

Partner search

Culture sub-Program

Strand/category	Cooperative, small-scale project
Deadline	2017

Cultural operator(s)

Name	Les Productions Cercle Bleu
Short description	Cultural Heritage
Contact details	Les Productions CERCLE BLEU – 8, Place du Général de Gaulle- CS 10549– 59023 LILLE Cedex Tél. : 03 20 63 67 27 - Fax : 03 20 63 67 30 - mail : cerclebleu@neptv.com SARL. au capital de 381.122,54 € - R.C. Lille B 348 927 773 – Siret 348 927 773 00062

Project

Field(s)	Le Secret des oeuvres - <a href="#">The Secret of works of art</a>
Description	<p><a href="#">The Secret of works of art</a> takes place within the 2018 European year of the cultural heritage.</p> <p><a href="#">The Secret of works of art</a> will be an original input to art for the youth, an access to a world which some of them ignore, don't understand or judge elitist. Its first goal is to give access to the cultural heritage to a maximum of people.</p> <p><a href="#">We want to attract towards art through an entertaining program which will make people want to go further (visit museum, search on the internet...)</a></p> <p><a href="#">We work with different tv transmedia formats and digital technologies.</a></p> <p><b>Involving the public</b></p> <p><a href="#">We want to build a public-spirited project in its goal but also by a participative aspect. The format will have to be easy to share on social medias and will have to be easily watched anywhere. In addition to the comments done on the accounts of the broadcasters, partner museums, or galleries, accounts <a href="#">The Secret of works of art</a> will be created on social medias. By sharing and playing the internet-user citizens will become part</a></p>

of the project by sharing secrets as in a treasure hunt. This hunt, through European museums, will fascinate the young (students or not) and less young to create a real community.

### **What ambitions ?**

We intend to go further than just tv and internet broadcasting. The Secret of works of art could get into schools. By the script, the making, the particular voice-over and the mystery surrounding every episode, The Secret of works of art will be capable to attract the youngest towards the world of arts.

### **Who are we ?**

The Cercle bleu productions were created in 1985 in the NPDC region. During twenty years, the PCB produced creative documentaries, television films, captations or live performances.

In July 2002, the CBP has integrated the NepTV-Internep group, broadcast subsidiary of "RLVDN", which works daily with TF1 (first European channel), the news channels LCI, I-Tele and the sports channel L'Equipe. We now produce documentaries, magazines, broadcasts of flow and coverages for TV news.

### **Synopsis :**

The majority of museum visitors ignore that each painting reveals a secret. A picture behind a picture, a painting that was extended years later, a character showing us a clue, an anachronism that nobody saw for hundreds of years. Secrets are everywhere, but you need to look for it to find it!

This is the promise of The Secret of works of art. The Secret of works of art is an original entry to art for youth, an entry to a world that most of them ignore, don't understand or judge elitist.

It is about (re)discovering the work through its secret. This program reveals as a police investigation but backwards. The story begins with the revelation of the secret to be found.

The music underlines the tension, the effects of the making add almost an alarming note, the comments are made by a dark male voice.

The Secret of works of art starts with a large view of the work. The view that everybody has. But an over-voice reveals right away the secret the specificity of it by giving its secret away. For instance, a painting supposedly drawn by Jerome Bosch, "le concert dans l'oeuf", is immediately said to be painted by somebody else.

Then, we change of perspective. The camera shows the details of the painting, as a detective would use a magnifying glass. It's time to reveal the secret. As in the Bosch painting, a character shows a musical score. The secret is here. The musical score was written after the death of the painter. This proves that Bosch couldn't have painted the work, it was somebody else. Who? We still don't know. This is another force of the

program. It ends by opening on a new mystery yet to be solved. At the end an actor explains the secret. This enables to introduce a character who speaks directly to the viewer and that humanizes the program.

#### Looking for Partners

##### Countries

Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.

##### Profile

European broadcasters, European museums, galleries, art centers, schools

##### Other

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##### **European museums, galleries, art centers**

To go further on the narrative aspect, a multidimensional medias, develop interactivity

To identify work which may enter the project

To get access to their pieces

To get funds

##### **Ministry of Culture and Education**

To start a partnership with schools in order to have the students discover art

To get funds