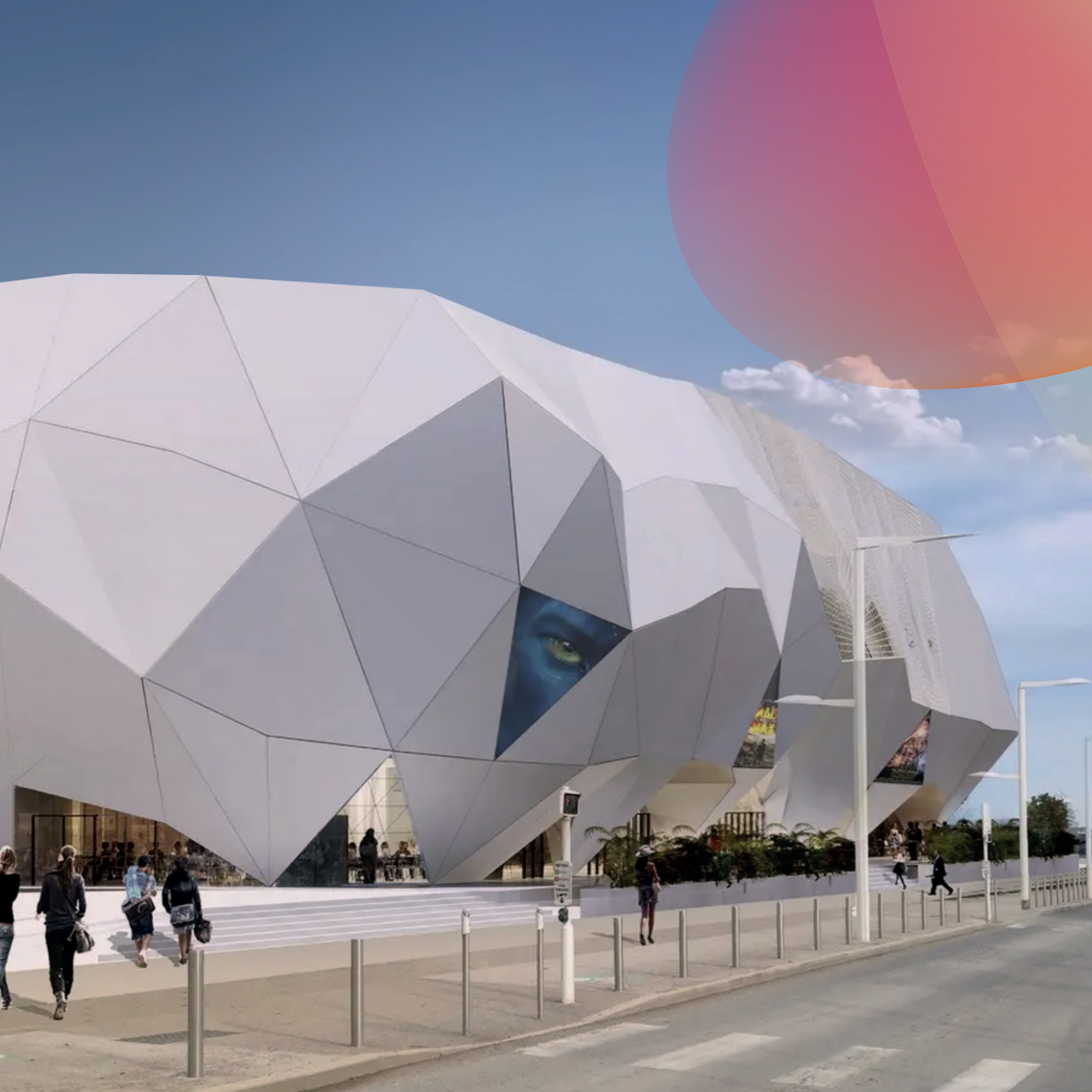




CANNES CREATIVE

CANDIDATE 2021
CITY OF FILM **UNESCO**





CANNES, CREATIVE CITY

The City of Cannes' cultural roots are embedded in its history as much as its DNA. They are most clearly manifested through the Cannes Film Festival and the major international trade fairs and conventions that contribute to a large part of the city's economic dynamism, but also through our desire to offer each young Cannes resident the opportunity to



David Lisnard,
Mayor of Cannes
President of the
Cannes Lérins
Agglomeration
Community

benefit from an artistic and cultural education throughout his or her schooling. It is by allowing the widest possible spread of art and culture through a policy combining that culture with supply and demand that we will give everyone the tools to flourish and remove themselves from the unfortunate destinies that may be foisted on them.

