

FAIL IN LOVE

**“A dive into the funniest
and weirdest real-life hookups
stories on dating apps.”**

A 13x4' handmade animated web-series
Directed by **Cécile Rousset & Romain Blanc-Tailleur**



CONCEPT

We've all heard hilarious confessions about dating-app experiences, from our friends, family or colleagues.

At a time when more than 180 million people worldwide are using dating apps - more precisely 1 out of 3 people in the US, the UK and Canada, 1 out of 4 in Europe - dating failures are becoming one of the hottest conversation topics for young adults.

Swiping right on Tinder could lead to infinite possibilities of stories that can be great as well as awkward, or simply hilarious. We wanted to get a better idea of the diverse situations that online dating can create. So we created this animated series to show what these kinds of stories really had to tell about our relationship to sex, love and relationships.

“Fail in Love” brings up some of the weirdest, and funniest online dating stories in a highly qualitative 2D animation. For better... or for worse!



PREVIEW OF THE FIRST TWO EPISODES



LA SONATE

<https://vimeo.com/showcase/6361688>
password : tinder



DOMESTIQUE

<https://vimeo.com/showcase/6361688>
password : tinder

DIRECTOR'S NOTE

The idea of an artificial encounter is nothing new. The concept of the matchmaker, an intermediary between lovers and instigator of adventure, has been part of the repertoire of satire and comedy since Antiquity. Once, it was the "Lonely Hearts" section on the back pages of magazines and newspapers that played this role in society. But, with the arrival of internet, and morespecifically, applications like **Tinder, Happn or Adopte un Mec**, meeting someone new is at everyone's fingertips. It's never been so easy – in theory... Today, one in five people in France state that they frequently use a dating app. Therefore, it seems important to demonstrate how these technologies transform our lives, redefine sexual relationships and inevitably bring about new expectations. Our idea with this series is to **explore the different states – mental and social**, created specifically by using dating apps. We aim to highlight the disassociation between the "real you" and "the virtual you" created like an avatar.

We believe that only **animation can be the true conduit to represent the intimate thoughts and feelings of our characters**, creating a subtle fictional landscape, fed by what is real. It is also a way of injecting feeling into each sequence, of inserting a pause, of amplifying the presence of a threat, or on the contrary, of introducing a sense of dreamlike fantasy – giving every story a dramatic dimension.

From a methodical point of view, our first step was to gather sound material. Out of a 100 interviews, we chose thirteen that offered the most comprehensive thematic stories. These **stories were then scripted** and we invited the individuals back to tell their tale behind the mic, using the parts highlighted in the re-edited work.

The narratives became the starting point for developing an **imaginary universe**, trying to avoid leaning heavily on illustration or straying too far from the facts, but gradually towards **a kind of magical realism**.

In terms of the characters, our objective was to be as varied as possible – highlighting a wide typology of situations. We looked at testimonies from men and women, people from all backgrounds and stories that ranged from one night stands, new friendships, funny, embarrassing & unusual... We also wanted to look at a wide diversity of dating apps (geo-located, sexually-orientated, LGBTQ) and work these specificities into the narration, playing with the codes unique to each app. The credits of the series, for example, play with the signs and semaphores of these applications, rich in colours and symbols.

DIRECTOR'S NOTE

It is important to note that each story includes the below elements:

1 A human interaction that turns absurd and leads into an imaginary sphere



2 A tension capable of keeping the audience in suspense for 4 minutes



3 A situation that elicits empathy (for either of the characters in the story)



A STRICT NOTICE

We ask that you do not mock or belittle our characters.

Even if dating apps come under a lot of criticism, it is not our role to pass judgement, merely investigate this phenomenon from an objective position. Instead, we want to show the real situations and interactions happening today, to provoke laughter (never mock) and reflect on these new forms of artificial encounter.

Cécile Rousset & Romain Blanc-Tailleur

ANIMATION CHOICE

TRADITIONAL

We believe that animation is the most pertinent technique to treat this subject. Firstly, because cinematic animation allows the author to create abstract effects, opening a subtle imaginary landscape, and secondly, because it allows the audience to visualise the thoughts, feelings and emotions of the narrator.

We play with the desires of each character and the tacit **subtext that separates fantasy and reality**. To communicate this, we wanted a vibrant, lively and rhythmic type of animation that could help express the state of each character via movement and expression throughout the story.

