

Beat: Vips

## **BRUNO BARDE IS THE SUCCESSFUL DIRECTOR OF THE AMERICAN FILM FESTIVAL OF DEAUVILLE**

### **FOR 28 YEARS OF GLAM & MOVIES**

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**USPA NEWS** - Bruno Barde is a serial passionate top Manager in the cinema field in France and overseas. He is the Managing Director of Public Système Cinéma, he has several hats: press officer, he is also director of many festivals (Marrakesh International Film Festival, Asian Film Festival, etc.) including the American Film Festival of Deauville.

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Bruno Barde has been the artistic director (CEO of Public System) of the American Film Festival of Deauville for twenty-eight years...(28). He brilliantly directs this unmissable cinematographic meeting in Deauville, including the partners of the Barrière group, including the legendary Normandy hotel, from the same hotel group (CEO, Dominique Desseigne). Apart from the two years of the COVID-19 and post-COVID-19 pandemic, this festival has withstood the Normandy end-of-summer attraction of American stars, whether they are from Holland or from the cinema. Indie, and has been for 27 years, because it only gets better over the years like a good French wine.

"Good news, American cinema is doing well, very very well even. So Deauville is doing well". Smiling, Bruno Barde, the director of the Deauville American Film Festival began his presentation of the 48th edition with these words, already announcing the fine selection to come. "More than 940 films were produced in the United States in 2021, of which more than 700 are made by independents. We saw 250 films and we selected around forty," said director Bruno Barde.

This American Film Festival was created in September 1975, thanks to a quartet, André Halimi and Lionel Chouchan want to satisfy a passion and Michel d'Ornano and Lucien Barrière looking for a way to attract tourists beyond the horse racing season, in the chic and sporty city of Normandy.

THE AMERICAN FILM FESTIVAL IS ONE OF THE MOST UNMISSABLE AND PRESTIGIOUS FILM EVENTS OF NORMANDY  
The Deauville American Film Festival is one of the unmissable and most prestigious film events in the world, along with the Cannes Film Festival. For 10 days, the biggest Hollywood stars are invited to Deauville, in the Normandy city, made famous by Coco Chanel and other celebrities. More than eighty (80) films in four (4) categories will be exclusively presented during ten (10) days, during daily screenings. This year, the 49th edition of the Deauville festival will be held this year from September 1 to 10, 2023 at the Center International de Deauville! Among this filmography, a window on French cinema will be unveiled, as explained by the director of the American film festival in Deauville, Bruno Barde.

"The Deauville American Film Festival promotes a silent and secret dialogue that circulates between filmmakers from France and the United States. Transmitting and sharing are the values of the festival to which this selection testifies, especially with the Franco-American opus by Judith Godrèche.

For the third year and building on the success of the 2021 and 2022 editions, the festival will host an exclusive selection of three world premiere films, including a series, for a French window, in the presence of their teams." Bruno Barde, Deauville FILM Festival Director, stated

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