With *Cannes On Air*, we bring together public and private players to create an ecosystem informed by the creative economy and major structuring projects, in particular the University Training Centre, dedicated to the writing and audiovisual professions, as well as through CréACannes Lérins, a collection of companies specialising in digital, creative, and spatial fields. From the University to the Festival and Convention Centre and through our various infrastructure projects, such as the future World Cinema and Festival Museum, the development of this goal is thanks to the cross-fertilisation that gives it such solid cohesion, both conceptually and geographically.

For these reasons, joining the UNESCO Creative Cities Network would be a tremendous opportunity for the creative economy and would offer the possibility for partner cities to forge close links with Cannes so that we can share our respective experiences. This will ensure that culture, our greatest asset, continues to serve the common good and that creation remains at the service of everyone.

CREATIVE INNOVATION IN NUMBERS

**€ 30.2
MILLION**

dedicated to culture, or 16% of the city's operating budget

100%

of young people attending school in Cannes have benefited from creative education (EAC)

76

companies,

651

jobs &

**€ 123.1
MILLION**

business figures

4,000

journalists

150

countries in the Cannes Film Festival

30

film screens

39,826.5

SQ. FT. M²

for entrepreneurs

100

startups for the future business hotel

15

independent festivals

11

cutting-edge studios of audiovisual professionals

1,000

students for

33

training programs in cinema, audiovisual, and creative industries

2028

opening of the International Museum of Cinema

CANNES: ACTIVE & INVEN- TIVE



A heritage and a promise

Cinema is deeply rooted in the history of the city. Since the creation of the Cannes Film Festival in 1939, Cannes has become a world capital of cinema. In 1959 the Festival saw the arrival of the inaugural International Film Market, the first gathering of cinema professionals of the 7th Art. In 2018, CANNESERIES was added to celebrate film series from all over the world.

The bet on culture for all!

A pioneering city in Artistic and Cultural Education (EAC), Cannes became a pilot city paving the way in France for the generalisation of EAC in 2017. The city has 6 theatres, 2 museums in France, a contemporary art centre, a music and theatre conservatory, 5 media libraries, 2 national art schools, a symphony orchestra, creative spaces, a festival hall, and 8 cinemas.

Cinema at the university!

An exceptional space showcasing the city's cultural diversity situated in the working-class districts in the west of the city, the Cinema Campus will accommodate 1,000 students in a building of 47,845.5 sq. ft. and will offer 18 Bac +5 courses.

The Cannes Film Festival as a world benchmark

In 1939, the first edition of the Film Festival was launched by the French government in opposition to the then fascist-led Venice Film Festival. It is the most publicised event in the world after the Olympics, drawing 4,000 accredited journalists from more than 150 countries each year.

An ecosystem of the 7th art

The collective of Cannes actively supports the creation of an ecosystem that brings together 76 companies dedicated to cinema and the audiovisual arts, meaning 651 jobs for an annual turnover of €123.1 million, an important value chain in Europe.

The CANNES ON AIR action plan

The city's audiovisual emphasis is now at the heart of a global *Cannes On Air* growth strategy. *Cannes On Air's* provisional schedule provides for a total budget of €500 million for public and private investments, of which €175 million have already been completed, committed or planned.

