



ALL THE WORLD IS GREEN



pinch media



68' Feature Documentary 58' TV Documentary

LOCATIONS

AUSTRALIA - CHINA: MAINLAND CHINA, HONG KONG SAR - ITALY - SINGAPORE - UK - USA

GENRE

Animal Welfare/Environment/Health Documentary

WITH

Robyn Alders, Chris Delforce, Gidon Eshel, Juliet Gellatley, Francesca Grazioli, Tanya Haffner, George Monbiot, Marion Nestle, Dean Ornish, David Quammen, Callum Roberts, Peter Singer, Philip Wollen, Jian Yi and Lal Chellaram



DIRECTED and EDITED by
Mirko Pincelli

PRODUCED by
Pinch Media Film Ltd

CO-PRODUCED by
Chellaram Foundation

EXECUTIVE PRODUCER
Lal Chellaram

WRITTEN by
Andrea Maffi

CINEMATOGRAPHY / COLORIST
Daniel Salter

SOUND EDITING / MIXING by
Darko Spasovski

ORIGINAL MUSIC by
QUASAR FILM

SALES AGENT
JOURNEYMAN PICTURES

IN ASSOCIATION WITH
Viva!, PETA, The Vegan Society, China Vegan Society, The Winsome Constance Kindness Trust



THE FILM

In a world heading towards climate breakdown, *All the World is Green* takes us on a journey to discover how much what we put on our table fuels climate change.

Through the guidance of scientists, academics, activists, journalists and philosophers, we embark on a journey spanning from China to the USA, leading us to discover how our love for animal products took over our food system, pushing our ecosystems to the verge of collapse for the profit of a handful of corporations.

After a journey stretching through Asia, America and Europe, the film leaves the viewer with a choice: remaining part of the problem, or becoming part of the solution.

OUR EXPERTS

AMONG OTHERS.



PETER SINGER

Moral philosopher, author of "Animal Liberation"
Professor Emeritus - Princeton University

📍 Melbourne, Victoria - Australia



PHILIP WOLLEN

Philanthropist and animal rights activist
Founder - Winsome Constance Kindness Trust

📍 Melbourne, Victoria - Australia



GEORGE MONBIOT

Environmentalist, writer, documentarist
Columnist - The Guardian

📍 Dartington, Devon - UK



JULIET GELLATLEY

Writer and animal rights activist
Founder - Viva!

📍 Taunton, Somerset - UK



MARION NESTLE

Molecular biologist and nutritionist
Professor Emerita - New York University

📍 New York, NY - USA



CALLUM ROBERTS

Marine conservation biologist
and oceanographer
Professor - University of Exeter

📍 Penryn, Cornwall - UK



NINA GUILBEAULT

Sociologist, author, and educator
Co-Founder - Plant Futures

📍 San Francisco, CA - USA



JIAN YI

Founder of the China Vegan Society
Senior Fellow - Harvard Law School

📍 Suzhou, Jiangsu - China

Pinch Media Film is a UK, Hong Kong, Italy based film production company making films and documentaries internationally since 2010. Pinch Media has written, directed, produced, and co-produced over 20 feature films, feature documentaries, and documentary series. Including co-productions spanning over the globe, receiving an Emmy Nomination, and winning the UN Intercultural Innovation Award. Pinch Media films have been distributed internationally and screened at over 50 film festivals, including Academy Award qualifiers.

In 2017, we wrote, directed, and produced the feature film *The Habit of Beauty* released theatrically in Italy and Spain. It is now available on Amazon Prime, travelling to over 26 International film festivals, and in the Top 10 most awarded Italian debut films of 2017.

Our documentary *Still Standing*, set in Pakistan, India, Hong Kong, the Canary Islands, and the Middle East, was theatrically released in Hong Kong and Spain in 2022, and has more recently been screened at the prestigious Foreign Correspondents' Club of Hong Kong. Worldwide, the film is represented by sales agent Journeyman Pictures.

In 2023, *Still Standing* was acquired by the new TIME Magazine's FAST Streaming Channel.

In 2024, we released the feature documentary *Where Have You Been*, which has been selected by Oscar-qualifier Sarajevo Film Festival, IDFA - Docs for Sale, and FIPADOC | International Documentary Film Festival.

In 2025, we completed *All the World Is Green*, a documentary film focused on how the global food system and animal agriculture are fueling climate change and destroying ecosystems crucial to our survival. After shooting took place in Australia, China, Hong Kong, Italy, Singapore, the UK, and the USA, the film premiered in Hong Kong and Singapore before kicking off its festival cycle.

