

# #SSD22 PRESS FILE



[sunnysideofthedoc.com](http://sunnysideofthedoc.com)





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## Editorial

### Welcome to the 33<sup>rd</sup> edition of Sunny Side of the Doc!

**A**nd we're back! It's the moment we've all been waiting for... to see the international documentary community gather together again under La Rochelle's sunny skies, after two online editions which enabled us to stay connected and united despite everything.

We're glad to be back, yet we're returning to a world in crisis. A world which questions its future daily and where, now more than ever before, the documentary genre plays a decisive and civic role which must be maintained and encouraged in the current global media landscape.

And it is with deep conviction that Sunny Side of the Doc returns in the flesh for a face-to-face edition, to champion and celebrate with the entire community an ideal for peaceful coexistence and to inform new, diverse and different audiences, today and tomorrow.

The 48 projects of the official selection stand out for their great diversity and singular view of today's world, echoing our 2022 thread: New Voices.

Among the selection, 40% are first or second films (all categories), and new territories are being seen and heard, such as Jordan, Iceland, Kenya, the United Arab Emirates and Slovenia. The search for authenticity and new and

different points of view are the main features the majority of the works selected, some of which exist in a more original format, the podcast, which is making a remarkable entry at Sunny Side this year.

This special reunion edition has a full exhibition hall with more than 80 confirmed exhibitors from over 20 countries and more than 30 international delegations representing around 500 companies.

The expected international professionals will benefit from a rich programme of events: keynotes speeches, channel showcases, pitch sessions, panels and conferences, Meet the Executives, Meet the Streamers, special screenings, networking opportunities, lunches and happy hours...

The previous two editions provided tons of takeaways for the festival to apply this year. So for 2022, Sunny Side of the Doc is reinventing itself and expanding its physical marketplace with an event platform dedicated to the event offering targeted, complementary content.

At the heart of this evolution, there is one thing that never changes: our commitment to helping new talent emerge, promoting diversity, fostering international co-productions and accelerating the distribution of quality documentaries and immersive experiences around the world.

**Enjoy a happy and fruitful Sunny Side of the Doc 2022!**

**Roman Jeanneau**, CEO  
& **Mathieu Béjot**, Director of Strategy and Development

# About Sunny Side of the Doc



Sunny Side of the Doc  
in key figures

**+2 000** Delegates

**+400** international  
Decision-makers

**+60** Countries

**890** Companies  
with accreditation

**+1 500** Planned one-to-one  
tailored meetings

**F**ounded in 1990, Sunny Side of the Doc is the leading international industry event for co-production funding and circulating completed programmes, for linear documentaries as well as digital storytelling and immersive experiences with PiXii Festival.

Sunny Side of the Doc attracts more than 2,200 participants from over 60 countries, including content creators (producers and directors), decision-makers (broadcasters, streamers, foundations, museums, social networks, sales agents) and professionals from industries related to content creation (archives, music, etc.).

The marketplace has three main aims to:

- Foster the circulation of documentary programmes across Europe and the world;
- Facilitate networking between industry peers and encourage international co-productions and the development of projects;
- Inform and train industry professionals on key market trends, media economics, breakthrough technologies, etc.

## The Sunny Side of the Doc 2022 experience

For those who cannot come to La Rochelle due to travel restrictions, as well as those who will be there in person, the 2022 edition features a digital extension, offering all members of the Sunny Side of the Doc community the chance to extend or enhance their experience.

The platform will be available from the beginning of June, enabling participants to prepare their schedules and consult the Sunny Side official guides. Select highlights from the New Voices programme will be broadcast live, and the most coveted sessions will be available on replay for a limited time after the market ends.



## Let's hear from **New Voices**



“**New Voices**” is the main thread for Sunny Side of the Doc 2022. This theme will run through the marketplace in June, and will also be applied to events and activities organised throughout the year.

**Plurality of voices and talent is essential for ensuring that films remain relevant and reach increasingly diverse audiences.**

Diversity is a strength and richness. It truly drives innovation and creativity in the documentary genre. Plurality of voices and talent is essential for ensuring that films remain relevant and reach increasingly diverse audiences.

After the Global Pitch in February which was dedicated to Women's Voices, the 33<sup>rd</sup> edition of Sunny Side of the Doc includes other new features designed to champion and nurture new talent, and to help them find their place in the documentary community.

### **Sunny Side of the Doc 2022: Incubator and talent spotter**

Enabling documentary gems come to life thanks to international co-productions is part of Sunny Side of the Doc's DNA. Thanks to our [Projects Observatory](#), we can now witness and follow the progress of numerous projects that have been created, broadcast or distributed thanks to a pitch, meeting or deal that took place during a Sunny Side of the Doc festival edition.

This year, the marketplace is putting new voices in all their forms in the spotlight, now more than ever before:

#### **New Voices Talent Hub**

This new pitching session for 2022 is aimed at first- and second-time filmmakers and content creators with projects which have international potential. This hub is designed to shine the spot-light on emerging creators, producers and directors sensitive to the latest issues and inspiring stories. International decision makers are looking to provide more visibility to industry professionals from under-represented communities.

