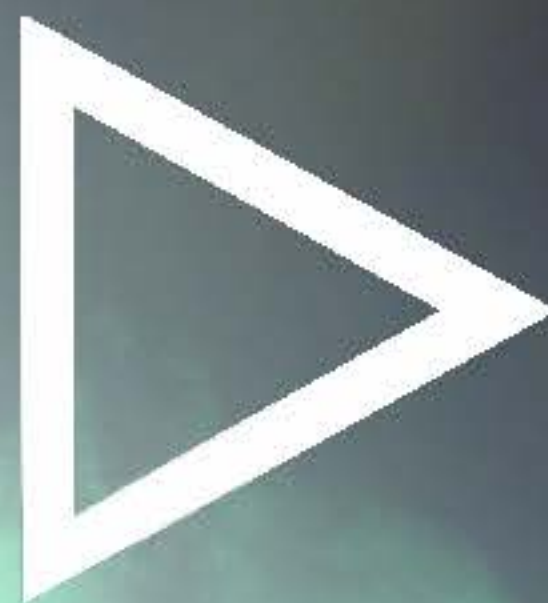


REBIRTH



**Success, failure, demands, pressure, fear,
decision-making, vulnerability, popularity,
retirement, oblivion and rebirth...**

... when the myth turns into a person

Endorsed by two of the world's most prestigious institutions: UNICEF and the European Brain Council.



5

glorious elite athletes great communicators countries
impressive stories of **personal growth and success**
mental health advocates and supporters

A documentary featuring 5 glorious elite human beings about **mental health, empowerment** and **success**.

5 MARKETS: 1° UK - 2° SPA - 3° GER - 4° FRA - 5° ITA

THE TOPICS

Challenges and Failure
The importance of mental health
Empowerment, Success and, eventually, the **Rebirth**

