

Press Release

SUNNY SIDE OF THE DOC #23 26-29 June 2012 - La Rochelle

This year the key word will be RESISTANCES. In the plural, as all documentaries have to be defended from many dangers...

Throughout the world, filmmakers have real stories to tell and share on all types of screen. We consider these films, wherever they come from, are of public interest and concern.

For its 23rd edition SUNNY SIDE will be the International Market where projects will be exchanged and coproduced, where completed films will find their outlets.

We will be presenting new opportunities, market trends, successes and innovations.

➤ **Participants at this date**

- **1.200 participants**
- **250 International Commissioning Editors and Buyers**
- **300 exhibiting companies, and 15 new stands**
- **5 new sponsors:** CICC (China), Rare Media (China), CNDP (France), PBS International (USA), TI Com Net (Japan).

➤ **The main Forums**

China Doc Revolution #1: Producers

There is an increasing number of documentary co-productions with China and an increasing number of opportunities, thanks to the launch of channels such as CCTV 9, CCTV 10, BTV-HD Doc Channel, and also SMG, HunanTV, CETV3... and the first cinema co-production between China and Canada has been completed: "China Heavyweight"... This means you have to meet the main Chinese producers who are developing co-production strategies. They already have several productions behind them and are working on a number of projects. This forum will be the first assessment of successes and will look at the outlook for the future. Sponsored by CICC.

China Doc Revolution #2: Broadcasters

100 % documentary channels in China are now up and running: CCTV 9, BTV-HD Doc Channel, are the most recent, and there are older ones: CCTV 10 (Science & Education), Shanghai Media Group Doc Channel, CETV3, Hunan TV, Liaoning TV... This new documentary landscape is clearly hungry for quality films, and is open to international films and co-productions. We will detail the criteria, the terms and the editorial lines of these new players on the international scene. The recent signing of framework agreements between, for instance, CCTV 9 and France Télévisions / BBC WW / ITV... give a flavour of the openness and the development potential provided by this market.

Giant Screens & 3D

“Sea Rex” has been seen by a million people around the world, in theatres with Giant Screens! These theatres are increasing in number. Is this a niche enabling a few very expensive, spectacular and technologically complex films or a possibility for the development of multi-screen production strategies? Between giant screens, television sets, blue ray and the internet, is 3D opening up new perspectives? With leading international specialists we will get an understanding of the evolution of the films on offer, the search for more demanding projects and the economy of this new sector. Sponsored by Orange

Producing or Co-Producing a History Documentary for the International Market, Madness or Necessity?

The worldwide success of “Apocalypse: the Second World War” stressed the importance of the demand producers have and their needs for ambitious, federative and innovative HISTORY programmes. Major commemorations, great historical figures, and the most amazing stories find the means to match their ambitions and bring great pleasure to distributors and viewers alike! These are international co-productions. This forum, organized with the USPA, and through the experience of producers and distributors present this day, will help raise the issues and show what is at stake in choosing to finance a history project through an international coproduction. After the Pessac International History Film Festival (November 2011) and the FIPA (January 2012), this round table will complete the cycle of discussions on history documentaries orchestrated by USPA before the organization of a major conference on the genre to be held in Paris at the end of 2012.

Germany & European Co-Productions

With its broad variety of slots and broadcasters, its regional aid systems, and the quality of its productions, Germany has become an essential platform for European co-productions. Whether they are with Eastern Europe, neighbouring countries, Scandinavia, or France, they are many examples proving that European co-productions deserve to be supported and developed. Here again we will be highlighting producers. They will talk about their successes and their difficulties, and also their hopes. Whether they produce for TV, cinema or other screens, they have shown their tenacity, imagination and creativity. Above and beyond their work, the challenges for Europe will also be explored. The circulation of European works, both within Europe and outside our borders, is a primary condition for the construction of an open community. What should be done to get beyond strictly “domestic” interests and provide a more collective understanding? Documentaries can also fight against populist and nationalist trends, as long as they are given the space needed.

Asian Opportunities

Following on from the unanimously acclaimed success of the last Asian Side of the Doc in Tokyo in March, it is essential to present the immense opportunities that these new markets offer. From Japan to Malaysia, from Korea to Singapore, from India to Hong Kong... producers and broadcasters are developing an appetite for documentaries. The quality of the projects presented in Tokyo, the co-production agreements signed, and the new funding systems in project deserve highlighting. You are invited to come and discover these increasingly important players.

➤ **BEST INTERNATIONAL PROJECTS SHOWCASE – BIPS**

Five themes were chosen for the selection of projects:

- HISTORY
- SCIENCE & ENVIRONMENT
- INVESTIGATION & SOCIETY
- CINEMA / 3D / Features
- LITTLE GEMS... (Remarkable projects which do not fall into the previous categories, but whose originality and creativity attracted the attention of our selection committee).

The following projects were selected :

HISTORY

A&O filmproduktion – Germany / **Atomic Africa**

LIC China – China / **Flying Tigers**

Off world – Belgium / **Red Star Line**

Les Films d'ici – France / **Guillaume Le Conquérant**

Dexel film – Germany / **The Umbrella Murder**

INVESTIGATION

Claus Striger – Germany / **Redemption Impossible**

Sprocket Science – UAE / **We The People**

Making DOC Producciones – Spain / **The Afghan Warriors**

Les Films Grain de Sable – France / **Poutine Le Retour**

Sfinx Film / TV ApS – Denmark / **Mission Rape**

SCIENCE

Le Point du Jour – France / **Short Women**

Imago Producciones – Spain / **Invisible Threat**

a&o buero filmproduktion – Germany / **Treasure Hunters**

Saint-Thomas – France / **The Riddle Of Feathered Dragons**

Taglicht Media – Germany / **Lake Vostok**

FEATURE

N3D Land Prod. – France/ Canada / **Overlord Normandy 1944**

Producciones Nomenclatura Films – Venezuela / **Mas Alla del Valle de la Silicona**

Lugh Films – Ireland / **In The Name Of Dignity**

SongbirdSOS Productions Inc. – Canada / **SongbirdSOS**

Zadig Films & Haut et Court Dist. – France / **Comment j'ai détesté les Maths**

LITTLE GEMS

Cosmospace – Japan / **To Bloom Flowers on Rubble**

Avantis – Latvia / **Dixieland**

Cnex – China / **Home Floating Away**

Pieter van Huystee Film – Netherlands / **In Extasy**

Mayenzeke Baza – South Africa / **Ndiyindoda – I Am A Man**

Rare Media – China / **The Ties that Bind**

Sunny Side will give five €2,000 awards to reward the best project in each category, and will contribute to financing their development.

More information at: <http://www.sunnysideofthedoc.com/en/>

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