

les films du losange



- Italian Poster -

LE QUATTRO VOLTE

A film by Michelangelo Frammartino

- PRESENTATION -
PARIS PROJECT TUESDAY 6TH
JULY

INTRODUCTION

- **LE QUATTRO VOLTE A COPRODUCTION BETWEEN :**
 - Italy : VIVO FILMS, INVISIBLE FILMS
 - Germany : ESSENTIAL FILMPRODUKTION
 - Switzerland : VENTURA FILMS
- **BETWEEN DOCUMENTARY AND FICTION**
- **NO DIALOGUES**

THE FRENCH RELEASE

- **AWARDED AT THE 63TH FESTIVAL OF CANNES**



- Selected at the Director's fortnight

- **Label Europa Cinema** (awarded by a jury of Europa Cinema members exhibitors ; give the conditions of reaching a larger audience)

- **THE DATE OF RELEASE**

- To be dated between December 2010 and January 2011

- **The concurrence** : big films for a young audience (Disney...) but most of the Films awarded at Cannes will be already released (autumn 2010)

THE FRENCH RELEASE

- **THE PRESS**

- Very good press in Cannes (Le Monde, Télérama, Libération)

- Considered a a masterpiece

- ***Le Monde* :**

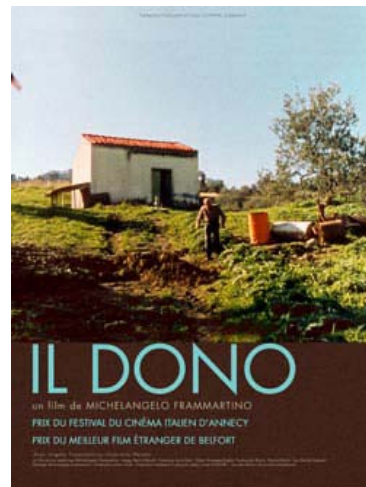
- « *Courageous, and beautiful* »

- ***Libération* :**

- « *At some moments, we think about Bunuel* »

THE FRENCH RELEASE

- **Michelangelo Frammartino's career in France :**
 - His first film « **IL DONO** » released in France by Pierre Grise
 - Date of release : 29 September 2004
 - Around 12 000 admissions
 - Selected and awarded in a lot of festivals : Paris Cinéma, La Rochelle, Annecy (Best film), Belfort (Best foreign film)...



AN ART HOUSE RELEASE

- **Original version only**
- **Number of prints : 30 to 40**
 - 35mm prints
 - A few digital prints to be confirmed

AN ART HOUSE RELEASE

- **Strategy of programmation**
 - Mostly in Art-Houses Cinemas
 - A few multiplexes in Paris (UGC Les Halles, MK2)
 - No multiplexes in other cities
- **The support of the exhibitors**
 - Awarded in Cannes by a jury of exhibitors
 - Supported by the GNCR (A national association of exhibitors supporting independant films)
 - The first time that a support of GNCR is unanimously elected !

PARTNERSHIPS & WORKS ON SPECIAL AUDIENCE

- **Media partner expected :**
 - Weekly newspaper : Telerama
 - Daily newspaper : Le Monde
 - Radio : France Inter or France Culture
- **Previews in all France with the GNCR**
- **A lot of French festivals want to programm the film**
 - **This summer :** Festival of Lama (Corsica), Festival of Gindou (South West)...
 - **This autumn :** Environmental Film festival (Paris), Film Festival of Pau (South West), Film Festival of Arras (North)...

PARTNERSHIPS & WORKS ON SPECIAL AUDIENCE

- **Work on Italian culture institution**
 - French-Italian institutes (6 in France)
 - Italian tourism offices
 - Italian cultural's associations
- **Work with the teachers**
 - Italian teachers
 - Art teachers, Cinema teachers
- **Work with environmental associations**