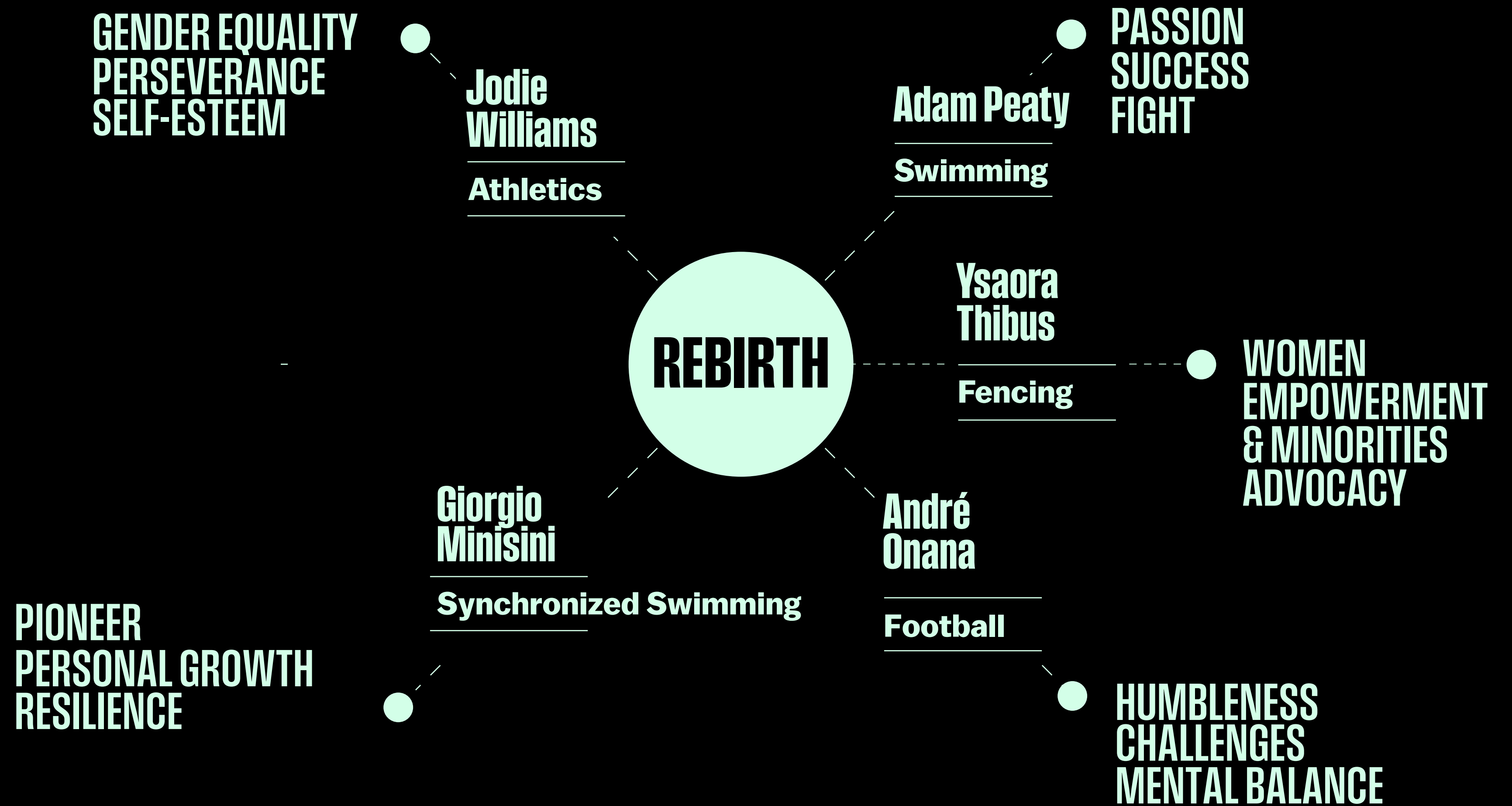
THE TONES

Moving, optimistic, inspirational, hopeful and innovative

EXAMPLES OF DIFFUSION: YOUR BRAND ON YOUR PLATFORM



REBIRTH VALUES



A TRANSPARENT AND HONEST EXERCISE

"Rebirth" is a 5-episode documentary series, with each episode featuring an active or former elite athlete who, in a close, transparent, and taboo-free way, reflects on the most transcendent moments in their sports career, with special attention to the crucial moment of their "rebirth". Rebirth after the challenges they faced, their struggles, insecurities and vulnerabilities.

Through their story, their surroundings' testimonials, and sports psychology experts, we will relive a vital journey, with a focus on the emotional element.

Success, failure, demands, pressure, fear, decision-making, vulnerability, popularity, retirement, oblivion and rebirth are just some of the concepts we will address to better decipher their story. **Not the official story. Not the one we've already heard. Not the hero's story, but the person's story.** That's the story that "Rebirth" wants to tell.





DATA SHEET

TITLE	Rebirth
TAGLINE	When the myth turns into a person
FORMAT	4K
DURATION	1 Season – 5 chapters of 40’
DIRECTION & SCRIPT	Javi Muñoz
ORIGINAL IDEA	Javi Muñoz, Fernando Bofill
LANGUAGE	English (with Italian, French, German and Spanish subtitles)
TARGET AUDIENCE	Sport and fitness lovers, empowerment and mental health supporters

NARRATIVE PROPOSAL

The narrative will be constructed based on the statements of the different characters, alternating fragments of the protagonist's interview and those of the supporting characters (family, friends, health professionals, coaches etc.), with media bank footage, and new content. Everything will be narratively stitched together to give maximum emotional weight to each moment of the protagonist's life. The idea is to convey, in the most faithful and powerful way possible, the emotions that each athlete experienced on the key days of their life. We want the viewer to participate, to feel the nerves before the most important jump of their career, to experience the fear of failing, of arriving at the jump too early or too late, to feel the rush of being the best or to hang the medal with which they have been dreaming of their entire life.

