

CLASSIC

PEACOCK
FILM



Amedeo Pagani and Elena Pedrazzoli
present

Claudio Santamaria
In

Il venditore di medicines

The medicine seller

a film by
Antonio Morabito

with

Isabella Ferrari

Evita Ciri

Marco Travaglio

Istituto Luce-Cinecittà Press Office

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Il venditore di medicine |Credits

A production	Classic Srl (Italy) Peacock Film (Switzerland)
In coproduction with	RSI Radiotelevisione svizzera / SRG SSR
In collaboration with	Rai Cinema
Producer	Amedeo PAGANI
Coproducer	Elena PEDRAZZOLI
With the support of	Ministero dei Beni e delle Attività Culturali e del Turismo - Direzione Generale per il Cinema <i>Film riconosciuto di Interesse Culturale Nazionale</i> Ufficio federale della cultura (DFI), Svizzera EURIMAGES Apulia Film Commission Regione Lazio <i>Fondo regionale per il cinema e l'audiovisivo</i>
In association with	Cinecittà Luce Eutheca Dinamo Film
Distribution Italy	Istituto Luce Cinecittà

Il venditore di medicine /Technical list

Director	Antonio MORABITO
Story	Antonio MORABITO
Screenplay	Antonio MORABITO Michele PELLEGRINI Amedeo PAGANI
Photography	Duccio CIMATTI
Editing	Francesca BRACCI
Music	Andrea GUERRA
Music publishing	Bixio C.E.M.S.A.
Line producer	Ivan D'AMBROSIO
Sound	Jürg LEMPEN
Set designer	Isabella ANGELINI
Art direction	Sabrina BERETTA
Production manager	Raffaele PETRONE
Assistent director	Nicola SCORZA
Gaffer	Peter DEMMER
Key grip	Moisés MENDOZA
Make up/Hair dresser	Assunta RANIERI

Il venditore di medicine /Cast list

Claudio Santamaria	BRUNO
Isabella Ferrari	CAPO AREA
Evita Ciri	ANNA
Marco Travaglio	PROF. MALINVERNI
Roberto De Francesco	DOTT. FOLI
Ignazio Oliva	DOTT. SEBBA
Giorgio Gobbi	FILIPPO
Vincenzo Tanassi	ALBERTO PETRI
Leonardo Nigro	FABIO
Ippolito Chiarello	DOTT. BUONTEMPONE
and with Alessia Barela	DOTT.SSA MICELI
and Paolo De Vita	VENDITORE SESSANTENNE
with the partecipazione of	
Pierpaolo Lovino	STEFANO PAVOLINI
Beniamino Marccone	INFORMATORE GIOVANE
Roberto Silvestri	GIUDICE

Il venditore di medicine

Log line

Bruno corrupts doctors. This is what his job is down to. His pharmaceutical firm is laying off, only the best will be safe.

Short synopsis

Bruno is a medical representative. His firm, 'Zafer', is going through a bad period. Bruno is ready to do anything not to lose his job: corrupt doctors, cheat on colleagues, betray the loyalty of those who are closer to him.

Bruno is the last ring of the chain of bribery, an illegal practice that Zafer, as many other pharmaceutical companies, practices in order to convince doctors to prescribe their medicines. And if a few doctors refuse to play this game, many of them do not refuse at all.

Il venditore di medicine /Synopsis

Bruno is almost forty and he is the representative of a pharmaceutical company. His firm is going through a crisis. Staff reduction is very likely. Medicine sellers will be put under strict control to check their performance and decide who will stay and who will go. Bruno's work is officially to go and see the doctors, show them the latest products in pharmaceuticals, try to understand with them what is the effect of the drugs on the patients. But things take a different turn. In exchange for the prescription of the product, Bruno offers the doctors various gifts: from a very professional stethoscope to a fake conference in an exotic resort, to a PC or to a big-engined car. And not only that. University degrees, drugs, sex for sale. Bruno's firm, like many other pharmaceutical industries, is corrupt.

When he is at home, Bruno is a normal and decent professional who comes back from work. His wife, Anna, a school teacher, the daughter of two professors, doesn't know anything about her husband's illegal trafficking, nor of the pressures he is under because of his firm. Bruno is held in high esteem by her, by his parents-in-law, by his friends. He earns a lot of money and has got used to a certain style of life, that he does not want to give up.

The situation gets worse. Bruno's life is not as successful as it used to be, he is losing control of his doctors. A fight with an *ethical* doctor provokes an unprecedented defeat. Now, in order to avoid being fired, he can only attempt a really risky coup: he has to corrupt a chief physician of oncology, Prof. Malinverni, in order to get the hospital to buy the chemotherapeutic drug of his firm. But the doctor seems incorruptible. And if things at work go badly, other and worse events are coming up. Anna wants to have a child before it is too late for her. But Bruno's dire straits make that impossible, at least not in this moment of great pressure. So Bruno decides to do something unthinkable: he gives her on the sly some really powerful contraceptives.

