



SIXTH FRAMEWORK
PROGRAMME

Project no. 044 564

Project acronym : ANTARCTIC SUMMER

Project title : AN ANTARCTIC SUMMER

Instrument : SSA

Thematic Priority :

FINAL PUBLISHABLE ACTIVITY REPORT

Period covered: from 1/1/07 to 31/08/08

Date of preparation: 31/10/2008

Start date of project: 01/01/07

Duration: 18 months

Project coordinator ANNE AGHION
Organization : DRY VALLEYS PRODUCTIONS

An Antarctic Summer (New Title – ICE PEOPLE)

Publishable Final Activity Report

"The movie... gives viewers a glimpse of a side of science that is rarely seen."

—Edyta Zielinska, *The Scientist.com*

"I recommend this film to anyone who has ever wondered what it's actually like in the Antarctic."

—Sara Wheeler, *Author, Terra Incognita: Travels in Antarctica*

Four years in the making, ICE PEOPLE (this is the final title of the film) is now done. It is very close to my original intention and I am thrilled with it. For the past year since its completion, I have been working to make sure it succeeds.

Unique in the genre of exploration and adventure films, ICE PEOPLE takes you on one of the earth's most seductive journeys—Antarctica. Emmy-winning documentary filmmaker Anne Aghion spent four months "on the ice" with modern-day polar explorers, to find out what drives dedicated researchers to leave the world behind in pursuit of science, and to capture the true experience of living and working in this extreme environment. And, as it turns out, the film also witnesses one of the most significant discoveries about climate change in recent Antarctic science.

Intense public focus on climate change has turned the shores of Antarctica into a new tourist mecca, making the earth's coldest continent the hot place to be. But, inland from the penguins and ice floes is a magical Antarctica of volcanoes, boulder-strewn valleys and ominous glaciers. Only a small number of scientific research teams get there, braving severe conditions to learn about our planet's history, and make predictions about our future.

ICE PEOPLE heads out into the "deep field" with noted geologists Allan Ashworth and Adam Lewis, and two undergrad scientists-in-the-making, where they scour across hundreds of miles to find tiny, critical signs of ancient life. Their findings would give the first evidence of a green Antarctica over 14 million years ago, that disappeared with a sudden shift in the temperature of the continent.

The most authentic film about life on the ice since the trailblazing expeditions to Antarctica chronicled nearly a century ago, ICE PEOPLE conveys the vast beauty, the claustrophobia, the excitement and the stillness of an experience set to nature's rhythm.

I made two versions of the film, one feature-length (77 minute) version for delivery to ARTE, Sundance Channel and ITVS International, and one shorter 54-minute version for delivery to SBS Australia. Cinephil is the international sales agent for both versions of the film.

At this writing, the film has been shown or will be shown at the following venues:

- TV3 Catalan TV Spain – date to be determined
- Sundance Channel – date to be determined
- Rencontres Internationales Sciences et Cinémas
November 14 @ 5:30pm – Marseille, France
- ARTE VOD (France, Belgium, Luxembourg, Germany, Austria)
Available online as of November 12, 2008
- ARTE TV
November 11, 2008 @ 10:55pm
- Amazonas Film Festival
Nov. 7-13, 2008 - Manaus, Brazil
- McMurdo Station, Antarctica
October 26th, 2008
- New York Premiere
The Film Society of Lincoln Center Independents Night at The Walter Reade Theater
October 16th, 2008 @ 6:30pm
- Paris Premiere
Festival Pariscience
The Grand Amphithéâtre du Museum national d'Histoire naturelle
Jardin des Plantes
October 10, 2008 @ 8:30pm