APPROACH

"Rebirth" is not a typical documentary series about biographies. In this project, athletes' milestones are not the focal point of the story, they are just a pretext to develop the theme of the series: an emotional, "hand-to-hand" walk with the elite athletes on their professional careers, with a special emphasis on how mental health impacted their perception of life and definition of success.

In each episode, a different protagonist will reveal their motivations, difficulties, fears, doubts, anecdotes, and how he or she managed to feel successful and mentally healthy despite the frustrations and pressures, typical of a such competitive world.



TONE/MOOD

The professional life of elite athletes is often an emotional roller coaster in which a breakdown can turn into success in an instant. Records and milestones are suddenly forgotten, often shattered at a dizzying pace. Everything moves at a frantic pace, generating a whirlwind of emotions that not everyone is prepared to handle. Therefore, the tone will be set by both the personality of the protagonists and the emotional state in which they experienced each phase. If there was a phase in which they felt they were flying, we will fly with them. And if they fall, we will feel the weight of that fall. What is clear is that it will not be a flat line.



THE STAGING

The photography will be very carefully crafted, with a general predominance of black, with shades of many well-worked nuances, using highlights to emphasize the faces, features, gazes and other symbolic elements important in the protagonist's trajectory. We will use close-up shots, both of their reactions during the interview and of relevant objects in their career (photographies, medals, cups, memorabilia etc) . In the interviews, we will create a close space with slight camera movements and blurred backgrounds. The self-created images will be of high quality and will follow that black-colour line, highlights, and backlighting. The media bank footage will be adapted to the general line but without losing that original look, which is important to give a specific context, and not lose verisimilitude.

SOUNDTRACK

Each episode will cover different psychological states of the protagonists, and the music and effects will totally adapt to these emotions.

Every emotional moment of their story will be accompanied by a specific music genre:

- In low moments (problems, moments of pressures, injuries, doubts, fears etc.), we will use piano compositions and string instruments, such as the violin, the viol and the cello. It will be a slow tempo, with few but engaging notes, to emphasize the dramatic, sad and serious tone.
- Moments of rebirth: from low-tone compositions with very few and long notes, we will move on to piano and string pieces with faster and happier progressions to show that hope and change of mood.
- Training, concentration: electronic, synthesized, rhythmic and sequential music, to highlight the athlete's strength, the intensity of trainings and the exercises performed on repeat (typical of training and concentration).
- Competition: We will go for something more orchestral, inspiring and boastful, to show and emphasize the greatness of the milestone. Of course, controlling the epic tone as these are stories about people.





IMAGE AND PHOTOGRAPHY

The imagery will be lively and dynamic, with two different visual approaches: one for the interviews and another for the resource and media bank footage.

INTERVIEWS

For the interviews with the protagonist, we will create a sense of intimacy and closeness. We will separate the protagonist from the background with soft light cuts, slightly overexposing them in relation to the background and breaking focus by playing with an open aperture, to add complicity and closeness between the character and the spectator. The lighting will be soft and diffuse to create a harmonious atmosphere, with specific light points to enrich the background.

The camera will move - not too erratically, so that we avoid distractions and we focus on the protagonist's message and speech. Yet, it will move enough to give a lively and dynamic touch that fits the stories and emotions we are telling.

MEDIA BANK FOOTAGE

There will be two types of resource footage: media footage and new content. We will work with the media footage to integrate it into the rest of the piece and use it to benefit our story. The new content will be recorded to reinforce the story-telling at the appropriate moments. We will record many close-ups of elements that have been essential in the protagonists' stories (medals, race numbers, training objects). In this regard, we love the careful photography used on *Peaky Blinders*' short sequence shots: in specific, the textures, contrast, and softness of the colors.



**ANDRÉ
ONANA**

FOOTBALL



**GIORGIO
MINISINI**

SYNCHRONIZED
SWIMMING



**JODIE
WILLIAMS**

ATHLETICS



**ADAM
PEATY**

SWIMMING



**YSAORA
THIBUS**

FENCING



"If you seriously want to go to the top, the road is never gonna be straight."