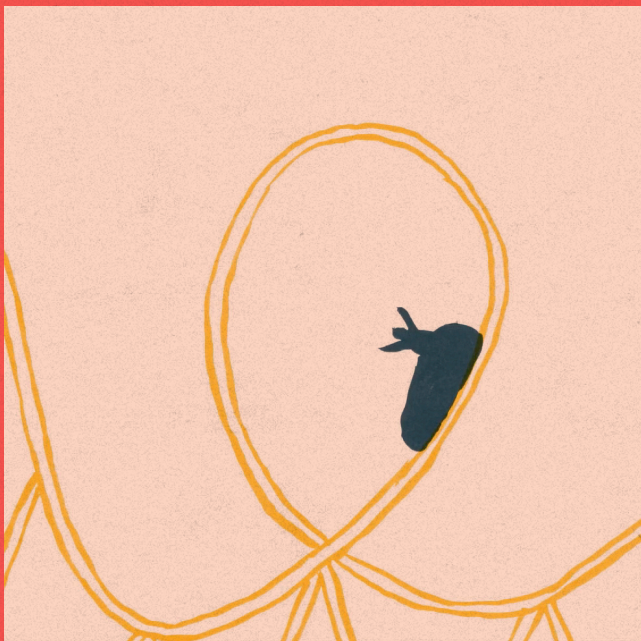
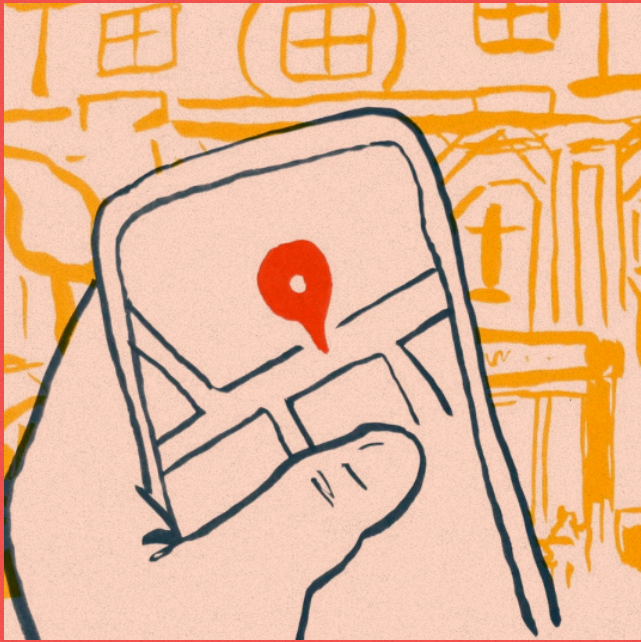
In developing the aesthetic, we aimed for a light, artisanal rendering, to help spark the imagination and allow the audience to channel their imagination – but also to reduce manufacturing costs. The faces, for example, are more sketched than fully drawn, the décor is present but minimalist and the choice of colour is limited to a few shades...

**“We aimed for a light,
artisanal rendering”**



A DESIRED MINIMALISM

allows the audience to project themselves fully into each story - to be immersed in a fictional universe, to experience empathy towards every character or even to be able to identify with them and their stories - full of twists and turns.



TARGETED AUDIENCE

Fail in love was created to identify with a target audience known as Generation Y (20 -35 yr olds) who use dating apps regularly. We believe our series can reach this audience by being available online, encouraging users to tell others about their experiences when using these types of apps.

It is for this reason that we decided upon a format that is easy to use and accessible.

“We believe our series can reach this audience by being available online”



SELECTED TESTIMONIES

#1: JEANNE

When Jeanne finally decides to try dating apps after a personal trauma, everything goes a way she wouldn't have expected...

#2: THOMAS

And what do you do for a living? Well, giving guitar lessons to Ben Harper's pals who don't have a guitar.

#3: ERNESTINE

Ernestine met with Frantz, a very nice Berliner. While they're partying, she feels more and more attracted to his friend.

#4: CAROLE

Carole's date wrote her a poem, composed a sonata and prepared an astronomy lesson. He seemed like a good catch until he won't let her go...

#5: CATHERINE

Catherine meets Prince Charming on Tinder: he's handsome, soft, funny... His only fault? He's deeply in love with his best friend's wife.

#6: NICOLAS

Spending all night taking care of his drunk date who breaks her front teeth on the ground, Nicolas surely is a 21st century knight in shining armour.

#7: ANNE

Anne has been waiting for ages to try dating apps. When she finally goes for it, she doesn't expect to end up with a charming dentist, in his office, for a one-night-stand full of toys and surprises.

