



NOMINATED FOR TVFI EXPORT DOCUMENTARY PRIZE 2020

ΝΟΜΙΝΑΤΗ ΓΟΒ ΤΛΕΙ ΕΧΡΟΒΤ ΔΟCΜΕΝΤΑΡΥ ΡΒΙΖΕ 2020

THE BIRTH OF PRINTING

THE GUTENBERG REVOLUTION

ΤΗ ΕΥΛΕΙΒΕΚΕ ΚΕΛΟΓΩΛΙΟΝ
ΒΚΙΝΤΙΝΟ
ΤΗ ΒΙΒΛΗ ΟΕ

A DOCUMENTARY BY
MARC JAMPOLSKY

ΜΑΡC ΓΑΜΠΟΓCΚΥ
Α ΔΟCΜΕΝΤΑΡΥ ΒΥ

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FILM

THE BIRTH OF PRINTING THE GUTENBERG REVOLUTION

THE GUTENBERG REVOLUTION
THE BIRTH OF PRINTING

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THE TRAILER](#)

A drama-documentary by **MARC JAMPOLSKY**
Produced by **ARTE France, ZDF, SWR, ORF, SEPIA FILM**
In coproduction with **MISCHIEF FILMS, CFRT**
In association with **FRANCE TÉLÉVISION – FRANCE 3
NORD EST**

And the support of **CREATIVE EUROPE-MEDIA, CNC,
RÉGION GRAND-EST STRASBOURG AND THE
CENTRE NATIONALE DE LA CINÉMATOGRAPHIE
ET DE L'IMAGE ANIMÉE**
(France, 2016 - 52' & 90')

Gutenberg is responsible for the most significant invention of the medieval period: movable type printing. **But do we know the full story?**

Who really was Gutenberg?

With the help of historians and using contemporary documents – such as judiciary archives, notarized acts, and first printings – this docudrama retraces the most significant moments of Gutenberg's life and shows the struggle of an inventor who challenged the society of his time.



4 REASONS TO VOTE FOR GUTENBERG

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Gutenberg: a modern hero

Overshadowed by the influence of his invention and somewhat lost in the darkness of the Middle Ages, the figure of Johannes Gutenberg – born Johannes Gentsfleisch – barely exists in the public imagination, other than a vague silhouette of a bearded man in a turban. This is the first time a docudrama has revealed the complexity of the romantic character behind the name.

The true history of the printing press

The invention of printing – this “new art” as he called it – was held back by a host of obstacles, both technical and historical. The film will help audiences understand how such an invention could come about in Europe during the Middle Ages, how it was financed, who Gutenberg’s allies were, and how, in a world without patents, he protected his idea and foiled would-be imitators.

The father of the first media revolution

Gutenberg’s adventure is timeless because it reflects the same struggle faced since time immemorial by inventors of creations that are too radical, and which shake up society. Gutenberg’s case is particularly interesting because it has a clear comparison in our recent history. Almost six centuries apart, two distinct inventions revolutionized knowledge and ideas: The printing press and the internet.

An extraordinary dig through the archives

Oddly enough, Gutenberg left very little trace, except in court records from the time. We have consulted with many European experts, including Guy Bechtel, Pierre Monet, and Georges Bischoff, to try and imagine what kinds of molds Gutenberg might have used, and thus reconstruct the first press with which he printed his 42-line bible.

OUR COMMERCIAL STRATEGY

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Gutenberg's universal heritage

Gutenberg is considered the father of mass communication thanks to his invention of the printing press and metal movable type. He is therefore one of the important historic figures of the second millennium and has entered collective world memory. This allows our film to be of timeless nature so it will be a permanent highlight in our catalogue for years to come. The truly global appeal of Gutenberg has also opened doors worldwide to traditional documentary outlets.

An important anniversary

2018 marked the 550th year anniversary of his death and was therefore the "Gutenberg year" around the world, with many exhibitions and screenings of our film, especially in Europe. This helped us greatly with the promotion and sales of the film, as many broadcasters always look to celebrate important anniversaries for promotional reasons.

Partnership with the producer SEPPIA

One of the assets behind the commercial strategy for The Birth of Printing was the good relationship between the producer and the distributor that helped us to build the financing plan. ARTE Distribution not only came on board at a very early level with an advance on sales, they also helped the producer to make pre-sales at pitching markets such as Sunnyside of the Doc, IDFA and World Congress of Science Producers and to obtain a production grant from the European Media. Together, the producer and distributor made a stronger team, both commercially and editorially, and 13 pre-sales were obtained worldwide.



