

WEI&DIE

THE HELL OF FRENCH HAZING

A FEATURE FILM BY **SIMON BOUISSON**

WRITTEN WITH **OLIVIER DEMANGEL**

CINÉTÉVÉ
F I L M S

RESISTANCE
FILMS

françaises
NOUVELLES
ÉCRITURES

çiçliç

Pictanovo

LEZARD

U M M I

keblow

INSTITUT
FRANÇAIS



WEI OR DIE

A 90 MINUTE INTERACTIVE
FEATURE FILM



FIPA D'OR
SMART FIPA



INNOVATION
AWARD
LUCHON



BEST
INTERACTIVE
NARRATIVE
FILMGATE MIAMI



REVELATION
TROPHY
ASSEMBLÉE
DES MÉDIAS



GRAND PRIX OF
THE FICTION'S JURY
SWISS WEB
PROGRAM



BEST
INTERNATIONAL
TRANSMEDIA
LIÈGE WEB FEST



RELEASED ONLINE IN FRANCE - **28TH OF OCTOBER**

**They had two days to get integrated.
Two days out of sight.
Everything should have remained secret .
But a body was found.**

During a business school's hazing weekend (called week end d'intégration in French: WEI), the body of a young man is found drowned at the edge of a pond.

Called to the site, the police question all participants and are left with far too many contradictory stories to accept the idea of an accident.

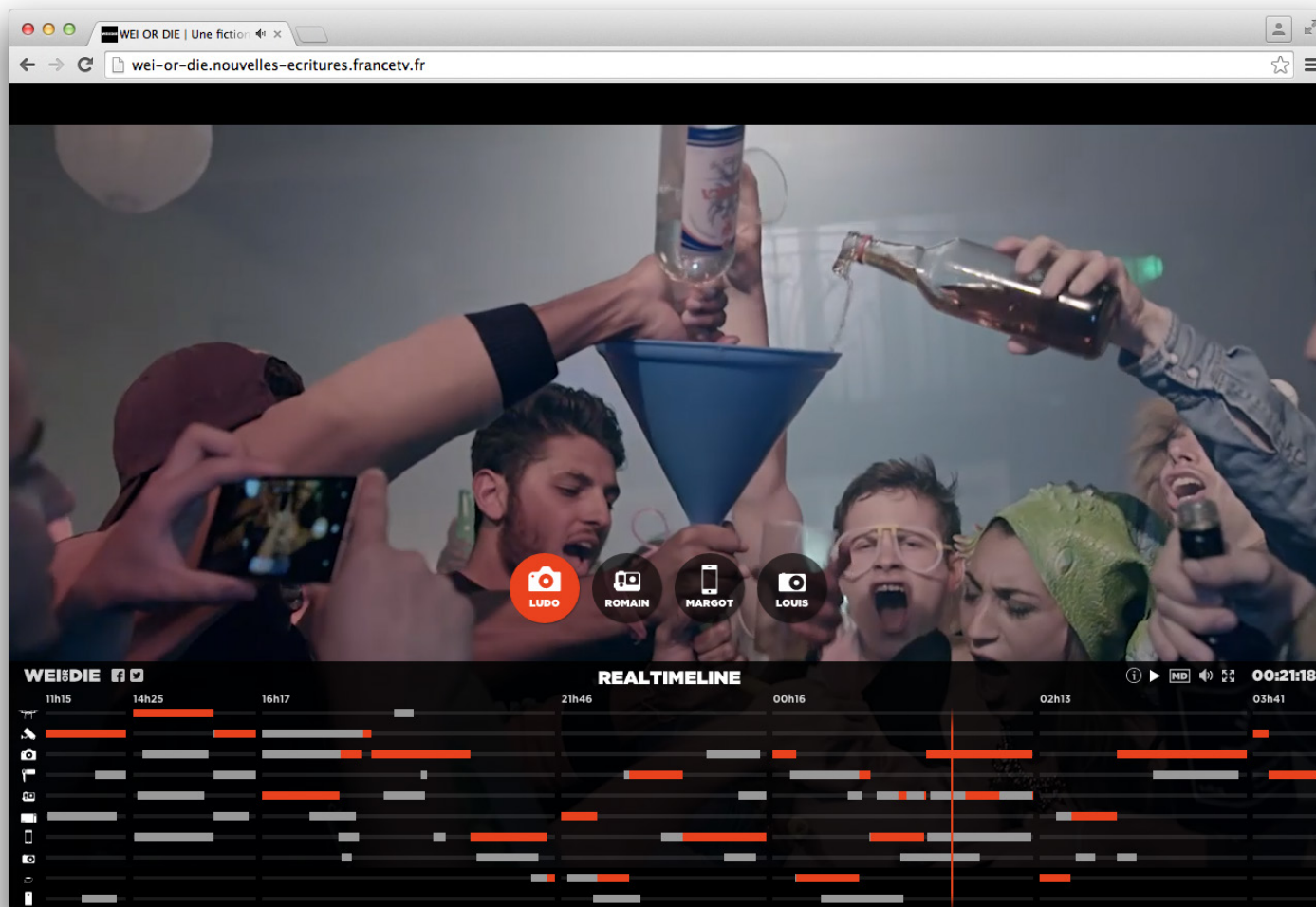
The police confiscate all of the live footage recorded by the students throughout the weekend to try to understand what happened.

