

# POP CULTURE



**arte**  
SALES

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## VERSIONS

ENGLISH, FRENCH, GERMAN

## RIGHTS

TV, DVD, VOD, NON-THEATRICAL RIGHTS, INTERNET



## APPLE, THE TYRANNICAL RULE OF COOL

2011 - 52' **HD**  
**DIRECTED BY** SYLVAIN BERGERE  
**PRODUCED BY** ARTE FRANCE -  
LA GÉNÉRALE DE PRODUCTION

Apple, the brand that symbolises counter-culture, has become a giant that dictates cultural norms and trends. At the root of their success story lies the genius marketing ploy of making mainstream power look tacky by declaring themselves counter to it, thereby conquering consumers with their cool.



## CHEERLEADERS: AN AMERICAN MYTH

2011 - 52' **HD**  
**DIRECTED BY** OLIVIER JOYARD  
**PRODUCED BY** ARTE FRANCE - EX NIHILO  
**TERRITORIES:** WORLDWIDE EXCEPT FRENCH-  
SPEAKING BELGIUM AND FRENCH-SPEAKING  
SWITZERLAND FOR TV RIGHTS.

Everyone is familiar with cheerleaders, the infamous "pom-pom girls". This journey takes us to the heart of the cheerleader myth, providing an insight into all aspects of America. Cheerleaders are an object of fantasy par excellence, a jubilant youth that can be interpreted and reclaimed in endless ways.



## THE FASHION PACK

2012 - 3 X 52' **HD**  
**DIRECTED BY** OLIVIER NICKLAUS  
**PRODUCED BY** ARTE FRANCE -  
LALALA PRODUCTIONS  
**TERRITORIES:** WORLDWIDE

A documentary saga relating 30 years in fashion from 1980 to 2010. From the emergence of the designer as superstar to the disappearance of Alexander McQueen: three decades of fashion from the end of the reign of Haute Couture to the globalization of the big luxury groups.



## MADE IN HOLLYWOOD

2012 - 52' **HD**  
**DIRECTED BY** ANNE FEINSILBER  
**PRODUCED BY** ARTE FRANCE -  
ZADIG PRODUCTIONS  
**TERRITORIES:** WORLDWIDE.

What exactly is a blockbuster, and how are they made? In 1776, President John Adams recommended Americans celebrate their 4th July with "Pomp and Parade, with Shews, Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other, from this Time forward forever more." Today one would have to add another activity to this presidential list of festivities: a trip to the movies. And on the 4th July, that means going to see a blockbuster.



## TEEN SPIRIT

2012 - 52' **HD**  
**DIRECTED BY** ANNE FEINSILBER  
**PRODUCED BY** ARTE FRANCE -  
ZADIG PRODUCTIONS  
**TERRITORIES:** WORLDWIDE

Hollywood produces a genre in its own right that is specific to film, on a par with the Western, and entirely dedicated to teenagers: the teen film. The genre has its own codes, language, prerequisites, and immediately identifiable places. We set out to discover the fascinating and complex genre, with its multiple aesthetic, social and political ramifications. What do these teenagers tell us about America? And more importantly, why does everybody relate to them so readily?



## GEEK PLANET: THE IRRESISTIBLE RISE OF A GENERATION

2011 - 52' **HD**  
**DIRECTED BY** JEAN-BAPTISTE PERETIE  
**PRODUCED BY** ARTE FRANCE -  
LA GÉNÉRALE DE PRODUCTION  
**TERRITORIES:** WORLDWIDE

In saga form, this documentary follows the irresistible rise of a generation and the cultural tsunami it has spearheaded. First appearing in the 70s, geeks had a shared passion for computers, science fiction and comic books, and developed their own culture opposed to the norm. Right from the start, geek culture established its own key dates, codes, special places and cult figures. Star Wars, Steve Jobs, Pac-Man and Mario Bros were all vital references.



## SKATEBOARD STORIES

2011 - 52' **HD**  
**DIRECTED BY** THOMAS LALLIER  
**PRODUCED BY** ARTE FRANCE - NO ONE  
**TERRITORIES:** WORLDWIDE

Nowadays, skateboarding has undeniably turned into a genuine social phenomenon, a way of life and a culture in its own right.

This documentary aims to share the story of a passion, the birth of skate and surf culture in the US and how it has spread throughout the world, particularly in Europe. Today, the large-scale events that draw enthusiasts from Los Angeles to Berlin, not to mention Barcelona, Paris, etc. are too numerous to count.



## STREETOSPHERE

2011 - 3 X 52' & 8 X 26' **HD**  
**DIRECTED BY** QUENTIN LARGOUET & QUENTIN MALIBERT  
**PRODUCED BY** LA COMPAGNIE DES TAXI Brousse  
**TERRITORIES:** WORLDWIDE

Via various European capitals, this series immerses the viewer in urban cultures.

Without pretext or pretence, our two guides look behind walls, under pavements, and up on rooftops, to find artists that are reinventing urban spaces, turning them into their recreation grounds. A lively, human, impromptu and out-of-the-ordinary approach to rediscovering Berlin, Amsterdam, Madrid or Prague.



## SEX IN THE COMICS

2011 - 52' **HD**  
**DIRECTED BY** JOELLE OOSTERLINCK  
**PRODUCED BY** ARTE FRANCE - LES BONS CLIENTS  
**TERRITORIES:** WORLDWIDE

A sexy journey to the heart of the erotic comic strip, examining its colourful history and the role it plays in our society.

From mythical comic-strip authors such as Crumb, Manara and Ralf König to the new wave of authors such as Aurelia Aurita, Aude Picault and Zep - this film turns comic-strip pages with humour and charm, in the company of young New Yorker and part-time burlesque performer, Molly Crabapple.



