



The Fourth Edition of Conecta FICTION

will be held June 22 – 25, 2020 in Pamplona-Iruña, Navarra

- The Government and institutions of Navarra and the SGAE Foundation have renewed their commitment as official collaborators for the fourth edition of Conecta FICTION.
- The image for Conecta FICTION 4 is the work of photographer José Luis Tejedor and is part of *Tránsito*, one of his best-known series.

Madrid, October 7, 2019. - The fourth edition of Conecta FICTION will once again take place in Pamplona-Iruña, Navarra between June 22 and 25, 2020. The Congress Center and Auditorium of Navarra, also known as Baluarte, will host the international event for the second consecutive year. The fourth edition of Conecta FICTION once again is supported by the Government of Navarra through NICDO (Navarra's Infrastructure Culture, Sports and Leisure), SODENA (Navarra's business development entity) and the SGAE Foundation, with the collaboration of CLAVNA (Navarra Audiovisual Cluster) and NAPAR (Navarra Association of Producers and Audiovisual Professionals). INSIDE CONTENT is responsible for the design and the production of the event.

Géraldine Gonard, director of Conecta FICTION: *"Conecta FICTION has shown to be effective and very profitable for producers, investors, and talent. The comments have been unanimous in this regard, and so we want to encourage all those who want to attend Pamplona, to work on and expand their business expectations, whether for their own projects or by investing in third-party projects and getting to know Navarre, its industry, and what it has to offer for suitable filming locations. The mechanics for this new edition will maintain its core concept: there will be different project-pitching sessions, conferences, workshops, keynotes, and one-to-one meetings. However, we are preparing new surprising aspects that will intend to go one step further if we compare it to other international gatherings, but without losing sight of our main goal, which is that Conecta FICTION should be practical, it should work, and should be the reference gathering where participants always obtain results."*

The image for Conecta FICTION 4 is the work of photographer José Luis Tejedor and is part of *Tránsito*, his best-known original series that features a succession of superimposed images that achieves a subtle mix between hyperrealism and abstract.

"...The series invites us to flow between the busyness of thousands of people in a specific scene. I really liked the idea of joining Conecta FICTION with my series Tránsito, expanding the original series that includes moments portrayed in several cities such as Madrid, London, Amsterdam, Brussels, Antwerp, Barcelona, New York, and Dubai. In Conecta FICTION, my project focuses on people and their

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experiences; they are the ones who build the spaces. Tránsito is much more than the simple act of moving between spaces, places, and paths. They are moments, stories, time, and identity. The fusion of all those magical moments of professional exchanges, which occur in specific meetings and moments all in the same space. That is what I have tried to capture, the reality that will give way to fiction.”

The original series *Tránsito* has had a significant thematic extension based on the San Fermín festivities and held in Pamplona in 2018 and was exhibited last July in Baluarte.

The last edition of the Conecta FICTION took place in Pamplona last June and welcomed more than **700 professional attendants** coming from more than 24 countries from both continents, being the most highly-attended edition held to date. The citizens of Pamplona were also able to enjoy the world of fiction series thanks to the exclusive premieres of **MONZÓN** in Spain, a series about the boxer Monzón produced by Disney and Pampa Films that broke all viewer records on cable television in Argentina, and **INVISIBLE HEROES**, a Finnish-Chilean co-production (Kaiho Republic, Parox, YLE, and Chilevisión) presented at the Pitch Copro Series session from the first edition of Conecta FICTION. Over the summer, it received several prizes such as the Silver Bird for Best Miniseries of the Festival from Seoul, Korea, which gives awards for the best television series from around the world, and also received the Special Prize from the Jury at the TV Fiction Festival from La Rochelle, France in September.

Conecta FICTION is the only event for the international television circuit held in Spain, and after just three editions, it has already established itself as the epicenter of co-production for fiction series between Europe and America.

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