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SÉLECTION OFFICIELLE
CANNES CLASSICS
FESTIVAL DE CANNES



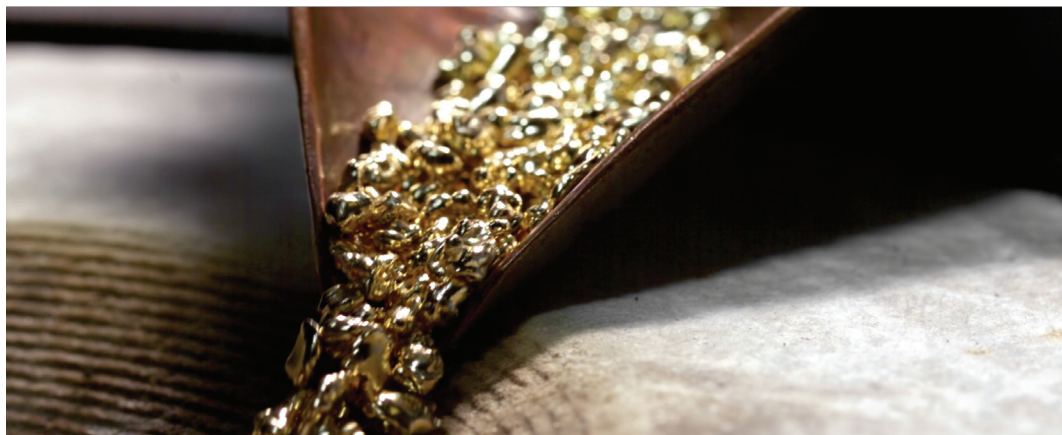
WRITTEN AND DIRECTED BY ALEXIS VELLER

AN UNRELEASED DOCUMENTARY ABOUT THE MYTHICAL
TROPHY OF THE CANNES FILM FESTIVAL

On the occasion of the 60th birthday of the Palme d'Or, AV Productions with the support of Chopard, official partner of the Cannes Film Festival, presents its documentary film *The Legend Of The Palme d'Or*, nominated in the Cannes Classics category. From Martin Scorsese to Jane Campion, from Emir Kusturica to Quentin Tarantino, some of the greatest winners of this trophy bring back to life for us these special moments surrounding the awarding ceremony of the Palme d'Or. This film brings to light moving and personal stories, as surprising as varied, which all participate to build further *the legend of the Palme d'Or*. This documentary film also recounts the different stages of the manufacturing of this mythical reward, from the fair trade gold mines of Colombia up to the red carpet of the palace of the Cannes Film Festivals, including the workshops of the Genevan Maison Chopard. This film is the very first documentary entirely dedicated to the Palme d'Or. Through a worldwide journey, it shows how much this trophy remains a unique award in the field of the motion pictures.

SCREENING OF THE FILM

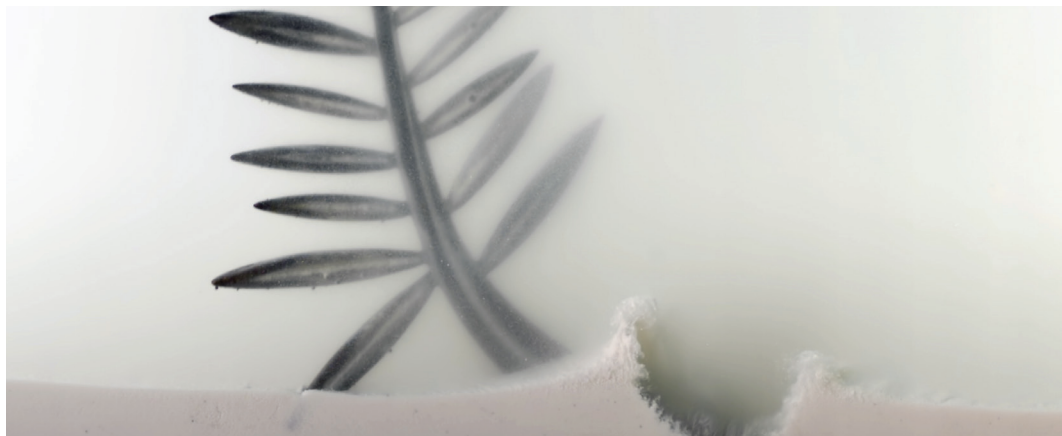
The Legend Of The Palme d'Or will be diffused in preview during the Cannes Film Festival, on Saturday, May 16th 2015 at 9:15 pm in the Bunuel room of the Palais des Festivals.



