



# *Rooted in Tuscany*

**A television series in which an emotional journey  
becomes a true adventure**

**12x30 minutes**

# Introduction

Four women from across the globe, with an Tuscan background, travel to Italy for the first time in search of their roots. The series highlights unique characters and stories set in a Tuscany still undiscovered by many. It has heart, humor and edge.

They differ in age, in background, in personality and have different notions of their Italianness.

On their journey they share intimate experiences as they discover the real stories of their family.



## Target Audience

*Rooted in Tuscany* is a series led by women for women. This series has a prime female target audience within the 25 to 55 year age range.

Past successful series with Italian themes include: "Jersey Shore", "Growing up Gotti", HBO series the "Sopranos", reality show "Mob Wives", the movie "Goodfellas" and, "The Godfather".

## Italian Diaspora

The biggest mass migration movement in recent times. An estimated 29 million people emigrated from the Italy in the late 19th century and this exodus continued well into the 1960s. As a result, 'Little Italies' formed in all corners of the world.

Women in particular have been key to maintaining the unity of Italian family life, even while today also building careers for themselves and working outside the home. Italian women today, around the world, represent a peculiar mix of tradition and modernity.



# Appeal



## Emotion

Four women, in search of their roots. We witness personal stories, share family tales and experience their joys, tears, happiness, astonishment, disbelief and even sadness. They find the pieces to complete the puzzle of their personal identity.



## History

As our characters discover who they really are, we share with them intimate reunions with remnants of their ancestral past. Through their stories, we gain a greater understanding of the causes and impact emigration has on families across the globe, and how it still influences people far away.



## Travel

The series features travel with a purpose through Tuscany; one of the richest contradicting landscapes of Europe, and perhaps the world. All senses are stimulated: by the taste of tomatoes, rainbow colours in sky, the singing birds at dawn, individual stories guide our travels through the beautiful landscape of Tuscany, the backdrop of the series. We explore and discover the essence of Tuscan life.

## Genre

The series holds a delicate balance with a unique mix with tracing back its genealogy (history), travel in a country (reality series), driven by the wish for personal development (human interest).

Our four women have a special interest in making this journey. It is a fulfillment of a long cherished wish to uncover an ancestral myth, and discovering about who they really are today. Each other mirrors and share intense emotional experiences in what is a foreign environment to them. On the other hand, they are each others' best companions as they share a similar heritage. The impact of their Tuscan roots, gives them automatically a strong bond.

From a very close and intimate perspective we:

- Explore their individual personalities. What am I missing in my life?
- Expose their past and future relationship with Italy. Where do I come from?
- Reconnect family ties interrupted for decades.
- Discover ancestral landmarks related to their individual stories



*what an incredible adventure  
it has been*



# The Series

## Style

The series is quick-paced and lively, with a very contemporary program style. The design, animations and the tone of voice of the series are fresh and dynamic, with an added Italian twist that visibly identifies and distinguishes the series.

A non-linear editing style adds a dynamic twist to the montage and a voice over or lower thirds are used to explain certain historical elements of importance and particular developments in the stories. Interview bites of each woman recollect her experience in the first person.

The intro presents our protagonists and sets the story-lines of the series. In following episodes, the outro, always different for each episode, includes highlights of the next episode to hint at the developments of the story and triggering the viewer to watch the next episode.



*Wonderful...*

## The Protagonists

The series accompanies four women of different backgrounds and professions from the four most prominent destinations of Italian emigration (USA, the UK, Argentina and Australia) in their individual stories as they make their first journey "home" to discover how they remain and will always be "rooted in Tuscany".



*This completely changed my life  
The image I had of my family and my identity*



*Amazing experience.....*

# Contact

Please don't hesitate to contact us through the option below.

Brechtje Smidt - Dutch Picture Industry  
rootedin@dutchpictureindustry.com



*I have made Friends for life*



*Living here is delightful*



*I will definitely come back here, someday!*



# DUTCH PICTURE INDUSTRY

## Rooted in Tuscany

*Rooted in Tuscany* is an international television series, about four women of Tuscan descent. On their travel, they discover they have a lot in common, although they haven't met before. They set off for a journey in search of their ancestral roots and the Tuscan habits that unknowingly have been conveyed from generation to generation.

We explore what is happening to these four women. It is a fulfillment of a long-cherished wish to uncover an ancestral myth, and discovering who they are today. They become each other mirrors and share intense emotional experiences in what is a foreign environment to them. On the other hand, they are each other's best companions as they share a similar heritage. The impact of their Tuscan roots gives them automatically a strong bond.

In their individual stories as they make their first journey "home" to discover how they remain and will always be "rooted in Tuscany". All senses are stimulated: by the taste of tomatoes, rainbow colors in the sky, the singing birds at dawn, individual stories guide our travels through the beautiful landscape of Tuscany, the backdrop of the series. We explore and discover the essence of Tuscan life. From a very close and intimate perspective we:

- Explore their personalities. What am I missing in my life?
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This series has a prime female target audience within the 25 to 55 years age range.

The women with different backgrounds and professions come from the four most prominent destinations of Italian emigration (the USA, the UK, Argentina, and Australia)

# DUTCH PICTURE INDUSTRY

**Do you have origins in Tuscany?** And always wanted to know more about the family history, then this is your chance. See if you fit our profile?

We look for women:

Preferably with a creative background, (architects, writers, chefs, dancers, actresses)

There is no need for experience in front of the camera. However, if you feel uncomfortable in front of a camera, then this is not your thing. We need people that like to share their thoughts, vision on life and emotions. If you have already an interesting and mysterious story connected with your Tuscan roots, please unveil as much as possible as it will strengthen your application.

You won't have to pay for anything during the trip, and we will take care of the flight costs.

The women we are looking for fit the following characteristics:

You are:

- Free of any other commitments in September/ October 2020 for at least 3 weeks.
- Positive and curious by nature.
- Determined and persistent to get to the bottom of things.
- Genuinely interested in Italian culture and in traveling.
- Humor and creativity are important elements in your way of living.
- Comfortable with being filmed.
- Lives currently in Argentina, USA, Uk or Australia.
- Fluently English speaking and pre to know some Italian as well.

## **Do you fit the description? What do you need to do?**

If you are interested in joining our team, please send us a motivational letter why you think we should choose you. (Max. of two pages) Mention your family history (locations) and mention what you are hoping to discover/unveil. Please answer the question; in what way Tuscany fulfils a role in your current daily life.

Please send us a photo of you and your family/ relatives.

Feel free to add your CV including your travel experience (max. of two pages) as soon as possible.

# DUTCH PICTURE INDUSTRY

In addition we would like you to send us a **2-minute film** in which you introduce yourself and motivate why you think we should choose you for the *Rooted in Tuscany*.

If you have any old pictures of your family in Tuscany would be great as we can interweave this into the story.

Send the film in QuickTime /mp4 format to

[rootedin@dutchpictureindustry.com](mailto:rootedin@dutchpictureindustry.com)

Any Iphone or Android telephone recording will do.

For more information about the project *Rooted in Tuscany*, please contact us through [rootedin@dutchpictureindustry.com](mailto:rootedin@dutchpictureindustry.com) and have a look at <https://www.dutchpictureindustry.com>

The deadline for the application is 1<sup>st</sup> of March 2020. Selection procedure will then start, and will be in two rounds and we expect to give you an final answer in June.

We look forward to receive your applications.



Brechtje Smidt