



RARE

6 STORIES, 7 WOMEN, 6 SOILS



« Do you want natural food? If the answer is yes, then you must be a natural and respectful person in the comforts of the land and the soil because what you trample today is what you will eat tomorrow »

[Mariapia Cutillo, one of the 7 rural women]

 Soil Doc presents

RARE

WRITTEN AND CARRIED OUT BY

Furio Busignani

PRODUCED BY

Furio Busignani (Soil Doc)

IN ORDER OF APPARANCE

Sara Perini • Isola Green

Agnese Podgornik e Giuditta Mercurio • Il Gentilverde

Claudia Cogotzi • Chloris Agricoltura Naturale

Alessandra Turco • Cascina Malerbe

Alessia Berra • Azienda Agricola Zore

Mariapia Cutillo • Il Segno, biodiversità e orto sinergico

34min • Color • Documentary • HD • 1.78:1 • Stereo • ITA • Sub Eng version available • 2019

LOGLINE

A journey through six Italian regions to tell six stories of 7 women who are very different from each other, but who share a rural path that started out "on solo" and in the total respect for their chosen land as a working environment and a life project.

SINOSSI

"Rare" is an indie documentary centered on seven extraordinary women who set out to realize seven unique, sustainable projects on their own land. It is a "solo production", realized during a journey through six Italian regions, and it is made of moving and still images shot with my personal equipment and in collaboration with the enlightened gaze of photographer Roberto Tarallo Giovando. These seven young women set out on a new lifepath often without any previous experience in agriculture. They needed to go back to their roots and give new meaning to their professional paths. Their journey earned them a new outlook on life, one of intimate knowledge and respect for the land, its biodiversity and the people who sustains it. The narration is based on the interviews with these inspiring women, who reveal the extraordinary stories that brought them to choose a rural life and the newfound connection with the land that they work, love and live. As the subtitle suggests, this documentary is a journey through "women's lands", a quote inspired by the "Women's Land Army", a civil organization created during the First and the Second World War so women could work in agriculture, replacing men called up to the military. Even though my documentary is set in today's world, history tells us how women have always been the strongest link of rural family ties.



Mariapia



Sara



BIOGRAFIA



FURIO BUSIGNANI

In 1990, in parallel to university studies and courses in shooting and directing techniques, between 1986 and 1990 i attended the first courses of Event Marketing. I begin to refine my creative and organizational skills by designing events where the show staged the company product and its characteristics thanks to lights, sounds, sets, actors and artists of various kinds; in those years I became a creative partner of two agencies of operational events both in Italy and abroad. In 1992 I landed at the National television where, for 8 years with Rai Tre, I was a reporter and author both for the morning tv program "Cominciamo Bene" and for the weekly "Alle falde del Kilimangiaro", collaborating also for a lots of other Rai Radiotelevisione italiana tv channels until today.

In 2008 I become independent starting to dramatize, organize and conduct short documentary that I produce independently, using my own technical gear . For the television, I make stories with emotional tone, short food documentaries on natural food and some investigation with hidden cameras and so on... After producing mainly rural short-documentaries for national television during the last 7 years, from January 2019 i started a new adventure, parallel to the television production, professionally producing very creative promotional documentaries and my job is tell the genuineness of all the people which work around nature, ecology, environment, health style and rural activities; the result will be video stories made of true inspiration which will enlighten viewers and will provide a compelling cinematic experience. In the narration of each video-story fits the professional path of the interviewed people in addition to the description of their work and therefore "what and how" they do. This is my way to create and sell promotional documentaries at a correct price: that's why I call my videos "creative ethical human videos", which will be broadcasted during live events (meeting / stand's monitors during exhibitions / mailing list) or in social media, web site, thanks to the truly authentic story-telling. Today I dedicate my time and my know-how to serving the international televisions producing short documentaries, and some feature, about people who are farming genuine nourish food in their production areas; i also dedicate my time to collaborating with some no-profit organizations worldwide.

DIRECTOR'S STATEMENT

"The earth is life and gives us life, creates essence and if we treat it well it nourishes us even better:
the soil is the natural beating heart of the world "

This was the thought that gave birth to the desire to tell about the earth as a terrain, that fabulous naturally vital chemical composition capable of creating nourishment. "Rare" is a project born following the instinct driven by my respect for mother earth and just in front of these last two words,"mother and earth" I stopped to reflect: the earth is a mother and women have always been fundamental for the rural family works. In fact, rural micro-chains have seen women as a base; they picked up the rice, did the farmhands, seed protectress... And then I remembered my grandmother Irma, my grandmother from Romagna, who in full Gothic style made her 40 kilometers by bicycle to exchange jams, eggs, bartering those foods to come home with oil or cheese, butter or chestnut flour rich in potassium that gave strength and nourishment, while my grandfather built an air raid shelter on the side of a hill with the men of the village. These were some of the reflections I made trying to focus on an idea for a rural all-female documentary. At this point I had to choose between honoring rural women exploring their past, or identifying contemporary and current evidence: I chose the path closest to me and to my sensitivity, so for over two months I went to look for women with a project started absolutely "alone", thanks to an authentic relationship with one's land; then I chose women who had never had an important working relationship with the soil, or that their land was not the "family land" or that, if it had been, at least they had turned it into a subsequent natural life project and sustainable . In the end I wanted them to be very different stories and I found 7 women all authentic bearers of knowledge and rural conscience, which is why they are very important in their communities and I tried to honor them for what they do and how they do it. In my future I intend to continue to give voice to the rural world by making it "talk" in order to finally return "knowledge to taste", thanks to the current and concrete stories of people who actively do something to respect the land, to protect the soil, giving us back knowledge and life so that we will know what we will eat.

#letsoildothetalking



Claudia



Alessandra

Agnese e Giuditta



COLLEGAMENTI WEB

Trailer ITA/ENG

<https://www.furiobusignani.it/raredoc>



SOIL DOC - produzione video creativi umani etici

<https://www.furiobusignani.it>

Pagina Facebook di riferimento

<https://www.facebook.com/soildoc/>

CREDITI

[I Principali]

CREATED AND DIRECTED BY

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