



Interview with Jacques Hubinet (Films du Soleil)...

The Provence-Alpes-Côte d'Azur region issued labels for the first 14 PRIDES (Regional Joint Innovation and Economic Development Clusters) during a first wave, including the "Image" cluster built up around the Cinéma au Soleil association. Jacques Hubinet believes that this decision might change the audiovisual industry in the region, by putting it on a larger scale. The Films du Soleil Director and chairman of the Cinéma au Soleil association presents the main outlines of the envisaged strategy.

> Quelle est la vocation de Cinéma au Soleil ?

Jacques Hubinet: It is a professionals association, initially created to support the "Sunny Side of the Docks", (Marseille's documentaries market). Being awarded the Image PRIDES – the first PRIDES open to cultural industries – made a strong contribution to its reputation and significantly increased the number of members.

The Cinéma au Soleil now has 80 members, including 58 national or regional companies. Its members are drawn from all audiovisual sectors, including executive delegate production, filming, postproduction, laboratory, satellite transmissions, full length animated films, special effects, digitization, graphic animation, equipment rentals, outside locations, etc.

The association also works in partnership with a wide panel of training and audiovisual heritage conservation organizations such as the INA (Institut National de l'Audiovisuel – National Audiovisual Institute) and the CMCA (Centre Méditerranéen de Création Audiovisuelle – Mediterranean Centre for Audiovisual Creation that brings together Mediterranean television channels under the leadership of France Televisions and RAI).



Jacques HUBINET

> What is the position of the PACA region in the audiovisual sector?

Jacques Hubinet: More films are now being made in the PACA region than in any other region, except Paris (or the Paris region). On the other hand, although our land is very attractive for French and foreign film-makers, there are some obviously missing links in the production chain. For example, the region has no facilities for the film postproduction phase ... - or it certainly doesn't have enough. This is an entire aspect of this economy that is essential to us if we want to expand our services offered to other countries.

For further information:

<http://www.cinemaausoleil.com/>

> How will PRIDES modify the association's strategy and more broadly the strategy of the audiovisual branch in the region?

Jacques Hubinet: Many bricks will have to be added to federate all steps involved in film production. Now that we have been awarded the Image PRIDES, all energies present in this domain can be federated and means of defining missing links can be mutualized.

Our objectives are as follows, and must be common to all of us:

- organize the audiovisual industry with a real strategy over the entire territory;
- bring all players together to clearly define needs, work by boards so as to define requests more clearly and in more detail, and to sort them into order of priority;
- make ambitious proposals by October 2007 to develop audiovisual activities, with the assistance of regional professionals;
- develop the industry and reach a critical mass so that post-production activities can be initiated.



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> Specifically, what projects have been started so far?

Jacques Hubinet: The Americans have held the special effects monopoly for a long time, but the current demand is so high that they can no longer satisfy it. We should take advantage of this fact to attract new animation companies. This is a first example of actions to be done. With this in mind, we intend to set up a 3D platform and create a studio specifically for use by members of the association.

Another of our major projects is to create a Euro-Mediterranean market for films, telefilms and documentaries to compensate for the loss of the "Sunny Side of the Docks" market. This action has already been started ...

> And what about the national and international markets?

Jacques Hubinet: We must continue joint actions, such as our attending the Los Angeles Location Trade Show, where all Hollywood location managers will be present, with Provence Promotion (see <http://www.investinprovence.com/download//tradeshowfr.pdf>).

Our strategy also includes setting up partnerships, to get a strong foothold on the Mediterranean shore. Our geostrategic position promises a central and leading position in the long term. We are already setting up close relations with the Rhône-Alps region, and with Piedmont, Liguria, Val d'Aoste, etc. Touristic and cultural synergy is another undeniable advantage of the region!