Currently, we are working on a slate of films and documentaries across South East Asia, Europe, and the Balkans.

A photograph of Lal Chellaram, an elderly man with glasses, wearing a dark blue jacket over a light blue shirt. He is looking out over a body of water from the perspective of someone on a boat. The background shows a calm sea and distant mountains under a soft, hazy sky.

CHELLARAM FOUNDATION

CO-PRODUCERS

Lal Chellaram and his wife, Shobhna, established the Chellaram Foundation in 2000, continuing a philanthropic legacy begun by Lal's late father and grandfather. The Foundation unites and advances diverse charitable activities worldwide under one umbrella, focusing on “7 Directions” : Health; Education; Children and Youth Initiatives; Arts, Music and Culture; Humanitarian Aid and Disaster Relief; Environment; and Animal Welfare and Vegetarianism.

The documentary *All The World Is Green*, conceived by Lal Chellaram, reflects the Foundation's commitment to these values. Addressing Health, Environment, Animal Welfare, and Vegetarianism, the film aims to inspire the global audience to convert to a plant-based diet by illustrating the profound links between Dietary choices, Health, Environmental sustainability, and Compassion for animals.

Apart from his work in co-producing the film, Lal Chellaram earlier founded the Chellaram Diabetes Institute in Pune, India, in 2010. With its pioneering mobile clinics initiative, the Institute has delivered vital diabetes care and awareness programs to over 125,000 villagers in rural Pune. In recognition of his distinguished community service, he was awarded the prestigious Pravasi Bharatiya Samman Award from the President of India in 2021.

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MIRKO PINCELLI - DIRECTOR and EDITOR

Mirko Pincelli is an award-winning fiction and documentary director, cinematographer with a strong photojournalism experience in post-conflict areas. As a freelancer, Mirko directed and shot dozens of commercials, music videos and web-series. In 2010, he set up the production company Pinch Media Film Ltd.

Mirko shot and directed an extensive number of documentaries for the Holocaust Memorial Day Trust, the UN and the International Committee of the Red Cross across Cambodia, the Philippines, Indonesia, India, Pakistan, the Middle East and the Balkans. In the last few years, Mirko has been able to focus on feature length character-driven documentaries and fiction films, directing and shooting seven feature documentaries, one documentary series and his feature film debut.



DANIEL SALTER - CINEMATOGRAPHER and COLORIST

Daniel Salter is an award winning cinematographer and drone operator with a passion for documentary filmmaking.

When he started his career as a Theatrical Producer in London's West End, Hollywood and on New York's Broadway, he worked around the world, uniting his love for the arts and its love of discovery. After deciding to dedicate his professional life to cinematography, in 2017, together with Mirko, Daniel worked closely as a personal assistant to internationally acclaimed DOP Fabio Cianchetti, who was the (Bertolucci DOP and 6 time nominated best cinematographer at the Italian Oscars) and was DOP of Mirko's feature film *The Habit of Beauty*.

Alongside Mirko, he shot the feature film *The habit of beauty* and the feature documentaries *Still Standing*, *Parlate a bassa voce* and *Where have you been*.

Daniel Salter is an award winning cinematographer and drone operator with a passion for documentary film-making. He has been working alongside Mirko and Pinch Media for the past 8 years helping to create commercials, music videos, documentaries, and



DARKO SPASOVSKI - SOUND DESIGNER and COMPOSER

Darko Spasovski is an accomplished film sound designer, mixer, and recorderist, driven by a profound passion for achieving sound perfection in cinema. His dedication to enhancing narratives through high-quality sound spans across short films, features, and documentaries. With over 100 titles to his credit across diverse genres and formats, Darko's commitment to his craft is unwavering, regardless of project budgets.

Darko collaborated closely with Mirko Pincelli on various films including *Parlate a Bassa Voce*, a compelling documentary about post-communist Albania and renowned musician Redi Hasa, which premiered at the TFF Torino Film Festival - and *Where have you been* which has been selected by Oscar-qualifier Sarajevo Film Festival, IDFA - Docs for Sale, FIPA DOC.

Beyond his professional pursuits, Darko remains deeply engaged with the latest advancements and techniques in sound technology, actively participating in sound and tech forums to stay abreast of industry trends.



