

CHANCES x NEON

SPACESHIP EARTH
THE PAINTER AND THE THIEF
SHE DIES TOMORROW



MARKETING DECK

CHARADES X NEON

MARKETING DECK

2020

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SPACESHIP EARTH



THE PAINTER AND THE THIEF



SHE DIES TOMORROW

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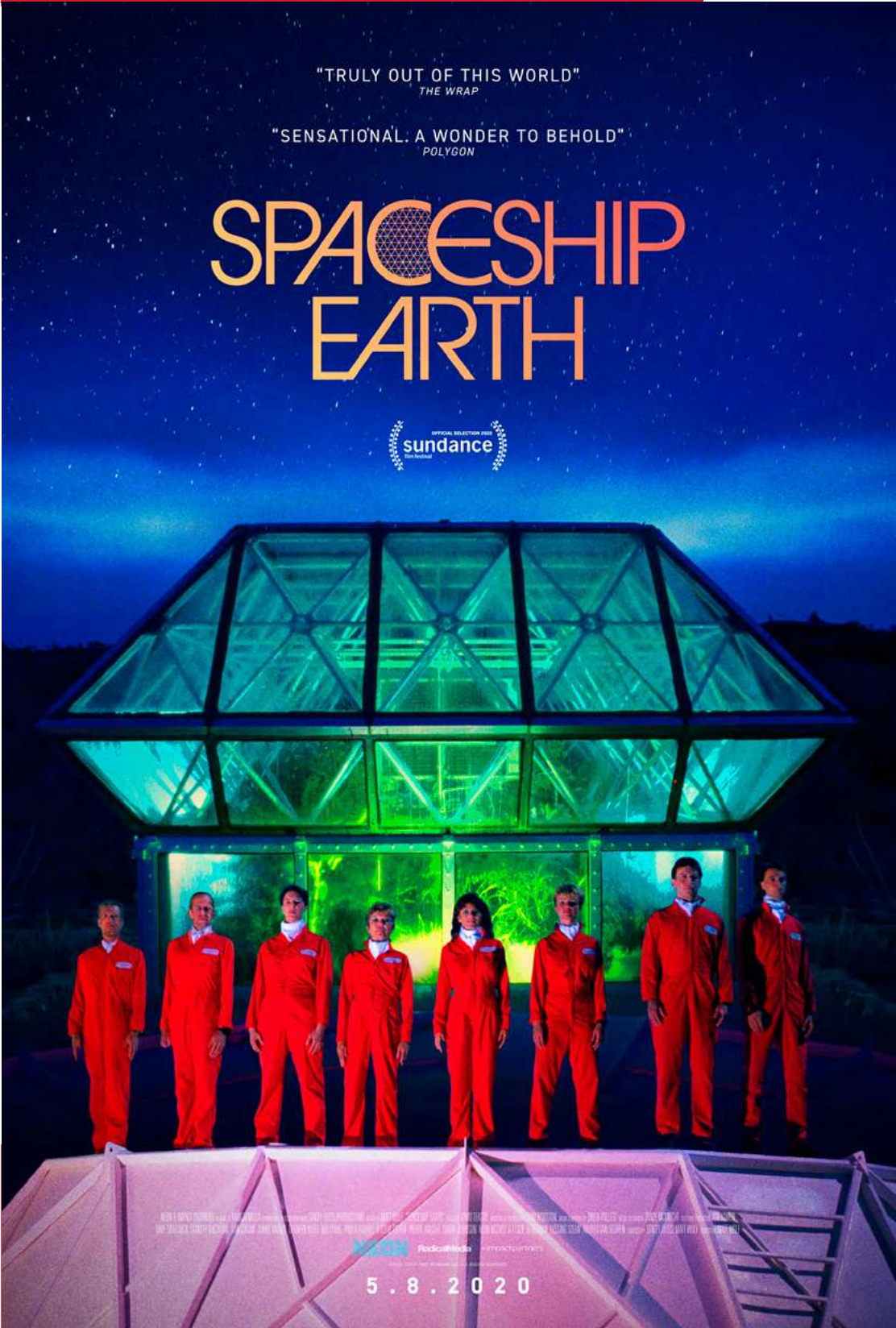
The context




CHARADES has partnered in April 2020 with the award-winning company NEON to handle worldwide sales on three films of their upcoming slate: *Spaceship Earth*, *The Painter and the Thief*, and *She Dies Tomorrow*. This association is the result of a feeling shared by both companies: *try to sketch an answer* to the current crisis affecting the film industry.



