

Coproduction Office

Europa Distribution Paris Project
workshop
case study

LE QUATTRO VOLTE by Michelangelo Frammartino

Introducing Coproduction Office

- Independent company established in 1987
- From 2000, the synergy between production and International Sales
- A transnational presence in Europe for production and sales operations
- An exclusive label recognized for its selective profile and long term collaborations

Working With Auteurs

- Working with a small number of directors, limited acquisitions
- Establishing a link between daring and distinctive auteurs and the international market, a role recognized by both sides
- Flexible modes of collaboration with directors/long term collaboration

Production Structure

Italian/Swiss/German Co-Production

Co-Producers:

Vivo Film, Essential Filmproduktion, Invisibile Film, Ventura Film

Supported by:

Ministerio per i Beni e per le Attività Culturali – Direzione Generale
Cinema, TorinoFilmLab, Eurimages, Medienboard Berlin-
Brandenburg, Fondazione Calabria Film Commission –
Regione Calabria

In collaboration with:

ZDF/Arte, CinecittàLuce, RSI Televisione svizzera

Marketing Strategy : The Decision Making Process

- Aligning marketing elements with sales arguments
- Marketing together with directors/producers and clients
- Outside Input : distributors and other opinions
- Paid advertising in Cannes

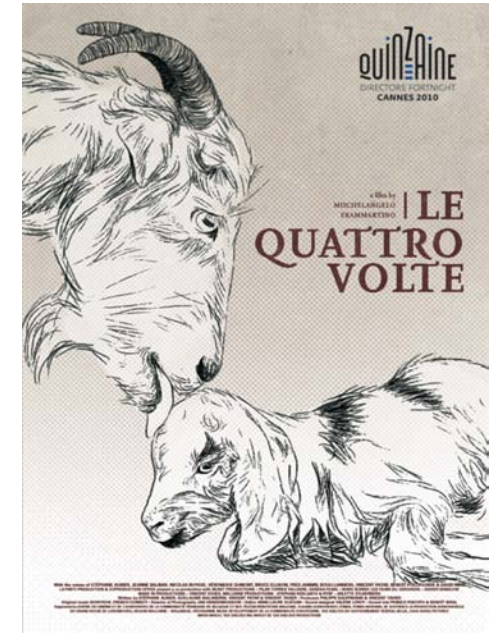
Marketing Elements

- Poster
- Press Book
- Trailer and Demo
- EPK
- Sales Newsletter
- Press Quotes

The Poster for LE QUATTRO VOLTE (1)



The Poster for LE QUATTRO VOLTE (2)



Selected Quotes from the Press

“A film of striking beauty and originality...intriguing from beginning to end...”

Lee Marshall, SCREEN INTERNATIONAL

“ “The nice surprise...striking for its arid splendor, its serenity, and the humour it displays. A new mix of narrative minimalism and unexpected burlesque...daring and beautiful.”

Isabelle Regnier, LE MONDE

“An ingenious film halfway between Tati and Pasolini...at once sinister and magical, always singular, never boring, very organic and constructed.....”

J.B. Morain, LES INROCKUPTIBLES

“Tour de force.”

Natasha Senjanovic, THE HOLLYWOOD REPORTER

“Frammartino’s poetry shines through...an unquestionably sumptuous and ecological cinema...”

Philippe Azoury, LIBERATION

You’ll laugh, you’ll cry...Le Quattro Volte is cinema at its most primal, yet simultaneously contains a wealth of ideas.”

Eric Kohn, indieWIRE

“Fantastic...”

J.B. Morain, LES INROCKUPTIBLES

International Sales

- ITALY : CinecittàLuce
- SWITZERLAND : Frenetic Films
- AUSTRIA : Filmladen
- GERMANY: NFP
- FRANCE: Les Films du Losange
- BENELUX : Lumière and Eye
- UK / IRELAND : New Wave
- SPAIN: Alta Films
- PORTUGAL : Atalanta
- HUNGARY : Anjou Lafayette
- POLAND: New Horizons / Gutek

International Sales

- DENMARK: Ost for Paradis
- YUGOSLAVIA : Megacom
- ROMANIA : Clorofilm
- BULGARIA: A Plus Cinema
- TAIWAN: Filmware
- ARGENTINA/PARAGUAY/URUGUAY: Zeta Films
- BRAZIL: Mostra International
- AUSTRALIA / NEW ZELAND : Potential Films
- MIDDLE EAST : Irib Media Trade for Iran
- Deals in negotiation: Mexico, Japan, Canada, ...

Coproduction Office Stand in Cannes



Advertising in Cannes



Lerins Screening Room
Marché du Film