FOR IMMEDIATE RELEASE

PIERRE ZIEMNIAK NAMED DIRECTOR OF SERIES MANIA INSTITUTE

Paris / Lille, France – October 22, 2026- The longtime executive will lead the Lille-based training and professional development organization, strengthening its role in nurturing talent and fostering international collaboration across the global television industry.

Series Mania Institute has appointed Pierre Ziemniak as its new Director, marking a new chapter for the Lille-based organization dedicated to training and professional development in the television and audiovisual industries.

Ziemniak, who previously served as Director of Programs, has played a central role in shaping the Institute since its inception. He joined Series Mania in 2019 to develop the project, overseeing the creation and expansion of its training initiatives before being appointed Director of Programs in 2023.

Established in 2021 by Series Mania, one of Europe's leading international television festivals, Series Mania Institute has steadily expanded its reach, offering programs designed to support emerging talent, established professionals and international industry collaboration.

Its initiatives range from early-career development programs such as **Tremplin** and **Premières Arches** to screenwriting programs including **Eureka Series** and **Writers Campus**.

The Institute also plays an increasingly active role in international cooperation through **Apollo Series**, which introduces European producers to the development of international co-productions, and **Serial Bridges**, a series of workshops designed to foster creative and professional partnerships across Asia, South America and West Africa.

Supported by **France 2030**, a major French government investment initiative, through its *La Grande Fabrique de l'image* program, Series Mania Institute continues to strengthen its position as a bridge between creative talent and television markets worldwide.

"Series Mania Institute was founded on the belief that the audiovisual industry needs talent capable of shaping the formats, business models and international partnerships of tomorrow," said Pierre Ziemniak. "As a recipient of support through France 2030's *La Grande Fabrique de*

l'image initiative, the Institute is based in Lille, at the heart of a region that serves as a crossroads between France, Europe and the wider world. This strong local foundation is what gives us both our strength and our international outlook. I am committed to building on this collective effort, working alongside industry professionals, academic partners and European and international stakeholders to make Series Mania Institute a place for knowledge-sharing, experimentation and meaningful connections in support of creativity."

ABOUT PIERRE ZIEMNIAK

A graduate of HEC Paris, with a bachelor's degree in History from Paris IV-Sorbonne University, Pierre Ziemniak worked on the production of the acclaimed French espionage series *The Bureau* (*Le Bureau des Légendes*, Canal+) from 2015 to 2018.

In 2017, he published *Exception française: De Vidocq au Bureau des légendes, 60 ans de séries* (Éditions Vendémiaire), a book exploring the history and economics of French television series.

He joined Series Mania in 2019 to develop Series Mania Institute, designing its training programs and overseeing their implementation before becoming Director of Programs in 2023.

In 2026, he was named to the Institut Choiseul's **"40 in Media and Creative Industries"** list, recognizing 40 professionals under the age of 40 who are helping shape the future of the cultural and creative industries.

ABOUT SERIES MANIA INSTITUTE

Founded in 2021 by Series Mania, Series Mania Institute is the first organization entirely dedicated to talent development and professional training for the television series industry.

Based in Lille, in northern France, the Institute combines strong regional roots with a growing international presence, welcoming participants at every stage of their careers, from emerging creatives to experienced industry professionals.

Its programs span the entire series production process, from screenwriting and directing to pre-production and post-production, helping participants develop the creative and professional skills required by today's evolving television industry.

In 2023, Series Mania Institute was selected as a beneficiary of **France 2030's *La Grande Fabrique de l'image***, a French government initiative supporting the development of the country's film and audiovisual industries.

The Institute is supported by major public and industry partners, including the Hauts-de-France Regional Council, France's National Centre for Cinema and the Moving Image (CNC), Creative Europe MEDIA, France Télévisions, Afdas, France Travail and the European Social Fund Plus (ESF+).

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