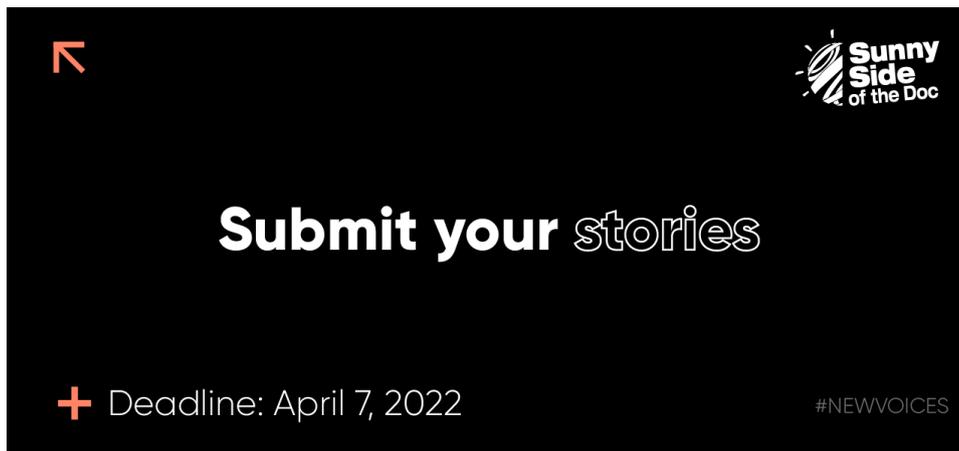




MEDIA ALERT

SUNNY SIDE OF THE DOC 2022

CALL FOR PROJECTS AND REGISTRATIONS NOW OPEN!



Paris, February 17, 2022 - [Sunny Side of the Doc](#), the International Community and Marketplace for Documentary and Digital Storytelling, announces its **Call for Projects 2022**.

The 33rd edition will be back to La Rochelle (France) for an in-person market from June 20-23, featuring a digital extension. **New Voices** is Sunny Side's 2022 main thread for both the market and year-round events.

"We strongly believe that diversity drives innovation and creativity in the documentary genre," says Mathieu Béjot, Director of Strategy and development of Sunny Side. "Supporting new voices and a plurality of voices and talents is essential to ensure that films are relevant to diverse audiences. After the session of the Global Pitch dedicated to Women's Voices (22-23 February), new features will be deployed at the physical edition in June in order to embrace and nurture new talents, and help them find their place in the documentary community."

Sunny Side of the Doc: Call for Projects 2022

By submitting their project to one of the Sunny Side of the Doc's pitching sessions, project holders will enter an invaluable journey made up from mentoring from industry experts, accessing a qualified and diverse professional audience, sealing financial deals, finding potential partners, meeting with peers for potential co-production discussions, and more. All talent can apply which include filmmakers, producers, digital creators, game and interactive designers.

This year, the pitching sessions will be held on-site and online (for participants who may not be able to travel to France) in presence of 400+ top-level international decision makers representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories.

6 selected projects will be pitched in each of the 8 sessions which are divided into 3 broad categories:

- **Genres:** Global Issues, Wildlife & Conservation, Science, History and Arts & Culture
- **Digital Creation:** Immersive Experiences and Digital Na(rra)tive Stories (*New This Year!*)

The 2 sessions cover immersive, XR, VR projects and projects designed natively for digital platforms looking for co-production or financing.

- **Talent Hub:** New Voices (*New this Year!*)
This session is designed to welcome first and second time filmmakers/content creators presenting new and inspiring stories in any genre and with international potential.

The best pitched projects of each session are decided by a jury of industry experts. The 8 winners will receive a 3,000€ cash prize endowed by respective session sponsors.

Closing date for submissions is Thursday 7 April 2022.

For more information, rules and guidelines, click [here](#)

Global Pitch 2022 dedicated to Women's Voices

The Global Pitch by Sunny Side of the Doc will be held online next week, February 22-23. The aim of the two-day online pitching session sponsored by Al Jazeera Documentary Channel / Al Jazeera Balkans Documentary Film Festival (AJB DOC) and PBS International is to facilitate the international financing and coproduction of projects focusing on Women's Voices.

The focus on Women's Voices enables 180 inspiring projects from 47 countries developed by aspiring and seasoned talent alike, mostly - though not only - women, to be brought to light.

The Global Pitch is a unique opportunity for the 12 selected projects to reach out to 100+ key decision makers through online pitching and tailored individual meetings.

Click [here](#) to discover the official selection 2022 and more details on the online event.

Notes to Editors:

About Sunny Side of the Doc: *Sunny Side of the Doc is the international community and marketplace dedicated to linear and non-linear documentary. Every June, a specific event brings together decision makers, producers, filmmakers, sales agents and funders to support the international financing of documentary projects and the circulation of completed programs. The 4-day market offers unique creative, business and networking opportunities for the 2,200+ participants from 60 countries through a mix of high-level pitching sessions, panels on the latest industry trends and an exhibition hall.*

The 33rd Sunny Side of the Doc will be held in La Rochelle from June 20-23, 2022, featuring a digital extension to provide maximum engagement before, during and after the event.

Moreover, each year since 2017, PiXii Festival offers both professional and general public of La Rochelle an amazing exhibition of the most innovative stories and digital installations created through new convergences of documentary, culture and immersive technologies.

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