#### **Digital Na(rra)tive Stories**

The marketplace strives to help and support new forms of digital and immersive documentary projects. In addition to the Immersive Experiences pitching session, Digital Na(arr)tive Stories is a new category focused on projects designed natively for digital platforms, social media and video games.

#### **New ways forward**

Like every year, major industry actors and professionals from the world of XR will gather together at Sunny Side of the Doc to explore the future of storytelling, stimulate innovative thinking and foster new collaborations. Round tables and different case studies will be on offer to help better understand XR production and distribution challenges and imagine future co-operations.

# Official Selection 2022

## Science pitch

### SCIENCE OF BATS

Produced by  
Blue Paw Artists (Germany)

Directed by  
Marion Poellmann



### MOTHER'S LITTLE SECRET

Produced by  
TRUENORTH (Iceland)

Directed by  
Jeremiah Cullinane and Sigríður Sólán Guðlaugsdóttir



### AFTER THE METEORITE

Produced by  
Pernel Media (France)

Directed by  
Thomas Cirotteau



### AYAHUASCA

Produced by  
EY UP FILMS (United Kingdom)

Directed by  
Bruce Gill



### OCEAN SEEN FROM THE HEART

Produced by  
JANE LOSA FILMS (Canada)

Directed by  
Marie-Dominique Michaud and Iolande Cadrin-Rossignol



### DOPAMINE - HOW APPS HACK OUR BRAINS

Produced by  
Les Bons Clients (France)

Directed by  
Léo Favier



## Global Issues pitch

### DIGITAL TSUNAMI

Produit par  
White Pine Pictures (Canada)

Réalisé par  
Fred Peabody



### OUTSIDER

Produced by  
Kopuku Films (India)

Directed by  
Siddesh Shetty



### SPACE EMPIRES

Produced by  
La Compagnie des Taxi Brousse (France)

Directed by  
Véronique Préault



### BREAKING SOCIAL

Produced by  
WG Film AB (Sweden)

Directed by  
Fredrik Gertten



### SHE

Produced by  
Antropica S.r.l. (Italy)

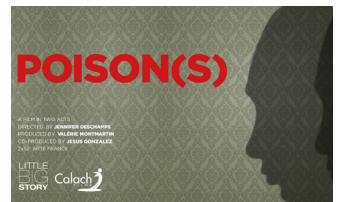
Directed by  
Parsifal Reparato



### POISON(S)

Produced by  
LITTLE BIG STORY (France)

Directed by  
Jennifer Deschamps



# Immersive Experiences pitch

## JACOB'S JOURNEY

Produced by  
Infinite Frame Media (Canada)

Directed by  
Joanne Popinska



## JFK: MEMENTO

Produced by  
TARGO (France)

Directed by  
Chloé Rochereuil



## TRAVELING WITH TROTSKY

Produced by  
CULTURAL VIDEO PRODUCTION/  
THENRBBUS COLLECTIVE and INVR.SPACE  
(Germany)

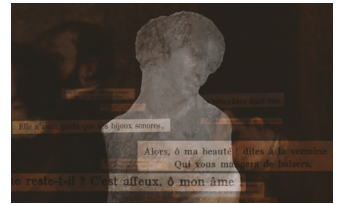
Directed by  
Vincenzo Cavallo



## JEANNE AND THE FLOWERS OF EVIL

Produced by  
LITTLE BIG STORY LAB (France)

Directed by  
Régine Abadia



## ALTERNATES (BERGANTIAN)

Produced by  
CinemaLeap Inc. (Japan)

Directed by  
Jonathan Hagard



## 71% AND RISING

Produced by  
SEETREE GmbH (Germany)

Directed by  
Hendrik S. Schmitt

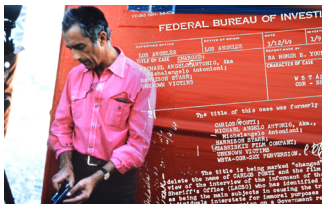


# Arts & Culture pitch

## BLOWING UP AMERICA

Produced by  
Heimatfilm GmbH + CO KG (Germany)

Directed by  
Veit Bastian



## CELTIC UTOPIA

Produced by  
MDEMC & Plainsong Films (Sweden)

Directed by  
Dennis Harvey and Lars Lovén



## HUGO IN VENICE

Produced by  
Fiumi Film (Switzerland)

Directed by  
Stefano Knuchel



## THE HIDDEN EYE

Produced by  
Wanda Films (Spain)

Directed by  
Carlota Nelson



## MATRIX, INSIDE & OUT

Produced by  
BELLOTA FILMS (France)

Directed by  
Benjamin Clavel



## CAMERRAMAN

Produced by  
Bridge Films (Czech Republic)

