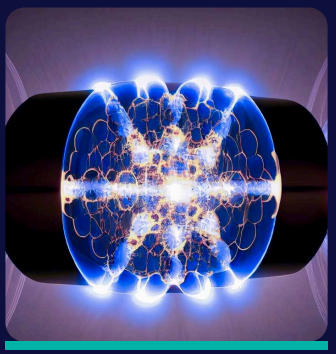
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INSTALLATIONS
Studio Arotin & Serghei · Studio Above&Below



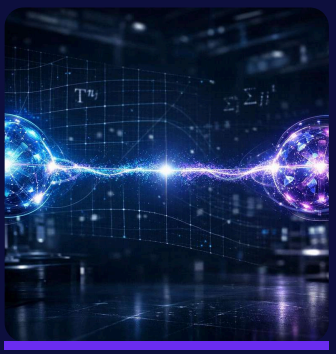
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VIDEO WORKS
Franz Fischnaller · Shaohan Cui



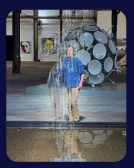
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FROM THE VISIBLE TO THE INVISIBLE
Photometry



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FROM BITS TO QUBITS
Quantum computing explained · CINECA



SEE ALSO

JULIAN VOSS-ANDREAE
sculptures that appear and disappear · p. 9

Photos: IQM / CINECA · content: Antonella Guidazzoli, CINECA Bologna



DIANA VICINELLI LANDI
Mathematician, artist, President of Art-Tech
Artistic Director of the WAIFF and the WAICF

EDITORIAL

WHEN ART MEETS QUANTUM

Crossing the threshold of the visible

Learn more

There are frontiers that art dares to cross before we even know how to name them. Where artificial intelligence, science and quantum meet, a new generation of creators is inventing other ways of seeing, feeling and questioning the world.

For several years, Diana Vicinelli Landi has been passionately exploring these emerging territories. A mathematician, artist and President of Art-Tech, committed to the EuropIA Institute, she brings into dialogue worlds that are too often kept apart. From festival to festival, from exhibition to encounter, she spots bold talents, brings artists and researchers together and supports the emergence of unexpected artistic languages.

Her career bears witness to this: from the first experiments in generative art presented in Cannes to the immersive creations of Mare Nostrum, from emotion-sensitive artificial intelligence to the RenAIssance project, she defends an essential conviction: technology only has artistic meaning when it expands our imagination and reveals a deeply human emotion.

She is not only looking for spectacular works: she favours those that dare to question our perception, create connections and make scientific discoveries accessible.

At the World Quantum Cannes Festival, on 17 and 18 November 2026, this approach takes on a new dimension. With “Making the invisible visible”, Diana brings together singular approaches that shift our gaze. The interactive experiences of Studio Above&Below, the luminous architectures of AROTIN & SERGHEI and the sculptures of Julian Voss-Andreae invite the public to explore what usually escapes our senses.

Here, AI, quantum computing, light and immersive technologies are not a mere demonstration of power. Depending on the work, they become creative tools, fields of experimentation or sources of inspiration.

“Technology only has artistic meaning when it expands our imagination and reveals a deeply human emotion.”

Above all, this trail is an invitation: to cross the threshold of the visible, to welcome the unexpected and to discover an art that no longer merely represents the world, but teaches us to imagine it differently.



Arotin & Serghei, Infinite Time Machine

INSTALLATION · SIX SCREENS

AROTIN & SERGHEI

Infinite Time Machine

From explorations of light to monumental installations at the Centre Pompidou, the AROTIN & SERGHEI studio blends art, digital media, and quantum physics.

With Infinite Time Machine, Arotin & Serghei explore the quantum nature of time, light and space through an installation of six synchronised screens, questioning our perception of the universe.

Learn more

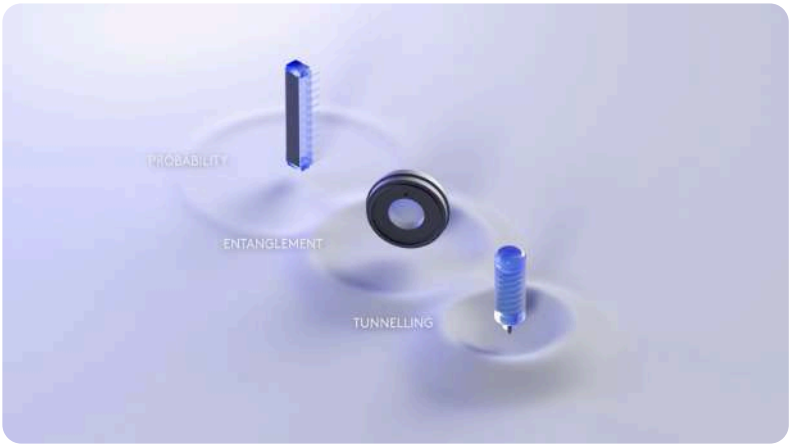
MIXED REALITY

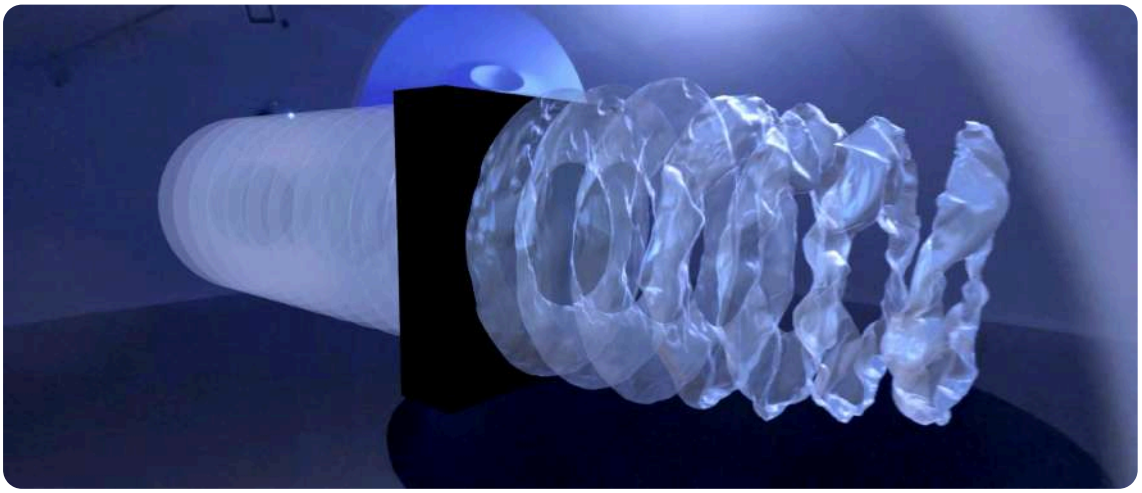
STUDIO ABOVE&BELOW

Quantum Lens

Studio Above&Below is an art and technology practice founded by artist duo Daria Jelonek and Perry-James Sugden.

