

FORTISSIMOFILMS

MR. AVERAGE (COMME TOUT LE MONDE)

by Pierre-Paul Renders

Belgium/Luxemburg/France/Canada/Germany, 2006, 90 min., 35mm, 1:1.85, colour, French, 5 reels, Sound: Dolby SRD, 2700 Metres/8940 feet, Budget of Production: 4.915.138, - EURO.

© 2006, Entre Chien et Loup, Samsa Film, Rezo Productions/ Amerique Film, Tradewind Pictures, Ateliers de Baere/ RTL – TV1/ Moviestream Filmed Entertainment/ Araneo Belgium

Credits:

<i>Director</i>	Pierre-Paul Renders
<i>Producer</i>	Diana Elbaum
<i>Production Company</i>	Entre Chien et Loup
<i>Co-Producers</i>	Samsa Film (Jani Thiltges) Rezo Productions (Philippe Liégeois & Jean-Michel Rey) Amérique Film (Martin Paul-Hus & Peter Measroch) Tradewind Pictures (Helmut G. Weber&Thomas Springer)
<i>Screenplay</i>	Pierre Paul Renders, Denis Lapière
<i>Editor</i>	Ewin Rijckaert
<i>Sound</i>	Pierre Mertens, Thomas Gauder
<i>Director of Photography</i>	Virginie Saint Martin
<i>Art Director</i>	Véronique Sacrez
<i>Music</i>	Mathieu Vanasse, Jean Massicotte, Claude Milot
<i>Costume Designer</i>	Magdalena Labuz

Cast:

Khalid Maadour, Caroline Dhavernas, Chantal Lauby, Gilbert Melki, Amina Annabi, Thierry Lhermitte

One line Synopsis:

After THOMAS IN LOVE, director Pierre-Paul Renders directs this satirical romantic comedy about our society and the role that stereotypes, love and marketing play in it. Our Mr. Average is by no means ... average!

Short Synopsis:

Jalil cannot believe it. The day he wins the final of the TV game "Mr. Average", a wonderful young woman falls into his arms and his life starts to look like a dream come true. So how could he have imagined that his new beloved Claire is a young actress whose mission is to deceive him through seduction and then share her life with him.

However for the actress, the challenge turns out to be more difficult than she originally thought. While living the lie, she starts to get very confused about her convictions and her feelings...

After THOMAS IN LOVE director Pierre-Paul Renders directs this satirical romantic comedy about our society and the role that stereotypes, love and marketing play in it. Our Mr Average is by no means ... average!

Synopsis:

Jalil, a 26-year-old French teacher in a nursery school, cannot believe it. The day he wins the final of the TV game "Mr. Average", he meets Claire, the woman of his life, beautiful, sparkling and mysterious. A woman like he would never have dared to dream about... But how could he have imagined that Claire was in fact a young actress who would do anything for money, having been recruited by a market research company (the Somadi) to pretend to share his life with him for the sole purpose of personal gain?

Without knowing it, Jalil has an astonishing infallible gift, which remains inexplicable: when he is questioned, he always gives the same answer as the majority of the French people would give. As himself, he is the perfect representation of the whole population. A windfall for those who need an exact reflection of the population's tastes! Without knowing it, Jalil is constantly observed and tested by an enormous mechanism of which Claire is the central pivot.

But for Claire, the challenge turns out to be more difficult than she originally thought. While living the lie, she starts to get very confused about her convictions and her feelings. She doesn't know who she is anymore, or whom she loves.

A few months before the presidential elections, the Somadi wins the contract for organising the presidential electoral campaign. That is when Claire breaks down and reveals the whole conspiracy to Jalil. He is completely devastated by her confession.

A few weeks later, we rediscover Jalil who has managed to take advantage of the whole situation. By taking the Somadi to court, he has turned his life into a real TV show and he has become a real media star. He owns his own marketing company where he can exploit his talent to his own ends. The world lies at his feet, but he misses someone. He starts to lose interest, and when Jalil loses interest, France does too...

Claire, who became famous in the role of "the bitch", she had disappeared. But the press paparazzi find her and start to turn her life into a nightmare. She holds a grudge against Jalil, not so much for having used her image, but more for having let himself get caught up in the system. And when Jalil tries to give her an explanation, the reunion turns into a settling of old scores.

After his meeting with Claire, Jalil is more and more perturbed: he realises that he is still a prisoner of the system. To get away from it and to seek again Claire's favour, he imagines a gigantic about-turn, which will drive the country into complete chaos...

About the Director:

Pierre-Paul Renders was born in Brussels, Belgium in 1963. He is married and has a young daughter named Louise. He graduated from the Catholic University of Louvain in 1984 after studying Classical Philology; he qualified as Film Director at the IAD (Institut des Arts de Diffusion, Louvain-la-Neuve) in 1989. He equally enjoys documentaries and fiction, television and cinema.

Renders is the author of LA TENDRESSE, one of the SEPT PÉCHÉS CAPITAUX (collective Belgian full-length film, 1992, selected at the Critics Week in Venice in 1992). In 1993-1994, he directed several episodes of the television show DOUBLE SEPT for the French-speaking

Belgian television channel RTBF- Charleroi and acquired some experience as assistant-director in fiction, advertising and documentaries and directed actors for a television series. He wrote four documentaries for Médecins sans Frontières Belgique (Doctors without borders) between 1996 and 1998: CRISE DU KIVU, PAROLES SANS FRONTIÈRES, URGENCE SOUDAN and SOMMEIL TROMPEUR.

In early 2000 he completed his first full-length fiction film THOMAS EST AMOUREUX (THOMAS IS IN LOVE, based on a script by Philippe Blasband).

Filmography:

2006 MR. AVERAGE (COMME TOUS LE MONDE)

2000 THOMAS IN LOVE (THOMAS EST AMOUREUX)

1992 THE SEVEN DEADLY SINS (SEPT PÉCHÉS CAPITAUX)

Production Company details:

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MR. AVERAGE

Directed by Pierre-Paul Renders

SYNOPSIS

Tag Line: One lucky guy, One brilliant idea!

SYNOPSIS:

A delightful mix of 'The Truman Show' with the slapstick laughs of 'Knocked Up' comes this unique comedy -- Mr Average. With the polls tightening the incumbent president (Thierry Lhermitte) hires a marketing company to help him win his re-election. The marketing company picks the winner of the latest sensation in TV "Your Choice is Right" (a game show) to do so. Following the hot game show winner Jalil (Khalid Maadour) they put him into a new apartment, provide him with a va-va-voom girlfriend, Claire (Caroline Dhavernas) and start gathering info! But what happens is that this Mr. Average becomes Mr. Stud with all the hilarious consequences.

Rating: pending

TECH SPECS:**MR. AVERAGE**

Directed by Pierre-Paul Renders

Starring: Khalid Maadour, Thierry Lhermitte, Caroline Dhavernas and Gilbert Melki

Running Time: 90 minutes

Format: 1:78 Flat (35mm)

Sound: Dolby SR

Rating: Pending

Country: France

Language: French and English

Genre: Comedy

Website: www.IndicanPictures.com

Trailers: Available