

SUNNY SIDE OF THE DOC 2021 A COMMITTED AND ENGAGING EDITION

The 32nd edition of the international marketplace for documentary and narrative experiences was the unique opportunity for international documentary professionals to reconnect with their peers during these uncertain times, over a programme strongly focused on networking and prospects for the future of the industry.

La Rochelle, 24th June 2021 - From 21st to 24th June, some 1500 industry professionals from 58 countries (including 380 decision-makers) and 891 companies (68% of which coming from abroad) took part in the 32nd edition of Sunny Side of the Doc online via our platform that was specially designed to foster exchange. Alongside this, the 5th edition of PiXii Festival was held in La Rochelle, taking over several of the city's emblematic venues while offering industry professionals a digital and physical programme.

"As the pandemic is receding globally, industry expectations for resuming normal activity are high. The focus for this online edition was on networking – an element much missed by many over the past months. And the figures prove this to have been a success," introduces Mathieu Béjot, Director of Strategy and Development. Since the platform opened on 10th June, more than 1,000 meetings were organised as part of nine tailor-made matchmaking sessions for producers, distributors and new talents, and almost 15,000 messages were exchanged.

Building European documentary

Sunny Side of the Doc's programme has always been a melting pot of initiatives and exchanges for the documentary community - and this year was no exception, awash with European topics in connection with the new calls from Creative Europe. The European Commission's Maria Silva Gatta presented the new programme for 2021 – 2027 which focusses on three main areas: content, business and audience, encouraging documentary actors to strengthen their efforts to become more digital, more eco-responsible, more collaborative and more inclusive. *"The aim is to create a common audio-visual industry with business and industry potential without losing sight of our mission to promote cultural diversity,"* explains Gatta.

With this in mind, the Scam, the SPI and USPA acted as a counterpoint to offer the views of authors and film producers and the risks faced which hang over the creative documentary industry. Discussions focussed on transposing the AVSMD directive, as well as the French SMAD decree and the French TNT decree.

Netflix has unveiled its new European organization chart for documentary creation: Dolores Emile looks after Unscripted and Doc Series, Mark Edwards (ex-ARTE) runs the European feature documentary slate and Kate Townsend leads the Original Documentaries (Global).

The streaming platform has reinforced, at Sunny Side of the Doc, its editorial strategy based on stories designed for a local audience yet having an international resonance, with a strong support to emerging talents. So it was only natural that the project *Girls' Stories* from the Talent Hub selection won the **Netflix New Voices award**. This coming-of-age story follows two young girls as they navigate adolescence and features a creative, yet quirky, innovative and poetic narrative style.

Diversity and impact in action

Parallel to the European recommendations advocating greater diversity in grant applications, the challenge of inclusion was a talking point of the 32nd edition of the international marketplace. As Anna Serner of the Swedish Film Institute explained, not only is there a diversity problem, but also a financial one: *"The higher the budget is, the fewer the women are."*

In an attempt to introduce greater diversity and inclusivity, several initiatives were highlighted, such as Little Dot Studios, which provides training on how to pitch to potential investors, as well as the Mouatheqat/ Women in Dox incubator, initiated by Dox Box, dedicated to African and Arab women who dream of becoming documentary filmmakers.

Broadcasters are also becoming increasingly aware of these topics, as demonstrated by line-ups presented by Arte, Canal+, France Télévisions, Histoire TV & Ushuaïa TV, NHK, RMC Story & RMC Découverte. The distribution sector is also targeting these objectives: PBS International has implemented a long-term strategy aiming to increase diversity at all levels. *"When we receive a project, we ask for a complete list of all team members at all levels to ensure diversity has been respected,"* explained Bill Gardner, Vice President, Programming & Development.

By increasing the opportunities for meetings and co-productions, Sunny Side of the Doc has contributed to the emergence of new voices that are under-represented on the international market, driven by the dynamism of talents showcased during the Central and Eastern Europe Panorama.

Making their debut appearance, NGOs such as The Redford Center and Ford Foundation also unveiled their programmes related to impact documentaries and funding supports. The latter is looking to get involved in the development stage on projects that take on stories of social justice. The Redford Center supports international storytellers involved in environmental impact work to galvanise environmental justice and regeneration. The Center is looking to support storytellers who are under-represented. It promotes racial justice and gender equality as well as environmental action.

