



MARCHÉ DU FILM
FESTIVAL DE CANNES

Variety

Cannes Remakes Launch

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Cannes Market Launches Remakes Program to Showcase European IP and Fast-Track Film Adaptations

The Cannes Marché du Film is partnering with France's National Film Board (CNC) on the launch of a new program called Cannes Remakes.

Set to take place on May 20 on the CNC Beach, the half-day event will showcase a selection of European IP whose rights are available for film adaptations. The roster will be sourced from France, Spain and Italy. The program will include a pitching session, followed by a pre-arranged series of one-to-one meetings, as well as a networking cocktail event for invited guests.

In unveiling the program, organizers pointed out the market for adaptations has boomed in recent years, bolstered by the demand from global streaming services. They said film remakes, in particular, have established themselves as a lucrative avenue, providing "lower risk and proven marketability."

"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," said Marché du Film's executive director Guillaume Esmiol.

"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," Esmiol continued. He said the initiative will "create a platform where IP holders can engage with producers and IP buyers, unlocking potential business opportunities."

Jérémie Kessler, the CNC's head of European and international affairs, said "the international trend toward IP, which is particularly evident with American studios and buyers from Asia, now appears to be a structuring factor."

Kessler said the programme fits in with the CNC's "massive support for exports but also our strategic priority of defending strategic cultural assets and promoting European IP."

Cannes Remakes is supported by Creative Europe MEDIA, and backed by the Institute of Cinematography & Audiovisual Arts (ICAA), the Directorate General for Cinema and Audiovisual-Italian Ministry of Culture (DGCA-MiC) and Italy's Cinecittà.

The Cannes Marché du Film kicks off May 14 and wraps May 22.

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