A mixed reality experience exploring entanglement, probability and quantum tunnelling, created in collaboration with Sir Peter Knight, a renowned quantum technology scientist.





Studio Above&Below, Quantum Lens

Learn more

VIDEO WORKS

Two artists, two perspectives on the image, perception and technology, presented along the trail.

Learn more

FRANZ FISCHNALLER

▶ VIDEO WORK

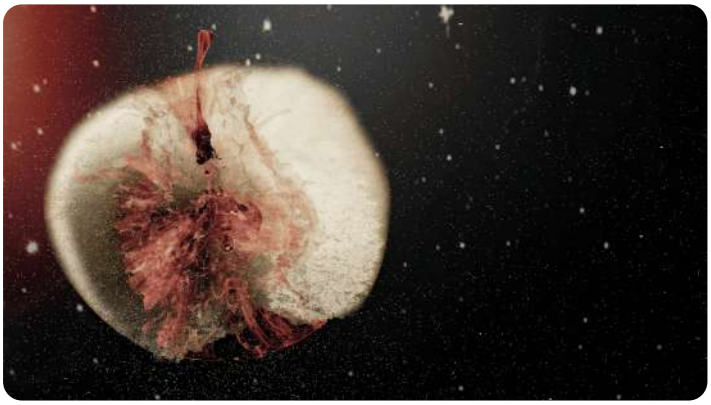
Franz Fischnaller is a transdisciplinary scholar, educator, designer, and media artist born in Bolzano, Italy. For over twenty years, he has worked at the intersection of art, design, technology, science, digital humanities, and cultural heritage. Through research, education, and creative practice, he develops innovative projects that connect disciplines, cultures, and emerging technologies to generate meaningful social and cultural impact.



Binary Eclipse © Franz Fischnaller

BINARY ECLIPSE

Humanity fades away… Reality dissolves into layers of data, algorithms and machine logic.



Quantum Apple © Franz Fischnaller

QUANTUM APPLE

Quantum Apple transforms an ordinary apple into a gateway to the invisible dimensions of reality. Through an immersive journey, the work connects living matter, the quantum world, and the cosmos.



SHAOHAN CUI

▶ VIDEO WORK

A graduate of the China Academy of Art and founder of the Double Fly Art Center, he explores perception, self-awareness and the way images and technology shape our relationship to reality, with humour and philosophical depth.



Shaohan Cui – still from the video work presented



FROM THE VISIBLE TO THE INVISIBLE

Learn more

At the heart of the stars: plasma observed through photometry

THE CONCEPT

Most of reality lies beyond our sight. At the quantum scale, matter becomes probability, superposition, relationship and transformation. In the living world, billions of microscopic organisms populate the oceans, invisible to the naked eye.

At the heart of stars, matter becomes plasma and releases energy through fusion. Artists, scientific imaging and artificial intelligence transform these invisible phenomena into experiences we can explore.

THE ARTISTIC JOURNEY

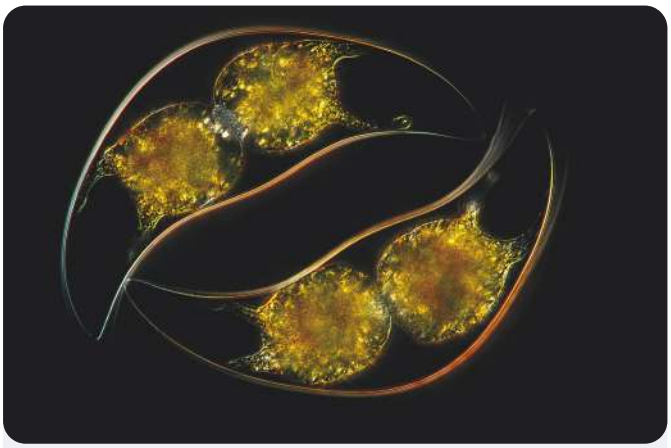
A DIALOGUE BETWEEN ART AND QUANTUM SCIENCE

"Making the Invisible Visible" is an artistic experience conceived as a series of complementary presentations.

Each presentation interprets a different aspect of the quantum world: indeterminacy, observation, light, interaction, computation and representation. Visitors discover the quantum world through images, movement, immersion and experience.

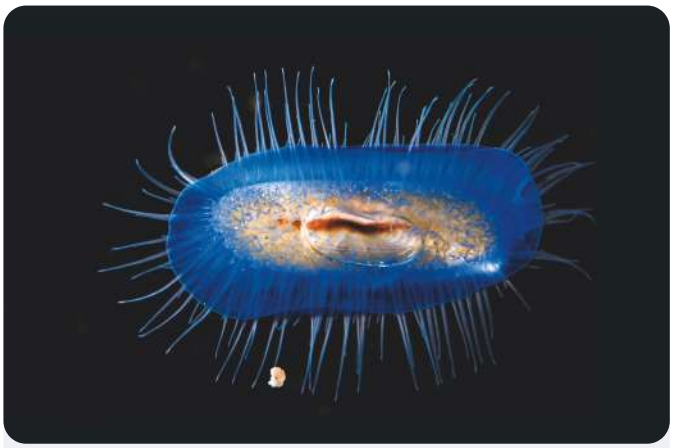
Underwater and among the stars, light becomes a language.

Through photometry, we do not look directly at things: we listen to what their light tells us about their existence.



THE PLASTISPHERE

PlastiScape reveals the bacteria, algae and microorganisms that colonise plastic waste: an ecosystem created unintentionally by human activity.