THE PALME D'OR: A HIGH JEWELLERY TROPHY

It is the symbol of the Cannes Film Festival and rewards year after year the best film of the official selection. In 1997, Caroline Scheufele, Co-Chairwoman of Chopard, redesigned it upon the request of Pierre Viot, Chairman of the Cannes Film Festival. Since then, Chopard manufactures the trophy every year on a complimentary basis. The Palm is made of massive 18-carat gold, is hand-cast in a plaster mould, then fixed on a cushion of unique cut crystal. Since 2014, at Chopard's suggestion, it is made of «Fairmined» certified gold, according to the firm decision of the Genevan maison, in a pioneer spirit, to support sustainable development in the high luxury field.

As of 2014, Jane Campion is the only female director to have won the Palme d'Or, for *The Piano*. Only six film directors belong to the narrow circle of the «double winners»: Francis Ford Coppola, Shohei Imamura, Bille August, Emir Kusturica, the Dardenne brothers and Michael Haneke.



THEY MADE «THE LEGEND OF THE PALME D'OR»

The film *The Legend Of The Palme d'Or* redraws this unique instant a film director experiences when he is awarded his Palme d'Or. It also presents the manufacturing of this mythical trophy: from the extraction of the gold in the mines of Iquira in Colombia to the emphasizing presentation of the Palm in its final leather case. A full immersion in the workshops of the Genevan Maison Chopard. Alexis Veller has met every film director. He interviewed them mostly in the privacy of their own home where they find their inspiration. Beyond classical interviews, and to better emphasize their words, all accepted to play the game of Alexis Veller's direction. Thus, the directors can be seen on a new angle.



JANE CAMPION

«WINNING THE PALME D'OR FELT LIKE BEING CROWNED»

She is the only female director to have won a Palme d'Or, which she got in 1993 at the 46th Cannes Film Festival for *The Piano*. She was also the Chairman of the jury, in 2014. Her interview was made in her home, at Glenorchy, New-Zealand, in the set of *Top Of The Lake*, a series she created for the BBC.



EMIR KUSTURICA

«THIS SECOND PALME D'OR SAVED MY LIFE»

Double winner of the Palme d'Or: he was awarded his first Palm in 1985, during the 38th Cannes Film Festival, for his movie *When Father Was Away On Business*, and in 1995 for *Underground*. The Serbian director is a regular of Cannes since he was a jury member in 1993 and Chairman of the jury in 2005. The director was interviewed in his Serbian village Mokra Gora.



STEVEN SODERBERGH

«FOR AN AMERICAN DIRECTOR, THE PALME D'OR HOLDS A VERY SPECIAL PLACE»

He was awarded the Palme d'Or in 1989 for his film *Sex, Lies and Video* when he was only 26. He went back to Cannes in 2013 to present the first television film of the history of the Cannes Film Festival with actor Michael Douglas: *Liberace*. The interview of Steven Soderbergh was made in Brooklyn, where he directs *The Knick* series.



QUENTIN TARANTINO

«FROM THAT TIME, SOMEHOW, I WAS IN THE PANTHEON OF THE MOTION PICTURES»

In 1994, during the 47th Cannes Film Festival, *Pulp Fiction* from Quentin Tarentino wins the Palme d'Or, with Clint Eastwood as Chairman of the Festival jury. Quentin Tarentino interview was made in the studios of his upcoming movie *The Hateful Eight* in Hollywood.



LUC ET JEAN-PIERRE DARDENNE

«CANNES IS THE CINEMA IN ITS VARIETY»

Twice winners of the Palm, they were awarded the first in 1999 for the film *Rosetta* which launched the carrier of Emilie Dequenne, a beginning actress and the winner of the Best Actress Award. They got their second Palme d'Or in 2005 for the movie *The Child*. The Chairman of the jury was Emir Kusturica. The AV Productions team met the brothers in Liège, Belgium and in Seraing, a town beloved by the two directors, where they shot many of their scenes



MARTIN SCORSESE
«IT MADE ME MORE AUDACIOUS»

The American director Martin Scorsese won the Palme d'Or in 1976 at the 29th Cannes Film Festival for this film *Taxi Driver* with Robert De Niro and Jodie Foster. He was Chairman of the jury in 1998. His interview was made in Taiwan, between two shots of his coming motion picture *Silence* to be released in 2015.



