



MEDIA ALERT

SUNNY SIDE OF THE DOC LAUNCHES ITS INNOVATION WIP CALL FOR ENTRIES



La Rochelle, February 14, 2024 - [Sunny Side of the Doc](#), the international community and marketplace dedicated to linear and non-linear documentary, **today announced the launch of its "Innovation WIP" Call for Entries**.

For its 35th edition, Sunny Side of the Doc is inviting the international community to reflect on the future of our ecosystem, and the future of the documentary genre itself, and to work together to shape it. In a world that is losing its bearings, documentary is more than ever a genre of public utility, and we want to continue to support and anticipate its evolution. Indeed, documentary storytelling is no longer limited to its original format; each story must be able to find its most effective form to reach and engage its audiences. That's why Sunny side of the Doc has welcomed all forms of creativity for as long as they have existed.

The "Innovation WIP" Call for Entries

Support for new forms of storytelling is more essential than ever. In 2024, Sunny side of the doc invites French and international creative teams with an innovative project in development to apply for the **Innovation WIP**. This program is aimed at documentary or documentary-inspired stories, regardless of category, format or technology used: XR (virtual reality, mixed reality, augmented reality), podcasts, video games, dome creation or videomapping.

By submitting their project to the Innovation WIP Call for Entries, project holders will be part of a real support program for your project in development.

Participants will receive tailored support from industry experts, engage in meetings with targeted French and international players, participate in a dedicated WIP session during the market, enjoy informal networking opportunities, showcase their work in the Studio – an exclusive space at the heart of the Sunny Side of the Doc hall open to all professionals.

Opening date for submissions: Wednesday, February 14th 2024
Closing date for submissions: Tuesday, April 2nd 2024, 12pm CET

For more information [click here](#) – to access SSD24 Innovation WIP Media Kit, [click here](#)

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Notes to editors:

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 35th Sunny Side of the Doc will be held in La Rochelle from June 24-27, 2024.**

Doc Services, the organiser of Sunny side of the Doc and PiXii Festival, is a member of 1% for the Planet.