

SERIES · DOCU-REALITY · TALENT · MUSIC · PERFORMING ARTS

Estrela de Cinema

ESTRELA DE CINEMA — A SÉRIE

Unknown artists from all over Brazil take the stage of a movie theatre, before the screening, to win over the audience and the country.

THE PROPOSAL

Before the film starts, a new star can be born.

Unknown musicians, poets, dancers, actors and circus artists take the stage of street cinemas across Brazil for lightning performances before the screening. The series follows each of them inside and outside the theatre; the most talked-about on social media come back for more shows, with more fans every time. The pilot has already been shot: the documentary Estrela de Cinema, with forty artists, filmed at Reserva Cultural during the 49th São Paulo International Film Festival.

WHY THIS PROJECT

Brazil has talent to spare and too few stages. This series is the stage.

01 The pilot exists: a documentary with forty artists, shot at Reserva Cultural during the São Paulo festival.

02 A low-cost format that travels: in every city, a street cinema, an audience in the seats and new talent.

03 The audience decides on social media who returns to the stage: engagement built into the format, and content for every screen.

FORMAT

Series · Docu-reality

GENRE

Talent · Music · Performing arts

MATERIALS

Pilot shot

AVAILABILITY

Open to production companies

BUDGET

Low

RIGHTS

100% owned by the writer

SEEKING

Broadcaster, streamer or sponsor

REFERENCES

GOT TALENT meets FAME — inside a movie theatre.

Britain's Got Talent (2007) · ITV

Fame (1980) · Alan Parker

Estrela de Cinema (2026) · Raphael Aguinaga

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