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SERIES MANIA GOING GLOBAL

Laurence Herszberg, director of the Forum des images and founder of the SERIES MANIA festival, has been missioned by the Minister of Culture and Communication, Fleur Pellerin, to develop a festival dedicated to TV series on an international scale.

Laurence Herszberg is honored to accept this mission and will spend the next two months carrying out a feasibility study on holding such an event in France. Its objective is to provide audiences and industry professionals from around the world with a television series festival with a similar profile as the Festival de Cannes in the realm of movies, or the Annecy International Festival of Animation or the Clermont-Ferrand Festival of Short Films in their respective fields.

This initiative has been prompted by the ever-growing audience enthusiasm for the series genre, across all generations and demographic groups. The explosion in international co-productions, which allows for a fascinating cross-fertilization of talent and creativity, is the motivation for the industry element of the project, which sets out to create an international platform where executives from every different horizon can come together.

Launched in 2010, the SERIES MANIA festival has developed into a unique event with wide recognition, entirely dedicated TV series, and aimed at both the general public and industry professionals. Building on this experience, Laurence Herszberg now aims to pursue this development and to bring together existing actors in the field through a festival that would be a worldwide reference in the realm of series.

In 2016, the SERIES MANIA festival is set to continue its growth, following the success of the first editions, notably the 2015 event when 50 series from around the world were showcased to some 22,000 spectators, and 980 industry professionals took part in the European Coproduction Forum.

For the seventh edition, scheduled for 15 to 24 April 2016, the festival is organizing a competition featuring world premieres, judged by a prestigious international jury. The event will also reach out beyond its home in the Forum des images to host screenings in some of Paris's great movie venues such as the Grand Rex and the UGC Ciné-Cité Les Halles.

“Imagining the development of an international festival of TV series in France means thinking about an event on a global scale that would enhance cultural reach. It is a huge artistic and industry challenge, in terms of the writers, directors, technicians, producers, broadcasters, indeed everyone involved. Staging an international event in Paris would benefit the whole sector,” said Laurence Herszberg.

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