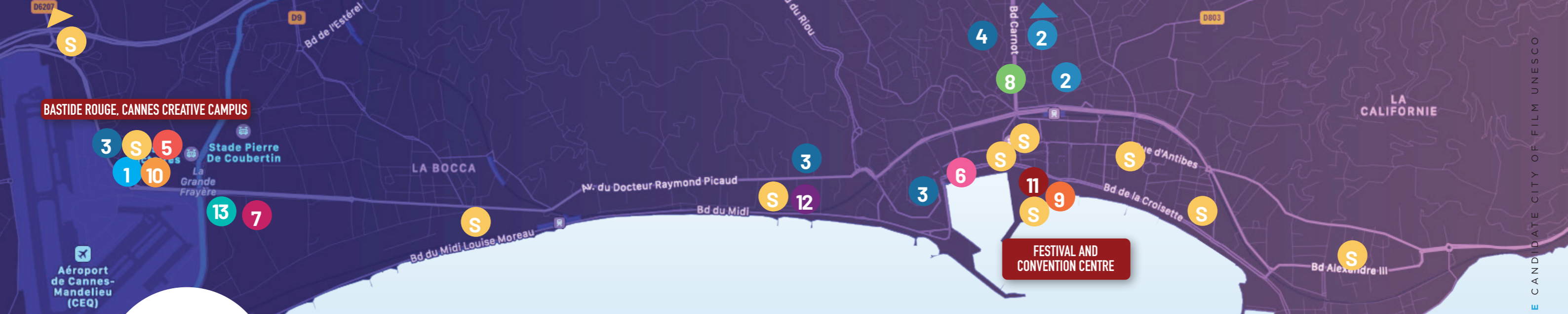


An openness to all the arts (music, literature, digital arts)

Cinema is not the only creative field in the spotlight in Cannes: enjoy music at Les Plages Électroniques (summer), literary encounters (fall), and a digital arts transdisciplinary project dedicated to mixed realities at the 2021 University campus.

Coming soon: a temple of the 7th art in Cannes!

An International Cinema Museum will be unveiled in 2028. This project of national interest and international influence will be accessible to all audiences and will include 6,458 sq. ft. of educational spaces geared toward children.



BASTIDE ROUGE, CANNES CREATIVE CAMPUS

- 3
- 1
- 5
- 10
- 13
- 7



IN CANNES, EVERYTHING IS POSSIBLE

ITINERARY OF THE CREATION OF A CINEMATOGRAPHIC WORK

TRAINING-WRITING-CREATION

- 1 BASTIDE ROUGE, CANNES CREATIVE CAMPUS**
University, business hotel, audiovisual studios, business events
- 2 POST-BAC TRAINING**
BTS audiovisual Carnot and BTS Digital Communication Bristol
- 3 RESIDENCES FOR WRITING AND ARTISTS**
University campus, Noailles Media Library, Suquet des Artistes, and Ile Ste Marguerite
- 4 ERACM**
Professional actors' training

FINANCE AND DEVELOPMENT

- 5 CITY OF COMPANIES**
Incubators - Support and accommodation - Angel investment

FILMING-PRODUCTION

- 6 SHOOTING RECEPTION OFFICE**
Tools facilitating the hosting of film shoots
- 7 ESTABLISHMENT OF ORIGINALITY**
Area of the former AnsaldoBreda site

POST PRODUCTION

- 8 CITY CENTRE PLATEAU**
Equipment dedicated to the visual arts

DISTRIBUTION

- 9 INTERNATIONAL MARKETS**
Festival and Convention Centre
- 10 MULTIPLEXE CINEUM CANNES**
Technopôle Bastide Rouge

- S PROJECTION ROOMS**

CONSECRATION

- 11 FESTIVAL AND CONVENTION CENTRE**
International festivals (Beautification Project of the Centre)

HERITAGE

- 12 INTERNATIONAL MUSEUM OF CINEMA AND CANNES FILM FESTIVAL**

MUSICAL CREATION

- 13 THE CANNES ORCHESTRA**
Symphony orchestra focused on film music



OBJECTIVE UNESCO: 6 FLAGSHIP PROJECTS



Generalise access to an ambitious creative education

- Through the continuation of collective measures intended for children and young people living in areas with social difficulties