PiXii Festival: hybrid in every sense

Designed as a hybrid event, the 5th edition of PiXii Festival presented the most innovative stories and immersive installations, with a backdrop of cultural heritage. From 19th to 24th June, five of La Rochelle's most emblematic sites welcomed a public won over by 10 virtual reality, augmented reality and 3D audio experiences. More than 1,000 tickets were issued, offering exclusive access to prestigious heritage sites such as the Natural History Museum, Musée du Nouveau Monde and even the Tour de la Chaîne (Centre des Monuments Nationaux).

The PiXii VeeR platform has recorded no less than 20,000 views for all the XR films from the Official Selection.

Hybrid was the keyword when it came to the program of industry conferences. Topics covered included native content producing for mobile featuring CNC, TikTok and Arte, and even the profitability of immersive installations in Location-Based Entertainment (LBE). Case studies such as *The Infinite* at the PHI Centre as well as *Lady Sapiens The VR Experience* perfectly illustrated how cooperation at the writing and distribution stages can positively influence production plans for increased profitability.

"For many months now, through our central theme, #StorytellingMatters, we have responded to this call to unravel the complexities of our world, to this need to bring together the international documentary community. This was reflected in an eclectic and renew winners list, a mostly female participation (58,5%), and through our pledge to gender equality commitments made for the upcoming Generation Equality Forum," Mathieu Béjot says.

"We are delighted with PiXii Festival's success amongst the general public, both at cultural venues across La Rochelle and also via the online video library. This 5th edition has shown great maturity and renewed ambition. But our greatest objective, of course, will be to welcome 'in real life' all industry professionals in La Rochelle from 20th to 23rd June 2022."

The 33rd edition of Sunny side of the Doc and the 6th edition of PiXii Festival will take place on Monday 20th to Thursday 23rd June 2022.

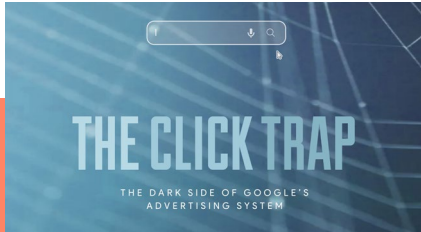
All 50 sessions of the 2021 edition remain available for catch-up on the event's [digital platform](#) until Wednesday, June 30.

Download the pictures of the Award Winners: https://bit.ly/SSD21_Winners

Download the pictures of the 2021 edition in La Rochelle: https://bit.ly/SSD21_Pictures

PITCH SELECTION

BEST GLOBAL ISSUES PITCH



The Click Trap

Produced by: Polar Star Films (Spain)

Directed by: Peter Porta

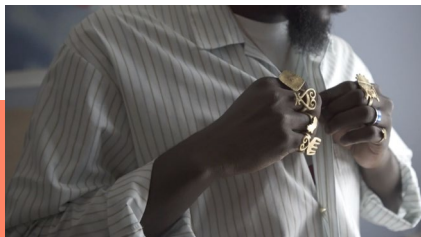
An award sponsored by **RTBF**

Prize: 3,000 euros in cash

Jury's Word

"The jury members selected The Click Trap because they were confident of the producers' treatment of this subject, which has broad international appeal and sits very comfortably in investigative current affairs slots around the globe."

BEST ARTS & CULTURE PITCH



This is not a Kanga

Produced by: Wonder Maria Films (Portugal)

Directed by: João Nuno Pinto and Fernanda Polacow

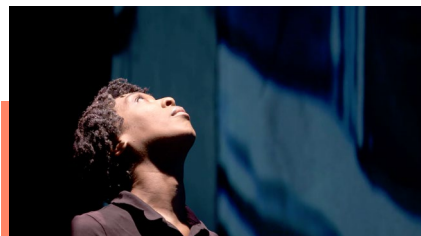
An award sponsored by **IMZ**

Prize: 3,000 euros in cash

Jury's Word

"The jury members decided to select this project because we believe celebrating these artists is a story that will speak to audiences around the world."