Directed by  
Jana Hojzdová



# Wildlife & Conservation pitch

## LOVE SAFARI

Produced by  
Media Stockade (Australia)

Directed by  
Randall Wood



## SIMBIUS

Produced by  
Prana Filmes (Brazil)

Directed by  
Liliana Sulzbach



## THE BIG LITTLE THINGS

Produced by  
Ouragan Films, Saint Thomas Productions,  
Red Nature Films (France)

Directed by  
Muneera Sallies



## MARINE CREATURES LOST AND FOUND

Produced by  
Guangdong X Elements International Sports and Public  
Communication Co.,Ltd; Shenzhen Xin Gang Culture  
Communication Co.LTD; MUYI FILM B.V. (China)

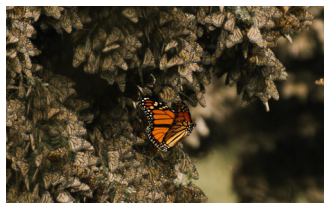
Directed by  
Chen Huiping



## THE BUTTERFLY MURDERS

Produced by  
sagamedia (Germany)

Directed by  
Michaela Kirst



## HOMO ANIMALIS

Produced by  
Hauteville Productions (France)

Directed by  
Jacques Mitsch



# New Voices Talent Hub

## HARVEST MOON

Produced by  
New Productions (Jordan)

Directed by  
Rama Ayasraa



## A WOMAN'S PATH

Produced by  
Seven Springs Pictures (Islamic Republic  
of Iran)

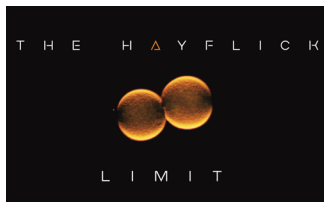
Directed by  
Marjan Khosravi



## THE HAYFLICK LIMIT

Produced by  
Les Films de la Passerelle (Belgium),  
Calisto Productions (France),  
LCP - Assemblée Nationale (France)

Directed by  
Thomas Licata



## WHAT CAN IT DO?

Produced by  
Virtual (France)

Directed by  
Francois Demerliac



## NOTHING CALLED HOME

Produced by  
Maurice & Morrise (United Arab Emirates)

Directed by  
Arkus



## SHAMAN VS PUTIN

Produced by  
LES STEPPES PRODUCTIONS (France)

Directed by  
Beata Bubenec



# Digital Na[rra]tive Stories pitch

## BARN SHORT DOCS

Produced by  
Neolight Productions Limited (Kenya)

Directed by  
Jake Sirma



## FINDING HOME

Produced by  
Iliade et Films (France)

Directed by  
Maria Stanisheva



## A VERY HOT SUMMER IN NEW-YORK CITY

Produced by  
Binge Audio (France)

Directed by  
Anne-Cécile Genre and Marine Pradel



## CLIMATE JUSTICE

Produced by  
SEPIIA (France)

Directed by  
Zouhair Chebbale



## THE CHARACTERS

Produced by  
POINT DU JOUR - LES FILMS DU BALIBARI (France)

Directed by  
Elsa Oliarj-Ines



## LA BUISSONNIÈRE

Produced by  
CLAP AUDIO (France)

Directed by  
Héloïse Pierre



# History pitch

## SNATCHED FROM THE SOURCE

Produced by  
SENCA STUDIO, BELA FILM (Slovenia)

Directed by  
Maja Weiss



## A WOMAN IN KABUL

Produced by  
Kepler22 Productions (France)

Directed by  
Charlotte Erih



## THE FACTORY'S BASEMENT

Produced by  
Grifa Filmes (Brazil)

Directed by  
Gustavo Ribeiro



## LIBERATION DIARIES

Produced by  
Saxonia Entertainment (Italy)

Directed by  
Matteo Parisini



## MOSCOW NIGHTS

Produced by  
Akajava films (Ireland)

Directed by  
Irina Maldea



## CHASING DRAGONS: THE FORGOTTEN KNIGHT OF THE ROUND TABLE

Produced by  
ZED (France)

