

Series Mania Institute and TAICCA launch a first workshop for East Asian scriptwriters and producers

Lille, November 8th 2023

Series Mania Institute, the first school entirely dedicated to series, and Taiwan Creative Content Agency (TAICCA), announce the organization of a workshop entitled "Serial Briges" in France and Taiwan next year as part of a partnership initiated between Séries Mania and TAICCA in 2022. Laurence Herszberg, Managing Director of Séries Mania, announced the workshop today at the Taiwan Creative Content Fest (TCCF), a leading event for the audiovisual industry in Asia. This workshop will begin in March at Séries Mania (March 15-22, 2024) and conclude at the TCCF in November 2024.

"Serial Bridges" was created in cooperation launched between TAICCA and Series Mania, aimed at developing international serial co-productions between Europe and Taiwan and strengthening Taiwan's position as a creative hub for audiovisual production. The "Serial Bridges" workshop is open to six writer/producer duos with a series project. Of the 12 participants selected, half will come from Taiwan and the other half from other East Asian countries.

Series Mania Institute has designed this workshop using its pedagogical method: learning by doing. Participating duos will work on their projects with recognized professionals from the serial industry. They will work in four sessions between March and November 2024 and present their series projects at the TCCF 2024.

"TAICCA is delighted to extend the collaboration with Series Mania with a focus on training and talent development in Asia, taking place between Lille and Taiwan. Through Series Mania Institute's training expertise and by connecting professionals in Asia, TAICCA hopes to reinforce regional ties, strengthen the industry infrastructure and promote international co-production."

"The launch of a workshop aimed at East Asian professionals is in line with the continuity of our industrial and cultural cooperation with TAICCA, with the objective to strengthen Taiwan's position as an international creative hub. We're delighted to be able to put our school's expertise at the service of the development of international co-productions, which is a real recognition of our know-how," commented Herszberg.

In a fast-moving industry, "Serial Bridges" offers series professionals concrete keys to strengthening their dramaturgical skills, their understanding of international financing systems and their ability to find co-production opportunities for their projects - between Taiwan and Europe, but also within East Asian countries.

Through this partnership, Series Mania Institute is continuing to develop its international workshops, most recently in Rio de Janeiro at the request of RioFilme, Projeto Paradiso, Rio Film Festival, SICAV, FIRJAN, Institut Français de Paris and the French Embassy in Brazil.

About TAICCA

TAICCA is a public funded organization with the mission of strengthening the cultural content industry ecosystem in Taiwan, promoting Taiwanese contents and creating regional and international collaborations and co-production opportunities. TAICCA's initiatives include investment, training and accelerator programs, international co-production support, industry and market research and analysis and global marketing.

About Series Mania Institute :

In 2021, Séries Mania launched the Series Mania Institute, a school to train professionals and students in all aspects of the series industry in the heart of the Hauts-de-France region. Labelled "France 2030 La grande fabrique de l'image" in May 2023 and backed by major institutional, economic and educational partners such as the European Metropolis of Lille, the Hauts-de-France Region, the CNC, Europe créative Media, HBO Max, Newen, France Télévisions, and Sciences Po Lille, Series Mania Institute aims to train 400 students every year over the next 4 years.

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