BEST IMMERSIVE EXPERIENCES PITCH



Noire

Produced by: Novaya (France)

Directed by: Stéphane Foenkinos, Pierre-Alain Giraud

An award sponsored by **Ubisoft**

Prize: 3,000 euros in cash

Jury's Word

"The jury members decided to select Noire because of:

- AR storytelling is still quite new and the homage/story lends itself perfectly to leverage this new technology. With the award, we wish to show our trust to help them to excel in this.*
- The cinematographic/scene-setting sounds very promising.*
- Unique 3D audio is taken into consideration by a renowned sound designer.*
- Professional team already in place, with experience in theatre performance & storytelling via HoloLens."*

BEST WILDLIFE & CONSERVATION PITCH



The Tiger Spirit - The Race to Save Malaysia's Last Tigers

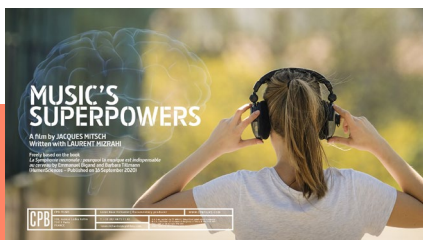
Produced by: Clearwing Foundation For Biodiversity (Poland)
Directed by: Paolo Volponi

An award co-sponsored by **Love Nature & The Redford Center**
Prize: 3,000 euros in cash

Jury's Word

"The jury chose this project for several reasons. First of all, the urgency of the conservation issue at hand and the engagement of the film making team with the issue. We felt that this was an important story to highlight and present to a wide audience. Then, we particularly appreciated the personality and approach of Marta, the Polish biologist. We felt that the project could benefit greatly from the award."

BEST SCIENCE PITCH



Music's Superpowers

Produced by: CPB Films (France)
Directed by: Jacques Mitsch

An award sponsored by **Science et Vie TV**
Prize: 3,000 euros in cash

Jury's Word

"We felt that the quality of presentation was exemplary - It presented as a truly original and engaging idea, executed with infectious humour, clarity and creativity. It contained a clear indication of the style of production in addition to the range of topics that they aspire to cover, giving us a true sense of what the completed film will be. Music is often relegated to the outer realms of schedules, yet this project so convincingly illustrates, it is at the heart of humanity and this year, more than ever, plays a vital role in our lives. By exploring music from a scientific point of view with the input of neuroscientists and musicians it enables us to better understand why music moves us so extensively both on an emotional and physical level."

BEST HISTORY PITCH



The Ultimate Joker

Produced by: Vision House Productions (Poland)
Directed by: Krzysztof Dzieciolowski

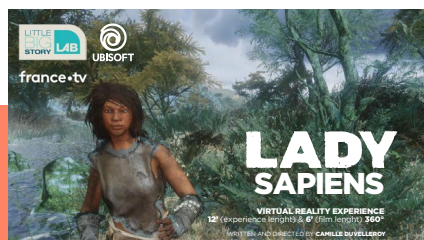
An award sponsored by **PBS International**
Prize: 3,000 euros in cash

Jury's Word

"An ambivalent and thrilling personality which reflects European politics from fascism through cold war to the new arised populism of today. A story that should be told. We are looking forward to a film that corresponds in form and narrative to this multi-layered and tragicomical figure."

SPECIAL PRIZES

GRAND PRIX PIXII



Lady Sapiens, The Experience

Produced by: Little Big Story (France)

Coproduced by: Ubisoft, France Télévisions (France)

Directed by: Camille Duvelleroy

Technology: Virtual Reality

Prize: 2,000 euros in cash

Jury's Word

"We, the jury, distinguish Lady Sapiens as it best combines storytelling and artistic merit, as well as its masterful use of digital technology to create an unforgettable immersive experience, by keeping in the same time the balance between Arts and Science on one hand, Education and Entertainment on the other hand."

NEW VOICES AWARD



Girls' Stories

Produced by: Pinot Films (Poland)

Directed by: Aga Borzym

An award sponsored by **Netflix**

Prize: 3,000 euros in cash

Jury's Word

"The jury members unanimously decided to select the project Girls' Stories for the Netflix New Voices award because we felt the filmmakers' gained intimate access, and their storytelling approach is both creative, quirky, innovative and poetic. With the use of mixed media, animated sequences, and humor, their pitch brought a universal "coming of age" story to life. Above all, we wanted to support these passionate emerging female filmmakers who are connected to the story and the culture from which the story originates. We can't wait to see the final film and wish them all the best on their storytelling journey."

