



NOMINATED FOR TVFI EXPORT DOCUMENTARY AWARD 2020

Films à Cinq,
ARTE France
and
Magnum Photos
present

CINEMA THROUGH THE EYE OF MAGNUM

A film by
Sophie
Bassaler

© Eve Arnold / Magnum Photos



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Knowledge: Network

doc&film

CAPA

FILMS à CINQ

MAGNUM PHOTOS

Rediscover cinema through a new lens: look at some of the most recognizable images from the greatest photographers of all time, including:

ROBERT CAPA - EVE ARNOLD - DENNIS STOCK - HENRI CARTIN-BRESSON

The most iconic stars as never seen them before, such as:

MARYLIN MONROE - JAMES DEAN - INGRID BERGMAN - KATE WINSLET - SEAN PENN

CINEMA THROUGH THE EYE OF MAGNUM



**A documentary
written and directed by**
Sophie Bassaler

Films à Cinq, Arte France,
Magnum Photos
Co-production

2017 - 1 x 52'

Genre
Arts & Culture

Available languages
French / English /
Spanish / Italian /
Portuguese / German

SYNOPSIS

For seventy years, the photojournalists of Magnum have observed the world of cinema as they would any conflict, social issue or country on the map.

It was out of love for the actress Ingrid Bergman that Robert Capa took Magnum's very first photo of cinema, on the set of Alfred Hitchcock's *Notorious*, inaugurating the relationship between the agency and the world of films.

Using original, unseen stories and interviews, *Cinema Through the Eye of Magnum* depicts this relationship over 70 years. It is a confrontation of two seemingly opposite worlds: fiction and reality, and a unique look behind the scenes of cinema in the making.

From the Golden Age of Hollywood to its eventual decline, Europe's Nouvelle Vague to the birth of the blockbuster, the story of Magnum is the story of cinema itself.

3 QUESTIONS FOR

SOPHIE BASSALER

DIRECTOR AND EDITOR OF THE DOCUMENTARY

How did you discover the existence of this rich relationship between the Magnum agency and the world of cinema?

A few years ago I had the idea to make a series of short films about photography and cinema. I knew about Magnum's work on the subject so I went to see Julien Frydman, director of the Paris office at the time, to see if it was feasible. He liked the idea and suggested we work together. While I was exploring the archives I discovered the huge scope and quality of Magnum's production on cinema. Why and how did these photographers venture so far from their usual territory, and in such great numbers? There was a larger, global story to tell, a collective story that brought to light the values to which the agency heeded, and showed how those had endured over 70 years. Some of the photos we see in the film are very well known, but we don't necessarily know the authors behind them, nor the events and process that lead up to them. It's a way of remembering that. As for Magnum, they never had any strategic intention of exploiting cinema as a new market, even though Capa thought it was a highly pleasant bread-and-butter job! These photos are the result of chance encounters, friendly relationships – sometimes romantic (Robert Capa and Ingrid Bergman) – and in all cases the artists' own wishes. Even on assignments they never surrendered their artistic prerogatives.

What is so special about these images?

They are the first to show the "behind the scenes". At the time, the image of actors was mainly controlled by the publicity arm of the studios: they posed against a dark uniform backdrop, made up, lit, retouched... Magnum photographers set off with their lightweight gear, their reporter methods, their singular eye and, without trying to, they reinvented the genre. Whether on a film set or in a tête-à-tête with a star, their approach is different: they take their time, let the situations unfold get to know people, not just the stars but also the crew. They look around the spotlights, between the scenes, after the shoot. In the end they have a much better knowledge of what it takes to make a movie.

As good journalists, they try to understand and share an adventure. Their images evoke a feeling of unique intimacy and freedom of expression, even those that were part of assignments. Actually, a lot of these photos have never been published.

Is your film more about photography or cinema?

