



THE 33RD EDITION OF SUNNY SIDE OF THE DOC DRAWS TO A CLOSE AND REVEALS THE 2022 AWARD WINNERS

THE INTERNATIONAL DOCUMENTARY COMMUNITY REUNITES TO PARTICIPATE IN CREATIVE TALKS, HEAR NEW VOICES AND FIND CO-PRODUCTION AND FUNDING OPPORTUNITIES



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La Rochelle, 23 June 2022 – The 33rd edition of **Sunny Side of the Doc**, the international marketplace for documentary and narrative experiences, is today drawing to a close. The four-day event ran from 20 to 23 June in La Rochelle. Running alongside, the 6th edition of PiXii Festival took over eight emblematic cultural and heritage sites in the city, and provided opportunities for exchange between industry professionals concerning how virtual reality can be applied to the documentary genre.

This edition was all about reunions, which gathered together more than 2,000 participants from 67 different countries, 1,100 accredited companies and almost 400 international decision-makers – from leading broadcasters, streamers, foundations, sales agents and other investors from across the globe, as well as welcoming significant delegations from Spain, Italy, Canada, South Africa, Finland and even China, who was able to take part in the event thanks to its hybrid dimension.

“We are delighted that we were able to bring together international industry leaders this year to celebrate and champion the genre, which in recent years has experienced both a greater audience demand and increased difficulties in terms of financing and production,” highlights **Mathieu Béjot, Director of Strategy and Development at Sunny Side of the**

Doc. *"The documentary genre is recovering from the health crisis more slowly than others. We must now find spirited ways to collaborate internationally, to be able to meet new partners, not only for funding opportunities but also for the creative side too. This is the challenge for a marketplace like Sunny Side of the Doc and what also makes it so important for the sector".*

With **New Voices** as the central theme for the 2022 programme, compelling and exciting stories from around the world were heard throughout the event. These *New Voices* - which were particularly showcased during the pitch sessions - include not only emerging talent from all age groups (such as filmmakers making their first or second film, or new and less experienced producers), but also industry professionals from under-represented communities and countries.

The new pitch sessions have generated a lot of interest, debate and emotion. **Tom Koch**, Vice President of **PBS International**, Sponsor of the History Pitch said: *"PBS International is proud to continue its sponsorship of the History Pitch at Sunny Side of the Doc. In the face of the enormity of world events, history programmes are absolutely essential, vital and deeply needed."*

Industry professionals were able to attend conferences featuring presentations from major international players including PBS, NHK, France Télévisions, Docu Box Nairobi, So-dec, Arte, RTBF, Rai and Telefilm Canada, Canal+ Group... who gave an insight into the current state of the industry, the on-going projects and potential growth strategies for the future.

Among the highlights of the week: the call for international projects launched by France Télévisions and its International Coproductions department, with ZDF (Germany), Channel 4 (UK), CBC (Canada), SVT (Sweden), ORF (Austria) and ABC Australia. Another panel focused on distribution which showed how broadcasters and global streamers have greatly contributed to the growth of documentaries and allowed the genre to take risks. The Talent Hub Ukraine highlighted a dozen Ukrainian producers and directors to support them and facilitate their contact with the international community. In addition, the open stage of the Level Up - a space for short presentations - offered inspiring sessions on very targeted topics.

Alongside the market, the 6th edition of PiXii – the international festival of digital cultures and veritable innovation lab for Sunny Side of the Doc – presented the crème de la crème from the sector to industry delegates and La Rochelle locals. From 18 to 23 June, eight of La Rochelle's emblematic sites welcomed a wide audience captivated by 15 different experiences combining virtual reality, augmented reality and apps. More than a thousand festival-goers got involved in these immersive experiences at heritage sites such as Tour De La Chaîne (Centre Des Monuments Nationaux), the Natural History Museum, Musée Du Nouveau Monde, La Rochelle city hall, Maison Henri II (Centre Inter-mondes), Saint-Sauveur church, the forecourt of the Espace Encan and the Tourist Information Centre.

