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TRIBECA FILM FESTIVAL® ANNOUNCES WINNERS OF THE TRIBECA X AWARDS

4th Annual Tribeca X Awards recognize achievements in branded storytelling

NEW YORK, April 26, 2019 – The Tribeca Film Festival, presented by AT&T, announced today the winners of the 2019 Tribeca X Awards, sponsored by PwC. Celebrating the best artist and brand collaborations of the past year, Tribeca X expanded this year to honor work in four categories: feature, short, episodic, and VR. The winners were announced at the conclusion of the inaugural Tribeca X: A Day of Conversations, sponsored by PwC. The 2019 Tribeca Film Festival runs April 24 – May 5.

The winner of the *Best Feature Film* was awarded to *Almost Human* by The Carlsberg Foundation, directed by Jeppe Rønde. The winner of the *Best Short Film* was awarded to *The Face of Distracted Driving - Forrest* by AT&T, directed by Errol Morris for BBDO New York. The winner of the *Best Episodic Series* was awarded to *History of Memory* by HP, directed by Sarah Klein and Tom Mason for Redglass Pictures and The Garage by HP. The winner of the *Best VR Film* was awarded to *The 100%* by Stand Up to Cancer, HP, and Intel, directed by Hernan Barangan for Sprinbok Entertainment.

The winning projects were selected by a jury that included Kinjil Mathur, Chief Marketing Officer of Squarespace; John Osborn, Chief Executive Officer of OMD USA; Nabil Elderkin, Film Director; Patrick Milling-Smith, Co-Founder/CEO of SMUGGLER; Kim Gehrig, Director; Jason Kreher, Creative Director, Entertainment and Editorial at Wieden+Kennedy; Roy Lotan, Co-Founder and Creative Director of Any_.

“The four winners of the Tribeca X Award presented work that was original, poignant, and inspirational,” said Paula Weinstein, EVP of Tribeca Enterprises. “We’re so pleased to see how brands are supporting the creation of meaningful storytelling.”

The **Tribeca X: A Day of Conversations**, sponsored by PwC, brought together industry leaders to discuss the landscape of branded storytelling and examine the achievements of brands, agencies, and creators who are adventurous and distinctive in their work. Some of the participants included keynote speaker P&G Chief Brand Officer **Marc Pritchard**; Patagonia Founder **Yvon Chouinard**; TBWA Worldwide Chief Diversity Officer **Doug Melville**; President & CEO of The Ad Council **Lisa Sherman** and Actress/Creator **Natasha Lyonne**.

The winners selected by the jury are as follows:

Feature

The winner of the *Best Feature Film* was awarded to *Almost Human* for The Carlsberg Foundation. Directed by Jeppe Rønde.

Short

The winner of the *Best Short Film* was awarded to *The Face of Distracted Driving* for AT&T. Directed by Errol Morris for BBDO New York.

Episodic

The winner of the *Best Episodic Film* was awarded to *History of Memory* for HP. Directed by Sarah Klein and Tom Mason for Redglass Pictures, *The Garage* by HP.

VR

The winner of the *Best VR Film* was awarded to *The 100% by Stand Up to Cancer*, HP and Intel. Directed by Hernan Barangan for Sprinbok Entertainment.

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***IMAGES FOR PRESS: Film stills for the 2019 Tribeca Film Festival are available at www.image.net. If you are not an image.net media user yet, please register using referral code 2604. If you have any issues or your need is time sensitive, please contact skleiner@TribecaFilmFestival.org

About the Tribeca Film Festival:

The Tribeca Film Festival, presented by AT&T, brings visionaries and diverse audiences together to celebrate storytelling in all its forms, including film, TV, VR, gaming, music, and online work. With strong roots in independent film, Tribeca is a platform for creative expression and immersive entertainment. The Festival champions emerging and established voices; discovers award-winning filmmakers and creators; curates innovative experiences; and introduces new technology and ideas through premieres, exhibitions, talks, and live performances.

The Festival was founded by Robert De Niro, Jane Rosenthal, and Craig Hatkoff in 2001 to spur the economic and cultural revitalization of lower Manhattan following the attacks on the World Trade Center. Now in its 18th year, the Festival has evolved into a destination for creativity that reimagines the cinematic experience and explores how art can unite communities. The 18th annual edition will take place April 24 - May 5, 2019. www.tribecafilm.com/festival

Hashtag: #Tribeca2019

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About 2019 Tribeca Film Festival Partners:

As Presenting Sponsor of the Tribeca Film Festival, AT&T is committed to supporting the Festival and the art of filmmaking through access and innovation, while expanding opportunities to diverse creators around the globe. AT&T helps millions connect to their passions – no matter where they are. This year, AT&T and Tribeca will once again collaborate to give the world access to stories from underrepresented

filmmakers that deserve to be seen. "AT&T Presents Untold Stories" is an inclusive film program in collaboration with Tribeca - a multi-year, multi-tier alliance between AT&T and Tribeca along with the year-round nonprofit Tribeca Film Institute.

The Tribeca Film Festival is pleased to announce its 2019 Partners: 23andMe, Alfred P. Sloan Foundation, Bai Beverages, Bloomberg Philanthropies, Borough of Manhattan Community College (BMCC), BVLGARI, CHANEL, CNN Films, Diageo, ESPN, HBO, IMDbPro, Kia, Marriott Bonvoy Boundless™ Credit Card from Chase, Merck, Montefiore, National CineMedia (NCM), Nespresso, New York Magazine, NYC Mayor's Office of Media and Entertainment, Prime Video Direct, P&G, PwC, Salesforce, Spring Studios New York, Squarespace, Status Sparkling Wine, and Stella Artois.

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