

Sunny Side of the Doc 2016: “Alter-Native” documentary

The 2016 edition of Sunny Side of the Doc, the international documentary market, will take place from 20 to 23 June at the Espace Encan in La Rochelle. Strengthened by last year’s success, the market will bring together producers, distributors and broadcasters to discuss themes such as content in Global Issues, natural history and wildlife, science, history...

In 2016, Canada is the country being honoured with major events throughout the four days.

With more than 2000 delegates from around the world (60 countries were represented in 2015), including more than 300 international decision-makers and 515 exhibitors, Sunny Side of the Doc is **THE** international market for linear and interactive documentaries. For four days, from 20 to 23 June, and with the label “Alter-Native”, the documentary planet will be spinning around the axis of the Espace Encan in La Rochelle, discovering through the pitching sessions, panels, round tables and screenings the wealth and diversity of international documentary production.

Canada, country of honour

Sunny Side of the Doc will be welcoming Canada in all its diversity and wealth for an important event-studded edition.

“Canada will soon be celebrating its 150th anniversary, and we are a bit ahead of the game, bringing to La Rochelle, the range of Canadian professionals involved in documentaries and innovations relating to new media”, said Yves Jeanneau, CEO of Sunny Side markets. “Producers and distributors, broadcasters and Regional Agencies, Federal Organisers and Support Funds... they will all be there!”

Unmissable events this year include:

- **Panel (Monday 20 June @Agora):** How to Coproduce with Canada? Trends, opportunities and highlighting of financial systems
- **Matchmaking Canada (Monday 20 June @Restaurant):** with one-on-one meetings, international and Canadian producers will discuss and lay down new foundations for coproduction projects
- **Networking Evening (Tuesday 21 June @Musée Maritime):** (by invitation), the Canadian delegation will be hosting a very business-focused yet highly enjoyable evening event
- **Grand Ecran:** a special Canada programme will be shown to the public in La Rochelle as part of the Grand Ecran (programme to be announced)

Finally, “to give all of this a human dimension and an emblematic female figurehead, our friend from Quebec **Monique Simard**, President of SODEC, will be the President of Honour of this 27th edition of Sunny Side”, said Yves Jeanneau.

Pitches: the best international projects

One of the key elements of Sunny Side of the Doc is its ability to bring together and highlight innovative projects. Each year, **Sunny Side of the Doc** creates a unique opportunity for 30-40 creative teams from around the world to pitch their projects to the main buyers and decision-makers in the industry. With the support of the event's sponsors, a dozen or so prizes are awarded (in cash or in kind) by independent juries after the pitch sessions. This year, the 7 pitch sessions concern:

- **Global Issues – 2016 FOCUS** – projects providing a global understanding of international issues or alternatives related to geopolitics, environment, finance & economy...
- **Science** – for this specific call co-organized with EBU, please [CLICK HERE to submit](#)
- **Natural History & Wildlife**
- **History**
- **Arts & Culture** – biopics, music, cinema, fine arts, cultural heritage programs and pop-culture... Organizers will also welcome projects developed with museums, tourist offices or for educational purposes.

New at Sunny Side this year!

- **Digital Creation** – projects exploring digital storytelling, interactivity and new media tools to engage new audiences with factual content: animation, apps, virtual reality, gaming, installations...
- **Asian Pitch** – projects coming from Asia or co-produced with an Asian partner.

Themed Days

Based on themed days, the conference programme will focus on **natural history and wildlife, science, history and global issues documentaries**, highlighting linear and interactive documentaries which push back the boundaries of the genre. There will be new events for professionals: **Meet the Executives** with exchanges between executives from TV broadcasters, **R&D Exclusives** to discover daring projects where creativity goes hand in hand with technological innovations.

Sunny Lab: VR “for real”

In 2015, 360 and virtual reality productions were on the menu at a trailblazing Sunny Lab. Since then VR has become ever-present and has worked its way into ideas for a number of documentary productions.

Continuing its strategy of opening new horizons, the 2016 Sunny Lab programme will focus on experimentation and technological and editorial innovations with several panels: *Real Games, Virtual Reality, Gaming and the Documentary or Branded Content*. Delegates will also have an opportunity to view VR programmes in a dedicated area.

With the desire to root the event in a sometimes difficult reality, Sunny Side of the Doc also aims to provide some keys to understanding constantly-changing documentary production. New production tools, new creation tools, new forms of financing, new broadcasting platforms... Sunny Side is the marketplace for all documentaries!

Find the full programme for Sunny Side of the Doc on www.sunnysideofthedoc.com/sunnyside

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