18 hours earlier. The students celebrate their "integration" weekend in a huge cottage in the countryside. Under the ruthless authority of the second year students, the freshman learn quickly the relationships of power, domination and face the ensuing chaos of the weekend.

Throughout the first day, the activities become more and more trash, a gap widens between those who agree and those who don't with WEI. Pumped up on alcohol, and the progressive intensity of the party, spirits flare and the entire group ends up losing a grip on reality.

THE HELL OF FRENCH HAZING

WEI OR DIE is a new kind of fiction, immersive and interactive; placing the web surfer at the heart of an integration weekend that turns into a nightmare.



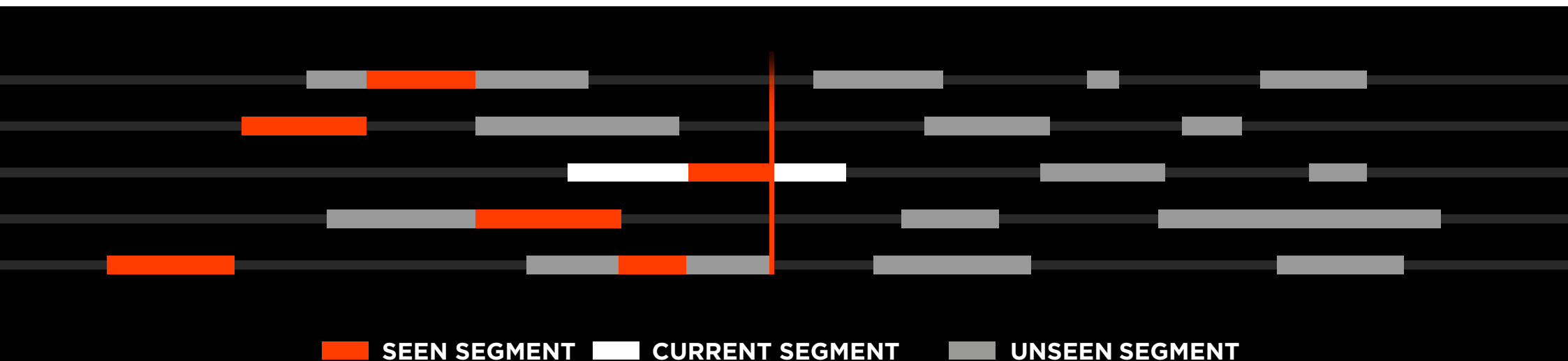
Seized by the police, every live image recorded by the students during the integration weekend is re-synchronized and arranged on a global timeline: the **REALTIMELINE**.



The pictures are the only available visual aid, identified by cameras buttons. With these buttons, the web surfer can choose what he wants to watch, and switch from one camera to another in real time.

The **REALTIMELINE** and the available cameras are accessible from a computer mouse as well as from the keyboard, for optimized navigation.

The web surfer can access the **REALTIMELINE** at any moment tracking his progression and can navigate freely in the movie by clicking on different segments.



A HUGE SUCCESS

500.000

spectators in 1 month

200.000

the first two days

350.000

the first week

5.000.000

views on the trailers



Basile Lemaire @BasileLMR · 29 oct.

«And if the fiction had found it's stallion in the interactiviy area?»owl.li/TZxMP Classy @SimonBouisson



5



4



Hugo Tout Seul @Hugotoutseul · 3 nov.

I just watched WEI OR DIE, an interactive free movie on Internet, a little gold nugget. High French level tonight.



86



214



Vincent Glad @vincentglad · 27 oct.

You have to watch Wei or die, about an integration weekend that is going badly, it's chilling (and the dispositive is crazy) lesinrocks.com/inrocks.tv/wei



41



50



Déborah Larue @SpankyFew · 2 déc.