Directed by  
Marie Thiry

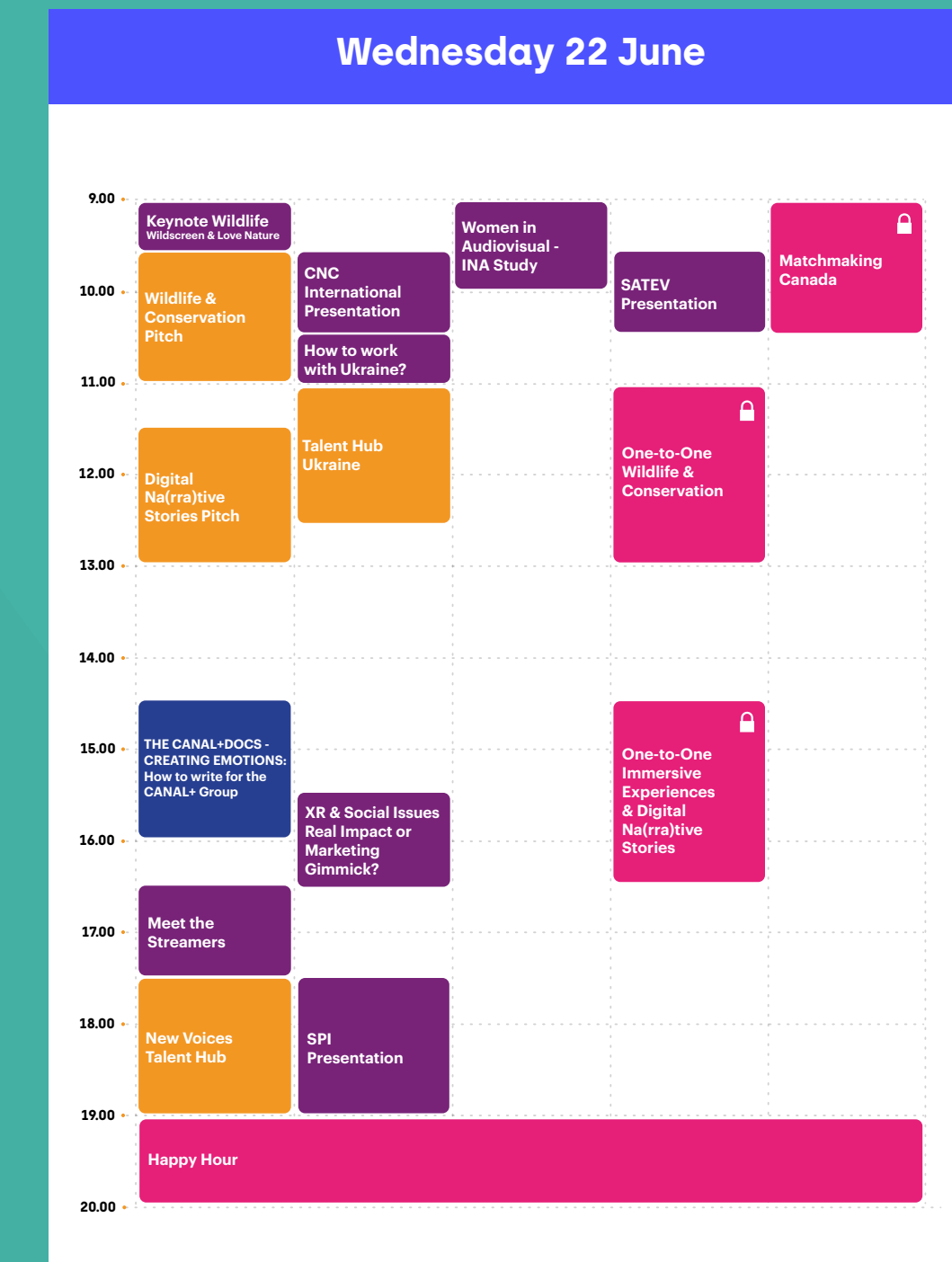