- By actions to raise cultural awareness among young people and expose them to creativity and the development of imagination beginning in kindergarten

- By creating a UNESCO Chair in Cinematographic Writing on the new cinema campus within 4 years

Structuring the City's development through creation

- By creating a new economic and social dynamic around the film and audiovisual sectors

- By improving quality of life and available services with the introduction of buses, trams, and bicycles to connect the western districts to the City Centre

Develop reception for creation and its development

- By carrying out the *Cannes On Air* action plan, which will revitalise the City while actively contributing to the development of the audiovisual industry in France and Europe

Share skills and promote African cinematographic creation

- By hosting the Cannes-Dakar Meetings in 2022 to promote Senegalese artists in Cannes

- Through support for development of the African Pavilion during the Cannes Film Festival

- The creation of the show "Poeticising the Territory" by the International School of Actors in Dakar and the Regional School of Actors in Cannes

Promote creation on an international scale

- Two works in homage to international musicals: "*West Side Story*" by the Pôle National Supérieur de Danse and French musicals by the Horde collective, which could tour in other creative cities.

- The development of meetings with artistic directors of international film festivals, such as the "Programmers' Lunch" of the Directors' Quinzaine

- The reception at the Festival Centre in 2023 of the "Bollywood Express" show by Mumbai artists of the *Taj Express*

Strengthen social links with young people through cinema

- The sharing of management tools designed by the City of Cannes to generalise artistic education with other creative cities and the cultural provision of a traveling exhibition on cinema from 2024

THEY SUPPORT CANNES!

“

On the eve of its 74th edition, the Cannes Film Festival remains a benchmark cultural event - the most important film festival in the world and one of the most highly publicised events internationally. It is with deep conviction that I support Cannes' candidacy to join the network of UNESCO Creative Cities in the film industry in order to promote cooperation with cities who have placed creativity at the heart of their development plan.

”

Thierry FREMAUX

General Delegate of the Cannes Film Festival

Lisa AZUELOS,
Director

Pascal BRETON,
Président directeur
général de Fédération
Entertainment

Frank CADORET,
Director of Vivendi

Véronique CAYLA,
President of the Académie
des Césars

Marco CHERQUI,
Producer

Stéphane COURBIT,
Chairman of Banijay Group

Xavier COUTURE,
Former Director of national
television channels

Florence DORMOY,
Producer

Thierry FREMAUX,
Managing Director of the
Cannes Film Festival

Fabrice LARUE,
President and Managing
Director of FLCP

Sidonie DUMAS,
Managing Director
of Gaumont

Toufik LERARI,
President and Managing
Director of the Tequila
Rapido Agency

Benoît LOUVET,
Managing Director of the
Association Française du
Festival International des
séries

Patrick NEBOUT,
Managing Director of
Dramacorp

Pauline ROCAFULL,
Member of the
Scriptwriters' Guild

Maxime SAADA,
Chairman of the Board of
the Canal+ Group

**Catherine
JEAN-JOSEPH SENTUC,**
Chairman of the
Mirror School

Christophe TARDIEU,
Deputy Chairman of
the Committee for
the Classification of
Cinematographic Works

Alain TERZIAN,
Movie producer

“

I have received your letter of 19 April, in which you inform me of the wish of the City of Cannes to join the UNESCO Creative Cities Network in the “film” category.

The Centre national du cinéma et de l'image animée (CNC), a long-standing partner of the Cannes Festival, also stands by the Cannes exhibitors, who are today the fervent defenders of diversity in Provence-Alpes-Côte d'Azur. Your city has the largest number of cinemas classified as «Art & Essai» in the region. It is in Cannes that exhibitors are most concerned with transmission, especially with young audiences. I am sincerely grateful to you for this, because renewing audiences is a major challenge.

It is also your city which, along with the International Film Festival, evokes the magic of cinema for the whole world. For the general public, the name of your city resonates first of all as an invitation to dream but also to excellence. To love the cinema is to love the actors and actresses, to love the directors, who would not miss their appointment with Cannes for anything in the world. For film professionals around the world, Cannes is the most important time of the year, the time of art, the time of business and of course the time of celebration.