#8: NELLY

A nice profile picture? Shared interests? An inspiring quote? On dating apps, it's sometimes more efficient to have a big car to match. Just in case.

#9: ZOE

If she wants to score her date, Zoé will need a very good defence, especially against her own team.

#10: MAXENCE

On Grindr, Maxence met with a compulsive liar. Let the show begin!

#11: LOUISE

A date is not a proper date if you don't secretly meet/debrief with your best friend in the toilets every five minutes.

#12: TO BE DETERMINED

#13: TO BE DETERMINED

AUTHOR

RENÉE GREUSARD

Born in 1984, is a french journalist. She worked for famous national newspapers and radios such as Les Inrocks, Libération, Causette, Arte Radio, France Inter where she writes about sexuality and gender. In 2016, she published a feminist survey on pregnancy entitled "**Enceinte tout est possible**" [Pregnant, everything is possible]. She now works for Nouvelobs, a famous French news and lifestyle magazine.

Website *Tinder Surprise*

<http://www.nouvelobs.com/rue89/tinder-surprise/>

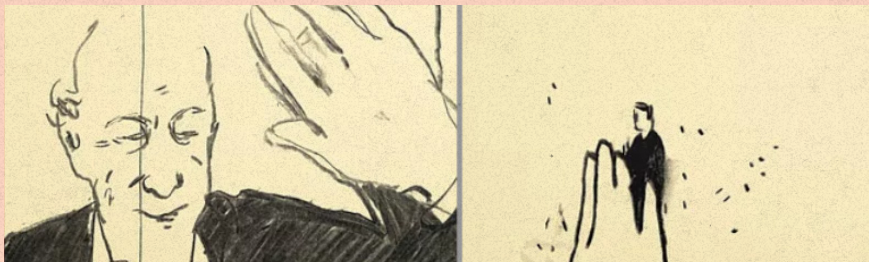
The screenshot shows a web article from Nouvelobs. The header includes navigation links like 'L'Obs', 'TéléObs', 'EllaObs', 'Rue 89', 'Newsletters', 'Services', 'Codes promo', 'Economie', 'La Chirurgie', 'Espace abonnés', and 'Applications'. The main navigation bar lists 'NOS VIES INTIMES', 'LA VIE MATÉRIELLE', 'NOTRE ÉPOQUE', and 'MOOC RUE89'. The article title is 'Le date en fanfare de Mathieu : « On est devenus un trouple »'. Below the title is an illustration of two people sitting at a table with drinks and food icons above them. The text below the illustration reads 'Tinder a changé la vie de Mathieu pendant cinq mois.' and 'Par Renée Greusard Publié le 26 octobre 2019 à 12h00'. To the right of the article is a 'FIL INFO' section with a list of news items: '16:33 Une enquête ouverte en Israël après la vidéo d'une policière tirant dans le dos d'un Palestinien', '16:10 Rouler en trottinette sur les trottoirs peut désormais vous conduire en prison à Singapour', '16:09 Le chapiteau incendié de Chanteloup-les-Vignes sera reconstruit « dans moins d'un an »', and '16:00 En Irak, l'armée tire à balles réelles sur des manifestants à Bagdad'. At the bottom of the list is '16:00 « Le grand soir », Posevorts' and a 'TOUT VOIR >' link.



CO-DIRECTOR

CÉCILE ROUSSET

Born in 1979, is a director and animator. After a year studying applied arts, she graduated in 2003 from ENSAD school in the Animation Film section. In 2009 she produced animated sequences integrated into the fiction feature film «**Le Herisson**». In 2013, she signed «**Le C.O.D et le Coquelicot**», a short documentary animated film co-directed with Jeanne Paturle and nominated for a César award for the short film 2016.



Paul, 2005



Le C.O.D et le coquelicot, 2013
<https://vimeo.com/79776197>
Mot de passe: coquelicot

CO-DIRECTOR

ROMAIN BLANC-TAILLEUR

He is a technical supervisor and director. After his modern literature studies in Toulouse, he specialised in animation in the ENSAD. He has worked on numerous projects as an animator, production assistant or director. His latest projects are Zooz, which he co-directed with Jean-Baptiste de Panafieu.



ZOOZ, 2015
<https://vimeo.com/145120376>



PRODUCTIONS IN 2019



Darjeeling is multi-award winning production compagny based in Paris, France, founded in 2009 by Marc Lustigman & Noam Roubah.

Our projects are guided by the sensibilities of the authors and directors we choose to collaborate with, along with a desire to question the world around us, and the times that we live in, in an original way.