INVISIBLE LIFE

Billions of microscopic organisms inhabit the oceans, unseen by the naked eye. ZooScan photographs and reveals them, from plankton to the smallest forms of marine life.



A REVOLUTION AS HUMAN AS IT IS TECHNOLOGICAL

From bits to qubits: understanding the second quantum revolution

Learn more

From Qubits to Algorithms – supplied visual

We are living through the second quantum revolution: mastering phenomena such as superposition and entanglement is paving the way for quantum computing.

1

FIRST QUANTUM REVOLUTION

Understanding the properties of matter. It made lasers and electronic components possible.

2

SECOND QUANTUM REVOLUTION

Directly controlling and exploiting superposition and entanglement, notably for quantum computing.



The qubit, superposition of states 0 and 1 – supplied visual

THREE NOTIONS TO GET STARTED

"A qubit is neither entirely 0 nor entirely 1: it is both at once, until it is measured."

01 THE BIT

The basic unit of classical computing. It takes the value 0 or 1.

0 or 1

02 THE QUBIT

The unit of quantum computing: a superposition of 0 and 1; the measurement yields one of the two, according to probabilities.

$|\psi\rangle = \alpha|0\rangle + \beta|1\rangle, \quad |\alpha|^2 + |\beta|^2 = 1$

03 ENTANGLEMENT

Several qubits bound by a common state: their measurements remain correlated, even at a distance.

$|\Phi^+\rangle = \frac{1}{\sqrt{2}}(|00\rangle + |11\rangle)$

A FILM TO CONVEY THROUGH IMAGES

Engineers, physicists, humanists and artists have created a short film that provides, through animation and visual storytelling, landmarks for approaching these concepts without technical prerequisites.

An initiative by Antonella Guidazzoli and CINECA VisitLab, presented at WAICF 2025 and continued at the World Quantum Cannes Festival.

FROM RESEARCH TO APPLICATIONS

In Bologna, CINECA couples its Leonardo supercomputer with two quantum computers: hybrid classical–quantum computing serving simulation, optimisation and AI.

WORLD QUANTUM CANNES FESTIVAL

A WORD FROM THE ORGANISER

QUANTUM: THE TIME FOR ACTION HAS COME



OLIVIER CADI
CEO of Valuexchange, organiser of the World Quantum Cannes Festival

"A technology is only worth what it brings to society."

A few years ago, with the EuropIA Institute, we made the bet of bringing researchers, industrialists, public decision-makers and citizens together in Cannes around artificial intelligence. The World Artificial Intelligence Cannes Festival quickly became a reference event, and it taught us one essential thing: a technological revolution is prepared long before it imposes itself on everyone.

That is precisely the moment quantum is living through today.

Long confined to laboratories, quantum technologies are entering a decisive phase: the transition from research to industrialisation. Computing, secure communications, next-generation sensors… The first use cases are emerging in health, energy, finance, space and defence. Large groups are defining their strategy, investors are positioning themselves, states are making quantum sovereignty a priority.

As organisers, our role is to anticipate these shifts and to create the places where they are built. Even more than AI, quantum needs to bring into dialogue worlds that rarely speak to each other: physicists and engineers, start-ups and industrialists, financiers and public authorities. Without these bridges, discoveries remain in laboratories and Europe risks letting slip the value it helped create.

That is the ambition of the World Quantum Cannes Festival: to bring together more than 1,200 players of the global ecosystem, under the honorary presidency of Nobel laureate Alain Aspect, to turn scientific excellence into concrete impact.

We are pleased to continue down a shared path with the EuropIA Institute, founded on a common conviction: a technology is only worth what it brings to society. After AI, quantum will be our next great collective challenge. All the more reason to take an interest in it right now.

Olivier Cadi · CEO, Valuexchange

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EuropIA MAG · QUANTUM SPECIAL ISSUE · NOVEMBER 2026
Distributed free of charge during the World Quantum Cannes Festival, 17 and 18 November 2026.
Special issue: 32 pages · Print run: 2,000 copies · ISSN: pending
Editors-in-chief: Claude-Jean & Nelda Lapostat
L'Association Quant'Edition – 826, chemin de la Chèvre d'Or, 06410 Biot-Sophia Antipolis, France
Magazine produced under the aegis of the EuropIA Institute and its President, Marco Landi, in partnership with Quantaform International.

EuropIA MAG

THE PROGRAMME

Two days of conferences to move from science to real-world use

01 SOVEREIGNTY AND INDUSTRIAL POLICY

Achieving quantum operational sovereignty
moderated by Tommaso Calarco, Forschungszentrum Jülich

Developing quantum industrial capacity
moderated by Sara Rendtorff-Smith, OECD

02 INDUSTRY CHALLENGES

Towards a fault-tolerant quantum computer
moderated by Olivier Ezratty, Quantum Energy Initiative

Quantum software and benchmarks
moderated by Lapo Guadagnuolo, S&P Global Ratings

03 APPLICATIONS AND NETWORKS

Applications of quantum technologies
moderated by Diederick Croese, Center for Quantum and Society

Networks, cryptography, post-quantum
moderated by Cierra Lunde Choucair, HKA

Quantum Crossroads: selection by the scientific committee
moderated by Bruno Fedrici

AROUND THE PROGRAMME

HORIZONS QUANTIQUES
In French, for Riviera businesses and the general public.

ALPES-MARITIMES QUANTUM AWARDS
Awards for the territory's quantum projects and talents.

TOP EXECUTIVE PROGRAM
A path reserved for executives.

SEALSQ QUANTUM DAYS
Thursday 19 November at the Majestic: post-quantum cybersecurity.

BUSINESS

A MARKETPLACE

Innovation Showcase
demonstrators and market-ready solutions.

360° Market Matchmaking
pre-scheduled meetings.

Quantum Investor Day
behind closed doors, with the leading deep-tech funds.

NEW IN 2026

QUANTUM ART & SOCIETY

Making the invisible visible
the artistic trail, p. 11.

Quantum Waves
audiovisual performance with Jean-Claude Heudin, Laurence Malherbe and Fred Martin.

Qubi, by Qolour
to manipulate qubits yourself.