It is the frontier between the two worlds. That's also what interested me: to see how the work of these photographers, all of them have their own very strong sense of identity, were also nourished by the cinema. Alain Bergala speaks to this well: "even in documentary pictures we could find some traces of a preexisting image that in a way "haunts" the photo".

This sudden burst of the photographer's subconscious in an image taken from the real world is something magnificent.

The philosophy that united the Magnum photographers can also be found in this way of transcending the purely documentary aspect of their subjects...



PHOTOGRAPHERS INTERVIEWED:

ELLIOTT ERWITT
DENNIS STOCK (ARCHIVE INTERVIEW)
EVE ARNOLD (ARCHIVE INTERVIEW)
DAVID HURN
BRUCE DAVIDSON
GUEORGUI PINKHASOV
JEAN GAUMY
PATRICK ZACHMANN
JOSEF KOUDELKA
ABBAS
PETER MARLOW
PAOLO PELLEGRIN
PETER VAN AGTMAEL



AND THE FOLLOWING EXPERTS:



ISABELLA ROSSELLINI *THE ITALIAN ACTRESS AND FILMMAKER TELLS THE STORY OF HER MOTHER INGRID BERGMAN'S LOVE AFFAIR WITH ROBERT CAPA*
ALAIN BERGALA *FRENCH FILM CRITIC, ESSAYIST, SCREENWRITER AND FILMMAKER*

JOHN MORRIS *PHOTO EDITOR FOR LIFE MAGAZINE UNTIL 1946*

JINX RODGERS *PHOTO EDITOR FOR LADIES' HOME JOURNAL, UNDER THE DIRECTOR OF JOHN MORRIS, AND LATER AT MAGNUM*

CYNTHIA YOUNG *CURATOR OF THE ROBERT CAPA FOUNDATION AT THE INTERNATIONAL CENTER OF PHOTOGRAPHY IN NYC*

INGE BONDI *ONE OF THE FIRST EDITORS AT MAGNUM*

JEAN AND SUSIE MARQUIS *SUSIE WAS ROBERT CAPA'S COUSIN AND WORKED AT MAGNUM AS AN ASSISTANT. HER HUSBAND JEAN WAS A MAGNUM PHOTOGRAPHER*

SUSAN RICHARDS *WRITER, WIDOW OF DENNIS STOCK*

KATHY RYAN *DIRECTOR OF THE NEW YORK TIMES PHOTO DEPARTMENT*

AGNÈS SIRE *DIRECTOR OF THE HENRI CARTIER-BRESSON FOUNDATION*

LAUNCH ON THE INTERNATIONAL MARKET

- ◆ Launch on the occasion of the 70th Anniversary of the Magnum Agency, created by Robert CAPA, Henri CARTIER-BRESSON, George RODGER and David "Chim" SEYMOUR.
- ◆ A good and trusting relationship with the Producers to build the commercial strategy together.
- ◆ A prestigious World Premiere at the **Telluride Film Festival**, USA (Summer 2017).

Telluride
Film Festival



MAGNUM PARTY

RENDEZ-VOUS TVFI 2017

A memorable evening organised during the TVFI Rendez-vous 2017 to launch the completed film on the market with:

- ◆ A black & white dresscode to remind and highlight the beauty and elegance of the photos of the Magnum Agency.
- ◆ A random draw organised to try to win 1 of the 7 books *Manifeste* published on the occasion of the 70th Anniversary of Magnum Agency.
- ◆ A special Magnum photo exhibition organised during the dinner.
- ◆ A photobooth with black and white background remembering the 50's photos of cinema.



COMMERCIAL & MARKETING STRATEGY

The creation of additional contents around the film with the short series *INSTANTS OF CINEMA*. 22 x 6' episodes depicting the encounter between the Magnum Photos Agency and the world of cinema, with each episode focusing on a single photographer and specific actors.