WIM WENDERS
«WHAT A LOAD! THE PALME D'OR IS HEAVY»

Wim Wenders won the Palme d'Or for his movie *Paris, Texas* at the 37th Cannes Film Festival. He was Chairman of the jury in 1989 and awarded Steven Soderbergh his own Palme. AV Productions met the German director in the mythical ballroom Spiegelsaal in Berlin.



APICHATPONG WEERASETHAKUL

«THIS AWARD MEANS A LOT FOR ME, IT IS LIKE A MIXTURE OF BLOOD AND GOLD»

The Thai director won his Palme d'Or in 2010, at the 63rd Cannes Film Festival for his film *Uncle Boonmee Who Can Recall His Past Lives*, with Tim Burton as Chairman of the jury. He has also been a jury member in 2008, with Sean Penn as Chairman. His interview was made in his home, in the area of Chiang Mai, North of Thailand.



NANNI MORETTI

«I FORGOT THE PALME D'OR AT THE AIRPORT»

He won the Palme d'Or of the 54th Cannes Film Festival for his film *The Son's Room*. He was Chairman of the jury in 2012 and awarded Michael Haneke his second Palme d'Or for his movie *Love*. He welcomed the team of AV Productions in his Nuovo Sacher theater, in the Trastevere district in Rome.



THEY MANUFACTURE THE PALME D'OR

The Palme d'or is born at over 8 000 km from the Croisette, the famous Cannes main boulevard, in the heart of the Colombian mountains, in the North of the country. Since last year, the gold of the Palm is «green», since the gold mines of Iquira are «Fairmined» certified, a prestigious sustainable development seal of approval. The miners are organized in a cooperative and get social security, an access to school and education, and are involved in the protection of their natural resources and housing environment.



Caroline Scheufele, Co-Chairwoman and Artistic Manager of Chopard, has redrawn the Palme d'Or in 1997 as a real jewel trophy. A new Palme d'Or is manufactured every year in their high jewelry workshops, following the steps of various manufacturing stages: melting and molding of gold, polishing. Then the 118-grams massive 18-carat gold Palme d'Or is set on a crystal cushion.



AV PRODUCTIONS

Created in 2013 by Alexis Veller, AV Productions mission is to direct special movies about the world of luxury, high-fashion jewellery and watch-making. Most of its films aim to capture the beauty of the moment, to emphasize these instants of grace caught live. AV Productions makes a point of honor to work with Directors of Photography coming from the cinema lenses, as well as with musicians, composing original soundtracks.

Today, AV Productions ambition is to develop the same approach for quality documentaries. *The Legend Of The Palme d'Or* is the first documentary film made in this spirit.

THE TEAM OF *THE LEGEND OF THE PALME D'OR*

Director & Producer : Alexis Veller

Journalist by education, Alexis Veller has worked for 15 years in the television business and 5 years as an international correspondent. He is the director of many reporting and documentary films made worldwide. In his work, he favours humanistic stories and aims to highlight the people he shoots.

This way of approaching the characters he sets in the center of the screen allows him to create a trustful relationship and get secrets stories seldom heard. His numerous years as a journalist taught him somethings he likes to tell : «There is no beautiful shoots if it means nothing».

Production: Axel Truphil, Véronique Vasseur

Director of Photography (Chief Cameraman): Sébastien Gonon

Chief Operator - Steadicam Operator: Benjamin Fatras

1st Assistant Camera: Caroline Vandamme

Audio Engineer: Clément Maleo

Chief Electrician: Guillaume Morandea

Chief Editor: Franck Zahler

Original Soundtrack: Thomas Dappelo

Colorist: Didier Le Fouest

Audio Mixing and Sound Design: Benjamin Mathevet – Revolver Studio

This movie was shot with Angénieux lenses

PRESS CONTACT

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«THE GOLDEN PALM IS VERY SPECIAL, SO I PUT IT IN A
PLACE WHERE I AM THE ONLY ONE TO SEE IT.
TO REMIND MYSELF THE HEIGHTS AND THE LOWS»

MARTIN SCORSESE



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