ANDREA MAFFI - WRITER and SOUND RECORDIST

Andrea is a writer, sound recordist, and communication specialist. He holds a B.A. in Philosophy from San Raffaele University and a Master in Storytelling and Non-Fiction Writing from Scuola Holden. While working in the corporate communication sector, he published short stories and articles featured on Italian media outlets.

Since 2012, Andrea has worked as an assistant director, sound recordist and writer, uniting his love for music and cinema. He has collaborated with director and producer Mirko Pincelli on various projects, including *Where Have You Been*, *Still Standing*, *Ludovico Einaudi ensemble* and others. More recently, he was responsible for the development, research and writing for the documentary *All the World Is Green*, and is now developing Pinch Media's next feature film: *Odyssey*.

ALL THE WORLD IS GREEN

DIRECTED BY MIRKO PINCELLI



DIRECTOR'S NOTES

Coming from Tuscany, Italy, the relationship I have with meat runs deep at our dinner table. As foodies are aware, my region is renowned worldwide for its high-quality beef and its distinctive methods of cooking and serving it. People from all over the world today visit Florence to experience our culinary traditions, and animal products often take centre stage in our cooking. Knowing the history and roots of our dietary habits, I'm well aware that this is fairly new. As modernity spread, what were luxury items became easily accessible commodities, and meat was no exception. Making this documentary made me realise how problematic and dangerous our love for animal products is. Finding a new balance in our food system is now necessary and urgent, and I believe the old ways have a key role to play. Even if it seems counterintuitive, reverting to old habits might actually help us progress. *All the World Is Green* shows the viewer that and leaves the freedom to make one's own mind about the way forward.

ALL THE WORLD IS GREEN

DIRECTED BY MIRKO PINCELLI



WRITER'S NOTES

As a child, I spent most of my time at my grandfather's farm. A family-run business that once diversified, producing cheese and various produce, by the time I was born, it had turned into an intensive business, largely focused only on cattle farming. It's just one example out of the millions farms that followed a similar fate by the end of the past century, obviously one that is very dear to me.

Through the research and writing process for the film, I revisited the history of my family and the place I come from through one of our food systems at large, which changed the deep connection between man and nature into a destructive force, with very little connection with the rhythm and pace of our ecosystems.

The bond I have with this story is the one which you, who are reading, might have too. All the World is Green gives us a chance to rethink our connection with the things we eat and the animals we exploit, presenting us with a story of possible and much-needed change. How it will end is up to all of us to decide.

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MAIN THEMES



4,000,000

Pandemic



13,079,501

Effective altruism



34,000,000

Veganism



Animal liberation

Food system

Plant-based diet



210,776,000



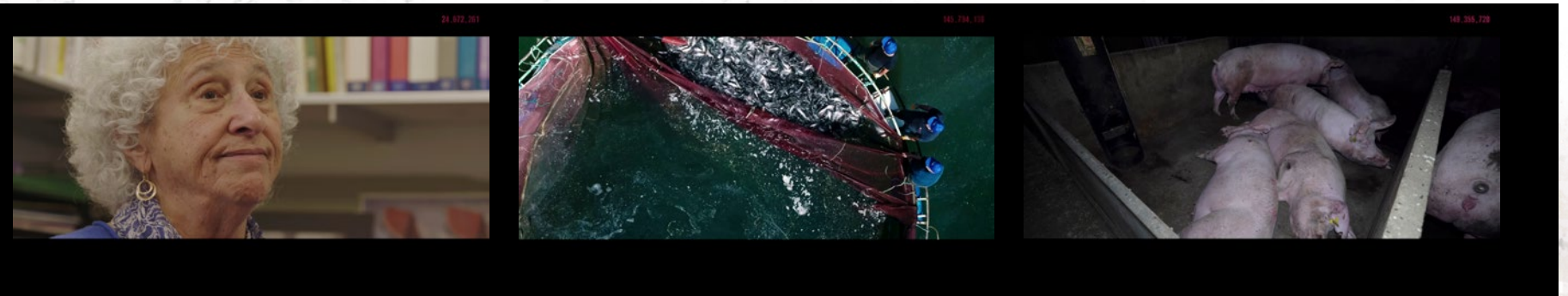
32,511,000



31,000,000



All The World Is Green



24,472,261

165,734,158

148,305,728

Sustainability

Animal agriculture

Zoonotic diseases



Climate emergency

Factory farming

6th Mass Extinction

53,391,278

1,856,347

68,292,425



CONTACT

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