

# How Chaplin became the Tramp



arte  
SALES

Lobster 

steamboat  films



**I had no idea of the character. But the moment I was dressed, the clothes and the make-up made me feel the person he was. I began to know him, and by the time I walked onto the stage he was fully born**

**(CHARLIE CHAPLIN)**

# How Chaplin became the Tramp

52' - HD - 2013

PRODUCED BY STEAMBOAT FILMS, LOBSTER FILMS, ARTE FRANCE.

WITH THE PARTICIPATION OF ROY EXPORT S.A.S.

WITH KATE GUYONVARCH, DAVID ROBINSON, KEVIN BROWNLOW.

NARRATED BY SERGE BROMBERG.

---

**"How Charlie became the Tramp" recounts the story of a child from an impoverished area of London, who, in the space of 25 years, became the world's most famous (and wealthiest) man.**

Through Serge Bromberg's and Eric Lange's masterful work on archives, viewers can relive the birth of an icon, whose mere silhouette symbolises cinema at its most radiant, most moving and most inventive. The founding stages of a legendary life are carefully reconstructed through previously unseen and rare material (from the film industry's first derivative products to the images of a top-level meeting between Chaplin and Max Linder), extracts of films (in particular of the twelve restored Mutual comedies broadcast and re-released by ARTE) and interviews with experts on Chaplin. A century on, the magic is still very much alive.

# Return on the making of the film

< 2014: The tramp is 100 years old! >



Co-author along with Eric Lange of the documentary "How Chaplin became the Tramp", which marked the centenary of Chaplin's very first film, Serge Bromberg has also co-directed the HD restoration of the twelve comedies filmed in 1916 and 1917.

WHAT WAS THE BIGGEST CHALLENGE THIS RESTORATION POSED?

Serge Bromberg: For the Keystone films we re-released in 2011, the problem was the rarity of the copies. With the Mutual films, on the contrary, we had to sort through tens of thousands of existing copies, most of which were not of sufficient quality. In 1916, a maximum number of 80 copies of a negative could be printed without damaging it. Beyond that number, copies of copies were made, losing 25% of the quality each time. So we had to find original releases, or at worst, second-generation copies. Each one of the films we have restored is a puzzle made up of different

pieces of copies we found all over the place - in cinematheques and among collectors, mainly in Europe, but also in Venezuela and Russia. That was the only way they could be reborn.

IN WHAT SENSE IS IT A REBIRTH?

Serge Bromberg: Firstly, the images have been restored to their original playing speed, in other words, to a frame rate of 18 images per second, like all films shot at that time. In the late 1920s, projectors were adapted to 24 images per second to accommodate the arrival of talking movies. This made Chaplin appear to walk in an excessively jerky way. Secondly, we have found the entire frame of the image. This had been cropped when talkies were introduced, in order to add a sound track. And the quality of the copies we have used, in association with digital high definition, means we can once again experience the full extent of the definition and beauty of the original black and white film.

IN YOUR DOCUMENTARY, YOU PORTRAY HOW, ALMOST INSTANTLY IN 1914, CHAPLIN BECAME A WORLDWIDE STAR...

Serge Bromberg: The first Chaplin film, shot for Mack Sennett's Keystone Studio, was made in January 1914. And, yes, a few months later, all over the world, the mere posting of the Little Tramp's silhouette at a movie theatre entrance was enough to fill its seats. Why did Chaplin become Chaplin? We can really only highlight favourable circumstances: he was very small (at 5 foot, 4 inches), extremely light, and he picked things up very quickly - which was true for film as well as for everything else. But especially, the Mutual films are a brilliant illustration of what an outstanding dancer Chaplin was, as he himself mentioned to Nijinsky when he visited the studio. He is an absolute master of movement, he really moves around like nobody else. In these films, shot in 1916 and 1917, he is comical when he dances. He is universal. Another key condition that worked in his favour



# Return on the making of the film

was, of course, the fact that war was raging in Europe. At the time, the major film companies were French, led by Pathé and Gaumont.