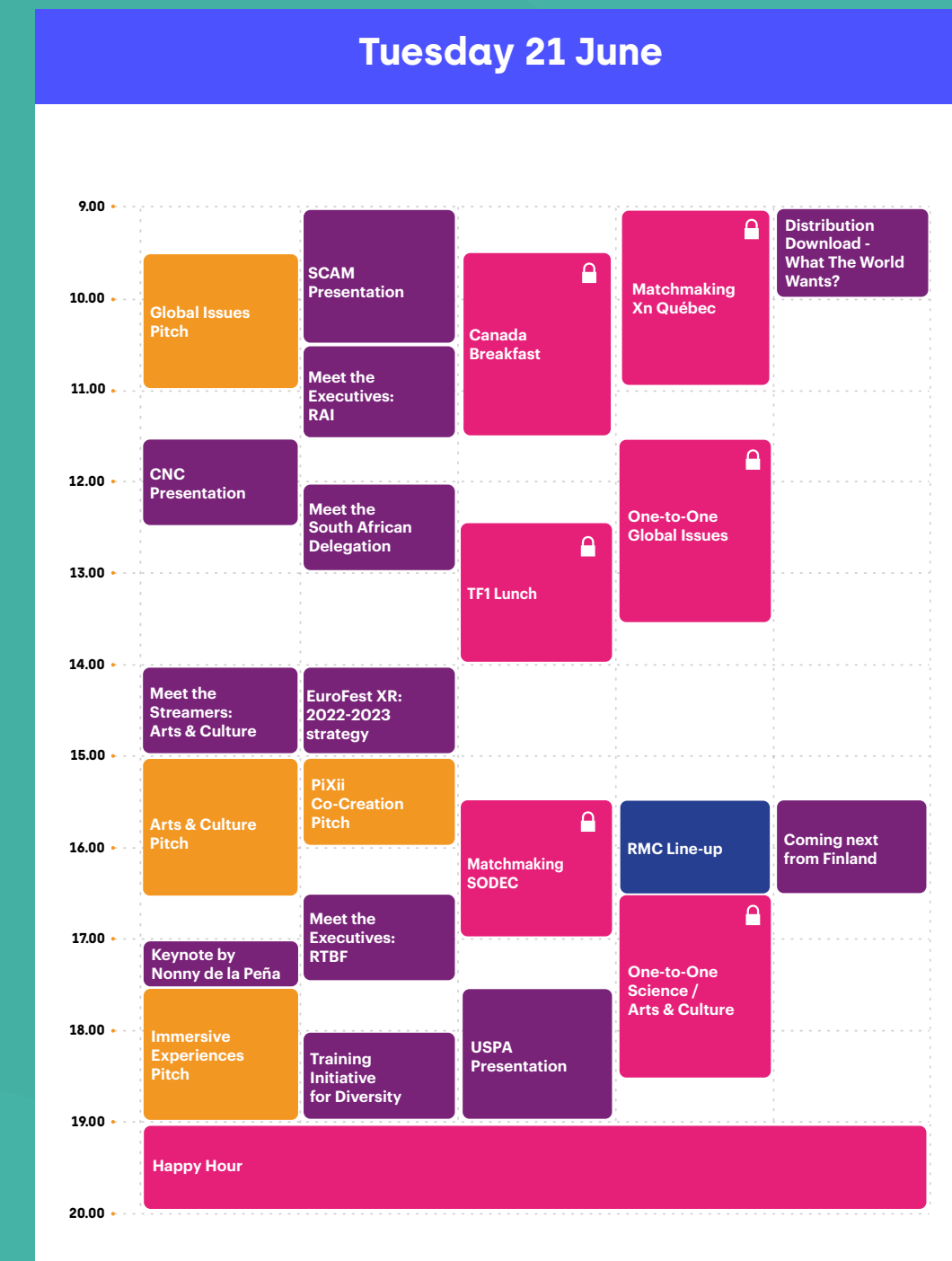
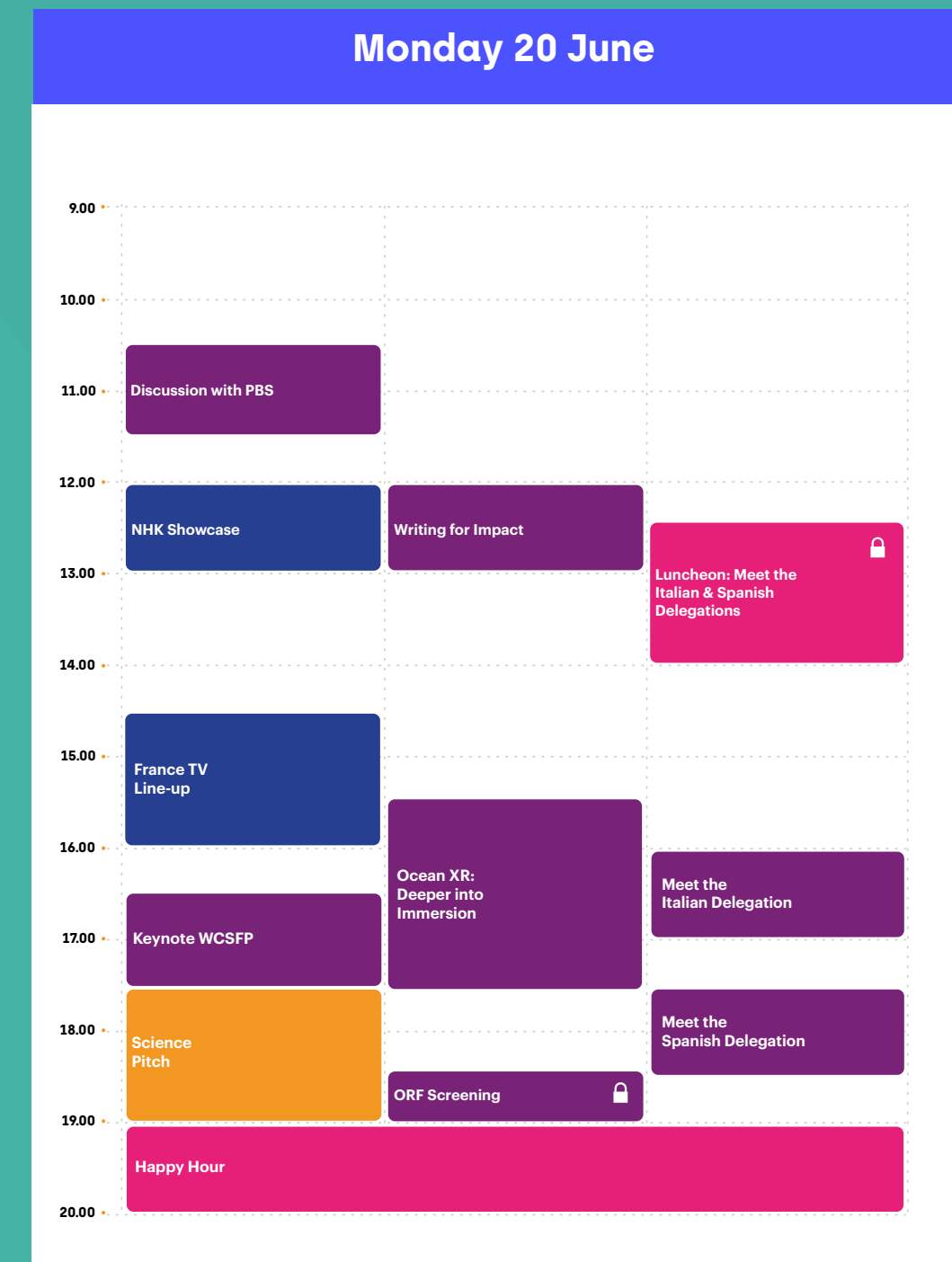