- Vancouver International Film Festival at The Pacific Cinémathèque
Oct. 3, 2008 @ 1:30pm & Oct. 9, 2008 @ 7:00pm
- Scinema Film Festival - Australia
August 16-24, 2008 (National Science Week) throughout the country.
- SBS television - Australia
August 24, 2008
- The Jerusalem Film Festival
July 12, 2008 @ 5:45pm & July 15, 2008 @ 8:15pm
- World Premiere - San Francisco International Film Festival
April 26, 28, & 30, 2008
- Semaine de la Science (excerpts)
Lycée de l'Arc – Orange, France
October 2007
- New York International Polar Weekend (excerpts)
American Museum of Natural History – New York
February 2008

There have already been numerous reviews of the film and stories about it (over 25 or 30) online, in print and on the radio in France, Israel, Belgium, Australia and the United States. Here is a selection:

RADIO: Sirius OutQ with Larry Flick
Oct. 16, 2008
Listen on <http://www.icepeople.com/clip2.html>

About.com
<http://documentaries.about.com/b/2008/08/07/ice-people-discoveries-make-worldwide-headlines.htm>

Variety – May 12, 2008
<http://www.variety.com/review/VE1117937106.html?categoryid=31&cs=1&query=ICE+PEOPLE>

SciencePoles – International Polar Foundation.
http://www.sciencepoles.org/index.php?/multimedia/pictures/anne_aghion_ice_people/&uid=1343&mid=385#content

Bayflicks.net - SFIFF_ Ice People
<http://bayflicks.net/sfiff-ice-people>

Jasonwatchesmovies.blogspot.com

<http://jasonwatchesmovies.blogspot.com/2008/04/jason-goes-to-sfiff-day-3.html>

—Matt Sussman, Indiewire, May 8, 2008

http://indiewire.com/ots/2008/05/dispatch_from_s_8.html

Science Magazine

May 30, 2008

http://www.sciencemag.org/cgi/search?src=hw&site_area=sci&fulltext=Freeze-Dried+Findings+Support+a+Tale+of+Two+Climates&search_submit.x=10&search_submit.y=8&search_submit=go

Newswise Science News

<http://www.newswise.com/articles/view/540109/?sc=swtn>

NSF Current July 2008

http://www.nsf.gov/news/newsletter/jul_08/index.jsp

PopcornReel.com

<http://www.popcornreel.com/htm/aghion.htm>

SouthJerusalem.com

<http://southjerusalem.com/2008/07/science-and-art-in-the-ice-people/>

The Scientist

<http://www.the-scientist.com/news/display/55097/>

The film was in preparation for over two years (formulating the initial idea, securing access, and fundraising), including intense logistical preparations from March 2006 until August 2006 with the help of Production Manager Anne Labro. The shoot started in mid-August 2006. Three of us went to Antarctica—myself, Sylvestre Guidi, camera, and Richard Fleming, sound. Benoit Gryspeerdt, who was co-producer of the film from the start, remained in France and continued to look for funding in preparation for our return. We came back in early 2007 and Nadia Ben Rachid and I started editing in February. We were at work editing until early September 2007, with a few short breaks. In the interval, I attended markets (MIPDoc, Cannes, and IFP in New York, to secure further funding and distribution. Post-production for the film lasted two months, and was completed in mid-November 2007. It was all completed in Paris and involved Avidia for the image post (Eric Salleron color graded the film), and Orlando for sound post (Roland Duboué, Béatrice Wick and Nathalie Vidal). Éclair and Nice Fellows handled the subtitles and the NTSC to PAL transfer, which ended up being a very complex process because of the HD. The film is in full HD and with a 5.0 sound mix, ready for television and theatrical commercialization.

The film is a co-production of Dry Valleys Productions, ARTE France and ITVS International, in association with the Sundance Channel. It was produced with a grant from the National Science Foundation's Antarctic Artists and Writers Program, with major support from the European Commission Directorate General for Research. Additional support from the Centre National de la Cinématographie, the Conseil Régional de la Région Rhône-Alpes, the Conseil Général de l'Ardèche, the SACEM, RTBF (Belgian Television) & SBS (Australia). Developed under the auspices of Eurodoc, with funding from the Media Program's New Talent fund of the European Commission.