From 1914, these companies reduced the volume of their production, leaving Chaplin with a ready-paved avenue stretched out in front of him. This furthered his already immense popularity.

Interview by Irène Berelowitch  
for Arte Magazine



**The genesis of a hero of cinema,  
and above all, the metamorphosis  
from entertainer to filmmaker**  
(TÉLÉRAMA 18/12/2013)

**Failure is unimportant. It takes  
courage to make a fool of yourself**



**Happy Birthday Tramp!** The first and foremost strategy was built around the 100-year anniversary to celebrate one of the most recognizable faces of the 20th century. However the film won't age and we will continue to highlight the film as a timeless classic as well as promote it along with the Chaplin short films in our catalogue.

**New Frontiers:** The cinematic nature of the film pushed us to branch out into new cinema thematic markets in terms of audience as well as in terms of industry events and communication. Chaplin's films have a rare truly universal appeal that crosses borders and transcends ages, which also allowed us to reach new geographical territories and age-groups.

**Iconography:** The incredibly rich and recognizable iconography gave us the perfect raw material for reinforced communication and having fun with marketing goodies.

**Not Just a Pretty Face:** All while making the audience laugh, Chaplin's films played an important role in denouncing social and political conditions of the time. Many of the themes addressed are just as pertinent today, and pro-

vide us important lessons in tolerance, humanity, freedom of speech and the freedom to laugh.

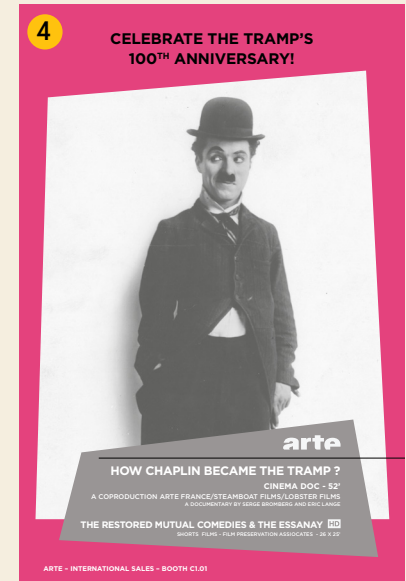
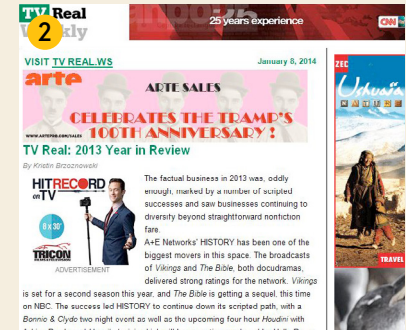
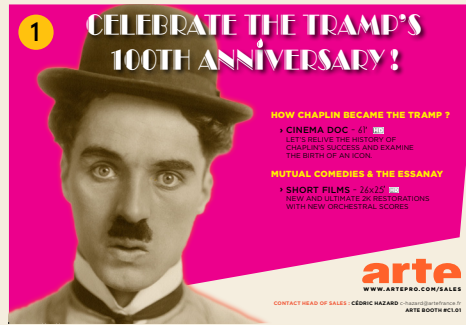
**Arte Brand:** The film was a perfect and natural fit with Arte's brand as a cultural channel known for its love and promotion of cinema, an added benefit for visibility and coherence.

**Cinema Classics:** The film reinforces our mission to include patrimonial works in the catalogue such as the short film collections by Chaplin, Keaton and Méliès. We will soon be releasing a new documentary by Lobster Films (and Quark Productions) about the life of Buster Keaton that will coincide with the release of new HD versions of Keaton's short films remastered by Lobster.

**Pure Pleasure:** Last but certainly not least is the pleasure factor. In the documentary world we're often faced with difficult subjects reflecting today's reality. It was extremely enjoyable for us to promote a film on such a magical and iconic performer, and the pleasure we took working on it was certainly contagious to others around us.

