

EMPREINTE DIGITALE PRESENTS

MARVEL

R E N A I S S A N C E

PRESS KIT

A documentary written and directed by
Philippe GUEDJ and **Philippe ROURE**

HOW SUPERHEROES CONQUERED HOLLYWOOD...

with **Avi ARAD**, **Mark WAID**, **Mark MILLAR**, **Jimmy PALMIOTTI**, **Tom DESANTO**, **Louis LETERRIER**,
Bill JEMAS, **Shirrel RHOADES**, **Harvey MILLER**, **Umberto GONZALEZ**, **Dominic PATTEN** and **Thor PARKER**

Produced by **Raphaël ROCHER** and **Thierry TRIPOD** Director of photography **Vincent GONON** Editing **Dorian TABONE**
Calibration **Olivier GALLIANO** Music **Thomas CAPPEAU** Graphic designer **Martin LANGLOIS**

DETAILS

Title	MARVEL RENAISSANCE
Genre	Documentary
Runtime	52 mn
Location	United States, France
Format	HD, color
Writers, directors	Philippe GUEDJ and Philippe ROURE
Producers	Raphaël ROCHER and Thierry TRIPOD / EMPREINTE DIGITALE
With	Avi ARAD, Mark MILLAR, Jimmy PALMIOTTI, Mark WAID, Tom DESANTO, Louis LETERRIER, Bill JEMAS, Shirrel RHOADES, Harvey MILLER, Umberto GONZALEZ, Dominic PATTEN and Thor PARKER

SYNOPSIS

From the success of *X-Men* in 2000, followed by the flood of *Spider-Man* films since 2002, superheroes have reigned over the Hollywood cinema. Blockbuster has followed blockbuster, up to the triumphant *Avengers* in 2012, which gathered a number of different Marvel franchises such as *Captain America*, *Iron Man*, *The Incredible Hulk* and *Thor*.

In just a few weeks, *Avengers* made over a billion dollars for the Marvel Entertainment group and its subsidiary Marvel Studios.

But on the 27th December 1996, the legendary publisher of Spider-Man filed for bankruptcy, strangled by a debt of 700 million dollars.

Two billionaires, well known to Wall Street, were fighting for its control in a Federal court: its president and major shareholder Ronald PERELMAN and the redoubtable financier Carl ICAHN, holder of one third of Marvel's debt. An old rivalry existed between the two men.

Against them: Isaac PERLMUTTER and Avi ARAD, the owners of Toy Biz, Marvel's toy subsidiary, rose up like David against Goliath to accomplish one of the most spectacular take-overs in the history of Wall Street after a Homeric legal and financial 18-month battle.

At their instigation, Marvel undertook the biggest mutation in its history and set off to conquer Hollywood. Ten years later, during its buyout by Disney, the company would be valued at more than 4 billion dollars.

Riding the wave of their success, on the 1st of May 2012 the *Avengers* team rang the opening bell at the New York Stock Exchange, presenting the whole world with a symbolic image of Marvel's rebirth.

This is the story that *Marvel Renaissance* tells.

Since *Avengers*, Marvel multiplied movies and heroes franchises, and announced projects until 2019. Their next movie is *Captain America: Civil War* coming in May 2016.

Marvel Renaissance shows the road which leads to it.

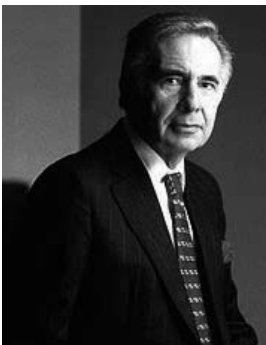
MAIN CHARACTERS



RONALD PERELMAN (MARVEL)

American Businessman born in 1943 in North Carolina.

He is still studying when he makes his first buy out with his father in 1961 for \$800000... to sell it three years later with 1 million dollars in profits. He made a fortune proceeding the same way in different areas: cosmetics, tobacco, television, automotive industry, jewelry, banking... In 1985, Ron Perelman achieved his greatest success: the buy out of the Revlon Corporation, financed with junk bonds for an amount of 700 million dollars. In 1989, he buys Marvel from New World. His incautious management, inappropriate to the world of Comics, will lead the company to bankruptcy. He then goes to war against Carl Icahn for the control of Marvel.