First, with topical films, all recent Sundance and SXSW winners, addressing current issues from *fresh and diverse perspectives*. Secondly, with features available immediately for delivery, so that distributors and platforms can offer *new and thematic content* to audiences.

With most theaters closed around the world, *an innovative strategy including both traditional and non traditional venues* has been thought for the 3 films.

	CHARADES X NEON	MARKETING DECK	THE CONTEXT	2020	5
	<p>As Neon founder and CEO Tom Quinn summarizes: <i>“It’s more important now than ever that we entertain (...) We’re looking for companies around the world that want to work with us, that want to learn together, that want to come together as a community. As a community, what we build together, will only make us stronger, more committed, more passionate purveyors of cinema in 2021.”</i></p>				
	<p><i>The model is a creative framework, to get inspiration from.</i> Every distributor will be able to <i>adapt the model</i> and the original release plan to its market needs and specificities. <i>A theatrical release is also possible</i> : for instance, Scandinavia will launch the film in theaters.</p>				
	<p>Please also kindly note the films will be <i>eligible for Oscars nominations</i>.</p>				

	CHARADES X NEON	MARKETING DECK	SPACESHIP EARTH	2020	6
<p>COMPLETED</p> 	<p>A FILM BY</p> <p>MATT WOLF <i>(Wild Combination: A Portrait of Arthur Russell, Recorder: The Marion Stokes Project)</i></p>	<p>PRODUCTION COMPANIES</p> <p>Impact Partners <i>(Icarus, Shooting the Mafia, Of Fathers and Sons)</i> , RadicalMedia <i>(Blue Valentine, A Good Year, The Cell)</i> Stacey Reiss Production <i>(The Eagle Huntress)</i></p>			
	<p>USA</p> <p>DOCUMENTARY</p> <p>SYNOPSIS</p> <p>Spaceship Earth is the true, stranger-than-fiction, adventure of eight visionaries who in 1991 spent two years quarantined inside of a self - engineered replica of Earth’s ecosystem called BIOSPHERE 2. The experiment was a worldwide phenomenon, chronicling daily existence in the face of life threatening ecological disaster and a growing criticism that it was nothing more than a cult. The bizarre story is both a cautionary tale and a hopeful lesson of how a small group of dreamers can potentially reimagine a new world.</p>	<p>LANGUAGE</p> <p>English</p> <p>DURATION</p> <p>1H55</p> <p>DELIVERY</p> <p>Please get in touch with Romain Millon</p> <p>PRESS</p> <p>For any talent-related request, please write to Christina Zisa and Mathilde Martin</p> <p>TRAILER HERE</p>			