# Our promotional activity and marketing tools

- 1 • Advertising in VARIETY for MIPCOM 2013: Printed Ad (full page)
  - 2 • Advertising in WORLDSCREEN: animated banner in TV REAL weekly e-newsletter during 4 weeks, starting January 8th 2014 and sent to 18000 professionnals
  - 3 • Advertising in APEX Market TV Guide in April 2014
  - 4 • Promotion of the documentary at the Cannes Film festival in May 2014
  - 5 • Promotional objects : 2 mugs introducing 2 exclusive photos © Bubble Inc Chaplin
  - 6 • A set of postcards including 1 postcard of THE TRAMP
- A trailer
  - Newsletters focusing on Cinema and email shots to clients
  - Promotion of the program on Arte Sales website's homepage for 4 weeks (December 2013)
  - Relying on our network of journalists to disseminate information on a regular basis
  - Strong market attendance with a specific ARTE booth and posters during major TV events such as MIP TV...
  - Favouring festival, non-commercial screenings and partnerships with major CRS actors, in order to promote the purpose and obtain maximum exposure for the film.



# A worldwide appeal

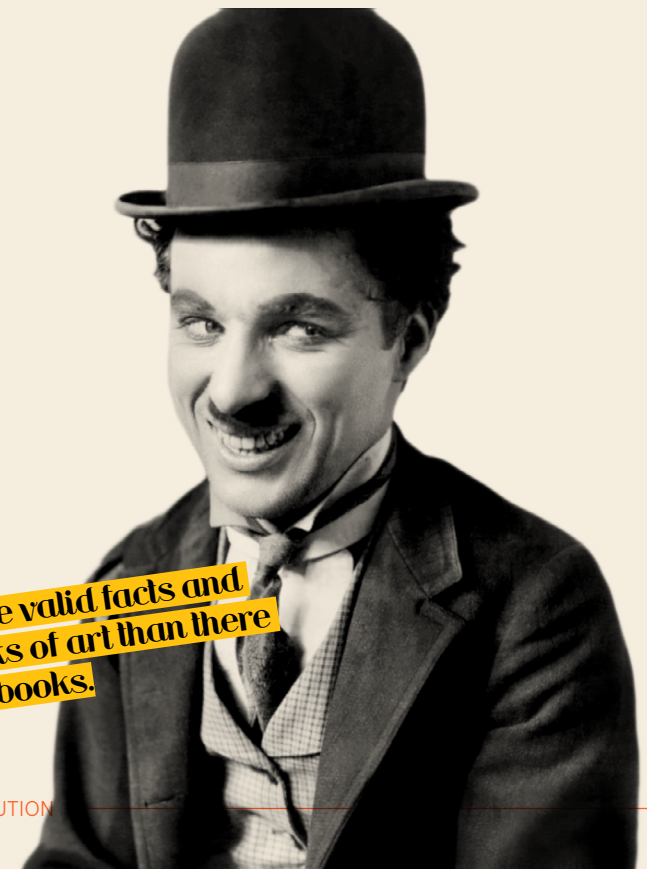
SOLD TO 23 TV CHANNELS



48 COUNTRIES REACHED (ALL MEDIA)

- Afghanistan
- Albania
- Argentina
- Armenia
- Australia
- Azerbaijan
- Belarus
- Belgium
- Bosnia
- Brazil
- Canada
- China
- Croatia
- Denmark
- Finland
- France
- Germany
- Georgie
- Haiti
- Hong-Kong
- Ireland
- Italy
- Israel
- Japan
- Kazakhstan
- Kirghizistan
- Kosovo
- Koweit
- Lithuania
- Macedonia
- Moldova
- Montenegro
- Morocco
- Oman
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Spain
- Sweden
- Switzerland
- Tajikistan
- Taiwan
- Turkmenistan
- Ukraine
- United States
- Uzbekistan

INFLIGHT RIGHTS:  
SOLD ALL OVER THE WORLD



**There are more valid facts and details in works of art than there are in history books.**



# Market attendance

A STRONG MARKET ATTENDANCE INCLUDING FIRST-CLASS CINEMA MARKETS SUCH AS THE BERLINALE AND THE CANNES FILM FESTIVAL, FOR A SPECIFIC APPROACH

