

PRESS RELEASE

# **GLOBAL PITCH 2022 BY SUNNY SIDE OF THE DOC**

## AND THE WINNER IS...



**La Rochelle, February 23, 2022** - <u>Sunny Side of the Doc.</u> the International Community and Marketplace for Documentary and Digital Storytelling, today announces the winner for **the second** and **online edition** of **Global Pitch** (February 22nd – 23rd).

*The Global Pitch – Women's Voices* just kicked off Sunny Side of the Doc's 2022 year whose main thread is **New Voices**. Plurality of voices and talents is essential to ensure that films are relevant to diverse audiences. Strongly convinced that diversity drives innovation and creativity in the documentary genre, Sunny Side of the Doc is setting up new features to be deployed at the 33<sup>rd</sup> edition in June to embrace and nurture new talents, and help them find their place in the documentary community.

Sponsored this year by Al Jazeera Documentary Channel / Al Jazeera Balkans Documentary Film Festival (AJB DOC) and PBS International, the online pitching event aims to facilitate the international financing and coproduction of projects focusing on Women's Voices in front and behind the camera.

Over two days, a selection of **12 projects among the 180 from 40+ countries** submitted, were presented to a panel of high-level decision-makers in pre-recorded video pitches, followed by a live Q&A session.

One project particularly caught the attention of a prestigious jury gathering influential representatives of the documentary and audiovisual sector: **Lucila Moctezuma**, Program Director at **Chicken & Egg Pictures** (United States), **Mehdi Bekkar**, Sr. Producer - In House Production | Production Department, at **AI Jazeera Media Network** (Qatar) and **Gugi Gumilang**, Executive Director at **In-Docs** (Indonesia).

## **GLOBAL PITCH 2022 – THE AWARD WINNING PROJECT GOES TO:**

### **"BROKEN FLOWER"**

Director: Sarvnaz Alambeigi Production: Rabison Art Country: Islamic Republic of Iran Logline: "A teenage Afghan girl joins the Afghan Muay Thai national team despite domestic violence and threats from ISIS and the Taliban."

The Global Pitch Award is endowed with  $\in$  3,000 by the sponsors plus 2 full passes to Sunny Side of the Doc 2022.

**Jury's Choice:** "The filmmaker's approach to the character's story is very intimate and personal. The story is important and she's a very compelling character fighting for freedom."

"Congratulations to the winner! This second edition of the Global Pitch was a great success gathering more than 325 participants from 57 countries including 81 international Decision Makers. It is essential for us to discover, present and share with our community, strong, original and fascinating stories with a talented female perspective," comments **Mathieu Béjot, Director of Strategy and Development of Sunny Side of the Doc.** 

"Great storytelling and stories are at the core of what we do," says **Tom Koch, Vice President, PBS International**. "What has evolved is our desire to hear from new voices, filmmakers, and different perspectives. There is no better place to start hearing from you than Sunny Side's Global Pitch, which is why PBS International proudly supports this initiative."

The 33<sup>rd</sup> edition of Sunny Side of the Doc will be back to La Rochelle (France) for an in-person event from June 20-23, featuring a digital extension. Registrations and Call for projects are already open.

For more information about Sunny Side of the Doc 2022, <u>click here</u>.

#### Notes to Editors:

**About Sunny Side of the Doc:** Sunny Side of the Doc is the international community and marketplace dedicated to linear and nonlinear 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.

www.sunnysideofthedoc.com www.pixii-larochelle.fr

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