

- C21Media - <http://www.c21media.net> -

Bonne Pioche forms distributor

Posted By [Marie-Agnès Bruneau](#) On 03-06-2014 @ 9:12 am In [News](#) | [Comments Disabled](#)

French documentary producer Bonne Pioche is launching an international distribution arm called Lucky You and has poached an exec from rival Kwanza to run it.

Robert Salvestrin was most recently VP of sales, presales and international coproductions at Paris-based indie Kwanza, having been in charge of presales and international copros at Gédéon Programmes for nine years.

He [originally joined Kwanza](#) ^[1] to lead an international sales and production drive in December 2012.

Founded by Yves Darondeau, Christophe Lioud and Emmanuel Priou 20 years ago, Bonne Pioche – which means lucky hand in French – made its name internationally with theatrical wildlife hit March of The Penguin.

It is one of the most prolific documentary producers in France and has also been responsible for a number of character-driven factual series.

These include successful France 5 series such as J'irai Dormir Chez Vous (I Am Sleeping Over Tonight), where host Antoine de Maximy is challenged to land in a foreign country and persuade people to let him stay in their homes, and Nu et Culoté (It's a Bare-Faced Cheek), where two naked people have to travel from one point to another, bargaining for clothes and food.

More recently, Bonne Pioche produced factual series World Medicines for Arte, while the company is also active in one-off docs and theatrical features.

Previously, Bonne Pioche's shows were distributed by other companies, but the firm now wants to have a direct link with the international market and develop more presales and international coproductions.

Salvestrin said: "We will also be distributing third-party programming. We have an agreement already with prodco Camera Lucida and have a budget to invest in minimum guarantees, including shows from abroad. We also want to be active in the formats business."

While Bonne Pioche's previous shows are with other distributors, Lucky You will introduce its newest productions at Sunny Side of The Doc this year.

They include forthcoming factual format Cuisine Sauvage, made for France 5, about how to cook in the wild.

New one-off docs include a copro with London-based Native Voice Films, Love Hotel, which is about sensuality-themed hotels in Japan and has already been picked up by France 2, the BBC and ABC in Australia.

Article printed from C21Media: <http://www.c21media.net>

URL to article: <http://www.c21media.net/bonne-pioche-forms-distributor/>

URLs in this post:

[1] originally joined Kwanza: <http://www.c21media.net/french-prodco-hires-for-intl-growth/>

Copyright © 2012 C21Media. All rights reserved.