



THE LEGEND OF LELEKAI

LELEKAI meets at three meanings, three cultures, three elements: sky, mind and sea.

LELEKA is the stork. France knows the bird in Alsace, where its silhouette crowns the chimneys of old houses. Ukraine and much of Slavic Europe keep it as the guardian of the home and the bearer of good news. The stork travels for a living. It crosses continents, winters thousands of kilometres from its nest, and every year finds the way back to where it is awaited.

AI is artificial intelligence. The technology now runs through how the world thinks, makes and lives. It walks in step with the imagination, the intellect and the hand of the artist.

KAI is Hawaiian for sea, for sea water. The sea connects. Its water touches the shores of the dozens of nations our authors, ideas and stories come from. The sea is also the road to Cannes, the city on its edge, where the tides of world creativity meet every year.

From these three comes a bird crossing the sea with a spark of new intelligence in its beak. It circles the world, gathers the languages, cultures and voices of everyone who creates alongside AI, and every May it comes home to Cannes. It watches over the people it holds dear: its authors, its partners, the festival's family.

The legend closes on the festival's own mark for our time, 20AI. It reads the century we live in: the twenty-first, where artificial intelligence becomes a faithful companion to human thought, imagination and craft. Everyone who joins LELEKAI, whether author, partner or spectator, starts from that moment to live on 20AI time, where creativity and technology move forward hand in hand.