The only discording note in Bruno's crazy behaviour is linked to his chance encounter with an old school friend, now in a very tight spot following some pharmaceutical experiments that he did in exchange for great sums of money. Bruno, talking to him, is ashamed of his work, and does his best to get him a drug which is impossible to find and that maybe could cure him.

Bruno will be denounced and taken to court, but he will remain officially clean. His prison will be the solitude to which he is condemned. He will realise that although he won, he actually lost everything.

Il venditore di medicine | Director's notes

Bruno moves above the moral threshold, within a system of generated needs and social disinterest. With him, conniving doctors and chemists, mercenary lawyers, heads of firms, who are ready for all. Below this threshold there are the sick people, his friends, his wife. Normality. All fight for themselves, for their jobs, to keep up a so-called lifestyle which can be accepted by society. More and more frequent desperate actions are carried out by those who have lost their privileges, the privilege of a job in the first place.

I chose pharmaceuticals for the type of product it sells: a medical drug, the last thing which should be reduced to a mere commercial product.

Within this environment, I chose a medical representative as the main character, because it is a familiar figure, not distant from our everyday life. He is the well-dressed little man who passes us by with his suitcase in the waiting rooms. He is a "small shot", but he behaves in his little world exactly as the people in power do in the big world.

Bruno, apparently a monster, is only the symbol of his society: he incarnates its contradictions, its anxiety, its corruption, its impunity.

Antonio Morabito

***Il venditore di medicine* | Direction and Screenplay**

Antonio Morabito was born in Carrara in 1972. After graduating in Film Direction, he attended a Scriptwriting MD at CEEA (Conservatoire Européen d'écriture Audiovisuelle) in Paris. He directed several short films, among them "*Ulna e Ragno*" and "*Cecilia*", screened at the most important international film festivals (Clermont-Ferrand, Toronto, St.Petersbourg, Cracow, Torino 2nd prized, Sacher festival, Berlinale Talent Campus).

A full-length film was developed from the short film "*Cecilia*" and released in 2003. In the following four years he worked for Sky and Rai as a director of formats and documentaries. In 2007, after circulating in social centres, film clubs and festivals, the documentary about the anarchist movement "*Non son l'uno per cento*" was released in theatres (1st Prize Sergio Leone, Sulmona Cinema, Italia Doc Casa Del Cinema, Contemporary Museum of Raykievic – Island, Ambulante film fest - Mexico, Projectile film fest - London).

He worked as a screenwriter for Sagrera Audiovisual, now Miramares Studios, for which he wrote the tv movie "*Ullals*" for the Catalan network TV3. He collaborated with Il Manifesto, Umanità Nova, Greenpeace e Union Latine. He also worked in France with Artadam studio in Paris. His film doc "*Che cos'è un Manrico*" will be shown at the 30th Sulmona Cinema Festival 2012, directed by Roberto Silvestri (award "Best Director").

"*Il venditore di medicine*" with Claudio Santamaria, is produced by Amedeo Pagani for Classic Srl (IT) and Peacock Film (CH), and distributed by Cinecittà Luce.

Filmography

"IL VENDITORE DI MEDICINE" (feature film, 2012)

"CHE COS'È UN MANRICO" (doc., 2012)

"NON SON L'UNO PER CENTO" (doc., 2007)

"GROENLANDIA, L'ISOLA DEL RAGGIO VERDE" (tv doc, 2006)

"TANZANIA: I LEONI E I MASAI" (tv doc, 2005)

"CECILIA" (feature film, 2003)

"CECILIA" (short film, 1999)

"BAC BLU" (short film, 1998)

"ULNA E RAGNO" (short film, 1996)

***Il venditore di medicine* | Production**

CLASSIC

Classic was founded in 1992 from the experience of Amedeo Pagani who has been working and writing for cinema since the 1970s.

Some of the screenplays he co-authored became internationally acclaimed films, such as *Night Porter* by Liliana Cavani, *La cagna* by Marco Ferreri (dialogues), *The Master and Margherite* by Aleksandar Petrovic, *Ernesto* by Salvatore Samperi (Golden Bear at Berlin Film Festival for Michele Placido as Best Actor). Amedeo Pagani soon started distributing films, committing himself to a brave and completely innovative aim: to make the Italian audience become familiar with famous international filmmakers who found difficult access to the Italian market. It is the case of the first film distributed by Pagani, *Nick's Movie* by Wim Wenders.

This experience would lead to the establishment of the distribution company Beam, which would later become BIM.