- ◆ Strong markets attendance worldwide
- ◆ Web page on Doc & Film's and Producers' websites
- ◆ Creation of a well-crafted poster and a dedicated flyer
- ◆ The program is also highlighted in Doc & Film's catalogues and line-up
- ◆ A trailer available in French and English [available here](#)
- ◆ Various versions available for the international market
- ◆ Social media: news and updates about the film
- ◆ Newsletters and emails to our clients
- ◆ Public relations
- ◆ Selections in festivals all over the world



A STRONG INTERNATIONAL IMPACT

SOLD TO MORE THAN 40 CHANNELS
IN MORE THAN 130 COUNTRIES



ALBANIA
ALGERIA
ANGOLA
AUSTRALIA
AUSTRIA
BANGLADESH
BELGIUM
BOSNIA
BRAZIL
BULGARIA
BURKINA FASO
CAMBODGE
CAMEROON
CANADA
COLOMBIA
CONGO
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
EGYPT
FINLAND
FRANCE
GABON
GERMANY
GREECE
GUINEA
HONG KONG
HUNGARY

INDIA
INDONÉSIE
IRAN
IRELAND
ISRAEL
ITALY
IVORY COST
JORDAN
KENYA
KOSOVO
KUWAIT
LAOS
LEBANON
LIBERIA
LIBYA
LITHUANIA
MACEDONIA
MADAGASCAR
MALAISIE
MAURITIUS
MEXICO
MOLDAVIA
MONTENEGRO
MOROCCO
MOZAMBIQUE
NEPAL
NETHERLANDS
NEW ZEALAND
NIGERIA

OMAN
PAKISTAN
PALESTINE
PHILIPPINES
POLAND
PORTUGAL
QATAR
ROMANIA
SAUDI ARABIA
SENEGAL
SERBIA
SINGAPOR
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SPAIN
SRI LANKA
SWEDEN
SWITZERLAND
TAIWAN
THAILAND
TUNISIA
UNITED ARAB
EMIRATES
UNITED KINGDOM
UNITED STATES
OF AMERICA
VIETNAM
ETC.



THE SUCCESS OF THIS FILM WOULD NOT HAVE BEEN POSSIBLE WITHOUT:

MAGNUM PHOTOS

Magnum Photos is certainly the best known photo agency in the world, created in 1947 by Robert Capa, Henri Cartier-Bresson, George Rodger and David «Chim» Seymour in the form of an artist collective. This alliance of photographers asserts its independence from the powerful hold of the press, protecting the copyrights of its authors. Ninety two photographers have contributed to the story of Magnum and today, 49 photographer members continue to chronicle the world.

In 2017, Magnum Photos celebrates its 70th anniversary with the launch of public events such as the exhibition Magnum Manifesto and the publication of a book by Thames & Hudson.

FILMS A CINQ - PRODUCERS

Films à Cinq is the combination of two producers, **Sally Blake** and **Martin de la Fouchardière**. Known for films about science, cinema and art, **Films à Cinq** is continually pushing the creative expression of intelligent ideas, vigilante about artistic coherence and the clarity of thought. Films à Cinq is also the fusion of two languages and cultures, half Anglophone, half French. Which means they can watch baseball and philosophize about it at the same time. Concretely it means the company has built a far-reaching network of contacts in the international market and has a long history of co-productions between French and English speaking countries.

DOC & FILM INTERNATIONAL - SALES AGENT

Created by a pool of producers in 1996, **Doc & Film International** deals with a catalogue of more than 800 titles, working with directors from all over the world. We are attending all major markets and festivals around the globe in order to ensure maximum international exposure for our films. Backed by a worldwide network of theatrical distributors, broadcasters and digital platforms, we give all our films the best chance to reach the audience. In 2019, **Doc & Film International** teamed up with **Jour2Fête's** International Sales Department, now becoming together **THE PARTY FILM SALES**.

A special thanks to the sales agents who are no longer working in the company but who participated in the success of the film worldwide: **Daniela Elstner**, **Gorka Gallier** and **Suzanne Nodale**.

CONTACT

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