## PROFESSION: IT GIRL

2011 - 52' **HD**  
**DIRECTED BY** LAURENT WINETTA  
**PRODUCED BY** ARTE FRANCE - LA GROSSE BOULE  
**TERRITORIES:** WORLDWIDE

Highly superficial but resolutely modern, the It-girls dictate trends and act as models for young women all over the world.

They are young, beautiful and stylish. Championed on Internet and in the tabloids by the fashion industry, they attract intense interest. They are the It-girls, the girls of the moment, the girls to follow.



## THE RED CARPET ISSUE

2010 - 52' & 60' **HD**  
**DIRECTED BY** OLIVIER NICKLAUS  
**PRODUCED BY** LALALA PRODUCTIONS  
**TERRITORIES:** WORLDWIDE EXCEPT THE USA, ENGLISH-SPEAKING CANADA, THE NETHERLANDS, FRENCH-SPEAKING AND DUTCH BELGIUM AND FRANCE FOR TV RIGHTS.

This is a witty and humorous documentary about this cultural and sociological phenomenon that is not only changing fashion, but also the medias and the entertainment industry. It shows how and why medias and the fashion industry have become obsessed with the red carpet ceremony. Who is the best looking? Who styled one's look? «No matter what you do, it's your gown that matters».



## JEANS, A FADED BLUE PLANET

2010 - 52'  
**DIRECTED BY** THIERRY AGUILA  
**PRODUCED BY** ARTE FRANCE - ACORA FILMS - LES FILMS DU TAMBOUR DE SOIE  
**TERRITORIES:** WORLDWIDE

The journey of the jean, a road-movie which leads it from its beginnings as workmen's clothing to a life as a political symbol and, in our days, an icon ruling a global empire, the documentary looks at the blue-jean phenomenon from a wacky new angle, observing its impact on our lives and civilization.

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## TWIGGY THE FACE OF '66

2012 - 52' **HD**  
**DIRECTED BY** PHILIP PRIESTLEY  
**PRODUCED BY** ARTE FRANCE - PROGRAM 33  
**TERRITORIES:** WORLDWIDE EXCEPT THE NETHERLANDS.

Swinging London in the Sixties was a time of optimism, creativity and enthusiasm. At the centre of this pop rebellion was a new aristocracy, both colourful and insouciant; one that was ennobled by the magazine covers and the hit parade. And one face more than any other was the incarnation of that cultural revolution: the face of Twiggy.



## VIVIENNE WESTWOOD DO IT YOURSELF

57' - 2010 **HD**  
**DIRECTED BY** JEAN-MARIE SZTALRYD - LETMIYA SZTALTRYD  
**PRODUCED BY** OOOH-WHEE PRODUCTIONS  
**TERRITORIES:** WORLDWIDE EXCEPT FRANCE, GERMANY, ENGLISH-SPEAKING CANADA, THE NETHERLANDS, SWEDEN, NORWAY, THE UNITED KINGDOM AND THE USA FOR TV RIGHTS.

This documentary is the portrait of today's Westwood - the Woman, Artist, intellectual and activist. Vivienne Westwood is the English queen of Fashion. She has been deconstructing and reinventing since 1970, driven by her hatred of convention. She is not a classical designer but a revolutionary.



## PAUL SMITH GENTLEMAN DESIGNER

2011 - 52' **HD**  
**DIRECTED BY** STEPHANE CARREL  
**PRODUCED BY** ARTE FRANCE - TABO TABO FILMS  
**TERRITORIES:** WORLDWIDE.

An intimate and provoking portrait of "Lord Paul Smith", this quirky designer and formidable businessman filmed via exclusive access to this poet of British fashion. Paul Smith has 400 shops and outlets in 35 countries, 12 clothing lines, 400 million euros in yearly revenues, sales topping Chanel's, partnerships with Evian, Apple, and Austin, and prestigious bicycle and racecar brands.



## KINGS AND QUEENS OF NEW YORK

2011 - 90' **HD**  
**AUTHOR(S):** REMY BURKEL - AGNÈS PIZZINI - DENIS PONCET  
**PRODUCED BY:** ARTE FRANCE - MAHA PRODUCTIONS  
**TERRITORIES:** WORLDWIDE EXCEPT FINLAND.

This prime-time documentary depicts a week in the hectic lives of a few members of New York's high society, and takes the form of interwoven portraits of the city's most influential and powerful personalities, in fashion, politics, film, literature, music and more. We follow some of the Big Apple's most powerful public figures as these kings and queens of New York move in their circles of glitter and gold, of personalities and power.

## AND ALSO

### THE DAY BEFORE

2011 - 8 X 52' & 4 X 26'  
**DIRECTED BY** LOIC PRIGENT

The greatest high fashion houses filmed at the crucial moment of their creative lives.

52' episode:  
- Jean-Paul Gaultier  
- Sonia Rykiel  
- Proenza Schouler  
- Fendi by Karl Lagerfeld  
- Donatella Versace  
- Diane von Furstenberg  
- Isabel Marant  
- Lanvin

26' episode:  
- Nina Ricci  
- Narciso Rodriguez  
- Alexander Wang  
- Jeremy Scott

### DRESSED UP FOR...

2011 - 6 X 52' & 1 X 90'  
**DIRECTED BY** LOIC PRIGENT

The bi-annual show that covers any fashion week of Paris, Milan and New York

### THE PIRELLI CALENDAR SAGA

2010 - 52'  
**DIRECTED BY** EMANUEL LE BER

Discover for the first time the making-of of the most prestigious calendar.

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