**Spin-off products turned him into a brand long before he became a cultural icon**  
(CINÉ TÉLÉ OBS 21/12/2013)



FESTIVAL DE CANNES



BERLINALE  
6-16 FEB 2014



27<sup>e</sup> FIPA  
21-26 JANVIER 2014  
BIARRITZ



Latam TV Buyers Summit



hot docs  
OUTSTANDING  
APRIL 24-MAY 4, 2014  
CANADIAN INTERNATIONAL  
DOCUMENTARY FESTIVAL



3Rendez VOUS  
TV France International  
7-11 SEPTEMBRE 2014



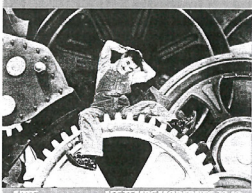
atf  
ASIA TV FORUM & MARKET





## Télévision

**DIMANCHE**



### Et Charlot naquit...

ÉVÉNEMENT Passez votre soirée en CC

Date: 19/12/2013  
Pays: FRANCE  
Page(s): 20,23  
Diffusion: 19:00-20:00  
Périodicité: Hebdomadaire  
Surface: 181%



Une star, un destin

# Charlie Chaplin

## La légende de Charlot

Cent ans qu'il nous fait rire et pleurer. Mais quel était le secret du génial artiste anglais?

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Date: 21/12/2013  
Pays: FRANCE  
Page(s): 23  
Diffusion: 18:00-19:00  
Périodicité: Quotidien  
Surface: 31%

## TÉLÉ-RADIO

EN FAMILLE

### Charlot, naissance d'une icône

Après la diffusion de douze petits chefs-d'œuvre réalisés par Charlie Chaplin en 1916 et 1917, Arte propose un documentaire sur ses débuts légendaires.

Il a vu sa mère perdre la raison, son père mourir d'alcoolisme et a dû passer une partie de son enfance en orphelinat. Pourtant, Charles Spencer Chaplin est devenu l'une des grandes vedettes du cinéma mondial, et ce, en un temps record. Cette naissance accélérée d'une des étoiles les plus brillantes du 20<sup>e</sup> siècle est racontée dans le documentaire de la même année par Serge Remberg et Eric Langa, dans l'excellent documentaire que diffuse Arte, dimanche 29 décembre.

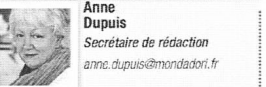
Le jeune comédien britannique débute en Amérique en 1910. À 21 ans, il joue dans une troupe de music-hall qui tourne beaucoup. Doté d'une confiance absolue en lui-même, il est considéré à l'école des scènes popu-

Les Temps modernes.

par Mark Smeck, patron des studios Keystone. Il invente très vite une personnalité un peu ridicule, dit d'un pantalon large et d'un chapeau à la chaîne et signe l'humour sous le pseudonyme de Charlot.

Il a vu sa mère perdre la raison, son père mourir d'alcoolisme et a dû passer une partie de son enfance en orphelinat. Pourtant, Charles Spencer Chaplin est devenu l'une des grandes vedettes du cinéma mondial, et ce, en un temps record.

Le jeune comédien britannique débute en Amérique en 1910. À 21 ans, il joue dans une troupe de music-hall qui tourne beaucoup. Doté d'une confiance absolue en lui-même, il est considéré à l'école des scènes popu-



**Anne Dupuis**  
Secrétaire de rédaction  
anne.dupuis@mondadori.fr

**SOIRÉE CHARLIE CHAPLIN**  
DIMANCHE 29 DÉCEMBRE - ARTE - 20.40

Joli coup de projecteur sur Charlie Chaplin, avec « Les temps modernes » et « Le Kid ». Entre ces deux chefs-d'œuvre, « La naissance de Charlot », un documentaire passionnant, bourré d'archives, d'extraits de films et de témoignages.