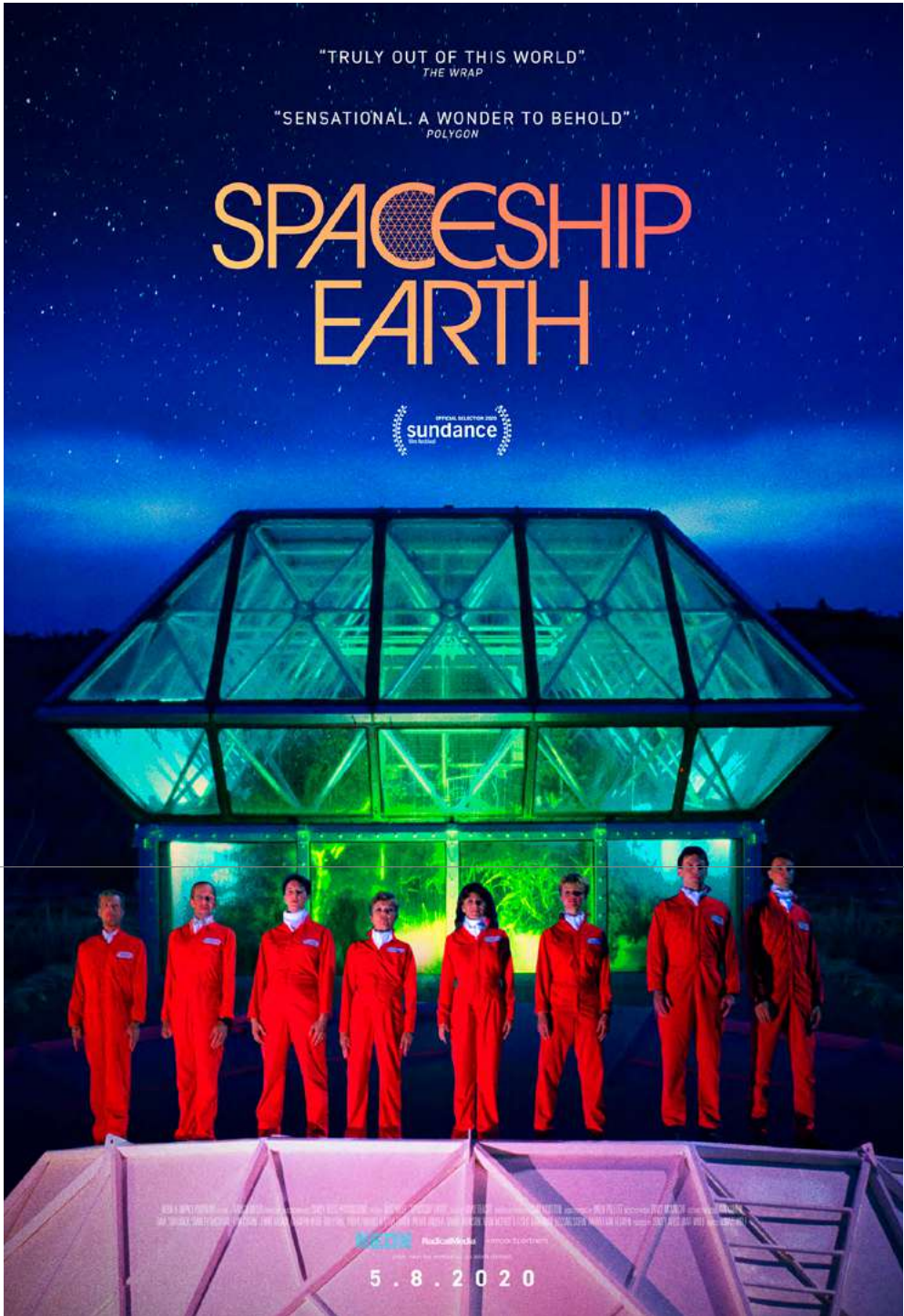
	CHARADES X NEON	MARKETING DECK	THE PAINTER AND THE THIEF	2020	7
<p>COMPLETED</p>  	<p>A FILM BY</p> <p>BENJAMIN REE <i>(Magnus)</i></p>	<p>PRODUCTION COMPANIES</p> <p>Medieoperatørene</p> <p>LANGUAGE</p> <p>English and Norwegian</p> <p>DURATION</p> <p>1H42</p> <p>DELIVERY</p> <p>Please get in touch with Romain Millon</p> <p>PRESS</p> <p>For any talent-related request, please write to Christina Zisa and Mathilde Martin</p>	 <p>THE PAINTER AND THE THIEF</p> <p>TRAILER HERE</p>		
	<p>NORWAY</p> <p>DOCUMENTARY</p>				
	<p>SYNOPSIS</p> <p>Two paintings from Czech painter, Barbora Kysilkova are stolen from an Oslo art gallery. The two thieves are quickly identified and arrested. Hoping to learn what happened, Barbora approaches one of them, Karl-Bertil Nordland, at his criminal hearing. She asks if she can paint his portrait. Surprisingly, he agrees. What will follow, over a series of portraits and many years, is an extraordinary story of human connection, to reflect on in times of social distancing.</p>				