USHUAIA IMPACT AWARD



Sound of Ice

Produced by: Oslo Pictures (Norway)

Directed by: Tommy Gulliksen

An award sponsored by **Ushuaia TV**

Prize: 2,000 euros in cash

Jury's Word

"We decided to award the Ushuaia IMPACT Prize to Sound of Ice. We felt that the Sound of Ice is a wonderful and very ambitious project. It deals with climate change in a most original way, through art, emotion and experimentation with a committed artist and his audience. The film will certainly have a significant and positive impact on a large audience. We also found the project visually appealing."

EAST DOC MARKET AWARD



No Mercy - The Female Gaze

Produced by: Tondowski Films (Germany)

Directed by: Isa Willinger

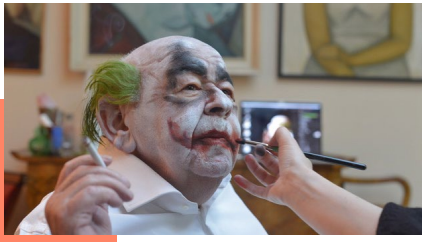
An award supported by **Institute of Documentary Film**

Prize: 2 industry passess to East Doc Platform (producer-director), individual meetings at the East Doc Market & 2-night accommodation

Jury's Word

"We are delighted to award a project that is coming with a very original approach towards gender issues and offering a unique, highly artistic view on the creative power of female directors."

MEETING POINT VILNIUS AWARD



The Ultimate Joker

Produced by: Vision House Productions (Poland)

Directed by: Krzysztof Dzieciolowski

An award supported by **Meeting Point Vilnius**

Prize: Free accreditation for Meeting Point Vilnius 2022 and 2-night accommodation for one representative of the film

Jury's Word

"For the smart, dense picture of a character who represents a perfect balance of historical meditation on past, and the vivid burden of the current political and human circumstances."

TALENT HUBS & WORK IN PROGRESS

BEST TALENT HUB CENTRAL & EASTERN EUROPE



Cinema Under Siege

Produced by: Novi Film (Serbia, Bosnia-Herzegovia)

Directed by: Srđan Šarenac

An award sponsored by **Institute of Documentary Film**

Prize: 2,000 euros in cash

Jury's Word

"Cinema Under Siege: from the strong title to the trailer, to the presentation, to the importance, to the strong archive, animation and stories from the protagonist, convinced us that this will turn out to be a film that tells the history of a war from an unique angle; that should not be forgotten and has to be remembered today."

BEST TALENT HUB WOMEN IN DOC



To Embodify

Produced by: Les Films du Tambour de Soie (France)

Directed by: Noémie Giraud

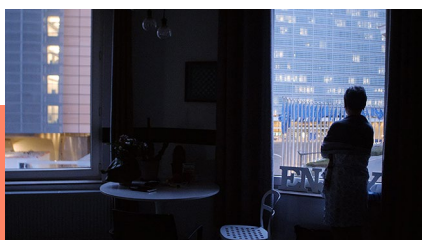
An award sponsored by **Arte**

Prize: 2,000 euros in cash

Jury's Word

"The jury members decided to award the project To Embodify for its impressive and moving display of intimacy and its strong collaborative approach. We were instantly captivated by the delicate yet creative nature of this unique story world and applaud the intelligent and powerful representation of those whose bodies too rarely make it to the screen."

BEST WORK IN PROGRESS: CENTRAL & EASTERN EUROPE



72 Hours

Produced by: Playtime Films (Belgium)

Directed by: Anna Savchenko

An award sponsored by **Al Jazeera Balkans Documentary Film Festival**

Prize: 2,000 euros in cash

FESTIVAL INVITATIONS

MOVIES THAT MATTER



Waitergate

Produced by: ZK Studio (Poland)

Directed by: Konrad Szolajski

An prize sponsored by **Movies That Matter**

Prize: 2 free accreditations for Movies That Matter 2022 and a 2-night accomodation

WILDSCREEN FESTIVAL



Animal Nation

Produced by: Rotating Planet Productions (Canada)

Directed by: Ari A. Cohen, Jesse Bochner

An prize sponsored by **Wildscreen Festival**

Prize: Full access Pass to the hybrid edition Wildscreen Festival 2022 + free year of membership (Small Corporate) to the Wildscreen Network

JACKSON WILD



Our Forest

Produced by: Lato Sensu Productions (France)

Directed by: Marc Dozier, Jérôme Bouvier, Quincy Russell, Hamid Sardar-Hafkhami, Mike Magidson

An prize sponsored by **Jackson Wild Award**

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