"Thanks to technology and the different works presented as part of the festival, we were able to reach an even wider audience than those accustomed to traditional documentaries," explains **Stéphane Malagnac, Head of Innovation and PiXii Festival**. *"The immersive approach elicits more emotion, understanding and empathy from the audience. The user becomes an actor in and truly lives the experience. And that's why this year's programme has offered many unforgettable highlights."*

The 34th edition of Sunny Side of the Doc will take place on 19 to 22 June 2023, and the 7th edition of PiXii Festival will begin on Saturday 17 June 2023.

2022 WINNERS

PITCHING SESSIONS WINNERS

BEST GLOBAL ISSUES PITCH



An award sponsored by **RTBF**

SHE

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

Directed by: Parsifal Reparato

BEST ARTS & CULTURE PITCH



An award sponsored by **West Lake International Documentary Festival**

THE HIDDEN EYE

Produced by: Wanda Films (Spain)

Directed by: Carlota Nelson

BEST IMMERSIVE EXPERIENCES PITCH



An award sponsored by **France TV Story Lab**

JACOB'S JOURNEY

Produced by: Infinite Frame Media (Canada)

Directed by: Joanne Popinska

BEST WILDLIFE & CONSERVATION PITCH



*An award sponsored by **Love Nature** & **Blue Ant Media***

THE BIG LITTLE THINGS

Produced by: Saint Thomas Productions (France) / Red Nature Films (South Africa)

Directed by: Muneera Sallies

BEST SCIENCE PITCH



*An award sponsored by **France Télévisions***

AYAHUASCA

Produced by: Ey Up Films (United Kingdom)

Directed by: Bruce Gill

BEST HISTORY PITCH



*An award sponsored by **PBS International***

THE FACTORY'S BASEMENT

Produced by: Grifa Filmes (Brazil)

Directed by: Gustavo Ribeiro

BEST NEW VOICES TALENT HUB PITCH



NOTHING CALLED HOME

Produced by: Maurice & Morrise (United Arab Emirates)
Directed by: Arkus

BEST DIGITAL NA(RRA)TIVE STORIES PITCH



A VERY HOT SUMMER IN NEW YORK CITY

Produced by: Binge Audio (France)
Directed by: Anne-Cécile Genre & Marine Pradel



PIXII FESTIVAL WINNER

**LA ROCHELLE CONURBATION AUTHORITY
PIXII GRAND PRIX**



SUPLIQUES STORIES

Produced by: Générale de production (France)
Technologie(s): Mixed Reality



SPECIAL PRIZES WINNERS

**INSTITUTE OF DOCUMENTARY FILM AWARD
LIBERATION DIARIES**

Produced by: Ladoc (Italy)
Directed by: Matteo Parisini

**CRISTAL PUBLISHING CREATION PRIZE
THE FACTORY'S BASEMENT**

Produced by: Grifa Filmes (Brazil)
Directed by: Gustavo Ribeiro

**ALHAMBRA STUDIOS POST-PRODUCTION PRIZE
FINDING HOME**

Produced by: Iliade et Films (France), AnimaDocs (Bulgaria)
Directed by: Maria Stanisheva

**INVR.SPACE PRIZE
JACOB'S JOURNEY**

Produced by: Infinite Frame Media (Canada)
Directed by: Joanne Popinska

**AWARD DOCS UP FUND AND THE IMPACT SOCIAL CLUB
SHE**

Produced by: Antropica S.r.l. (Italy)
Directed by: Parsifal Reparato

PITCH THE DOC PRIZE

HARVEST MOON

Produced by: New Productions (Jordan)

Directed by: Rama Ayasraa

IMZ AWARD

CELTIC UTOPIA

Produced by: MDEMC (Sweden)

Directed by: Dennis Harvey, Lars Lovén

MOVIES THAT MATTER AWARD

SHE

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

Directed by: Parsifal Reparato

AJD INDUSTRY DAYS @ AJB DOC AWARD

HARVEST MOON

Produced by: New Productions (Jordan)

Directed by: Rama Ayasraa

STUDENTS CHOICE AWARD

BYE MOM

Produced by: Borgerhoff & Lamberigts TV (Belgium)

Directed by: Ellen Pollard & Marie de Hert



Click [HERE](#) to download photos from Sunny Side of the Doc and PiXii Festival 2022

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

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