CARL ICAHN (MARVEL)

American businessman born in 1936 in Queens (New York).

He studies in Princeton and New York. He begins his career in Wall Street in 1961. As many in the 1980s, he made a fortune thanks to junk bonds. Familiar with hostile bids, he takes participations in several big companies: Texaco, Western Union, TWA... In late 1996, at the head of Marvel creditors Committee and holding more than half of the obligations issued in the Perelman era, he declares war and sues him in Federal Bankruptcy Court. Chiefly motivated by the perspective of profit, Icahn mobilizes his lawyers to convince bakers to accept his buy out offer.



ISAAC PERLMUTTER (TOY BIZ)

American businessman born in 1945 in Palestine.

After having fought during the six days war, he emigrates to the United States at the end of the 60s with, according to *Newsweek*, \$250 in his pocket. He made a fortune in the 70's with a company purchasing and reselling second hand goods and begins to speculate in the middle of the 90s on the video games industry (Mattel, Coleco...). In 1990, he buys out the toy designer/distributor Toy Biz. Three years later, he signs with Ron Perelman a privileged partnership with Marvel, which enters at 46% in the capital of his company. In 1998, Isaac Perlmutter and his associate Avi Arad became famous during their takeover bid on Marvel. As the largest shareholder of Marvel Entertainment, he becomes its CEO in 2005.



AVI ARAD (TOY BIZ)

American businessman born in 1948 in Israel.

After the six days war in 1967, he emigrates to the USA and begins a career of freelance toy designer and works for several companies (Hasbro, Mattel, Nintendo,...). In the early 90s he becomes the partner of Isaac Perlmutter in Toy Biz. Following the Toybiz/Marvel merger in 1998, Avi Arad becomes the Chief Creative Officer and with Perlmutter the majority shareholder of the new entity, Marvel Entertainment. For his volubility and his taste for the show, Avi Arad has often been compared to a modern Stan Lee. Reader of comic books since his early childhood and movie fan, Avi Arad will soon understand the crucial role that can play cinema in the rebirth of Marvel.

PARTICIPANTS

AVI ARAD

Marvel Studios founder
Former Marvel's Chief Creative Officer



MARK MILLAR

Comics' writer (Ultimate X-Men, Ultimates, Kick-Ass)



MARK WAID

Comics' writer (Daredevil, Fantastic Four)



JAMES PALMIOTTI

Comics' writer and artist (Painkiller Jane, Marvel Knights)



TOM DESANTO

Writer, producer (X-Men, Transformers)



LOUIS LETERRIER

Filmmaker (The Incredible Hulk)



HARVEY MILLER

Former Marvel's lawyer



SHIRREL RHOADES

Former Marvel's vice-president



BILL JEMAS

Former Fleer's president (Marvel's subsidiary)
Former Marvel's president of publishing



DOMINIC PATTEN

Journalist, Deadline Hollywood



UMBERTO GONZALEZ "EI MAYIMBE"

Journalist, Latino Review



THOR PARKER

Marketing Director, Midtown comics New York



BROADCASTING (FRANCE)

March 2014 on Canal+.
June 2015 on Ciné Frissons.
April 2015 on France 4.

IN THEATRE & DVD

MARVEL STORIES is a 90 minutes feature film assembling MARVEL RENAISSANCE + MARVEL UNIVERSE (2015). It came out in theatre and DVD on Taiwan in september 2015.

FESTIVALS

Utopiales de Nantes, november 2014.

Glasgow Film Festival, february 2016.

Screening introduced by a conversation between Mark Millar (comics writers) and the directors named « The Road to Civil War ».



The Road to Civil War: Marvel Renaissance

CCA / Mon 22 Feb (20.30) | GFT / Wed 24 Feb (13.00)

Philippe Guedj and Philippe Roure's documentary charts the incredible story of Marvel, following the rise, fall, and rise again of the comic book behemoths. From the company's bankruptcy in 1996, through their miraculous recovery and finally their fusion with Disney in 2009, the film focuses on the two men who saved the company from the brink of disaster. Featuring comic book royalty **Mark Wald**, **Tom DeSanto**, **Louis Leterrier** and Glasgow's own **Mark Millar** (who will introduce the film at CCA on Mon 22 Feb), *Marvel Renaissance* is an underdog story which proves that sometimes good guys win.

