

## É TUDO VERDADE ANUNCIA SUA AGENDA DE ATIVIDADES PARALELAS

*Atividades gratuitas acontecem em parceria com o Instituto Moreira Salles, Spcine e SESC*

### **DESENVOLVE SP SEMINAR – DOCUMENTARY: FROM IDEA TO THE SCREEN**

The Seminar DesenvolveSP Documentary: from idea to screen, organized in partnership with It's All True, Desenvolvimento-SP and the Secretariat of Culture, Economy and Creative Industry of São Paulo, aims to present an overview of the development and production process of a documentary project, through meetings with audiovisual professionals working in São Paulo and Brazilian audiovisual. The objective is to share methods and dynamics of the concrete experience with the creation of documentary works, from conception to premiere.

**Moderated by Francisco Cesar Filho, filmmaker and cultural producer.**

#### **April 5th**

**2:00 pm to 3:30 pm - Development project: how do you do it?**

**Eugenio Puppo and Cédric Fanti**

Eugenio Puppo is the founder of Heco Produções, and since 1994. He directed and edited the feature films “São Miguel do Gostoso” (2011, 16th Tudo Verdade), “Ozualdo Candeias e o Cinema” (2013, 18th É Tudo Verdade), “Sem Pena” (2014), “O Bom Cinema” (2021) and “Confissões de um Cinema em Formação” (2023, 28º É Tudo Verdade). Director of the documentary series “History of Food in Brazil” (2017), “Ocupações” (2019) and “República dos Judges” (2022). Producer of the feature films “Banquete Coutinho” (2019) and “A Praga” (2021). Creator and curator of the Gostoso Film Festival.

Cédric Fanti is a film editor with a degree from the Higher Audiovisual Course at ECA-USP. Editor of the feature-length documentary O Bom Cinema (2021) and the TV documentary series História da Alimentação no Brasil (2017) and Ocupações (2018). Co-director of the short documentary film A Última Praga de Mojica (2021) and the new TV series República dos Juizes. Since 2016, he has contributed to several audiovisual projects as part of the Heco Produções team.

**4:00 pm to 5:30 pm - Audiovisual Production**

**Marcelo Machado**

He is a director and screenwriter. He worked as director of the RTVC department at DPZ, worked as director of production and programming at MTV and directed the Música Brasileira series. He was managing partner of the production company Olhar Eletrônico. He made experimental videos and documentaries such as Marly Normal (1983) and Do Outro Lado da Sua Casa (1985). In cinema, his most important work was the documentary Tropicália (2012).

### **April 6th**

#### **2:00 pm to 3:30 pm - The Final Work André Finotti**

André Finotti is an editor. He edited films selected at the Cannes and Venice festivals, and awarded at Sundance, San Sebastian, It's All True, São Paulo International Exhibition, Rio Festival and others. He won four editing awards. He has worked with directors such as Anna Muylaert, Aurélio Michiles, Eliane Caffé, Fernando Grostein Andrade, Hector Babenco, Lina Chamie, Marcelo Machado, Marcos Jorge, Renato Barbieri and Sergio Bianchi.

#### **4:00 pm to 5:30 pm - Distribution and Exhibition Barbara Sturm**

She has been working in the film sales market since 2007. She worked as a programmer at Cine Belas Artes, as director of acquisitions at Pandora Filmes and, in 2017, she became content director at Elo Company, where she is responsible for curating and negotiating projects and for the coordination of the ELAS Seal. She teaches the course The Film Distribution Market and is a member of the ASAS.BR.COM collective.

#### **Service:**

**Entry is free and tickets are distributed on a first-come, first-served basis.**

**Programming with accessibility features in Libras.**

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### **LECTURE CYCLE: WRITING THE DOCUMENTARY**

It is not only in a fiction film that the script is one of the elementary tools. In the documentary, it is the map of the mine: it is in the script that intentions are communicated and ideas are organized. The result of a partnership between It's All True 2024 and Sesc São Paulo, the lecture cycle The writing of the documentary brings together, at the Sesc Research and Training Center, professionals who move between different areas and have extensive script experience to discuss their different uses and paths, from musical documentary to activist.

**April 11th**

**5:30 pm to 6:30 pm - Image: that's how it is, if it seems that way to you**

**Di Moretti**

Screenwriter, teacher and script consultant, he has written more than twenty feature films, including the documentaries O Velho (1997), Tropicália (2012), Do Pó da Terra (2016) and Dominginhos (2017).

**7:00 pm to 8:00 pm – Why write? Writing as self-knowledge and preparation for the abyss**

**Muriel Alves**

A journalist by training, he participated as a scriptwriter and assistant director in award-winning documentaries and non-fiction products, such as the miniseries O Ninho: Futebol & Tragédia, from Netflix, and the feature film Torre das Donzelas. He is currently head of the script for the documentary series Arrasdados, based on the book by Daniela Arbex, produced for Globoplay.

**April 12th**

**5:30 pm to 6:30 pm - Theme and script in the documentary**

**Marta Nehring**

Professor of audiovisual narrative and scriptwriting at institutions such as Unicamp, Sesc, AIC and FAAP. Director and screenwriter, with works shown on the commercial circuit and awarded at festivals. In television drama, he collaborated on Globo soap operas.

**7:00 pm to 8:00 pm - Case study: the intervention documentary**

**João Batista de Andrade**

Brazilian filmmaker with an expressive and award-winning authorial production, both in fiction, documentaries and TV films. His best-known films are Doramundo (1978), The Man Who Turned to Juice (1981), The Next Victim (1983) and The Log (1998). As a documentary filmmaker, he has been recognized since his debut film, Liberdade de Imprensa (1967), where he reveals his method known by critics as "intervention cinema".

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**SPCINE TRAINING INVITES: IT'S ALL TRUE**

**April 14th – 5:30 pm**

**Masterclass - Joel Pizzini**

É Tudo Verdade promotes, in partnership with Spcine, a masterclass with director Joel Pizzini – filmmaker, researcher and author of internationally award-winning documentary essays –, director of Elogio da Graça (Brazilian Cinema Grand Prize) and Mr. Sganzerla, winner of the 15th edition of It's All True.

**Service**

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**SÃO PAULO CULTURAL CENTER - SALA LIMA BARRETO**

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