Productions are guided by a sense of independence and creativity in bith content and style. This ethos runs counter to the idea of production standardised format.

Our flexible structure allows us also to produce in a wide variety of programs: original documentaries, animated films, video games, series and webseries.

Over time, this approach has allowed our company to gain solid experience working with new, evolving genres and means of distribution.

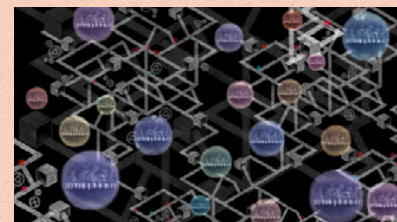
www.darjeelingprod.com
contact@darjeelingprod.com
01 47 00 76 47

DOCUMENTARIES



JURASSIC WEB
ARTE France / Christopher Eley

Years before Internet, some people hijacked "low-tech" technologies to communicate with each other. How these outdated social networks and their funny communities looked like?



JURASSIC WEB
France Televisions / Juline Goetz

Can you assure that you never believed false information? Can you swear never relaying one on social media? We are the hoax is questioning our relation to the medias, to information and social behavior on Internet.



DESIGN SIGNÉ PERRIAND
Arte France / Emilie Valentin

How some of the most iconic pieces of famous french designers Charlotte Perriand changed our world and the way we live in it.

ANIMATIONS



YETI TALES SEASONS 3 & 4
TV Series - 104x7'30
France Televisions / Séverine Lebrun

Made with puppets for a pre-school audience, Yeti Tales promotes literature on TV and the importance of reading for children aged from 3 to 7.



FAIL IN LOVE
Animated web-series - 15x4'
Arte France / C. Rousset & R. Blanc-Tailleur

Fail in Love is an hand drawn animated program that brings up some of the weirdest and funniest online dating stories in a highly qualitative 2D animation.

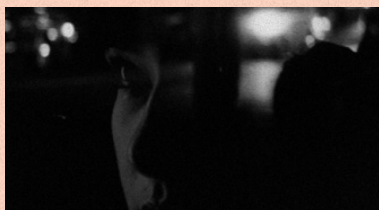


CLIMAX
Collection - 15x1'
Arte France / Pierrad

Some of the most iconic scenes from popular movies recreated in animation. Can you tell in which movie this scene is taken from?

DEVELOPMENT

SCRIPTED



BLACK SEASON
TV Series - 6x15'



BANDANA
TV Series - 8x26'

SCRIPTED



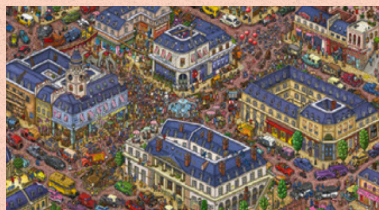
IN THE LOOP
Animated series for the Instagram generation

ANIMATION



LITTLE YOGIS
Pre-school TV Series - 26x11'

VIDEO GAME



LABYRINTH CITY
Video game for Nintendo Switch

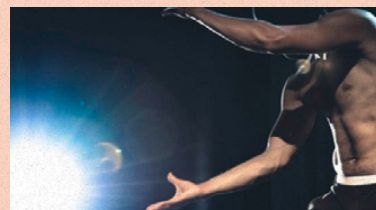
DOCUMENTARY



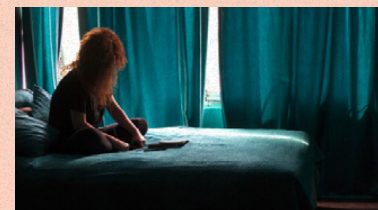
THE BRYNNER MYSTERY
52 min documentary on Yul Brynner for Arte France

2018 CATALOGUE

DOCUMENTARIES



GROUNDS
A Intimate and introspective journey into the Parisian urban dance scene.



IRAN #NOFILTER
Iranian complex society seen through the lenses of young and talented iranian photographers

ANIMATIONS

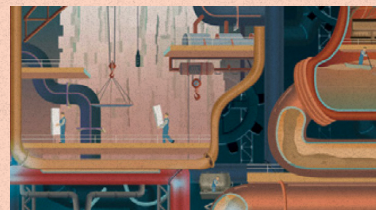


TYPORAMA SEASON 1 & 2
Collection - 26x1' / 52x1'



YÉTILI SEASON 1 & 2
TV Series - 76x7'30

VIDEO GAMES



HOMO MACHINA
A video game adapted from the work of german artist, Fritz Kahn



CALIFORNIUM
A video game diving in the worlds of Philip K Dick