	CHARADES X NEON	MARKETING DECK	SHE DIES TOMORROW	2020	8
<p>COMPLETED</p> 	<p>A FILM BY</p> <p>AMY SEIMETZ</p>	<p>CAST</p> <p>Kate Lyn Sheil (<i>The Sound of Silence</i>, <i>House of Cards</i>), Jane Adams (<i>Eternal Sunshine of the Spotless Mind</i>, <i>Little Children</i>, <i>Happiness</i>)</p>			
	<p>USA</p> <p>SCIENCE FICTION</p> <p>SYNOPSIS</p> <p>Amy is ravaged by the notion that she is going to die tomorrow, which sends her down a dizzying emotional spiral. When her skeptical friend Jane discovers Amy’s feeling of imminent death to be contagious, they both begin bizarre journeys through what might be the last day of their lives. Filmmaker Amy Seimetz dives into her characters’ psyches with alarming effect, crafting an avant-garde mosaic that evokes how they grapple with their mortalities, undercut by a sly, dark sense of humor.</p>	<p>PRODUCERS</p> <p>Amy Seimetz, David Lawson Jr (<i>The Endless</i>, <i>Spring</i>), Justin Benson (<i>The Endless</i>, <i>Spring</i>), Aaron Moorhead (<i>The Endless</i>, <i>Spring</i>)</p> <p>LANGUAGE</p> <p>English</p> <p>DURATION</p> <p>1H24</p> <p>DELIVERY</p> <p>Please get in touch with Romain Millon</p> <p>PRESS</p> <p>For any talent-related request, please write to Christina Zisa and Mathilde Martin</p>			
			SHE DIES TOMORROW		

Case study: *Spaceship Earth*

First feature of this innovative strategy is *Spaceship Earth*. The acclaimed Sundance documentary premiered in the US on May 8th on *11 VOD services* (including Hulu), on *DVD* (manufactured on demand and available on 4 online retailers) but not only. The film also plays theatrically in *participating drive ins*, and select *pop-up city-scape projections*. In addition, a special arrangement has been made with exhibitors to launch the film *on virtual cinemas: theater websites* plus websites of *other affected businesses interested in participating* (*film festivals, museums* and *first-time film purveyors* like bookstores, restaurants etc.). In a nutshell, it's day-and-date, in times of Covid-19.

“Even though Spaceship Earth won’t be playing in theaters across the country, we hope by making it available “everywhere” the film’s release can at least embody the communal spirit of cinema if not the big screen. We miss our partners in exhibition greatly and look forward to cinema’s triumphant return”, explains Tom Quinn.



	CHARADES X NEON	MARKETING DECK	CASE STUDY	2020	10
	<p>The cost to access the film in the US is 3.99 \$ in VOD (rental), in virtual cinemas and 12.99 \$ in EST (Digital Purchase).</p> <p>The revenue share is 50% for the distributor, 50% for the partner.</p>	<p>The partners of the release of the film in the US use Vimeo OTT.</p>	<p>It is possible to host live online Q&As and panels with filmmakers, film subjects and special guests. As Vimeo can't host a Q&A, you will have to move to another platform (Google Meets, Zoom, Instagram Live, Twitch etc.)</p>		
	<p>All requests for the US go through a Google Form on NEON website.</p> <p>For Airtable users, CHARADES is happy to share with you a base to organize and keep track of your screenings and partnerships applications.</p>	<p>A way to turn the release into an event is to involve third-parties which can also help and benefit from it : on the night of <i>Spaceship Earth</i> release, NEON has partnered with in-need restaurants in NYC and LA to provide meals for 35 pre-selected residents in their delivery zone and screen the film on virtual cinemas.</p>	<p>250 partners in the US have answered the call.</p> <p><i>Including : Media partners (Atlas Obscura, Indie Wire), theaters (Landmark Arclight, Alamo Drafthouse), film festivals (Chicago International Film Festival, Full Frame Film Festival), museums (Smithsonian Institute, Museum of the Moving Image, Berkeley Museum and Pacific Film Archive), non traditional partners (NYC Trivia League, Talcott Mountain Science Center, Ground Support Cafe, Malaprop's Bookstore/Cafe, Bud Werner Memorial Library, Santa Monica French bistro Pasjoli, and Brooklyn's famous eatery Locanda Vini & Olii)</i></p>		
	<p>Digital marketing material include : trailer, poster, social media graphics and basic tech support to set up your own virtual cinema page.</p>	<p>Please let us know about your results and best practices here. The complete international round-up will be available here.</p>			

Alternatives & trends for the cinema experience in times of Covid-19, in association with THEFILMAGENCY

All initiatives and ideas are, of course, to be adapted respecting social distancing and protective measures.

1. New Places

The Covid-19 hangover will force local businesses to find *creative solutions* for ensuring a *secure and brand new social experience*.

2. Enhancing the Home Experience

Severe lockdown measures have outlined homes not only as a place to live but *a place where to enjoy spare time and cultivate hobbies* as well. Digital distribution enables *technology to design an exclusive multi-experience*. Who, how, and when are the icing on the cake.

3. Movies on the move

When people are banned to travel, *content is called to move*.