1,200 decision-makers

200+ speakers

2 days 17 & 18 November

Palais des Festivals et des Congrès · 8:30 am – 6:30 pm
Cannes railway station · Nice Côte d'Azur airport 27 km away

TICKETING AND PRESS
worldquantumcannesfestival.com

The full programme



WORLD QUANTUM CANNES FESTIVAL · FIRST EDITION

48 HOURS TO ACCELERATE THE QUANTUM REVOLUTION

Accelerating Business Impact · Palais des Festivals and Convention Centre, Cannes

For its first edition, the World Quantum Cannes Festival turns Cannes, for two days, into the world crossroads of quantum technologies. Organised by Valuexchange with the EuropIA Institute, the Alpes-Maritimes Department, the City of Cannes and Université Côte d'Azur, it brings executives, investors, researchers and public decision-makers together at the Palais des Festivals.

Its motto says it all: take quantum from the laboratory to real-world use — computing, secure communications, sensors — and give European companies the means to compete in the global race. Under the aegis of an honorary committee chaired by Alain Aspect, the greatest names in the discipline meet industrialists and investors.

HONORARY COMMITTEE 2026

MEET THE HONORARY MEMBERS OF OUR 2026 COMMITTEE

The Honorary Committee of the World Quantum Cannes Festival brings together the greatest figures in quantum science and industry. It guarantees the scientific, industrial and economic relevance of the programme and embodies the direct link between fundamental research and industrial innovation: the excellence, vision and collective energy shaping the future of quantum technologies.



PRESIDENT OF THE HONORARY COMMITTEE

ALAIN ASPECT

Nobel Prize in Physics 2022, physicist, academic

HEADLINERS

RAINER BLATT (RB)
President of the Scientific Committee · Univ. of Innsbruck

PETER ZOLLER (PZ)
Universität Innsbruck

SETH LLOYD (SL)
MIT

HERMANN HAUSER (HH)
Amadeus Capital Partners

MARKUS PFLITSCH (MP)
Terra Quantum

HERVÉ DERREY (HD)
Thales Alenia Space

ALSO ON STAGE

Loïc Henriet · Pasqal
Maud Vinet · Quobly
Shane Mansfield · Quandela
Joseph S. Broz · IBM

Johanna Sepulveda · Airbus
Romina Yalovetzky · JPMorgan
Philipp Harbach · Merck
M. Dispenza · Leonardo

Grégoire Ribordy · ID Quantique
Nir Minerbi · Classiq
Carlos Moreira · SEALSQ
Andrea Orzati · Zurich Instruments

Joe Fitzsimons · Horizon Quantum
Tommaso Calarco · FZ Jülich
Alexandra Beckstein · QAI Ventures
Olivier Tonneau · Quantonation



EuropIA Institute

INSTITUT EUROPIA
COMPRENDRE POUR AGIR

ARTIFICIAL INTELLIGENCE · INNOVATION · SOCIETY

AN ASSOCIATION IN PERPETUAL MOTION

A non-profit association, born on the Côte d'Azur, which has set itself a simple and ambitious mission: to make artificial intelligence understandable to all, so that everyone can make it their own.

Founded in 2019 in Sophia Antipolis, at the heart of Europe's leading technology park, the EuropIA Institute raises awareness and trains the general public as well as entrepreneurs on the challenges of AI, with an ethical requirement enshrined in its charter. Its registered office is in Biot, its offices in Cannes.

Its strength lies in the way it works: a tight-knit team, committed volunteers and some twenty experts — lawyers, doctors, engineers, financiers, artists — who put their knowledge at everyone's service. Around its President, Marco Landi, the Board of Directors brings together figures from business, research and institutions.

To pass on knowledge, the Institute publishes articles, books and even a comic strip, and invents formats that speak to decision-makers and secondary-school pupils alike. The following pages tell the story of its festivals, its events in the territory and its openness to the world.



A WORD FROM THE MANAGING DIRECTOR

ARTIFICIAL INTELLIGENCE AT THE SERVICE OF PEOPLE, INNOVATION AND INTERNATIONAL DIALOGUE

The EuropIA Institute's mission is to promote artificial intelligence that is responsible, accessible and a source of opportunities for society as a whole.

At the crossroads of research, the economy, culture and education, our Institute fosters exchanges between experts, companies, institutions and citizens, in order to better understand the transformations brought about by artificial intelligence and to support its new uses.

Through our conferences, our international meetings and our innovative initiatives, we build bridges between disciplines, generations and cultures.

Our commitment is also reflected in the development of ambitious projects, notably the World AI Film Festival (WAIFF), which explores the new frontiers of audiovisual creation in the age of artificial intelligence and brings together talents from all over the world.

Our conviction is simple: artificial intelligence must be a driver of progress, creativity and cooperation, at the service of people.

RUI ROMANO
Managing Director of the EuropIA Institute

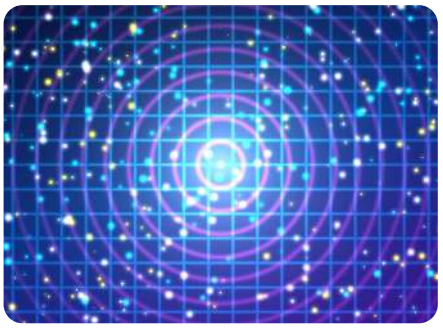
THE INSTITUTE'S MAJOR EVENTS

THREE WORLD FESTIVALS BORN IN CANNES

In just a few years, the EuropIA Institute has created three international events at the Palais des Festivals: artificial intelligence, cinema created with AI and, now, quantum.







THE FOUNDING FESTIVAL · SINCE 2022

WAICF

WORLD AI CANNES FESTIVAL

10 & 11 FEBRUARY 2027

The major European AI event for business and society.

2026: 10,000 participants, 320 speakers, 220 exhibitors.

Organised by Informa from 2027.

→ SEE PAGE 23

CINEMA AND AI · SINCE 2025

WAIFF

WORLD AI FILM FESTIVAL

GRAND FINALE
6 & 7 APRIL 2027

The first world festival of cinema created with AI.

2026: more than 5,500 works from 80 countries.

10 stages around the world before Cannes.