Today, people asked me what was the most innovated video of 2015. An answer: @weiordie of @SimonBouisson



5



3



Yuri Cviklinski @lapravda · 28 oct.

Script, interactivity, casting: everything is impeccable, congrats @Simon-Bouisson...r-die.nouvelles-ecritures/francetv.fr @WEIORDIE



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THE PRESS IS TALKING ABOUT US

First interactive feature for the general public in France, **WEI OR DIE** has been acclaimed by the public as well as by the press.

« An atypical fiction,
both immersive and interactive »

LE MONDE

« A direct immersion »

ALLOCINÉ

« Forceful, distrubing and interactive »

METRONEWS

« This experience is perfectly thought »

FRANCE INTER

« With WEI OR DIE, the spectator
produces the pictures his looking at »

LIBÉRATION

« An uncommon experience,
but deliberately skilled »

L'EXPRESS

A hundred of articles in the press.

About ten interviews TV and radio.

Press Partners :

**les
inRockuptibles**

KONBINI™

Libération

l'Etudiant

madmoiZelle.com

PRESTIGIOUS INTERNATIONAL FESTIVALS AND EVENTS



Fipa Industry - Biarritz	Pitch session - January 2014
Cross Video Days - Paris	Pitch Session - June 2014
Fiction TV's Festival - La Rochelle	Special projection - September 2015
I Love Transmedia - Paris	Case study - Octobre 2015
Liège Web Fest - Liège	Award of the best internationale transmedia work October 2015
Swiss Web Program - Lausanne	Grand Prix of the jury - Fiction category October 2015
Forum Blanc - Annecy	Case study - January 2016
Assemblée des médias - Paris	Prix coup de cœur - Revelation trophy - Special price January 2016
FIPA - Biarritz	FIPA d'Or - Smart Fipa category January 2016
Premiers plans - Angers	Air numerique - January 2016
International Festival of Short Movies Clermont-Ferrand	Case study - February 2016
Festival of Television Creation - Luchon	Case study - February 2016
Filmgate - Miami	Best interactive narration - February 2016

A MARKETING CAMPAIGN

Adapted to the singularity of an interactive feature film broadcasted exclusively on the web.

A multiple hosting

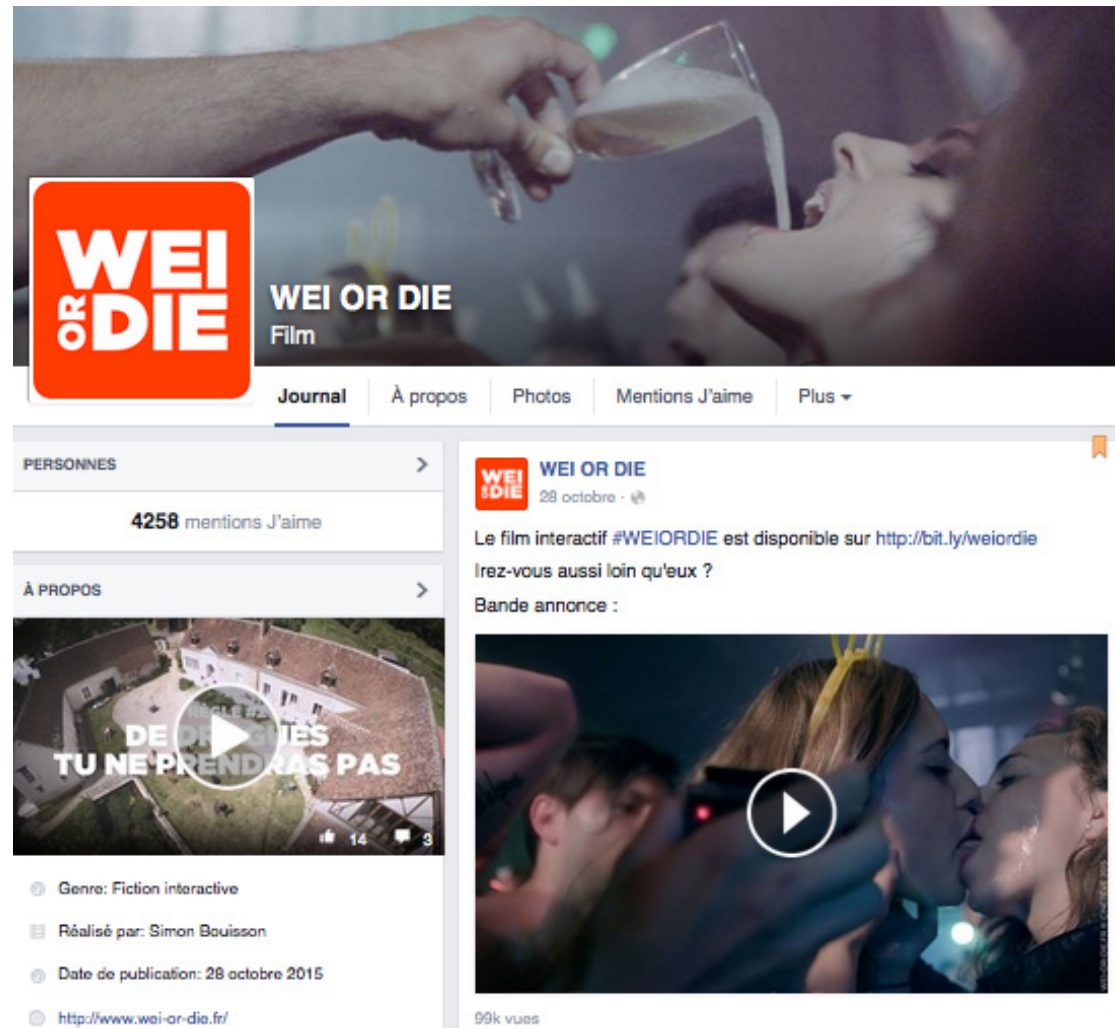
France télévisions
Les Inrocks - Konbini - Libération
L'Étudiant - Mademoizelle

