WWW.LADUCEVITA.COM -

AN INTERACTIVE DOCUMENTARY & LINEAR DOCUMENTARY

by Cyril Bérard & Samuel Picas



MEDIA PACKAGE

- INTRODUCTION

Welcome to Predappio, Benito Mussolini's native land. Immerse yourself into the daily life of a city that was built in order to serve the dictator's propaganda. A story that evokes the Italy of yesterday and tells a bit about the Italy of today.

> exist without him. The village and its inhabitants are intimately connected with the Duce.

> GIVEN ITS HISTORICAL BURDEN, the small town of Predappio reveals the lack of a shared memory, an open wound in the minds of the Italian people. Fascism divides, and Predappio can be seen as a metaphor of contemporary Italy.

THE SITUATION OF PREDAPPIO also raises the question of managing dead bodies of dictators and the architectural heritage of totalitarian regimes.

ON OCTOBER, 28H 1922, *Mussolini* and the black shirts marched on Rome and took power in Italy. 90 years later, the interactive documentary *The Duce Vita* immerses web users into the daily life of the native village of the dictator. Predappio wouldn't

Mussolini wasn't frightening us alive, he won't scare us dead. 99

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Egidio Proli, Mayor of Predappio, 1957

A NEW KIND OF DOCUMENTARY

The Duce Vita is a new kind of documentary following the principle of AUGMENTED LINEARITY

THE CONCEPT OF AUGMENTED LINEARITY AMPLIFIES THE WEB EXPERIENCE





Experts' insights are presented on the screen as clickable buttons (also visible on the timeline). When clicked, they open smoothly in an overlay

THE DUCE VITA gets close to the inhabitants' lives to understand the subtle frontiers between history and memory.

IMMERSED INTO THE EVERYDAY LIFE OF THE VILLAGE, the web user can increase his experience. He can choose between remaining in the village, or accessing short testimonies from experts (historians, philosophers, political scientists, architects).

This is a concept that has been thoroughly thought out in order to keep some kind of linearity.

A NARRATIVE INSPIRED BY THEATRE

WITH ITS SETTINGS, ITS MAIN CHARACTERS, ITS RHYTHM, PREDAPPIO LOOKS LIKE A THEATRE STAGE.

THE PREDAPPIO AREA, Emilia-Romagna, is also *Fettderico Fellini*'s native land. Inspired by the filmmaker work, *The Duce Vita* narrative often vacillates between tragic and comic, profound and light.

LIKE ON A THEATRE STAGE, *Izhar Cohen*'s sketches gather all the characters within the same frame. His drawings create a special narrative, softer and more intimate.

www.izharcohen.com





A STORY IN 3 ACTS

The documentary is divided in **3 acts**. Each act contains :

- 2 main films
- - a series of 4 to 5 "windows" on the village (short videos)

DECODING

After the launch of the interactive documentary,t *La Duce Vita* experience continues, through several synchronised actions that allow broadening the debate at a European level.

6 The Gazzetta

To go deeper into the topics of the movie, to discuss current news and to enhance our partners' incentives. (only in french)

LINEAR VERSIONS

A 52 min documentary is now available for TV
A new documentary is in preparation (2013). It will focus on Fascist heritage through Italy





THE AUTHORS

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As student in political science in Italy, *Cyril Bérard* specialised in the Red Brigades and the dark years, the Fascist period and *Berlusconi*'s showbiz politics. He then was the managing editor and editor-in-chief of the Italy zone of the news-paper Europa. Since 2002, he works as a freelance journalist and columnist.

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SAMUEL PICAS - PHOTOGRAPHER

As student in literature and graduate in photography from the EFTI school of Madrid, *Samuel* was editor in chief and photography director of the Inkulth magazine. He has had a few publications in several magazines and is now working as a freelance photographer and portraitist.

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