ARTE Brand

The documentary fits perfectly with ARTE's identity as a cultural and quality channel, enhancing both the visibility and coherence of the brand. The film was produced for the prime time Saturday night slot called Human Adventure that celebrates great advances of the human spirit in history. It is part of a very successful line up of docu drama films in the ARTE Distribution catalog that includes stories from Ancient Egypt and Greece to the late 19th century.

SEPPIA FILM

Founded in Strasbourg in 2002, SEPPIA specializes in the production of scientific, cultural, historical, social, and discovery films, mainly for European TV channels, but also for cinema, online, VR, and mobile. SEPPIA has a catalogue of more than 130 hours of programming, some of which has been sold worldwide.

A STRONG INTERNATIONAL IMPACT

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ARTE Distribution is very active internationally, with a team of 5 salespeople traveling to every coproduction, presales and sales market around the world. The film in its two versions has been sold over to 30 channels and has reached more than 100 countries. SVOD Rights have also been sold to BILIBILI in China and CURIOSITY STREAM all over the world.



4 QUESTIONS TO CÉDRIC BONIN, PRODUCER

4 ВОПРОСА К СЕДРИС БОНИН' ПРОДУСЕР



Might one say that your film is the first ever detailed documentary about the life of Johannes Gutenberg?

Yes, it is the first work of such breadth to offer a comprehensive and well-documented study of Gutenberg's life. There has already been a British film and a German one, but neither had the same ambition nor such historical accuracy. We based our script on the in-depth work of a professor at the Collège de France who specializes in Gutenberg.



What sort of insight does the film provide?

In the collective German imagination, Gutenberg was German born and invented the printing press in Mainz. But what they discovered through this film is that Gutenberg lived in Strasbourg for a decade when he had to flee Mainz due to the wars that were threatening the town. He came up with the main ideas for his press when he was in Strasbourg, but didn't finish it until he'd returned to Mainz. Very few people in France and elsewhere – even in Germany – are aware of the circumstances surrounding his invention.

How did the project come about and how long did it take?

The project came out of a brainstorming session between me, the director, and a commissioning editor from ZDF/ARTE. After the success of our last show, "Le Défi des bâtisseurs", we had a debriefing session together over lunch. And that's when we started dreaming about a new project and the Gutenberg film was born. Then Catherine Alvaresse from Arte France came on board with the idea of making the film with both the French and German arms of Arte, which was something the channel's president Véronique Cayla wanted to do.

Did the fact that your company is based in Strasbourg help in terms of producing this program, given that lots of the action takes place in the city?

Yes. Filming in medieval settings in Strasbourg and the surrounding region, as well as in Mainz, which is only a two-hour drive away, allowed us to reduce costs considerably. And at the same time, we were able to make a credible period film rooted in the actual locations, which still exists. We also got a lot of support and resources from the region because we are telling the story of a man from the city who changed the world.

THE ULTIMATE REFERENCE IN FACTUAL DISTRIBUTION

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ARTE Distribution is the international program sales unit of the European public channel ARTE.

With a catalogue of over 4,000 hours of documentaries entrusted by more than 150 prestigious French and foreign production companies, ARTE Distribution has made its mark on the 5 continents as the ultimate reference in documentary distribution. The programs on offer reflect ARTE's ambitious editorial policy, covering all domains: History, Society, Current Affairs, Discovery, Science, Lifestyle, and Arts & Culture.

Our mission is simple: to inform, question and entertain. On the strength of its boldness and the diversity of its documentaries, ARTE Distribution is a 3-time winner of the TV France International Export Prize that awards the best-selling documentary worldwide. It won the award in 2007 with *Signe Chanel* by Loïc PRIGENT, in 2012 with *Waste, the Nuclear Nightmare* by Eric GUERET, and in 2014 with *Football Rebels* by Gilles PEREZ and Gilles ROF.

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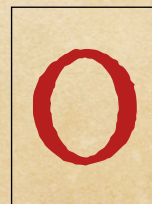
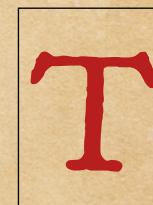
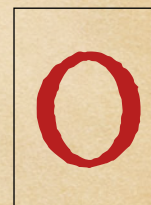
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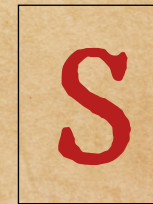
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