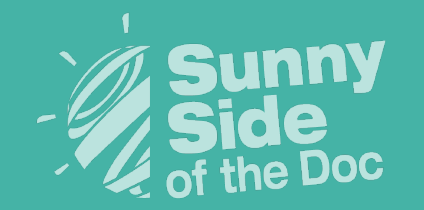
# Agenda #SSD22

As of May 25<sup>th</sup>

🔒 Sessions and events by invitation only.



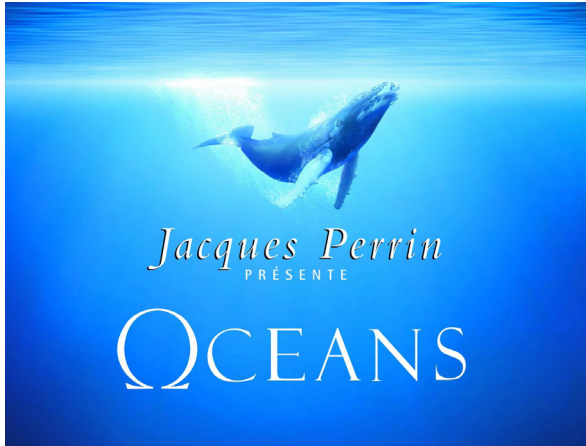
- Pitching Sessions
- Industry Talks
- Line-up & showcases
- Networking Times
- Special Events



# Special Events

## Screening

Free screenings, open to the general public and professionals accredited to Sunny Side of the Doc, seats subject to availability.



### OCEANS - Screening in tribute to Jacques Perrin

A loyal participant of Sunny Side of the Doc, Jacques Perrin is a pillar of the documentary industry in France and around the world. **Tribute screening in the presence of the film crew.**

By Jacques Perrin and Jacques Cluzaud | FRANCE  
Documentary | 1h44 | Released in 2010

*Sailing at 10 knots in the heart of a school of hunting tuna, accompanying dolphins in their crazy cavalcades, swimming with the great white shark shoulder to shoulder... The film Oceans is like being a fish among fish. After Himalaya and Le Peuple migrateur, Jacques Perrin takes us, with unprecedented filming methods, from the polar ice caps to the tropics, to the heart of the oceans and its storms to help us rediscover the known, unknown and ignored marine creatures. Océans questions the imprint that man imposes on wild life and responds through images and emotion to the question: «The Ocean? What is the Ocean?»*

**Monday 20 June - 8:30pm** **Auditorium Espace Encan**



### THE HUNGARIAN PLAYBOOK

From pitch to screen: Global Pitch 2021 winner, the documentary *The Hungarian Playbook* will be screened for the first time in France at Sunny Side of the Doc. **French premiere in the presence of the film crew.**

By Florian Schewe | GERMANY  
Documentary | 45 min

*The Hungarian Playbook follows the heroic struggle of a handful of young journalists against the propaganda machine of prime minister Viktor Orbán, which is becoming a role model across national borders. They are insiders who turned against the system.*

**Tuesday 21 June - 8:30pm** **Auditorium Espace Encan**

## Happy hours



**Monday 20 June 7-8pm**  
 **La Fabuleuse Cantine**



**Tuesday 21 June 7-8pm**  
 **La Fabuleuse Cantine**



**Wednesday 22 June 7-8:30pm**  
 **La Fabuleuse Cantine**

## Press Tour à l'Alhambra Studios

Presented by its founder Eric Debègue, discover the Alhambra Studios based in the city of Rochefort - where director Jacques Demy filmed *Les Demoiselles de Rochefort*. This old movie theater now houses recording studios, a sound effects auditorium and image & sound post-production studios. the unique and friendly setting offered by Alhambra Studios which are highly praised in the business of music and film industry.