Nerdvana / Director Philippe Guedj, Philippe Roure

France 2014, 52m, Some French with English subtitles, N/C 12+ Thanks to Philippe Roure

FRENCH PRESS



OBSSESSION,
march 2014



OPTIMUM,
march 2014



LES INROCKUPTIBLES,
march 2014

LIBÉRATION,
march 2014



COMIC BOX,
march 2014



TÉLÉRAMA,
march 2014



CINÉMATEASER,
march 2014



UGC ILLIMITÉ,
march 2014



FRENCH TELEVISION



JT CANAL+,
march 2014



BEFORE CANAL+,
march 2014

INTERNET



DEADLINE.COM
HUFFINGTON POST
LATINOREVIEW
GQ.FR
FIGARO.FR
PREMIERE.FR
LEMONDE.FR
BEGEEK.FR
MARVELPLANET.FR
COMICBOX.COM
SEASON ONE
ROCKYRAMA.COM
ONLIKE.NET
CINECHRONICLE.COM
LEBLOGTVNEWS

GLASGOW FILM FESTIVAL REVIEW

TWITTER



Mark Millar @mrmarkmillar · 23 févr.

Big thx to everyone who came along to the Marvel Renaissance doc at @glasgowfilmfest. What a cracking film & great crew for beers after!

↳ 5 ❤️ 27 ...



Rachael Fulton @Rachael_Fulton · 22 févr.

Phillipe Guedj and Phillipe Roure in conversation with @mrmarkmillar at @glasgowfilmfest for Marvel Renaissance



↳ 5 ❤️ 12 ...

INTERNET

DENOFGEEK.COM

MILLARWORLD.TV

FILM3SIXTYMAGAZINE.COM

MYBIGGEEKADVENTURE.CO.UK



Vous avez retweeté



John Maguire @johnatcollege · 22 févr.

Does anyone have a spare ticket for Marvel Renaissance tonight with @mrmarkmillar @MarvelRenaissFr @glasgowfilmfest sold out :(

↳ 2 ❤️ 3 ...



Big Geek Adventure @geek_adventure · 22 févr.

Fantastic night watching Marvel Renaissance:The Road to Civil War @CCA_Glasgow hosted by @mrmarkmillar

Another win from @glasgowfilmfest

↳ 5 ❤️ 6 ...

Vous avez retweeté



Michael Slevin @MichaelCSlevin · 22 févr.

@Rachael_Fulton @mrmarkmillar @glasgowfilmfest Fantastic event. Great film, enlightening Q&A. Highlight of the festival!

↳ 2 ❤️ 3 ...

Afficher la conversation

Vous avez retweeté



Glasgow Film Fest @glasgowfilmfest · 22 févr.

We can't wait to welcome @MarvelRenaissFr with @mrmarkmillar tonight (20.30) @CCA_Glasgow for sold out The Road To Civil War event at #GFF16

↳ 6 ❤️ 9 ...

Vous avez retweeté



Ryan Lambie @rylanlambie · 22 févr.

My first screening at #GFF2016 - Marvel Renaissance, a solid doc about the fall and revival of a comics colossus.

↳ 5 ❤️ 5 ...

Vous avez retweeté



Mike Roberts @Boduricon · 22 févr.

Just seen the fascinating and excellent Marvel Renaissance documentary @glasgowfilmfest really deserves much wider distribution! #GFF16

↳ 3 ❤️ 4 ...

Vous avez retweeté



James Thomson @jamesthomson · 22 févr.

Really enjoyed the Marvel Renaissance documentary, with @palmiotti and co discussing the old days. Great Q&A after hosted by @mrmarkmillar.

↳ 4 ❤️ 6 ...

DIRECTORS BIOGRAPHY

Philippe ROURE

Filmmaker
Freelance graphic designer

AS A DIRECTOR:

2015: LUI, EROTIC YEARS [documentary 52'], produced by Program33 for Paris Première channel. Birth and evolutions of magazine *Lui* (kind of french *Playboy*), from 1963 to 1987. A story which tells a lot about our society mutations. Broadcasting: february 2016 on Paris Première.