→ SEE PAGE 24

THE NEW CHAPTER · 2026

WQCF

WORLD QUANTUM CANNES FESTIVAL

17 & 18 NOVEMBER 2026

The first edition, under the honorary presidency of Alain Aspect.

1,200 decision-makers, more than 200 speakers.

Organised by Valuexchange with EuropIA.

→ SEE PAGE 18

SEVEN YEARS OF HISTORY

2019 — Creation of the EuropIA Institute in Sophia Antipolis

2021 — The Institute's first collective book

2022 — 1st edition of the World AI Cannes Festival (WAICF)

2024 — 1st mock trial of AI in France · birth of AfriqIA

2025 — 1st edition of the World AI Film Festival (WAIFF)

2026 — 1st World Quantum Cannes Festival · 17–18 Nov.

2027 — WAICF 10–11 February · WAIFF Grand Finale 6–7 April

ALL YEAR ROUND, ACROSS THE TERRITORY

LOCAL REACH

Between two festivals, the Institute never stops: 24 events a year.



GROWING SUCCESS

AI DATES

Free conferences open to all, co-organised with the Department, SICTIAM and La Maison de l'IA. Experts, researchers and entrepreneurs decipher AI news: health, work, education, society 2040… Ever fuller halls, from Nice to Grasse.



THE REVELATION

THE AI TRIALS

Educational mock trials with secondary schools: AI on trial in 2024, social networks in 2026. Lawyers, magistrates and pupils re-enact a real trial to debate digital issues. A first in France, praised by pupils and teachers alike.

THE COLLECTIVE BOOK

a book every year since 2021, written by the experts

EuropIA JEUNES

17–25-year-olds involved in designing the events

EuropIA PLAY

award-winning films, round tables and conferences on video

HUBIA FINANCE

with La French Tech and the Chamber of Commerce, AI-augmented finance

THE TERRITORY

supporting the SMART Deal of the Alpes-Maritimes Department

OPEN TO THE WORLD

GLOBAL REACH

6 institutes in Europe

1 branch in Africa

10 stages on the road to WAIFF Cannes

80 countries at WAIFF 2026



ITALY
Nicoletta Pianta

SWITZERLAND
Danilo Rivalta

MONACO
Claudio Ferraris

GERMANY
Peter C. Krell

BELGIUM
Luigi Gambardella

POLAND
Andrea Bandirali

AFRIQIA

Founded in 2024 in Oujda, Morocco: responsible AI governance in Africa.

THE WAIFF AROUND THE WORLD

Beijing, Buenos Aires, Istanbul, London, Abidjan, Tokyo, Seoul, São Paulo, Los Angeles, Naples…

TOMORROW

New branches under study. Your country? contact@instituteuropia.eu

JOIN the EuropIA Institute

A public-interest association, open to all those who want to understand AI and quantum, and act so that they remain at the service of people.

INSTITUT EUROPIA
COMPRENDRE POUR AGIR

President: Marco Landi

SIX GOOD REASONS TO JOIN

UNDERSTAND
AI Dates, conferences, annual collective book.

EXPERIENCE CANNES FROM THE INSIDE
Up close at WAICF, WAIFF and WQCF.

MEET
Executives, researchers, elected officials, entrepreneurs.

ACT FOR ETHICAL AI
A charter and a motto: “AI for Humanity”.

PASS IT ON
With EuropIA Jeunes, involving 17–25-year-olds.

OPEN UP TO THE WORLD
Six European branches and AfriqIA.

OUR EXPERTS


Alan Ferbach
AI & Mobility


Armand Angeli
AI & Finance


Chiara Sottocorona
AI & Media


Diana Vicinelli-Landi
AI, Art & Culture


Fred Martin
AI, Music & Sound


Jean-Louis Brelet
AI & Investment


Jérôme Béranger
AI & Ethics


Thierry Deschamps de Paillette
AI & Oceans


Marina Teller
AI & Law


Michel Bosco
AI & Space


Flavien Chervet
AI & Foresight


Pascal Staccini
AI & Health


Patrick Perrot
AI & Security


Saïda Belouali
AI & Multiculturalism


Stefano Landi
AI & Connected Objects


Yves-Marie Le Bay
AI, Training & Education


Laurent Caron
AI & Leadership


Nicoletta Iacobacci
AI & Ethics


Claude-Jean Lapostat
AI & Well-being

HOW TO JOIN?

BECOME A MEMBER

instituteuropia.eu · “Adhésion” (membership) section

contact@instituteuropia.eu

SUPPORT THE INSTITUTE

BECOME A PATRON

Associate your company with the festivals and events of the EuropIA Institute, for AI at the service of people.

contact@instituteuropia.eu

THE BOARD OF DIRECTORS
Marco Landi, President · Philippe Mariani, Secretary General · Christian Tordo, Treasurer · Christian Vandelli · Candace Johnson · Hélène Masson-Maret · Laurent Londeix · Jean-Pierre Mascarelli · Jeanick Brisswalter · Philippe Derepas. Managing Director: Rui Romano.
Registered office: 2 000, route des Lucioles, SBC, Les Algorithmes, Thalès, Bâtiment A, 06410 Biot – Sophia Antipolis – France

WAICF
by informa

10 – 11 February 2027
Palais des Festivals et des Congrès, Cannes

The AI Summit Series
by informa

The future of AI is decided here, in Cannes

Where AI turns ambition into success

Now supported by Informa, World AI Cannes Festival 2027 brings together Europe's AI leaders, drawing on the scale and expertise of the world leader in events.

Business leaders meet there to turn their AI strategy into action: emerging technologies, strategic partnerships, tomorrow's priorities.



WAICF in figures:

7,500+ Participants

200+ Expert speakers

200+ Sponsors & Exhibitors

8 Speaker tracks

Don't miss the 2027 edition

WAICF.com

In partnership with ALPES-MARITIMES LE DÉPARTEMENT 06 · INSTITUT EUROPIA COMPRENDRE POUR AGIR · CANNES CÔTE D'AZUR FRANCE · PALAIS DES FESTIVALS ET DES CONGRÈS CANNES



GRAND FINALE · 6 & 7 APRIL 2027

AI opens new horizons for the seventh art

AI, A NEW WAY OF WRITING CINEMA

Founded by Marco Landi and run by the EuropIA Institute, Studio Laffitte and the Alpes-Maritimes Department, the World AI Film Festival (WAIFF) has established itself as the international event for film-making in the age of artificial intelligence.

