

Bloom

A FILM BY FANIE PELLETIER



PRESS KIT

DESIGN : OTTOBLIX

PRODUCTION AUDREY D. LAROCHE CINEMATOGRAPHY MATTHEW WOLKOW
EDITING RENÉ ROBERGE SOUND RECORDING FÉLIX L'AMARCHE SOUND DESIGN LUC RAYMOND MUSIC SIMON L'ESPÉRANCE
SOUND MIX VINCENT RIENDEAU DISTRIBUTION AND INTERNATIONAL SALES LA DISTRIBUTRICE DE FILMS



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SYNOPSIS

Through moments captured in the lives of three groups of girls, images gleaned from the web and live streams of girls around the world, *Bloom* delves into the world of today's teenage girls. We delicately observe their fascination with social media and their tortuous identity construction through self-representation. This immersion reveals a hyper-connected but lonely generation inhabited by great lucidity, an inner struggle with self-image obsession, and a need for self-affirmation in the face of a deep sense of alienation.

TECHNICAL INFORMATION

Production date: **October 2022**

Length: **84 min**

Genre: **Documentary**

Category: **First feature film**

Country of Production: **Canada (Quebec)**

Languages: **French, English**

Subtitles: **French, English, Spanish**

CREATIVE TEAM

Director: **Fanie Pelletier**

Production: **Audrey D. Laroche**

Cinematography: **Matthew Wolkow**

Editing: **René Roberge**

Sound Recording: **Félix Lamarche**

Sound Design: **Luc Raymond**

Music: **Simon L'Espérance**

Sound Mix: **Vincent Riendeau**

PROTAGONISTS

Salma Harfat, Léane Lavallée-Davis, Marguerite Gagnon, Diana Tovar Coll, Maia Bonardelli, Elia Flici, Andrea Tovar Coll, Paloma Bureau



AWARDS

Best Debut Feature Film Award
- Ji.hlava International Documentary Film Festival



FESTIVALS

Ji.hlava International Documentary Film Festival, Czech Republic, 2022
FICFA (Festival international du cinéma francophone en Acadie), Canada, 2022
RIDM (Montreal International Documentary Festival), Canada, 2022
Rimouski International Carrousel of Film, Canada, 2023.
Rendez-vous Québec Cinéma, Canada, 2023.
ZagrebDox International Documentary Film Festival, Croatia, 2023.
Vues sur mer, Canada, 2023.
Canadian Film Festival, Canada, 2023.
Beldocs International Documentary Film Festival, Serbia, 2023.

DIRECTOR'S STATEMENT

The idea of *Bloom* emerged from several circumstances. First of all, there is my long-standing fascination with "*web found footage*" (documentary films created from videos retrieved from online platforms such as YouTube) that I discovered through filmmakers Dominic Gagnon and James Benning. I was so interested in this approach that I wrote a master's thesis analyzing it as a potential continuation of direct cinema in the web era. From this long reflection came the idea of combining the method of direct cinema with that of *web found footage* to combine their sociological strength. In parallel, I discovered the short film *Fuck me (orange)* (2014) by James Benning which questions the emancipation of the contemporary woman in History. Particularly captivated by its audacity and relevance, the film convinced me of the interest factor of the subject and made me want to further explore it by looking at the universe of today's teenage girls.



Then came my discovery of the phenomenon of live streaming as a parallel reality occupied mostly by teenagers, and even more so by girls. These videos struck me first by their seemingly infinite number and global reach, and then by the relentless loneliness, boredom and emptiness that emanated from them. But what particularly caught my attention were the videos produced by the young women themselves: the way they behave, the way they stage themselves and the way they objectify themselves. The comments they receive and the way they react to them were equally striking. This discovery confirmed my interest in using this material to make a film, while questioning female adolescence in the age of new media.

I quickly realized that behind the apparent vacuity and futility of these videos was hidden a complex sociological richness that reveals a lot about the current world. This phenomenon, or even social media in general, whatever one thinks of it, is an unprecedented window to the adult world of tomorrow. It also seemed to me too easy and reductive to criticize these young girls and their generation, while avoiding a broader reassessment of the society that has shaped them. To avoid obvious, simplistic criticism, I wanted to transpose the complexity of this universe, in its attractiveness as well as its perversity. It was a question of letting us see and hear the intimate reflections of these young girls. They are the ones who navigate in this troubled world, sometimes liberating, sometimes hostile and alienating. They are also the ones who can reveal it to us, in spite of - but also through - the contradictions of their discourse. Through this immersion, I hoped that we could transcend our prejudices to promote a better understanding, while having a critical reflection on contemporary society.



DIRECTOR'S BIOGRAPHY



Fanie Pelletier is a director, editor and distributor from Montreal. She holds a major in social sciences, a bachelor's degree in film, and a master's degree in film studies. In 2016, she directed *Faded Photograph*, which was selected at several festivals, including Clermont-Ferrand, and won several awards. In 2017, she directed the short film *Wanderers* for Radio-Canada's Les Grands reportages. In 2019, she joined *La Distributrice de films* as a distributor. *Bloom* is her first feature-length documentary. The film won the best debut feature film award at the Ji.hlava International Documentary Film Festival.



FILMOGRAPHY

Photo jaunie (Faded Photograph), 30 min, 2016
Vagabonds (Wanderers), 13 min, 2017
L'intime spectaculaire (Spectacular Intimacy),
18 min, 2021
Jouvencelles (Bloom), 84 min, 2022



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CONTACTS

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