You are not only a showcase, but your whole city lives for cinema and creation. Thanks to your determination, you are one of the first cities to be 100% Artistic and Cultural Education. All the children in your city benefit from image education. Your ambition does not stop there, as you have become a major training centre for the creative industries. The thousand students on your brand new campus, trained in writing and audiovisual creation, will invent the

stories of tomorrow.

Finally, you have committed your city to a very large-scale architectural and cultural project, which will offer the public of Cannes, and more broadly the inhabitants of the region and all visitors passing through, permanent exhibition spaces entirely devoted to world cinema, to its heritage, to its entertaining and educational dimension and to its greatest festival.

This is why your approach seems to me both natural and necessary, and the inclusion of your city in this network seems to me to be self-evident, so symbolic is Cannes of the cinema.

”

Dominique BOUTONNAT

President of the Centre National du Cinéma et l'image animée (CNC)



A priority for Cannes, cinema is now at the heart of a global growth strategy. With an action plan aimed at fostering the creation of a large audiovisual centre, Cannes is acquiring all the links in the cinema and audiovisual production chains. Cannes' inclusion in the UNESCO Creative Cities network is consistent with this ambition and would promote international exchanges in this sector.

Véronique CAYLA
President of the César Academy



« The City of Cannes was a pioneer in France in generalising artistic and cultural education and has an ambitious image education programme, giving a major place to cinema as a force for bringing together and understanding cultural diversity. Its actions to raise awareness among young people beginning in kindergarten to creativity and the development of the imagination through this are undoubted assets of this candidacy and deserve to be shared with the network of UNESCO Creative Cities. »

Emmanuel ETHIS
Vice-President of the High Council for Artistic and Cultural Education;
Rector of the Academic Region of Brittany

« La Quinzaine des Réalisateurs wants to play an important role in promoting exchanges between international festivals as part of its 'Programmers' Lunch,' organised during the Cannes Film Festival. Many directors and programmers of foreign festivals of UNESCO Creative Cities are invited each year to meet to discuss the artistic choices of their festivals, including those of Sarajevo, Cairo, Sofia, Busan, and Berlin... So the Directors' Fortnight team enthusiastically supports Cannes' candidacy to join the UNESCO Creative Cities Network in order to promote international exchanges and sharing on cinematographic creation. »

Paolo MORETTI
Delegate General of the Directors' Fortnight



The French Syndicate of Cinema Critics supports the candidacy of the City of Cannes to join the UNESCO Network Of Creative Cities in the film category. Since 1962, Cannes has hosted Critics' Week, a parallel section of the Festival which is dedicated to discovering young talents in cinematographic creation around the world by highlighting their first and second feature films. In 2021, the City of Cannes completely renovated the Espace Miramar, which hosts the Critics' Week each year, once again demonstrating its unwavering support for creators and conveyors of culture. The integration of Cannes into this international network will be an indisputable asset in strengthening the openness, diversity, and richness of the intercultural exchanges which are the raison d'être of Critics' Week.

Philippe ROUYER
President of the French Cinema Critics' Union

Charles TESSON
Film critic, General Delegate of Critics' Week





I fully support Cannes' candidacy for the UNESCO Creative Cities Network. Cannes Cinéma is in charge of the development of annual cinematographic creations and events in the city of Cannes for the benefit of all audiences. The association, a regional centre for audiovisual education, also coordinates and develops systems, tools, and training for film education from kindergarten to post-baccalaureate levels as well as for adults and professionals.

