



MARCHÉ DU FILM
FESTIVAL DE CANNES

Deadline

Cannes Remakes Launch

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Marché Du Film Unveils New 'Cannes Remakes' Showcase Focused On European Feature Films

The Cannes Film Festival's Marché du Film is launching a new initiative, bannered Cannes Remakes, aimed at fostering remake opportunities for European feature films that have proven successful in their home territories.

The inaugural program will include a pitching session of a curated selection of IP titles with potential, sourced from France, Spain and Italy. This will be followed by one-to-one meetings and a networking cocktail event for invited guests.

The new showcase is being organized in partnership with France's National Cinema Centre (CNC), which will host the half-day event on its CNC beach at Cannes on May 20. The selection will be unveiled closer to the event.

The program aims to tap into the thriving IP remake market, which has blossomed in recent years, in large part thanks to increased investment from global streaming services.

European feature film properties that have done well on the remake market in recent years include the 2014 French-language drama *La Famille Bélier*, which was remade into the English-language, Oscar winning movie *Coda*, and 2016 Italian couples comedy-drama *Perfetti Sconosciuti* (*Perfect Strangers*), which has sparked more than 20 remakes worldwide.

Further partners on the Cannes Remakes initiative include Spain's Institute of Cinematography & Audiovisual Arts (ICAA) and Italy's Directorate General for Cinema and Audiovisual (DGCA), Ministry of Culture (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," said Marché du Film Executive Director Guillaume Esmiol.

He emphasized that the initiative was not focused purely on English-language remakes.

"There's a rising trend of adaptations across various languages," he said. "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."

Jérémie Kessler, Director of European & International Affairs at the CNC, commented on how the initiative was in keeping with the his org's remit.

"The international trend towards IP, which is particularly evident with American studios and buyers from Asia, now appears to be a structuring factor," he said.

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.”

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

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