**La légende de Charlot**  
Comment, il y a un siècle, un obscur acteur de music-hall anglais devint une star mondiale et réinventait le cinéma.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

**LE NOUVEL OBS**  
19.12.13

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Date: 14/12/2013  
Pays: FRANCE  
Page(s): 18  
Diffusion: 18:00-19:00  
Périodicité: Hebdomadaire  
Surface: 30%

## Le Canard enchaîné

La Boîte aux Images

Un sacré Charlot

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Date: 19/12/2013  
Pays: FRANCE  
Page(s): 18  
Diffusion: 18:00-19:00  
Périodicité: Hebdomadaire  
Surface: 46%

Midi - 503

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

12.12.13 - Documentaire

### La Naissance de Charlot

Documentaire de Serge Remberg et Eric Langa (France 2013). 50 min. Texte: Comment le plus célèbre des cinéastes du monde a grandi, travaillé, aimé et travaillé. Comment il a inventé le film muet, et son langage. Une légende est née, celle de Charlie Chaplin dans un documentaire très classique qui a traversé les continents.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

12.12.13 - Documentaire

### La Naissance de Charlot

Documentaire de Serge Remberg et Eric Langa (France 2013). 50 min. Texte: Comment le plus célèbre des cinéastes du monde a grandi, travaillé, aimé et travaillé. Comment il a inventé le film muet, et son langage. Une légende est née, celle de Charlie Chaplin dans un documentaire très classique qui a traversé les continents.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.

Il ne se peut en effet découvrir, une grande lecture d'un film, l'histoire d'un homme qui a marqué l'histoire de la culture. Charlie Chaplin ne va pas décrire un personnage, il va raconter une vie.



TELE CABLE SATELLITE

arte CINÉMA Dim. 22.05

### La naissance de Charlot

Comment le quasi-SDF britannique Charles Chaplin est devenu le célèbre Charlot?

Ce doc répond à la question à l'aide de nombreux extraits de films et de commentaires pertinents. On assiste donc à la "création" d'un personnage en direct. B.C.



## AUDIENCE

"How Charlie became the Tramp" was broadcast on ARTE on December 29th, 2013, during a late-evening slot. In France, it reached 487,000 TV viewers. And in Germany, it was seen by 425,000 TV viewers. On the ARTE+7 catch-up site, the documentary has had 17,607 views in France and 10,730 views in Germany.

# ...And internationally

## Gazzetta del Sud

5 ottobre 2014 - La Luffe (canale 50 del digitale terrestre, 139 di Sky)

### Documentari d'autore sulla vita di grandi artisti

Ogni lunedì in prima serata per tutto il mese di agosto

Silvia Braccini

Tutti i lunedì di agosto alle 21 Laeffe (can 50 DTT e tv satellite, 139 di Sky) propone per il ciclo LaeffeFilmFestival, una selezione di film documentari di autore dedicati ai grandi artisti di ieri e di oggi: Charlie Chaplin, Picasso, Ralph Steadman, Violeta Parra, persone straordinarie che hanno lasciato un segno indelebile nella nostra società, narrate e analizzate da punti di vista inediti e illuminanti. Ieri è andato in onda, in prima tv in chiaro, "Per nessuna buona ragione", di

Charlie Paul, dedicato a Ralph Steadman, geniale illustratore e caricaturista inglese.  
Lunedì 10 andrà in onda "Chaplin", il documentario girato nel 2013 di Serge Bromberg ed Eric Lange, prodotto con la Chaplin Association che esplora la genesi dell'icona del cinema muto dall'infanzia, passata nei quartieri più poveri di Londra al successo mondiale. L'obiettivo è svelare il mistero del leggendario Charlie Chaplin, di cui si è festeggiato il 100° anno il centenario dell'esordio nel cinema, attraverso spezzoni restaurati delle sue pellicole. Uno sguardo arretrato e per molti versi inedito dell'uomo e del