Round-trip from Espace Encan (La Rochelle) to Alhambra Studios (Rochefort) and cocktail included in the visit. From 10.45 am to 2 pm on Wednesday, the 22nd of June 2022. [Registration required](#) via Sunny Side of The Doc

**Wednesday 22 June 10:45am - 2pm**  
 **La Rochelle - Rochefort - La Rochelle**



# Alongside the market

## PiXii Festival

PiXii Festival is a place in which digital and creative cultures emerge. This free international festival open to all is also a marketplace for innovation, as well as a collaboration accelerator for cultural offerings from platforms, museums and heritage sites around the world.

Since 2017, PiXii Festival has been running alongside Sunny Side of the Doc, the international marketplace for documentary and narrative experiences. Every year, PiXii brings together content creators, innovative tech studios & companies, and cultural decision-makers, providing a space to help them expand their networks, find new investment opportunities for documentary production and distribution, and spark innovative collaborations with the cultural and heritage sectors.


Following the success of the 2021 edition which welcomed over a thousand festival-goers, PiXii Festival will continue its strategy in presenting the best of cultural immersion, teaming up with six emblematic cultural and heritage sites in La Rochelle: La Tour De La Chaîne (Centre Des Monuments Nationaux), the Natural History Museum, Musée Du Nouveau Monde, La Rochelle city hall, Maison Henri II (Centre Intermondés) and Saint-Sauveur church.

**For the very first time, PiXii Festival will be twinned with the second edition of Palais Augmenté, which will take place in Paris at the Grand Palais Ephémère from 17 to 19 June 2022, in partnership with Fisheye and RMN Grand-Palais.**




**PiXii co-creation**

PiXii Co-Creation is the first European incubator for immersive projects, established as an international path of collaborative digital creation. Coordinated by Sunny Side of the Doc, in partnership with Creatis, 2K Films, MUTEK and with the support of Creative Europe's Culture programme, PiXii Co-Creation is dedicated to the digital mediation and cultural innovation industries. Sunny Side of the Doc will host the third and final workshop, giving the four chosen teams the opportunity to present their projects in a prominent international professional environment.



**Programme Ex-Oriente**

Sunny Side of the Doc is also a partner of the European training programme Ex Oriente Film Workshop 2022. The call for applications closes in May 2022 to select 12 documentary projects (in development or early production phase) that will be supported for one year. Sunny Side of the Doc is the first step of the training programme and will welcome all the participants for the first session titled "Find your Way – Vision, Space and Storytelling."

# Sunny Side of the Doc's Gold Partners

## france•tv

### France Télévision, the leading documentary broadcaster in France

Considered as an essential element of public service media, documentaries are present on all the group's platforms, both linear and digital. They are firmly in line with the challenges of our time, our society and our democracy. From the most unique works to films aimed at the widest audiences, they simply tell us, move us, enlighten us... Documentary storytelling and making are constantly renewed, thanks to all the talents – producers, directors, authors – providing this art form a powerful originality and a real modernity.

## arte

### Documentary at the heart of ARTE's editorial offer

As the basis of its editorial offer (on air, on its arte.tv platform and on its social channels, which gathers 18 million subscribers), ARTE's documentary offering is a major axis of the channel, even more so because it provides the keys to understanding the upheavals of the world. As the channel celebrates its 30th anniversary in 2022, ARTE wishes more than ever to innovate and cultivate its singularity: affirming the views of authors, proposing new narrative forms adapted to the audience's needs and delivering great documentary stories that enrich the European democratic space.



### Telefilm Canada—Partner of Choice

Telefilm is dedicated to the cultural, commercial and industrial success of Canada's audiovisual industry. Through funding and promotion programs, Telefilm supports dynamic companies and creative talent at home and around the world. Telefilm also makes recommendations regarding the certification of audiovisual treaty coproductions to the Minister of Canadian Heritage, and administers the programs of the Canada Media Fund. Visit [telefilm.ca](http://telefilm.ca) and follow us on Twitter at [twitter.com/telefilm\\_canada](https://twitter.com/telefilm_canada) and on Facebook at [facebook.com/telefilmcanada](https://facebook.com/telefilmcanada).



### China Pavilion, Source of Great ideas

The China Pavilion has been part of the Sunny Side of the Doc for past years, with a view to bringing more appealing China stories and diverse collaborative programs to the global community of documentary professionals. It has played an active role over the past decade or so in promoting the global presence of excellent Chinese film and television companies through its fruitful work to participate with them in a dozen of international events and festivals every year.

## THE DEPARTMENT, PARTNER OF ARTISTIC AND CULTURAL CREATION SUNNY SIDE OF THE DOC 2022

Join us from the 20th to the 23rd June 2022 on [www.sunnysideofthedoc.com](http://www.sunnysideofthedoc.com)

From the 20<sup>th</sup> to the 23<sup>rd</sup> of June 2022, the 33<sup>rd</sup> international documentary market will take place in La Rochelle. Accompanied by the 6<sup>th</sup> edition of the PiXii Festival, professionals of the industry will be able to meet and share their experiences throughout new creatives opportunities to shape tomorrow's industry.