	CHARADES X NEON	MARKETING DECK	ALTERNATIVES & TRENDS: NEW PLACES	2020	12
	New places	Nature & open air venues	Urban Rooftops, planetariums, woods, parks, individual pools, cinemas by the river, screenings in the heart of a Botanical Garden. Venues where the connection with the environment <i>has a mighty purpose</i> .		
		Galleries, Museums, Art studios	<i>Art is a universal emotion</i> , able to go beyond time and countries. These particular places <i>enhance, magnify the storytelling</i> and become an <i>essential piece of the experience</i> .		
		Restaurants, Chefs Kitchens and bakeries	Unique spaces and boutiques gastro where to have a bite and enjoy a film when the sanitary conditions allow it. More broadly, to attend a cooking workshop with a chef and watch a movie can be a way of <i>helping your favorite restaurant</i> and <i>a nice social, cultural time</i> .		



Nature & Open Air Venues

Galleries, Museums, Art Studios

Restaurants, Chef Kitchens & Bakeries

At home experiences



Become a host

For the release of selected titles, the distributors can craft a *“At Home Premium Experience”* pack.
The spectator can buy the pack and host a screening at home with a very limited seating capacity. How does it work?

- *Invite Only*: You can either invite your friends or host an “open” event with a list of people near your location (Private list / RSVP list).
To become a host the distributor can ask for some *mandatory conditions and technical settings*. Once you become a host you enter in a *“Film Host” community*.
- Once the purchase is made, the spectator will receive a *digital or physical pack* in order to enjoy the screening:
 - *Private film* link with expiring date / digital copy
 - *IT instructions* to set up the TV / Film projector.
 - *Local sponsorships* (Pop corn / Wine / Food Menu / Beer etc.)
 - *Other complimentary service / ideas* for the events at home (Cooking workshop, façade screening for the neighbors, DIY workshop related to the content of the film).

References: [Airbnb Experiences](#) and [The Guardian](#)



	CHARADES X NEON	MARKETING DECK	ALTERNATIVES & TRENDS: MOVIES ON THE MOVE	202016
	<h1>Movies on the move</h1>	<p>Europe travel: A train/bus travels across Europe making stops in selected cities and rural locations.</p> 	<p>The movies are moving thanks to <i>a cluster of distributors teaming up to share the travel investment.</i></p> <p>References: Puck Cinema Caravana & Caravan Talkies</p>	
		<p>City travel: in the urban zones, a moving screening tour around the main squares and streets.</p> 	<p>The movie can be rented by <i>neighbor associations</i> to enjoy a social experience or can be used as a <i>moving trailer screening.</i> <i>The information to access the film would also be shared on the same screen.</i></p> <p>Reference: Amazon Prime Balcony project</p>	

Alternatives & trends: *Spaceship Earth*

Bicycle drive-in cinemas



With BI02 and its research for a more *sustainable* life in mind, *outdoor bicycle screenings* can be encouraged. This kind of screenings can be co-organized by NGOs or green-local projects. *It replicates the drive-ins' model* but only two-wheelers are allowed in the parking.

Reference: [Electric Pedals](#)

Eco-friendly kit

Along with the purchase of the ticket, the spectator receives a *kit for kids* with DIY eco-solutions and a model to replicate the BI02 on a small scale. This can be extended to local science institutions and schools.

Reference: [Kiwico - Projects to Do At Home](#)

Alternatives & trends: *Spaceship Earth*

Self-Sustainable Planet Starter Pack

E-books, virtual conference, and workshops about the *Earth's sustainability* (Plant-based nutrition, Free Plastic solution, Urban Gardening, local eco-suppliers etc) This course could be led by BIO2 real protagonists in a way to teach how to become *a real eco-futurist*.

Reference: [Ecohuman Box](#)

Films, history and ecology

Create an online publication, underlining milestones of the ecological movement and films: each *historic date* would be matched with a *description* and *content to watch*, to go further. This agenda could follow the *Spaceship Earth chronology*.