After a first edition in Nice in 2025 and a 2026 edition at the Palais des Festivals in Cannes gathering more than 5,500 works from 80 countries, the WAIFF returns to Cannes on 6 and 7 April 2027 for its third edition.

The festival has already welcomed major figures of cinema: Gong Li, Agnès Jaoui, Elsa Zylberstein, Aïssa Maïga, as well as internationally renowned film-makers. Claude Lelouch will renew his commitment as Honorary President.

In 2027, seven competition categories will celebrate the diversity of new audiovisual writing: short films, series, vertical micro-series, advertising, music videos and — a major new addition — the feature film, which opens new perspectives for AI-assisted creation.

These distinctions are complemented by the Horizons Prize, which rewards one work from among those presented at the various international editions of the WAIFF, thereby celebrating the festival's global dimension.

> "AI opens up the field of possibilities. Emotion remains a human story."

CONTACT
contact@worldaifilmfestival.com
www.worldaifilmfestival.com

SOCIAL MEDIA
@waiff_cannes
@worldaifilmfestival

ROAD TO CANNES

Eleven editions around the world, one Grand Finale at the Palais des Festivals: each stage selects its best films, which join Cannes in the spring.

- 21 SEPT. 2026 — **BEIJING** — China
- 30 OCT. 2026 — **BUENOS AIRES** — Argentina
- 9 NOV. 2026 — **ISTANBUL** — Turkey
- 24 NOV. 2026 — **LONDON** — United Kingdom
- 6 FEB. 2027 — **ABIDJAN** — Côte d'Ivoire
- FEB. 2027 — **NAPLES** — Italy
- MARCH 2027 — **TOKYO** — Japan
- 18–19 MARCH 2027 — **SEOUL** — South Korea
- 22–23 MARCH 2027 — **SÃO PAULO** — Brazil
- MARCH 2027 — **LOS ANGELES** — United States



TAKE PART IN WAIFF 2027

SUBMIT YOUR FILM

Entries open until
15 February 2027
Scan the code or visit worldaifilmfestival.com

Categories
Feature film · short film · series · vertical micro-series · advertising · music video · Horizons Prize

Entry fee per film
€15 until 15 Nov. 2026 · €30 until 31 Jan. 2027 · €60 from 1 to 15 Feb. 2027

Tickets and rules: worldaifilmfestival.com · contact@worldaifilmfestival.com

ORGANISERS
Institut EuropIA · Studio Laffitte · Alpes-Maritimes Department
PARTNERS AND SPONSORS 2027
Gilm · TechCannes · Betaseries · Ozmalabs · MiniMax · CapCut

THE QUANTUM ECONOMY · ANALYSIS

QUANTUM, THE NEW CRITICAL INFRASTRUCTURE OF THE 21ST CENTURY

Security, industrial competitiveness, pharmaceuticals, finance, aerospace, defence: quantum technologies are about to redefine entire sectors. Who uses them, how much are they worth, and what place for Europe?



By Chiara Sottocorona
Journalist · AI & Media expert, EuropIA Institute

WHAT IS QUANTUM COMPUTING?

The physicist Richard Feynman, a Nobel laureate, coined the term "quantum computer" in 1981.

Quantum computers do not operate according to the binary logic of 0 and 1. Their fundamental unit of information is the qubit, which can represent 0, 1 or a superposition of both states, with an infinite number of combinations.

The quantum computer needs its own language and specific algorithms, but research is betting on integration between classical and quantum computers. The difficulty: quantum states are extremely fragile and most machines must be cooled to near absolute zero (−273 °C), which requires complex equipment.

What is quantum computing for? Solving problems that are very difficult today, even for supercomputers: developing new molecules and new drugs, climate forecasting, creating new materials, managing financial risk or advanced cryptography for defence and cybersecurity.

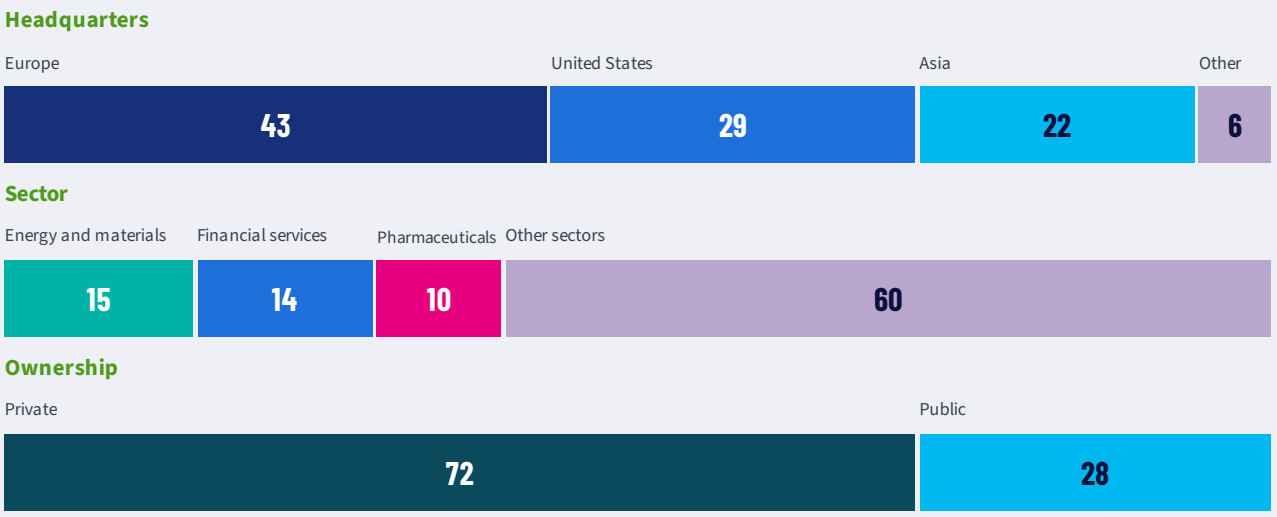
WHO USES QUANTUM COMPUTING?