André Onana

1st African goalkeeper to play in a Champions League Semifinal in history

Cameroonian - 27 years old

 2M followers

TEAMS

Manchester United
Inter Milan
Ajax
Jong Ajax
Barcelona

ACHIEVEMENTS

1st African goalkeeper to play in a Champions League Semifinal in history
38-time international player for Cameroon
2021 - 3rd position - Cameroon - Africa Cup of Nations

WHO IS ONANA?

- 1st African goalkeeper to play in a Champions League Semifinal in history
- Manchester United Goalkeeper

THE FALL

- His mentor, Samuel Eto'o, sent him home due to disciplinary issues
- He was banned for 9 months due to a medication mistake
- He joined Barcelona from the Samuel Eto'o Academy, but he was not allowed to play because of his youth

THE REBIRTH

- He has overcome all the difficulties throughout his career
- He spoke out about being a black goalkeeper, stating that he had to work harder than his white counterparts
- He created his own foundation to offer free medical support in Sub-Saharan Africa

“It takes courage to open new paths, but if we don't try for fear of others' judgment, we only risk losing ourselves”.



Giorgio Minisini

"Giorgio Minisini is an athlete with multiple medals worldwide in **artistic swimming**. A sport that, thanks to his dedication, has also become **more inclusive**.

Italian - 28 years old

 **51K followers**

ACHIEVEMENTS

2025-2015

4 x World Champions
8 x World medalist (4G, 4S, 2B)
5 x European Champion
14 x European medalist (5G, 7S, 2B)

2017-2018

FINA's Best Male Artistic Swimmer in 2017 and 2018

2017

Italy's first-ever world title

WHO IS GIORGIO?

- An award-winning Italian synchronized swimmer.
- He was afraid of swimming, then the water became his element.
- A pioneer in his sport in the fight for diversity.
- The first male artistic swimmer to win a gold medal at a LEN European Aquatics Championships in a men's solo event.

THE FALL

- He was bullied in his adolescence for practicing synchronized swimming.
- Self-demand and the pressure of his discipline led him to suffer from bulimia.
- He faced depression and underwent psychological therapy to overcome it and work on acceptance.

THE REBIRTH

- He fought to have the Paris Olympics accept male participation for the first time in the history of synchronized swimming.
- In 2023, he published the book "El Maschio", discussing his struggle.
- He collaborates in many initiatives for the inclusion of people with disabilities.



“My confidence took a knock as I didn't compete to the standard I would have liked to. It's hard not to have your confidence. But I've had to just learn from the mistakes and move on”.

Jodie Williams

“The athlete **every country** is waiting for” and “the **top-ranked British woman** over 200m at just 16 years old”.

British - 29 years old

 **61.7K followers**

ACHIEVEMENTS

2024

Silver Paris Olympic Games (4x400m)

2021

Silver & bronze medal at EU Indoor Championships

2020

6th place at Tokyo Summer Olympic Games (400m)

2019

Champion - 200 metres British Athletics

Championships

2014

Silver medal at European and Commonwealth 200m

2013

Gold and silver medal at EU U23 Champion

2010-2019

Gold at World Junior/Youth Championship

WHO IS JODIE?

- Olympic British sprinter who specializes in the 400m
- The British youth record holder over the 60 m, 100m and 200m
- At 16, she was the top-ranked British woman over 200m

THE FALL

- Hamstring tore at the London 2012 trials in Birmingham, on live TV
- Could not compete for a while
- Felt stress, anxiety and burn-out, micromanagement and a lot of pressure

THE REBIRTH

- Moved to US and started a more `collaborative', less competing training
- Today, she designs her trainings with her coach, taking into account how her body feels
- Holds a podcast Coffee Conversations - chats with inspirational women who are challenging 'the norm'
- Holds a platform called Listen - stories of people who feel marginalised, with the aim of creating a safe space to be heard and to empower women
- Does charity work with Femlead - NGO supporting young women and girls in Uganda, to empower them to escape period-poverty and reach their full potential



“I’m courageous and resilient and will face the challenge that I need to face”.