Reference: [Filmin Times](#)

	CHARADES X NEON	MARKETING DECK	ALTERNATIVES & TRENDS: THE PAINTER AND THE THIEF	2020	19
	<h1>Alternatives & trends in art shops and galleries:</h1> <h2><i>The Painter and the Thief</i></h2>				
	<div>The Changing Exhibition</div>	<p>Boutique art galleries host selected screenings of <i>The Painter and The Thief</i> with a “work in progress exhibition” where the canvas and art masterpiece are made by the spectators attending the screening. The masterpiece can be made during a previous Art Workshop or brought from home. Before the screening, the spectators have to create together the exhibition (<i>respecting social distancing</i>), led by an art curator or a local artist. This dynamic boost the uniqueness of the event, as the next time you come in, the exhibition would have changed.</p>			
	<div>Art to share</div>	<p>The stolen canvas becomes an obsession in <i>The Painter and The Thief</i>; the loss triggers an unexpected friendship among the artist and the thief. Attending the gallery screening event, you <i>have to bring an art piece to trade it with a local artist and spectators as a way of bonding with new people</i>. This can be also made through a “<i>pick-n-leave dynamic</i>”: to enter the screening you have to pick an art piece and leave the one you bring. Every object has a little note from your trade friend. You can meet after the screening respecting social distancing.</p>			
	<div>Art on social media</div>	<p>AI/ 3D modeling art creations available on social media as <i>filters</i>, creating the biggest exhibition ever made. The stolen Barbora canvas will be available online <i>as a filter to use on Instagram</i>. The user will be able to place the canvas in their homes. (The filter could be available to use after the ticket purchasing) Reference: Amarist Studio</p>			

	CHARADES X NEON	MARKETING DECK	ALTERNATIVES & TRENDS: THE PAINTER AND THE THIEF	2020	20
	<h1>Alternatives & trends around friendship:</h1> <h2><i>The Painter and the Thief</i></h2>				
	<div>The Reunion / Shooting with your “Unexpected friend”</div>	<p>During the lockdown, many persons have experienced <i>loneliness</i>. In order to find comfort, human connections, we have been connected more than ever: forums, social media, phone lines, help groups. The bright side: <i>many new friendships</i> have bloomed. Restaurants, theaters, special venues make possible their reunion in their location with a event+screening. In the event, the new friends will participate in a shooting session, their faces will cover the walls of the cinema as a celebration of friendship. Everything, of course, <i>respecting social distancing</i>.</p> <p>Reference: Hijos del entendimiento</p>			
	<div>The First Supper</div>	<p>A global pandemic has forced us to call off celebrations and big events, abandoned terraces and restaurants; in a few days, we adapted socializing from drinking with friends to pouring yourself wine in a mug for your Zoom gatherings. Melancholia can hit us and leave us thinking about the last supper we had with our loved ones... but the best remedy for the past is to look towards the future. What about <i>the first supper</i> after this? Book your restaurant + screening and enjoy the first supper portrait/shooting with your friends.</p>			

Alternatives & trends: *She Dies Tomorrow*

Cluedo game

Cluedo crime scenes from frames or stills of the film *will be posted on social media for users to solve them*. Hints will be launched on different networks or *by the talents on Live Instagram / IGTV Instagram*. The crime scenes can be also designed by *local illustrators* and inspired by She Dies Tomorrow.

Reference: [Crímenes Ilustrados](#)

Virtual Escape Rooms

In some European territories, the *Virtual Escape Rooms* games have become a trend on Google Search. Users looking to connect with their friends have enjoyed gathering in virtual escape rooms. A SHE DIES TOMORROW Escape Room could be designed, using *multimedia assets* such as music, clips of the film, stills. Viewers could also get into the «Virtual Cinema Room» where the film would be screened.

Reference: [Virtual Scape Room](#)

	CHARADES X NEON	MARKETING DECK	ALTERNATIVES & TRENDS: SHE DIES TOMORROW	2020	22
	Online alternatives & trends: <i>She Dies Tomorrow</i>	Contagious Invite Only	<p><i>She Dies Tomorrow</i> is contagious, the screening invite <i>can only be transmitted by a friend</i>. After having watched the film, the camera opens to record a video-review to be sent to a friend along with the invite. The waiting room can be full of video-reviews/comments from previous watchers.</p>		
		“One chance to watch” room	<p>A digital premiere of <i>She Dies Tomorrow</i>, hosted by a relevant person, can be set on Youtube, Facebook or any other streaming service. The user will be able to register on a list and to invite friends to join the premiere. Before the screening, it would be possible to make a «donation» in order to access the screening.</p> <p>Reference: Warrior64 - John Wick</p>		

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Our lineup is available [here](#)