

The Valais Film Commission is opening even more to the international scene by taking part in the MIA (international audiovisual market).

Sion, October 17th 2024. **After Montreal, Cannes and Locarno, the Valais Film Commission (VFC) is set to continue its progress on the international market at the MIA, the International Audiovisual Market, to be held in Rome, where the Winter Palace series is being presented at the prestigious GREENLit showcase. This meeting of the international audiovisual industry is part of the VFC's strategy to position Valais abroad as a leading location for filming.**

For the tenth edition of the International Audiovisual Market MIA in Rome (October 14-18), the VFC is on hand to accompany the Winter Palace series, selected from among the six high-end series invited to the GREENLit showcase on October 18. Winter Palace is the first co-production between Netflix and RTS and was filmed in Valais over a seven-week period between Binntal, Simplon and Château Mercier in Sierre.

Key support.

In addition to its support during production, the Valais Film Commission actively accompanies projects during their promotion, thus ensuring greater visibility for its activity internationally. As in other markets, the MIA represents a strategic opportunity for the VFC to promote its services to international production companies, thus strengthening the Valais' reputation as a filming location and its influence worldwide. By forging links with key industry players, the VFC fosters future collaborations and international shooting opportunities in the canton.

"We are delighted to participate in the MIA, in collaboration with Swiss Films, the Ticino Film Commission, RSI and SSR/SRG. Our participation also supports our efforts to promote the Winter Palace series, while underlining the important work of facilitation, location scouting and awareness-raising carried out by the VFC during filming. We are delighted to have been able to contribute to the production of this series, co-produced by Netflix, in Valais. Even more so as it is the first production of this scale to be filmed in Switzerland," says Tristan Albrecht, head of the Valais Film Commission.

Following the showcase, the Valais Film Commission is teaming up with Swiss Films, the Ticino Film Commission, RSI and SRG to organize a lunchtime get-together, offering a unique networking opportunity for Swiss and international professionals. This convivial event will highlight Swiss expertise in the audiovisual field, while promoting international exchanges and collaborations.



Winter Palace

The year is 1899. Winters are harsh and life in the mountains is challenging due to the extreme weather conditions. However, at the end of the summer of that same year, hotelier André Morel takes the risk of opening a five-star palace for the entire winter season, marking the beginnings of luxury tourism in the Alps. A story that promises to be rich in twists and turns and sure to captivate its audience.

Written by Lindsay Shapero, the series is directed by Fribourg's Pierre Monnard and produced by RTS, Point Prod and Oble Studios.

Further information

Valais Film Commission : <https://valaisfilmcommission.ch/en/>

Ticino Film Commission : <https://ticinofilmcommission.ch/en/homepage>

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