



SERIES MANIA LAUNCHES “SERIES MANIA RENDEZ-VOUS,” A NEW ONLINE INITIATIVE

**First project is a case study of “No Man’s Land”
which won the Best Project Award during the
Series Mania Forum Co-Pro Pitching Sessions in 2017**

PARIS & LILLE, FRANCE – November 12, 2020 – As part of its upcoming 2021 live edition and its online platform, Series Mania Digital, Laurence Herszberg, founder and general director of Series Mania, announced today the launch of *Series Mania Rendez-vous*, a new online initiative which will include exclusive, curated content each month leading up to the event in 2021. From masterclasses to case studies and roundtables with industry leaders, the exclusive content will be available on the Series Mania website for a limited time. Each month’s Rendez-vous will be promoted through the Series Mania’s website and a social media campaign. *Series Mania Rendez-vous* can be found at: seriesmania.com/forum/en/series-mania-rendez-vous

The first Rendez-vous announced as part of this launch will be a case study "From Pitch to Screen: *No Man's Land*" and will be available online starting Tuesday, November 24th for 7 days only. *No Man's Land* will premiere on Hulu on November 18th and ARTE on November 26th. Pitched at Series Mania Forum 2017 under the title *Fertile Crescent*, *No Man's Land* received the 50 000€ prize for Best Project as part of the Co-Pro Pitching Sessions and was selected in International Competition at Series Mania 2020.

Panelists confirmed for this case study include *No Man’s Land* co-creators Maria Feldman and Eitan Mansuri, producer Caroline Benjo (Haut & Court), distributor Christian Vesper (Fremantle), and French co-producer and Franco-German broadcaster Alexandre Piel (ARTE). It will be moderated by François-Pier Pélinard-Lambert from Le Film Français.

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SERIES MANIA RENDEZVOUS

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“We are delighted to be launching our new *Series Mania Rendez-vous* and what better project to kick off this exciting endeavor than our own *No Man’s Land*. This series is also one of the first titles to be included as part of our Series Mania Label. With the aim of promoting the notoriety and visibility to the deserving series awarded the Series Mania Label, we are perfectly poised to be at the forefront of today’s biggest TV series,” commented Herszberg.

Set to take place in Lille, France and the Hauts-de-France region, the Series Mania Festival is set for March 19 to 27 and the Series Mania Forum, to be held in the Lille Grand Palais, is set for March 23 to 25.

ABOUT SERIES MANIA

Based in Lille since 2018, Series Mania - Lille / Hauts-de-France has become the biggest event dedicated uniquely to television series in Europe. Its festival offers exclusive world premieres of the greatest international series on the big screen, giving its audience - up to 72,000 spectators - 9 days of discoveries, parties and masterclasses with some of the most renowned personalities in the series world.

At the same time, Series Mania welcomes 3,000 international professionals from the television industry at Series Mania Forum and Lille Dialogues summit. Two key events for networking and business that are now extended online with the creation in 2020 of Series Mania Digital Forum.

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