



MARCHÉ DU FILM
FESTIVAL DE CANNES

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Cannes Remakes Launch

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Cannes Film Festival Launches Cannes Remakes Marketplace to Encourage English-Language Adaptations

Designed to "tap into the thriving IP market," the new venture will serve as a bridge for French, Spanish, and Italian original films to be adapted into various language remakes for an international scale.

The Cannes Film Festival is leaning into the rise of multilingual adaptations of buzzy European films.

The festival unveiled the launch of Cannes Remakes, set to debut at the upcoming film market edition from May 14 to 22. The Marché du Film – Festival de Cannes, in partnership with the CNC – French National Center of Cinema and Moving Images, will spotlight a handpicked selection of the finest European intellectual property (IP) titles, ready to be remade into new film adaptations. The program is made with the support and collaboration of the Institute of Cinematography & Audiovisual Arts (ICAA) and the Directorate General for Cinema and Audiovisual-Italian Ministry of Culture (DGCA-MiC) and Cinecittà.

"Remakes are injecting a fresh dynamism into the film industry, hinting at a notable shift. We are excited to support this evolution through Cannes Remakes," Guillaume Esmiol, Executive Director of the Marché du Film, said. "It's not just about English-language remakes; there's a rising trend of adaptations across various languages. Audiences are drawn to narratives that resonate with their distinct cultural nuances, paving the way for diverse, global storytelling. We aim to expand the IP market in Cannes and create a platform where IP holders can engage with producers and IP buyers, unlocking potential business opportunities."

The Cannes Remakes program is designed to "tap into the thriving IP market, which has seen tremendous growth, largely driven by the increased investment from global streaming services," per the official press release. "Film remakes, in particular, have established themselves as a lucrative venture in the marketplace as they offer lower risk and proven marketability."

The program harnesses the rising trend in remakes by showcasing pre-existing IPs, which have already proven successful in their initial territories, and by facilitating connections between international buyers and producers.

Jérémie Kessler, Director of European & International Affairs at the CNC said of the program, "The international trend towards IP, which is particularly evident with American studios and buyers from Asia, now appears to be a structuring factor. It is thus important for the CNC to launch this program with the Marché du Film. This program fits in with our massive support for exports but also our strategic priority of defending strategic cultural assets and promoting European IP. For it is these IPs that create value for producers, international sellers and companies, and make it possible to support truly free and independent European creation."

Cannes Remakes is part of the Marché du Film's new initiatives, supported by Creative Europe MEDIA.

The inaugural program will include a pitching session, presenting a curated selection of IP titles sourced from France, Spain, and Italy with the most potential for film adaptation. This will be followed by a pre-arranged series of one-to-one meetings and culminate with a networking cocktail event for invited guests. The half-day event will take place during the Marché du Film on Monday, May 20 on the CNC Beach.

The 2024 Cannes Film Festival has yet to unveil its full lineup, but George Miller's "Mad Max: Fury Road" prequel "Furiosa" will have its world premiere at the festival. Yorgos Lanthimos' "Kinds of Kindness" is also predicted to be on the program.

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