International Sales Agent, Philippa Kowarsky, from Cinephil came on board in March 2008, just before MIPDoc. Significant outreach has been going on since then to make sure the film reaches its core audience of scientists and aspiring scientists, 'Antarcticans', and adventure and armchair travelers, and then crosses over into the mainstream.

The film had its world premiere at the San Francisco International Film Festival, where it was very well received. It has been screened since then at select festivals and venues, steadily building up momentum, and gathering good press along the way. It has had to emerge in a very competitive environment, both in Europe—with Tara—and in North America—with Werner Herzog's Encounters at the End of the World and Jean Lemire's Last Continent, as well as Paul Devlin's BLAST!. Cinephil made its first TV sale in October 2008 to TV3 Catalunya, and there are more under negotiation. ARTE will air the film on November 11, and make it available on VOD the next day. We are self-distributing DVD's for home viewing and educational viewing in the United States. We are working on making the film available specifically to science centers and museums and for university screenings, and in some cases high schools. In particular, there is a planned screening at the Exploratorium Museum in San Francisco in December, with a webcast to McMurdo station, which we will leverage in the science community. We are working on this in conjunction with Milestone Films, who have successfully marketed three films about Antarctica in recent years, and who are also booking the film theatrically in specialty houses throughout the country.

Dissemination of knowledge

Dissemination of Knowledge
An Antarctic Summer 044 564

Planned/ Actual Dates Launched Aug 2006	Type	Audience Type	Countries	Audience Size	Partner
	Website	General	Worldwide	over 11,000 unique visitors since January 1, 2008	N/A
February 06	Presentation	Museum	US	300	Museum of Nat History -- NY
October 07	Presentation	High School	France	100	Lycée de l'Arc - Orange
February 07	Presentation	Museum	US	300	Museum of Nat History -- NY
Since Jan 2008	15 Direct emails since January 08	database of subscribers database of univ. prof. & librarians	France, Belgium Australia UK, US, Canada	5000 * 15 = 75000 emails	N/A
Since Jan 2008	10 press releases since January 08	database of media professionals in countries where screenings have taken place	France, Israel Australia US, Canada	4000 Total	Publicists Sharon Kahn Stéphane Ribola Arte Vancouver Film Fest
In Circulation since April 2008	Posters	Film Fest viewers	France, US, Israel (film fest & screening venues)	2000	N/A
In Circulation since April 2008	Postcards	Film Fest viewers	France, US, Israel (film fest & screening venues)	2000	N/A
Since April 08	Exhibition	Film Festivals & other screenings	France, US, Israel, Australia Canada Antarctica	4000	Film Festivals San Francisco Jerusalem Scinema (Australia) Pariscience Vancouver
October 08	DVD	Educational	worldwide through website		N/A
November 08 & Dec 08	Exhibition	Film Festivals & other screenings	France, Brazil US	3000	Film Fests Polly Maggoo Le Public Système Exploratorium San Francisco

					NSF - Antarctica
August 24 2008	Television	General	Australia	???	SBS Australia
November 2008	DVD	General	Worldwide through website		N/A
November 11 08	Television	General	France		ARTE France
Date TBD	Television	General	US	Potentially 30 million	Sundance Channel
Date TBD	Television	General	Spain		TV3 Catalan
Nov 12, 2008	VOD	General	France, Belgium Luxembourg Germ Austria		ARTE France

As of January
2009

CONTINUED EFFORTS TO DISSEMINATE THE FILM.

BOOKING THE FILM THROUGHOUT THE UNITED
STATES

FOR THEATRICAL, SCIENCE MUSEUMS & UNIVERSITY SCREENINGS

DEPENDING ON RESPONSE OF TELEVISION AND VOD AUDIENCES

WILL SPREAD TO EUROPE AS WELL AND AUSTRALIA AND ASIA AS WELL

