

HBO, France 5 in talks with MipDoc winners

MIPDOC NEWS: HBO, France 5 and "two other big networks" are among those in talks with prodco Sprocket Science over doc series *Threads Of Tradition* (6x52'), which won yesterday's MipDoc Coproduction Challenge, C21 can reveal.

The prodco has also had an approach from a major Indian telephone company, offering to pay 10% of the series' production costs in return for exclusive footage that it can use online. Sprocket has also had "serious offers" from six online companies here at MipDoc since the win.



The series follows six emerging icons of fashion design who, having enjoyed international success, go back to Asia to help "save the tradition of fashion".

Discussing her pitch to the MipDoc panel, Sprocket Science CEO and partner Soniya Kirpalani (left) told C21 she felt her pitch had been "the wild card" of the bunch. She has had more than 3,800 emails since her victory yesterday.

"I was the only one that didn't come co-funded, I was the only female entry and I was the only entry from Asia," she said.

The series follows designers from the Middle East, India, Pakistan, Korea, Bangladesh and Sri Lanka. "All of these are the nations that still have the worst workshops," added Kirpalani.

In addition to broadcasters, Kirpalani has also had approaches from Miami fashion week and Sao Paolo fashion week wanting her company to film documentaries to tie-in with their events, she said.

An advertisement for rdf rights. At the top, it says "ADVERTISEMENT" in small letters. Below that, in large white text on a dark blue background, it reads "Brand New Shows", "Brand New Website", and "www.rdfrights.com". At the bottom, there is a logo for "rdf rights" with "part of the rdf media group" written below it.

Commenting on the judge's reaction to her pitch, she said: "When I opened my pitch they said they knew it could travel internationally from the first few lines."

Kirpalani is one of four main partners at Sprocket Science. *Threads Of Tradition* - her first doc series - is her third project, following two feature-length documentaries: *From Dust* and *Phassion*.