MARVEL STORIES [documentary 90'], co-directed with Philippe Guedj, produced by Empreinte Digitale. Long film version including MARVEL RENAISSANCE and MARVEL UNIVERS for Taiwan.

MARVEL UNIVERS [documentary 78' and 3x26'], co-directed with Philippe Guedj, produced by Empreinte Digitale for Canal+. Shooting: United States and France. Broadcasting: october 2015. Festivals: Paris Comic Con 2015, Utopiales de Nantes 2015.

2014/

2012: MARVEL RENAISSANCE [documentary 52'], co-directed with Philippe Guedj, produced by Empreinte Digitale for Canal+ Création Originale. Shooting: United States. First broadcasting: march 2014. Festival: Utopiales de Nantes 2014, Glasgow Film Festival 2016.

2011: Directing, writing and editing of daily videos for NowatchTV during Cannes film festival and Deauville, with Philippe Guedj.

2011/

2010: MARVEL 14: SUPERHEROES VS CENSORSHIP [documentary 52'], co-directed with Jean Depelley, produced by Metaluna Productions for Syfy and TV5 Monde. Festivals: L'Etrange Festival de Paris 2009, Salon de la BD d'Angoulême 2010, L'Etrange Festival de Lyon 2010, Festi'Art Limoges 2010, Utopiales de Nantes 2010. DVD released: january 2012.

2007: Making of THE DOG [31'], feature film by Christian Monnier (Toa films).

2006: UNDERZONE, short film [6'48] (Silenzio Films). Festivals: Imaginaria 2006 (Conversano, Italy) / Mad in France (Cinémathèque Française).

AS A SCRIPTWRITER:

2015: MODERN MEN, TV serie in progress (co-writing with Olivier Serrano).

2014: M14, short film.

2005: UNDERZONE and UNDERZONE 2, short films.

AS A WRITER:

2016: NOS ANNÉES LUI, book in progress.

DIRECTORS BIOGRAPHY

Philippe GUEDJ

Filmmaker
Journalist since 1998

AS A DIRECTOR:

2015: MARVEL STORIES [documentary 90'], co-directed with Philippe Roure, produced by Empreinte Digitale. Long film version including MARVEL RENAISSANCE and MARVEL UNIVERS for Taïwan.

MARVEL UNIVERS [documentary 78' and 3x26'], co-directed with Philippe Roure, produced by Empreinte Digitale for Canal+ Group. Shooting: United States and France. Broadcasting: october 2015. Festivals: Paris Comic Con 2015, Utopiales de Nantes 2015.

2014/

2012: MARVEL RENAISSANCE [documentary 52'], co-directed with Philippe Roure, produced by Empreinte Digitale for Canal+ Création Originale. Shooting: United States. First broadcasting: march 2014. Festival: Utopiales de Nantes 2014, Glasgow Film Festival 2016.

2012: CINÉMAPOCALYPSE [documentary 52'], co-directed with Xavier Sayanoff, produced by Empreinte Digitale for Canal+ Group. Boardcasting: december 2012.

AMERICA AND ITS GHOSTS [documentary 52'], co-directed with Vincent Gonon, produced by Empreinte Digitale for Canal+ Group. Boardcasting: may 2012.

2011: Directing, writing and editing of daily videos for NowatchTV during Cannes film festival and Deauville, with Philippe Roure.

AS A WRITER:

2006: Book *COMICS, DANS LA PEAU DES SUPER HÉROS*.

AS A JOURNALIST:

Currently freelance journalist for magazines *GQ*, *Le Parisien Magazine* and website *Vanityfair.fr*.

2012: co-founder and editor-in-chief of Daily Mars (www.dailymars.net).

January 2010: co-founder of Nowatch.TV.

2005-2008: freelance journalist for *VSD*, *Gala*, *L'Express Mag*, *Télérama*, *TV Grandes Chaînes*, *Télé-Loisirs*, *L'Echo des savanes*, *Studio Magazine*...

2004-2005: co-editor-in-chief for TV program « On ne peut pas plaire à tout le monde » (France 3).

From 1999 to 2004: freelance journaliste for *VSD*, *Gala*, *L'Express Mag*, *Télérama*, *Télé Star*, *Libération*, *Max*, *L'Echo des savanes*, *Studio Magazine*...