

PRESS RELEASE

PARIS, 22 JUNE 2021 LA FABRIQUE CINÉMA BY THE INSTITUT FRANÇAIS PROGRAMME

The Institut français and its partners France Médias Monde, the Société des Auteurs, Compositeurs et Éditeurs de Musique (Sacem), the International Organisation of la Francophonie (IOF) will be at the Festival de Cannes with a hybrid programme. The Cinémas du Monde Pavilion will host La Fabrique Cinéma 2021, continuing on from its meetings between artists and cinema professionals broadcast on the Marché du Film's virtual pavilion.

Thursday 8 July

10.30 AM – 12 noon Masterclass by Danielle Arbid for La Fabrique Cinéma by the Institut français



©Lucia Hunziker

Danielle Arbid, patron of La Fabrique 2021, will devote several workshop sessions to the La Fabrique Cinéma projects.

This Masterclass, moderated by Léo Seosanto, will be an opportunity to hear Danielle talk about her career as a film director.

For Danielle Arbid, “a film is first and foremost the passion you feel when reading the first page of the screenplay, which has materialized against the odds and is fervently brought to life with a crew and actors. A film is an act of faith. Never give in, never yield, and as spectacular as the world of cinema may seem, stay true to your dreams no matter the cost. Most of all, never let them go! That’s sort of my motto, and I hope to be able to share it with the filmmakers and producers who I’ll meet this year at La Fabrique”.

Danielle Arbid was born in Beirut and lives in France. She has been making movies since 1997.

Her fiction features, *Parisienne (Peur de rien)*, *A Lost Man (Un homme perdu)* and *In the Battlefields (Dans les champs de bataille)* were presented at Cannes, Toronto, New York, San Francisco, Locarno, Pusan, Tokyo and elsewhere. She was awarded the Golden Leopard at the Locarno festival for her series *Conversation de salon*, followed by the Silver Leopard for *Alone with War (Seule avec la guerre)*. She also received the Prix Albert Londres and the Europa prize during the Directors’ Fortnight, the Grand Prix at Milan and the Villa Médicis hors les murs.

Her work has been featured in several retrospectives around the world, such

as Gijon, La Rochelle and Popoli. She has just finished *Simple Passion* (*Passion simple*), her fourth fictional feature film, an adaptation of the eponymous novel by Annie Ernaux, which was chosen for the Official Selection at Cannes in 2020 and in competition at the San Sebastian festival 2020. It is slated for release in France in August 2021. Danielle Arbid alternates between fiction and first-person documentaries. She has been working for many years on a documentary project made up of ten or so films, called “Ma famille libanaise” (My Lebanese Family).

Thursday 8 July

3 PM - 6 PM Shoot the Book! Pitches

Ten French publishers, one German and one Finnish publisher pitch books with a chance of being adapted for cinema.

Shoot the Book! Cannes 2021 announces its selection of 12 French and international literary works selected by an international panel of audiovisual professionals for their high adaptation potential. The titles will be pitched by their publishers as part of the Marché du Film in Cannes on 8 July from 3 PM to 6 PM.



Link to video: <https://youtu.be/svWBnRcvucM>

And Friday 9 July from 10 AM - 1 PM: Shoot the Book! Rendez-Vous

A series of meetings between international producers and French and foreign publishers

Friday 9 July

11.30 AM - 12.45 PM The Fonds Image de la Francophonie (Francophonie image fund)
Official launch of OuiCoproduct.org

OuiCoproduct



The International Organisation of the Francophonie (OIF) launched the Clap ACP programme in 2020, co-financed by the European Union and supported by the African, Caribbean and Pacific (ACP) Group of States. Clap ACP is run in partnership with the Côte d'Ivoire cinema support fund (FONSIIC), and aims to strengthen co-production between films in developing

countries by enhancing financial aid and artistic, legal and commercial support actions. In 2021, OuiCoproduct.org is being launched in this context. OuiCoproduct.org is a platform for films and series from ACP States seeking financial and distribution partners, and which are looking for financial and commercial partners for co-production between films in developing countries, with support from Initiative Film, Yaoundé Film Lab, Discop, financial assistance from the EU and backed by the ACP Group of States.

Moderator Enrico Chiesa, Clap ACP/OuiCoproduct coordinator.

Saturday 10 July

10.30 AM - 12 noon, Music and Cinema Masterclass by the composer Wissam Hojeij (Sacem/La Fabrique Cinéma by the Institut français)



This year, to pay tribute to film music, Sacem has chosen the composer Wissam Hojeij to give a masterclass at La Fabrique Cinéma 2021 by the Institut français.

Wissam Hojeij is a French Lebanese composer whose music can be heard in feature fiction films and documentaries. His career has been punctuated by selections in international programmes such as the Next Step programme during the Semaine de la Critique at Cannes and Berlinale Talent (2018).

Having composed the soundtracks to around twenty short films, he won the prize for best music at the Kinoma festival in 2017 for *Et toujours nous marcherons* (and still we walk on) by Jonathan Millet and was a guest member of the Short Film Jury at the International Festival of Music and Cinema in Aubagne, 2021.

The feature films *Headbang Lullaby* and *Jahilya* by the Moroccan filmmaker Hicham Lasri, for which he composed the original soundtracks, were selected at the Berlinale (Panorama 2017/Forum 2018 sections). He was nominated in the Best Soundtrack category at the Lebanese Movie Awards for *Good Morning* by Bahij Hojeij in 2018. The feature film *Ceniza Negra* by the Costa-Rican director Sofia Quirós Ubeda brought his music to Cannes when it was selected during the Semaine de la Critique in 2019.

Wissam Hojeij displays a personal approach in his compositions, combining a strong osmosis with the story and the exploratory dimension of film music.

The event will be moderated by Benoit Basirico of Cinezik.

Wissam Hojeij photo credit ©Mathieu Zazzo

Sunday 11 July

10 AM - 12 noon La Fabrique Cinéma 21 pitches & Launch of the Coprocity partnership



The 10 first and second feature films, 3 documentaries and 7 fiction films from the La Fabrique Cinéma 2021 selection will be presented as video pitches and live by the directors and producers from Afghanistan, Argentina, Bangladesh, Colombia, Costa Rica, Cuba, Egypt, Gabon, India, the Philippines and South Africa. The partnership with Coprocity offers participants in La Fabrique Cinéma access to the platform where co-production professionals can follow their projects. The event will be moderated by Emilie Boucheteil, Director of the Institut français Cinema Department, with the participation of Jérémy Zelnik (Coprocity).

Furthermore, the Institut français is a partner of Cannes XR, the section of the festival dedicated to immersive realities, as part of [Digital Crossroads](#), its programme of online professional meetings which aims to foster collaboration between French and foreign digital creation professionals.

From 6 to 17 July, the Cinémas du Monde Pavilian will host the studios of RFI and Monte Carlo Doualiya, which will change location for the Festival de Cannes, and where each day interviews and programmes will be broadcast in 16 languages.

The La Fabrique Cinéma programme was developed by the Institut français in close collaboration with the Festival de Cannes, and in partnership with France Médias Monde, the Société des Auteurs, Compositeurs et Editeurs de Musique (SACEM) and the International Organisation of the Francophonie (IOF).

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The Institut français

The Institut français is France's public institution which promotes French culture abroad. Under the supervision of the French Ministry for Europe and Foreign Affairs and the French Ministry for Culture, the Institut Français actively contributes to France's soft diplomacy. Its projects and programmes are implemented through France's cultural network abroad, which includes the Instituts Français, Alliances Françaises and cultural services in embassies around the world.