



PRESS RELEASE

SHOOT THE BOOK!

A second edition for Shoot the Book! at the Toronto International Film Festival (TIFF)

On **Monday, September 12, 2016**, in the prestigious **Malaparte** venue at **TIFF Bell Lightbox** during the **Toronto International Film Festival**, four selected French publishers will be invited to present the gems of their catalogues to North American cinema professionals.

Shoot the Book! Toronto is an event created for **film industry professionals**, producers, directors, and screenwriters **in search of original content**. Over the course of a **pitch session**, four French publishers will each present a book with great potential for cinematographic adaptation, and for which the film and TV rights are available. The presented titles will be previously handpicked by a jury of international professionals from a total selection of twenty-seven works proposed by fifteen of the greatest French publishers. From the page to the screen, Shoot the Book! takes an original approach to the relationship between the two industries. It is also an exclusive opportunity for professionals to be the first to discover the texts that will become the films of tomorrow.

In 2016, TIFF **will host the second edition** of Shoot the Book! Toronto, organized by the Embassy of France to Canada in partnership with the Société Civile des Editeurs de Langue française (SCELf), the Bureau International de l'Édition Française (BIEF), and Institut français (IF). Started at the 2014 Cannes Film Festival, Shoot the Book! was exported for the first time in 2015 at TIFF, the third-largest film festival in the world and a can't-miss event for professionals in the cinematography industry. Drawing on its success at Cannes, this unique intersection between the universes of French publishing and international cinema won over TIFF as well as the American Film Market in Los Angeles.

The success of **Shoot the Book!** is based on the book-film synergy. Literature has always been a great source of histories and themes for cinema and television, but today, **adaptation is more alive than ever**. The wealth and diversity of French literary production, in constant renewal, offers producers invaluable material for films that go on to meet unprecedented success. The greatest example of recent years may be the multi-award-winning film **Blue is the Warmest Colour**, an international success inspired by the graphic novel of the same name by French author Julie Maroh.

But French creation also inspires international producers, as suggests the extraordinary fate of **Snowpiercer**, by Jean-Marc Rochette and Lob. In 2004, South-Korean director Bong Joon-ho found by chance a copy of the graphic novel in a Seoul bookstore and the idea of adapting it to the screen came to life. Nearly thirty years after the publication of the graphic novel, this post-apocalyptic science fiction narrative was brilliantly brought to the screen in 2013. Distributed in the United States by the Weinstein Company, the film was a box-office smash.

More recently, **Elle**, the eagerly-awaited new film by American filmmaker Paul Verhoeven (*Basic Instinct*, *Total Recall*) and adaptation of French author Philippe Djian's *Oh...* was just selected in official competition at Cannes.

The audience and the industry now await the adaptation of the novel *HHhH* by Laurent Binet, which was praised by the New York Times as one of the literary highlights of 2012 and whose rights to were bought by the Weinstein Company for a film with an international cast, including with Jason Clarke, Rosamund Pike, and Mia Wasikowska in the leading roles.

The four works that will be pitched this year have been carefully selected by a **jury of international professionals**:

- **Jennifer Jonas** is a Canadian producer (New Real Films) who has produced 14 feature films, including Bruce LaBruce's *Gerontophilia*, presented in Venice in 2013, and Robert Budreau's *Born to Be Blue*, a biopic about Chet Baker with Ethan Hawke.
- **Michael McGowan** is a Canadian filmmaker/screenwriter/producer. Michael McGowan knows TIFF like the back of his hand, as he has presented four of his films there: *Saint Ralph* in 2004; *One Week* with Joshua Jackson in 2008; *Score: A Hockey Musical* in 2010; and *Still Mine* in 2012. He also has a close bond with literature as he has written books for young audiences and contributed to the TV adaptation of the book *Mordecai Richler*.
- **Danish Vahidy** has been the Director of Marketing at Mongrel Media for more than ten years. Mongrel is a Toronto-based distribution company whose catalogue includes French films like *Mustang*, *The Lobster*, *Dheepan*, and Bonello's *Saint-Laurent*.
- **Tony Cianciotta** is a major figure in production and distribution in Canada. He has occupied a number of top management positions at Twentieth-Century Fox Canada, Cineplex Entertainment, and Alliance Films.
- **Hayet Benkara** is a French professional who has been in Toronto for more than ten years. She works as a Programmer for TIFF Studio, a professional incubator for emerging directors and producers.
- **Didier Dutour** is the Books and Translation Officer at Institut français.
- **Selma Toprak** is the Cultural Attaché at the Consulate General of France in Toronto. The service under her direction aims to promote artists and professionals from the French creative and cultural industries in Toronto. Shoot the Book! brings together the Consulate's Film and the Book offices in order to highlight the ties that bind these two industries.

Embassy of France to Canada – Consulate General of France in Toronto

The Cultural Service of the Embassy of France in Canada works through its five consulates to implement a cultural policy that focuses on three principal areas: inter-university cooperation, cultural cooperation, and French-language initiatives. Audiovisual content, cinema, and new media are three high-priority issues for the Cultural Services in Canada. Canada and France maintain a very significant partnership in the film industry, and TIFF is one of the most important film festivals in the world. Each year, the festival shows the best of French cinema in Toronto and it is a can't-miss event for French film industry professionals.

For any additional information:

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