5.400.000

advertising imprints on Facebook

1.700.000

advertising imprints on Twitter



THE SOUNDTRACK

The Supermen Lovers, Ateph Elidja, Golden Bug, Chloé, Paul Kalkbrenner amongst others are reunited on the soundtrack of **WEI OR DIE**, available on every platform of downloading and streaming websites.

Available on : ITUNES - DEEZER - SPOTIFY - QOBUZ



DIRECTOR



SIMON BOUISSON IS A FRENCH WRITER-DIRECTOR.

Graduated from the Femis, he directed LES COMMUNES DE PARIS, first project of a career dedicated to new medias: JOUR DE VOTE (France televisions), MISSION PRINTEMPS (Arte France), TOUR EN TETE (Radio France), LES CARDINAUX (Les Inrocks), TOKYO REVERSE (France 4), STAINSBEAUPAYS (FTV) or the recent: PRODUCT (ARTE). WEI OR DIE is his first interactive feature movie (FTV nouvelles écritures).

CO-SCRIPTWRITER



OLIVIER DEMANGEL IS A FRENCH SCRIPTWRITER.

Ancient student of l'Ecole Normale Supérieure of Paris and the Femis (script section), he has a degree in modern letters, Olivier Demangel (33 years old) is a novelist and a scriptwriter. His first novel, 111, has been selected for the Medicis' award. In the cinema's section, he is the scriptwriter of La vie en grand from Mathieu Vadepied (selected at the Week of the critics of the Cannes Festival 2015, Award of the Best Script at the Tübingen Festival) and collaborator on the writing of Neuf mois ferme of Albert Dupontel (Cesar of the Best Original Script). Currently, he is developing a lot of projects for the cinema and television..

TEAMS

DISTRIBUTION

JB	Xavier Lacaille
Leïla	Jade Hénót
Jules	Thomas Silberstein
Tania	Noémie Merlant
Romain	Jonathan Demurger
Léo	Arthur Choynet
Ali	Freddy Kimps
Mélanie	Laurette Tessier
Félix	Gary Mihaileanu
Emma	Camille Pélicier
Vincent	Léonard Prain
Malek	Jules Babin
Ludo	Ludovic Zuili
Bak	Stéphane Bak
Côme	Côme Levin
Nina	Nina Mélo
Mona	Tiphaine Haas
Clarisse	Camille Claris

TECHNICAL SHEET

Director	Simon Bouisson
Script	Simon Bouisson and Olivier Demangel
Director of photography	Ludovic Zuili
Development	Agence Kéblow
Producers	Fabienne Servan Schreiber Sara Brücker & David Bigiaoui
Production	Cinétévé, Résistance Films, France télévisions nouvelles écritures
With the support of	Ciclic - Center Region - Val de Loire of the National Cinematography and live pictures center of Pictanovo as part of the funds « Interactives Experiences » with the support of the Regional Council of Nord-Pas de Calais and the European Metropolis of Lille
Production year	2015
Original language	French



WEI-OR-DIE.FR

PRODUCTION CONTACT

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