**Partner since 2006** (€20,000 grant for the Sunny Side Of The Doc Festival and for the PiXii Festival), the Department, as part of its policy to support film, audiovisual and multimedia production, is once again on board!



### ○○ Culture at the heart of our policy

Since 2000, the department has been supporting audio visual creation and is willing to endorse its expansion. Today, with the newly established "NOTRe" law (*Nouvelle Organisation Territoriale de la République - meaning New Territorial Organization of the Republic*), only the Nouvelle-Aquitaine Region is able to support its economic development.

However, the department can strengthen its policy towards audiovisual and multimedia arts as parts of its supports to culture once the creations have been validated by "Comité Régional des Experts longs-métrages, courts-métrages et documentaires".

**In 2022, the Department helped 14 projects** (*fictions, short movies, feature film and documentaries*) for an overall budget of **374,000€**. Those creations, productions and filming have a substantial impact on the promotion and attractiveness of the Charente Maritime Department.

### ○○ A dedicated financial aid to the documentary production

Thanks to its financial aid, the department is able to fund more than 10 companies every year in Charente-Maritime.

*In 2022, The Charente-Maritime Department supported 4 documentaries for an amount of 43.000€.*

**The department is willing to help** any event and opportunities that aims to develop and flourish the creation and spread of cultural and audiovisual arts :

- Creation and production.
- Artistic education, knowledge cultural dissemination and public development.
- Meetings and events.
- Cinema production.
- Cultural heritage.

### Organised by the Department :

- The festival of festivals - a melting pot of the amazing cultural diversity that Charente-Maritime offers, thanks to its number of festivals and supported by our collectivity.
- "Hors les murs" sessions to promote cultural dissemination in remote areas.
- Pupils jury to involve children from Charente-Maritime, from the age of 12 to 15 in great events to enrich their knowledge of the industry, allowing them discover what's happening behind the scenes!

## LA ROCHELLE, a territory of the moving image

As a long-standing partner of the Sunny Side of the Doc, the La Rochelle conurbation renews its support to the international documentary and storytelling marketplace by hosting its 33rd edition from 20 to 23 June 2022.

Sunny Side of the Doc, one of the most important events in La Rochelle, brings together over 2,000 international professionals and generates significant direct and indirect economic benefits throughout the area. It contributes to the exposure and appeal of the La Rochelle conurbation and boosts the moving image and ICT industry, which represents 150 companies, nearly 1,000 jobs, and 100 million euros in sales.

This 33rd edition, “New Voices - Place aux Nouvelles voix”, aims to bring to light emerging talents and promote onscreen diversity and pluralism.



© Julien Chauvet



© Christophe Breschi

La Rochelle is also pleased to be teaming up with the PiXii Festival, the international festival of Digital Cultures, for its 6th edition, which is still free and open to all. This year, the event will be paired with the 2nd edition of Palais Augmenté, allowing the city to host a unique selection of AR art pieces. The audience will have the privilege to discover the art pieces of the Festival *Palais Augmenté* that will be held simultaneously in Paris.

After the record attendance of last year's edition, with over a thousand festivalgoers, the PiXii Festival will continue to offer the best cultural immersive experience in the heart of La Rochelle by presenting six of the most

emblematic cultural and heritage sites of La Rochelle. This will be a great opportunity to put the wonders of this beautiful coastal city in the spotlight.

For over a decade now, La Rochelle has been asserting itself as a territory of the moving image. Already a favoured location of filmmakers for over a century with the likes of Denys de la Patellière, Claude Sautet and Pierre Granier-Deferre, not to mention Patrick Grandperret, La Rochelle has emerged as a showcase of the moving image industry.

Thanks to the quality of the amenities offered by Espace Encan and La Coursive, as well as the hospitality and responsiveness of the local authorities, La Rochelle has convinced major cultural and professional events like Side of the Doc to make it their home each year. Other events are already firmly anchored on the territory, such as the La Rochelle Cinema Festival, the second-largest French Film Festival in terms of attendance after Cannes with around 75,000 filmgoers, the TV Fiction Festival, the Escales Documentaires or the Adventure Film Festival, the Japanese Film Festival, the Zero1 Festival, and more.



© Julien Chauvet

**BUREAU PRESSE / RESPONSABLES DES RELATIONS MEDIAS**

Cabinet du Maire de La Rochelle et Président de la Communauté d'Agglomération  
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## **Co-funded by**

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## **Gold Partners**

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## **Silver Partners**

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## **Partner Delegations**

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## **Pitch Sponsors**

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## **Institutional Partners**

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## **Industry Partners**

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## Event Partners

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## Media Partners

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## Powered by

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For more information about Sunny Side of the Doc, PiXii Festival, and applications for press accreditation, visit the [online press room](#).

**Media Contact:**

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