Adam Peaty

“The dominant breaststroke swimmer of his era, and the most dominant sprint breaststroke swimmer of all time”

English - 28 years old

📷 610K followers

ACHIEVEMENTS

2015 & 2025

8 times World Champion
16 times European Champion
4 times Commonwealth
Champion

2020 & 2016 Summer Olympics

Gold Medal Winner
(100 metre breaststroke)

WHO IS ADAM?

- English swimmer specialized in the breaststroke
- Broken world records 14 times, becoming the first man to swim under 26 seconds for the 50m breaststroke and the first to swim the 100m breaststroke under both 58 and 57 seconds

THE FALL

- After losing The Commonwealth Games in 2018, Adam’s fall started
- He started to have drinking problems, and considered drinking it as a ‘devil on his shoulder’
- He fell into a ‘self-destructive spiral’ - he did not feel happy swimming anymore
- In 2022, he was forced to withdraw from the 2022 World Championships due to a foot injury

THE REBIRTH

- He decided to take a break and to work on his mental health - he wants to be happy again
- He withdrew voluntarily from the British Swimming Championships
- His goal is to train both his body and mind to deliver the best performance in 2024 Olympic Games
- Currently in Spain, training at Sant Cugat National Training Centre, he is writing a journal that helps him to breath, relax and to ‘sort things out’



“The athlete is only recognized through his medals. He must be strong, determined, motivated. We are presented as infallible people. This is false”.

Ysaora Thibus

“French Foil Fencer Ysaora Thibus’ words are just as mighty as her sword as she talks about social justice and lifting up her fellow women in sport”.

French - 31 years old

@ 40K followers

ACHIEVEMENTS

- 2022**
Gold medal at World Fencing Championship (Cairo)
- 2020**
Silver medal - team foil (Tokyo Olympic Games)
- 2017**
3rd individual place on World Podium (Leipzig)
- 2016**
Team Bronze Medal (Rio Worlds)
Rio Olympic Games
MSc in Management (ESCP Business School)
- 2013**
Bernard Destremau Prize

WHO IS YSAORA?

- 1st foil fencer in France, three-times Olympian
- Advocate of women empowerment and black community

THE FALL

- After 2016 Rio Olympic games, where she did not bring home any individual medal, Ysaora felt she was failing, and decided to change her approach and moved to the USA
- After 2020 Tokyo Olympic games, where she did not bring home any individual medal, Ysaora felt depressed, and was in denial towards fencing
- She suffered from discriminatory gender-based comments about her performance

THE REBIRTH

- 2016 ‘failure’ was a trigger for Ysaora: after this episode, she received the most important medals
- She created ‘EssentiElle Stories’, a platform featuring female athletes with the aim of showing “the women hiding behind the results”
- Today, Ysaora uses her voice to bring as well racial and social issues to people's attention, such as, for example, the lack of representation of successful
- Black communities in France

CREW

Javi

Javi Muñoz is a film director. His capacity to capture the needs of brands and to put all of his creativity, professionalism and passion in each project, made him the go-to option for many brands.

His international experience (Europe, Singapore, Maldives, Vietnam, Egypt, Chile, etc.) is extensive, both in the public and private sector, with clients such as the United Nations, the European Commission, Adidas, Ericsson, Sony, Red Bull, Shell, Nestlé, Huawei, the Red Cross, Jack Morton, etc. Some of his work has received multiple awards, such as the documentary “The Threshold of the desert” which was projected in the New York headquarters of the United Nations.

Fernando

After 30 years in production, I have managed to shoot with 3 superheroes: Superman (Christopher Reeve - Freixenet 1990) Batman (Robert Pattinson - Little Ashes 2008) and Spiderman (Tom Holland - Uncharted 2021). This doesn't make me a Superhero, but I like to mention it.

I shot more than 400 commercials in my entire career, starting in 1990 until nowadays.

As Line producer and producer, I have produced more than 15 features films and 6 TV.

CREW



clack!