More than 300 organisations worldwide, including Airbus, E.ON, JPMorgan Chase and Leonardo, are actively working with companies specialising in quantum technologies to tackle business challenges. Pioneers are now moving from the pilot phase to applications integrated into their workflows.

This is one of the main conclusions of the fifth annual Quantum Technology Monitor by McKinsey, 2026 edition.

QUANTUM COMPUTING CUSTOMERS

Breakdown of customers analysed (non-exhaustive), in % · n = 162



Totals may differ from 100% due to rounding. Source: McKinsey & Company, Quantum Technology Monitor 2026 (expert interviews, press review of October 2025).

WHAT IS THE ECONOMIC PROMISE?

$2,700BN
of possible global economic value by 2035

$4.4BN
revenue of quantum companies in 2028 (over $1bn in 2025)

1 IN 3
companies invested more than $10m in quantum in 2025

$12.7BN
of public investment by states, Europe included, by 2030

Quantum computing could generate up to $2,700 billion in economic value worldwide by 2035, by improving current industrial use cases and opening up new applications. “We also see large companies actively investing in this technology, which is fuelling funding for start-ups and companies specialising in quantum computing,” the McKinsey report points out.

“Companies specialising in quantum computing generated more than $1 billion in revenue worldwide in 2025, and this figure could reach $4.4 billion by 2028.” Companies are investing not only in applications but also in the capabilities needed for the practical deployment of quantum: a third of them devoted more than $10 million to it in 2025, and 7% more than $50 million. On top of this comes investment by states, Europe included, of more than $12.7 billion by 2030 (source: CNBC).

EUROPE’S ROLE

$7.2BN
invested in Europe in quantum computing since 2018: the Quantum Flagship programme, then the EuroQCI initiative

€1.8BN
for France’s Quantum Plan between 2021 and 2025

+€1BN
over five years, announced in May 2026 by Emmanuel Macron through France 2030

+€350M
of venture capital invested in European quantum start-ups

Sources: Quantonation (2023); Quantum Computing Observatory, Politecnico di Milano (November 2022).

2025 was marked by several profitable exits for quantum computing start-ups, notably the acquisition of Oxford Ionics by IonQ for $1.1 billion. In France, Pasqal, Quandela, Quobly and Alice & Bob, in which Nvidia has invested, have emerged.

EUROPE IS BRINGING FORTH A SECOND GENERATION OF START-UPS

Start-up	Country	Qubit technology	Total funding	Founded
IQM	Finland	Superconducting	$234m	2018
Pasqal	France	Neutral atoms	$130m	2019
Universal Quantum	United Kingdom	Trapped ions	€67m	2022
eleQtron	Germany	Trapped ions	€50m	2022
OQC	United Kingdom	Superconducting	$45m	2017
Alice & Bob	France	Superconducting	$33m	2020

And other quantum computing companies that have raised €15m or less: Orca Computing, Quandela, Quantum Motion, C12…
Amounts raised as at the date of the study.



STUDIO LAFFITTE

THE STUDIO WHERE HUMAN CREATIVITY MEETS AI

A new-generation film studio, Studio Laffitte imagines films and visual worlds for cinema, brands and institutions. It produces the World AI Film Festival, which takes cinema created with AI across five continents to Cannes.



JULIEN RAOUT
Director · CEO of Studio Laffitte · Director of the WAIFF

A HYBRID METHOD

At the studio, the craft of cinema (directors, editors, camera operators) works alongside creators specialising in generative imagery. Its designers closely follow the latest generative AI tools and put them at the service of creative solutions and corporate strategies.

Director, creative producer and entrepreneur, Julien Raout founded the studio in Sophia Antipolis. Films, campaigns, hybrid productions: the team supports every project from conception to post-production.

CANNES
Bastide Rouge · Campus Georges Méliès

@studioLaffitte · LinkedIn: Studio Laffitte
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STUDIO LAFFITTE

AI STUDIO / AUDIOVISUAL PRODUCTION

We produce AI-assisted films for businesses.



From brand films to campaign content, we combine the culture of cinema with the possibilities of artificial intelligence to give your message a strong form.



A PRODUCTION DESIGNED FOR YOUR BUSINESS

A clear, distinctive film, true to your objectives.

We devise the concept, write the story, create the images and finalise the versions adapted to your distribution channels.

25+ YEARS

of experience in corporate audiovisual production within the management team

CINEMA + AI

a team of prompters trained in cinema and directing

co-founder and co-organiser of the World AI Film Festival

www.worldaifilmfestival.com

WHAT WE PRODUCE

Corporate films

Present your business, your teams and your vision with a story that reflects who you are.

Brand films

Showcase an offer, a product or an idea in a distinctive visual world.

Campaigns and social media

Adapt the film into short formats designed for your platforms and key moments.

LET'S TALK ABOUT YOUR NEXT FILM

An idea, a launch, a story to tell?

Let's discuss your project and find the format that will best serve your message.

contact@studiolaffitte.com @studiolaffitte LinkedIn /studiolaffitten studio-laffitte.com

ENCOUNTER · WORLD QUANTUM CANNES FESTIVAL SPECIAL

THE ENGINEER AND THE INVISIBLE

Claude Jean Lapostat, or how Cartesian rigour was put at the service of the living



Twenty years of bioresonance and biofeedback, hundreds of practitioners trained, and today a start-up from Biot – Sophia Antipolis unveiling in Cannes the PHIRA Quantum concept: a biofrequency system made in France, with embedded AI that never connects to the cloud. A Cartesian engineer and AI & Well-being expert at the EuropIA Institute, Claude Jean Lapostat explains why, rather than the word "quantum", he prefers frequencies, signals and evidence.

EuropIA Mag: Nothing predestined an engineer to bioresonance. What led you to it?

Necessity. As a young man I had health problems that conventional medicine relieved without resolving. I did what an engineer knows how to do: observe, measure, look for the forgotten variables. I did not leave science; I widened the scope of my measurements.

Traditional Chinese medicine gave me a logic of systems, naturopathy the notion of terrain, osteopathy the reading of the body. Then bioresonance and biofeedback built the bridge: devices that measure physiological signals and feed them back to the person.

Twenty years of teaching: what have you learned about what these devices can, and cannot, do?