Partore.  
Lunedì 17 sarà la volta di Violeta Parra - "Vient to Hebeven", il regista Andrés Wood ha dedicato questa pellicola a una coprodottrice cilena. Violeta Parra, cantautrice folk, poetessa, pittrice, scultrice e ceramista, do sempre impegnata contro le ingiustizie sociali: il film documentario, basato sul libro omonimo del figlio Angel Parra, anch'egli musicista, è un ritratto sincero e a tratti commovente della vita tremata intensa di una donna eccezionale, nel suo esilio e nella sua fragilità, che ne ripercorre, fra musica e poesia, le tappe fondamentali, dalla difficile infanzia a Chilian, in

una famiglia proletaria e numerosa, al suo impegno politico e ai suoi amori intensi e travagliati, fino all'eterna decisione di togliersi la vita.  
Lunedì 24 di viene, invece, uno dei più grandi artisti di sempre: il documentario "Picasso - The Legacy" di Frances Nancy, realizzato assieme a Olivier Picasso, ripercorre la storia personale, familiare e professionale di uno dei maestri indiscussi dell'arte di tutti i tempi, ricostruita attraverso archivi privati, interviste esclusive ad amici e familiari e opere del celebre pittore, molte rimaste poco dopo la sua morte, nel 1973.  
Il titolo originale del doc, una produzione francese del 2013, è "Picasso, l'inventore d'une vie".



Saranno di scena Charlie Chaplin e Pablo Picasso, con testimonianze

FAMIGLIA CRISTIANA

LUNEDÌ 10 AGOSTO



CHAPLIN

LAEFFE (CANALE 50) - 21.05

È un mito indiscusso e senza tempo della storia del cinema: la carriera di Charlie Chaplin, dagli stenti nei sobborghi di Londra al successo planetario, in un documentario che offre spunti interessanti su un'epoca in cui realizzare un film era soprattutto sperimentazione.



LAEFFE, lunedì 10 alle 21.05

**Chaplin - The Birth of the...**



Sbarca in chiaro il documentario sull'incredibile vita dell'icona della comicità cinematografica, Charlie Chaplin (1889-1977). Dall'infanzia nei quartieri poveri di Londra alla nascita del mito, il mistero del successo immediato del leggendario attore, di cui si è da poco festeggiato il centenario dell'esordio nel cinema.

## GIOIA!

tv

### Artisti visionari

Agosto d'autore su Laeffe, che ogni lunedì propone docu-film su grandi personaggi dello spettacolo. La rassegna, che rientra nel ciclo LaeffeFilmFestival, rende omaggio ad artisti che hanno rivoluzionato il mondo della pittura, del canto e del cinema. Lunedì 10 agosto va in onda *Chaplin*, il documentario, realizzato nel 2013 e prodotto dalla Chaplin Association, ripercorre la vita di Charlie Chaplin (a lato), l'incredibile attore del cinema muto, proponendo spezzoni restaurati dei suoi film. Il 17 agosto è invece la volta di Violeta Parra, poetessa, cantautrice folk, pittrice, scultrice e ceramista, è considerata uno dei simboli del Cile. A narrare la storia in *Went to Heaven* (ispirato al libro del figlio Angel Parra) è il regista cileno Andrés Wood. Infine, il 24 agosto va in onda *Picasso - The legacy*, un commosso racconto della vita dell'artista, ricco di interviste esclusive ad amici e familiari. **Francesca D'Angelo**

Coni compresi Docu-film su Chaplin, Violeta Parra e Picasso, in onda ogni lunedì alle 21 su Laeffe (canale 50 del Dtt).

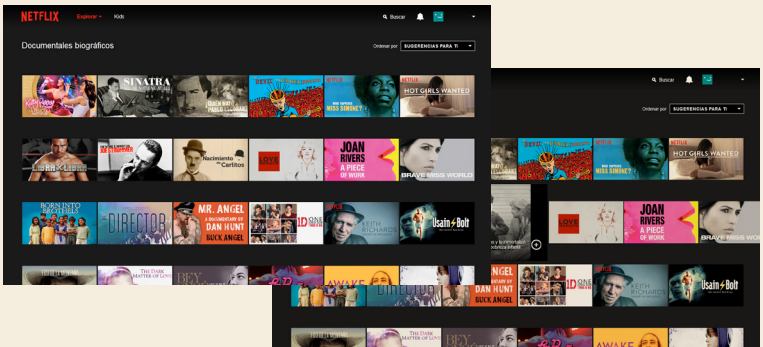


## Italia Oggi

Laeffe ad agosto punta sul cinema d'autore. Tutti i lunedì di agosto alle 21, laeffe (canale 50 del digitale terrestre e TivùSat, 139 di Sky) propone per il ciclo laeffeFilmFestival una selezione di film documentari d'autore dedicati ai grandi artisti: da Charlie Chaplin a Picasso, da Ralph Steadman, a Violeta Parra.