Gérard CAMY
President of the Cannes Cinéma Association



« It is with great pleasure and enthusiasm that I support the candidacy of the City of Cannes to join the UNESCO Network of Creative Cities in the film category. Indeed, as a member of the *Cannes On Air* committee, I am keen to support the development of the audiovisual sector on this cinema-rich region, which not only hosts the largest film festival in the world, but also many other creative industry events such as CANNESERIES, Lions, MIPCOM, and MIPTV. The entire CANNESERIES team is mobilized to help this application succeed. »

Benoît LOUVET
General Manager of CANNESERIES

«Firstly, I would like to congratulate you for considering the inclusion of the City of Cannes in the UNESCO Creative Cities Network. In the application of the cultural program adopted by the Assembly of Heads of State and Government of the African Union during the 34th ordinary session held in Addis Ababa on February 6 & 7, 2021, His Excellency the President of the Democratic Republic of the Congo, current President of the African Union, has agreed this year to sponsor the African Pavilion, organised by my agency, the African Cultural Agency (ACA), during the next Cannes Film Festival this July 6-17, 2021. I can only celebrate your cultural ambitions, which match my own, and laud your openness to develop the cinema industry internationally. This is because I am convinced that culture is a lever for social emancipation, economic development, union, and transmission. I am also delighted with Cannes' willingness to support

ACA in the development of the African Pavilion during the Cannes Film Festival, in order to promote initiatives in the field of cinema and to strengthen the visibility of young talent and creative richness from the continent, in particular through the screening of African short films during the event. For all these reasons, and because we are leading the same fight for the promotion of culture, I fully support Cannes' candidacy to join the UNESCO Creative Cities Network.»

Aminata DIOP JOHNSON
Director of the African Cultural Agency
Founder of the African Pavilion of the Cannes Film Festival and the Paris Book Fair



«Mumbai as a UNESCO Creative City of Film is happy to support your city and all your efforts regarding the application as UNESCO Creative Cities Network»

Kishori Kishor PEDNEKAR
Maire de Mumbai



I fully share the conviction of the Mayor of Cannes, who rightly sees that culture is in fact a source of individual fulfilment, collective bond, social emancipation, and economic development, and engenders a sense of unity and belonging. I therefore support Cannes' candidacy for the UNESCO Creative Cities Network. It's clear that this integration will be an appreciable contribution within the framework of our multilateral organisation and that of the other Creative Cities, of which 11 belong to the sphere of the African Union.

Catherine KATHUNGU FURAHA
Minister of Culture, Arts and Heritage of the Democratic Republic of Congo
Country holding the Presidency-in-Office of the African Union



PARTENAIRES CANNES - CITY OF FILM



FESTIVAL DE CANNES



SEMAINE
DE LA CRITIQUE
CANNES



Société des réalisateurs de films
CANNES



ASSOCIATION DU
CINÉMA
INDEPENDANT
POUR SA DIFFUSION



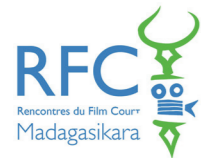
ARTS, CULTURE AND HERITAGE:
Levers for Building the Africa we Want



FESTIVAL
INTERNATIONAL DU FILM
PANAFRICAIN



DAKAR COURT
FESTIVAL INTERNATIONAL DE COURTS-MÉTRAGES



Rencontres du Film Court
Madagasikara



AGENCE CULTURELLE AFRICAINE



FRANÇAISE



centre national
du cinéma et de
l'image animée



FESTIVAL INTERNATIONAL ENTR'2 MARCHÉS
CANNES



CANNESERIES



CANNES
CINÉMA



www.cinecroisette.com



CANNES



CINÉMA
LES ARCADES



OLYMPIA



ORCHESTRE
DE CANNES
PROVINCE ALPES CÔTE D'AZUR



LES OUVEREURS
CINÉ & CULTURE QUEER



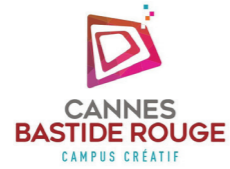
FILM CLUB
DE CANNES



UNIVERSITÉ
CÔTE D'AZUR



ERACM
ÉCOLE RÉGIONALE D'ACTEURS
DE CANNES & MARSEILLE





CANNES CREATIVE

CANDIDATE 2021
CITY OF FILM **UNESCO**



www.cannescityoffilm.com

#CannesCityofFilm