That technology is only worth the person using it. The device replaces neither medical diagnosis nor listening: it delivers a snapshot of the terrain that helps the person become an actor in their own balance. Faced with the market's limits (closed software, cloud dependency, rigid protocols), **PHIRA Quantum** was born.

PHIRA Quantum promises to anticipate imbalances. What is this promise based on?

On a method, not a crystal ball: repeated measurements, weak signals tracked over time and compared with known trajectories. Four breakthroughs set it apart: a hybrid architecture, between Russian non-linear analysis and American biofeedback, made in France; software that projects imbalances over a horizon of one to fifteen years, because acting before the body cries out is real prevention; a resident AI, entirely inside the device; and finally, protocols that always state their source.

Your AI works without the cloud and the device is made in France. A matter of principle or a sales argument?

A matter of principle, which happens to be an argument. In health, data is the most sensitive material there is; an embedded AI settles both confidentiality and dependence on servers. Manufacturing in France means keeping control of the chain. And speaking 45 languages means aiming for the world from the outset: a practitioner in Lagos or São Paulo works in their own language, with the same frequency libraries.

▸ ***PHIRA Quantum** can print 24-axis radar charts, with measurements of the results before analysis and after rebalancing, making it possible to visualise the improvement in figures and as a percentage.*



Figure 1 — Architecture, prediction, embedded AI, openness: PHIRA Quantum in four points.

Why call your device "Quantum"?

Because the name designates the scale at which we work — that of the photon, the molecule, the signal — and not a promise. The 2026 Nobel Prizes illustrate this requirement: in medicine, optogenetics (a blue photon, a protein, a nerve impulse); in physics, IceCube (a flash of light in the ice, a neutrino from the cosmos).

Each photon only counts if it meets the molecule made for it. Colours do not act by their name but by their nanometres: that is what makes them measurable and reproducible.

What is your line at the EuropIA Institute, and what do you say to visitors?

Complementarity, never substitution. Well-being attracts the best and the worst; the only antidote is method: measure, cite your sources, track results, keep the person at the centre. To visitors in Cannes I say: come with your questions, especially the most critical ones. I will explain what PHIRA measures, and what it does not.

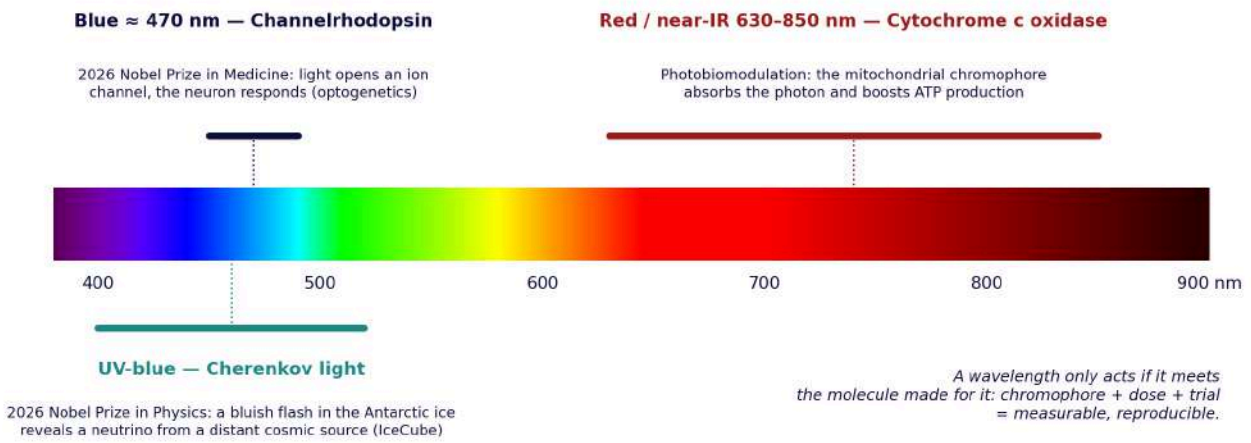


Figure 2 — One wavelength, one chromophore, one effect.

SCIENTIFIC BENCHMARKS — WHAT IS MEASURED, AND WHAT THE LITERATURE SAYS ABOUT IT

Heart-rate variability (HRV).
A standardised signal (Task Force ESC/NASPE, 1996) reflecting vagal tone and sympathetic/parasympathetic balance; the basis of cardiac-coherence biofeedback (Lehrer & Gevirtz, 2014).

Skin conductance (electrodermal activity).
A reflection of sympathetic activity (Boucsein et al., Psychophysiology, 2012). Electro-acupuncture according to Voll derives from it, with a more limited level of evidence.

Optogenetics (2026 Nobel Prize in Medicine).
Channelrhodopsin-2, activated by blue light (~470 nm), drives neurons (Nagel et al., 2003; Boyden, Deisseroth et al., 2005): a precise wavelength triggers a reproducible response.

Photobiomodulation.
Mitochondrial cytochrome c oxidase absorbs red and near-infrared light (~660 and ~810 nm) and stimulates ATP synthesis (Karu, 1999; Hamblin, 2017). The dose follows a biphasic curve.

Astrophysical neutrinos (2026 Nobel Prize in Physics).
IceCube detects Cherenkov light in a cubic kilometre of ice (Science, 2018): a selective sensor, a weak signal, a statistic.

And bioresonance?
Systematic reviews do not, to date, allow conclusions to be drawn on therapeutic efficacy; that is why PHIRA labels each protocol according to its source and makes before/after monitoring the rule.

Claude Jean Lapostat — Founder of PHIRA (Biot – Sophia Antipolis) · AI & Well-being expert, EuropIA Institute
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Interview conducted by EuropIA Mag. Bioresonance and biofeedback devices are part of a well-being approach and are not a substitute for medical advice, diagnosis or treatment.

PHIRA Quantum

BIORESONANCE • TECHNOLOGY • WELL-BEING 2.0

A NEW BIORESONANCE CONCEPT

A personal and professional prevention and well-being assistant
that lets you visualise, compare and track the evolution of your frequencies.

VISUALISE • COMPARE • TRACK PROGRESS



45 LANGUAGES
An international opening

Preventive | **Longevity** | **AI Assistance**

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