In 1992 Amedeo Pagani founded his own production company, Classic srl, through which he began to produce independent films and to handle their distribution. Classic srl has acquired in time an international dimension becoming a point of reference for art and quality films at an international level. It has produced or co-produced more than 40 films with internationally acclaimed authors such as Théo Angelopolus, Wong Kar-wai, Marco Bechis, Liv Ullmann, Hou Hsiao Hsien and Daniel Burman. Some of these films have won major prizes in important International Film Festivals such as Cannes, Venice, Berlin. He was personally awarded many prestigious awards, among which Grolla d'oro award as "Best Producer" for the film *La domenica specialmente* (directed by Tornatore, Bertolucci, Giordana) and in 2000 the David di Donatello award as "Best Producer" for the film *Garage Olimpo* by Marco Bechis.

Among the most recent Classic productions we recall *Birdwatchers* by Marco Bechis, in competition at the 2009 Venice Film Festival; Théo Angelopoulos's film, *The dust of time*, which premiered at the 2009 Berlin Film Festival; the international coproductions *Lilly the Witch The Dragon and the Magic Book* (directed by the Academy Award Stefan Ruzowitzky) and *Lilly the Witch – The Journey to Mandolan* distributed by Walt Disney Italy. The film *Giochi d'estate (Summer games)* by Rolando Colla premiered at the 2011 Venice Film Festival and was Switzerland's Academy Award nominee.

Classic is currently engaged in the preparation of the new project by Davide Barletti and Lorenzo Conte, *La guerra dei cafoni (The war of the cafones)* (based on Carlo D'Amicis's book by the same title), as just finished the post-production of two feature films: Antonio Morabito's second feature *Il venditore di medicine (The medicine seller)*, with Claudio Santamaria and Isabella Ferrari; Paolo Zucca's first feature *L'Arbitro (The Referee)*, starring Stefano Accorsi and Geppi Cucciari.

PEACOCK FILM

Peacock Film was founded in 1984 by Rolando Colla (director, screenwriter) and Peter Indergand (director of photography), with the aim of producing films and videos. During its first years, Peacock Film produced mainly commissioned and advertising films. In 1985 Elena Pedrazzoli joined the firm, initially as a production assistant and later as a producer. In 1989 Peter Indergand sold his shares to Elena Pedrazzoli, who became managing director later.

In 1994 Colla made his first medium-length fiction film "Jagdzeit", which won five international awards.

From then on, Rolando Colla and Elena Pedrazzoli's work shifted strongly in the direction of independent film production, with fewer commissioned and advertising films being produced.

During the past years, Peacock Ltd (with a share capital of 100,000 CHF) produced half a dozen commissioned works, two full-length television films and a diverse number of short films, as well as Colla's latest fiction film "L'autre moitié" (The other half). For a number of years Elena Pedrazzoli has also produced films with external, independent directors from Switzerland and abroad (Jann Preuss, Alessandro Carloni, Ruedi Lienhard, Karin Michalski and Sabina Baumann, Sandra Gomez, Fulvio Mariani and Mario Casella, Beatriz Flores Silva, Claudia Lorenz, Fredi Murer).

The world sales Rezo has sold "Giochi D'estate" to France, Germany, Spain, Canada, Latin America, Turkey and Thailand. In Switzerland the film has been released in fall 2011 (by Look Now!) and in France in February 2012 by Rezo Films.

Different projects are in production or in development: "Jetzt oder Nie" a feature film by Fredi Murer (coproduction with Vega Film and FMM Film), the minority coproduction "Lucy in the sky" directed by Giuseppe Petitto with Martha Productions (Italy) and Wildart (Austria) and Colla's next feature film "7 days" (coproduction with Solaria Film (Italy).

"Unter der Haut" (WT) a first feature by Claudia Lorenz (with the support of the Swiss Federal office of Culture, the Zurich Film Foundation, Suissimage and the Swiss TV SRF) is actually in postproduction.

Filmography (selection):

1998 **LE MONDE A L'ENVERS / THE WORLD TURNED UPSIDE DOWN** (100 min.) by Rolando Colla, coproduction Switzerland/France/Italy

2002 **OLTRE IL CONFINE / ACCROSS THE BORDER** (104 min.), by Rolando Colla. CH/Italy

2007 **L'AUTRE MOITIE' /THE OTHER HALF**, (89 min.) by Rolando Colla, coproduction CH/B

MASÀNGELES (118 min.) by Beatriz Flores Silva, coproduction B/CH/Uruguay

2011 **GIOCHI D'ESTATE / SUMMER GAMES** (101 min.) by Rolando Colla. CH/I

2013 **IL VENDITORE DI MEDICINE**, by Antonio Morabito, coproduction I/CH

Il venditore di medicine /Contacts

Classic Srl

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