

TV DOCS -  
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### **Building Value**

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TORONTO: For Canadian boutique distributor re:think Entertainment, a slew of deals on its catalogue of factual programming has given it impetus to, as partner Paula Hutchinson notes, “head into the blue-chip direction. We’re looking at increasing the profile of the catalogue,” she says.

That strategy is reflected in the array of titles the company will be showcasing in Cannes, headlined by *Burning Man: Beyond Black Rock*, which looks at the Burning Man Festival in Nevada, an annual event for artists. “It’s the first time the festival organizers have allowed anybody in to interview them,” Hutchinson says. “It really explores the philosophy that fuels the festival.”

Also on offer will be the one-hour high-definition production *The Power of Harmony*, which looks at the Turtle Creek Chorale, a gay-men’s choir in Texas that has been performing for the last 20 years. “The music is amazing, it’s gorgeous looking as well, and it takes a look at the controversial issues of the day - gay marriage, religious views on homosexuality -through the stories of the men in the choir.”