### AUDIENCE SHARE

In Switzerland, the doc was aired on RTS Deux on Feb. 24<sup>th</sup>, 2014 at 8:12pm and reached a 7.5% audience share. It will be aired again on Saturday Dec. 26<sup>th</sup> at 11:30am on RTS Un. In Romania, the airing on June 15<sup>th</sup>, 2015 reached a 4% audience share.







ERIC LANGE



SERGE BROMBERG

## LOBSTER FILMS / STEAMBOAT FILMS

Serge Bromberg, the founder of Lobster Films, is a true impresario: a huntsman who salvages lost classics and curiosities of cinema, a conservator who works with archives, foundations, studios, and festivals worldwide to restore these films; and a born showman who, through his now-famous *Retour de Flamme* (Saved From the Flames) presentations, makes moviegoing a thing of wonder and excitement again. In 2006, Bromberg decided to set up his own production company and Steamboat Films was born. Now the market players can easily distinguish LOBSTER FILMS - dedicated to the restoration of ancient films and stockshot sales, as well as cinema production - from STEAMBOAT FILMS, whose core activity is the production of TV programs, managed on a day-to-day basis by Marianne Lère.

Since its creation, STEAMBOAT has taken over the development of projects initiated by LOBSTER, and a natural partnership has grown between the two companies where STEAMBOAT benefits from the infrastructure of LOBSTER in terms of archive footage and post-production facilities. The LOBSTER FILMS' collection consists of more than 40.000 films, all rare movies, which are frequently used in STEAMBOAT's productions.



## ARTE SALES

ARTE Sales is the award-winning international sales division of the European public broadcaster ARTE. The catalogue contains 4,000 hours of creative, diverse and bold content of impeccable quality, produced by more than 150 French and foreign production companies. Our mission is simple: to inform, question and entertain. Traditionally known as a reference in documentary film distribution, ARTE Sales is now distributing TV Drama and Short Content. Whether it be History, So-cietiy, Current Affairs, Discovery, Science, Arts & Culture, Animation or Drama, our programs reflect ARTE's ambitious editorial policy and invite viewers to take another look at the world in which we live.

**CONTACT: HEIDI FLEISHER**  
HEAD OF INTERNATIONAL SALES AND CATALOG ACQUISITIONS  
H-FLEISHER@ARTEFRANCE.FR

**Rare archives, brimming with emotion, reveal a young and little known Chaplin**

(TELLE EST MA TÉLÉ 27/12/2013)

**More than a role, he created a character**

(LE CANARD ENCHAÎNÉ 24/12/2013)

**Burlesque genius and social criticism, with humour and emotion**

(TÉLÉRAMA 18/12/2013)

**His met with phenomenal success. After 4 months, he was directing his own films**

(CINÉ TÉLÉ OBS 21/12/2013)

**The Tramp started out as a fierce character, but his physical and mental cruelty faded away as Chaplin got to know him better**

(CINÉ TÉLÉ OBS 21/12/2013)

**He conquered the world through the sheer grace of his mime**

(TÉLÉSTAR 06/01/2014)

**He dreamt of playing Hamlet, but the Prince of Denmark became a Tramp**

(LE CANARD ENCHAÎNÉ 24/12/2013)

**A fame that amused the man himself. Legend has it he took part in numerous Chaplin look-alike competitions - and came third.**

(LA CROIX 21/12/2013)

**«In the end, everything is a gag»**



**MAKE YOUR VOTE  
MATTER...  
VOTE FOR THE TRAMP!**



**CLICK HERE  
TO SCREEN ONLINE**