

# No Potho Reposare

Italy/Belgium/Greece

## AUDIENCE DESIGN STRATEGY NOTE

Sardinia, 1950s. Cursed by being the last born of seven daughters, Fidela is forced by the villagers' superstitions to become the local witch, depriving her of love and of ever becoming a mother. Her loneliness is broken by the arrival of Bastiana, whom she is to raise as her daughter, preparing her for a similar destiny. Bastiana, however, refuses to accept her fate as a witch, and pursues a silent, yet powerful revolution to break free from the chains of tradition.

At the core of the film is womanhood and the many forms it takes: motherhood, sisterhood, sexuality, repression, and rebellion. The film tells a story of three generations of women, breaking out of their prisons of tradition and becoming heroines of personal freedom.

Our audience design strategy serves three main goals: to create a specific visibility for the film through various online/offline platforms in order to reach a critical mass of audience and thereby placing the film on the map locally and internationally; to engage and empower female audiences in Italy and beyond through the characters and central message of "connecting with your own nature"; and to present the film's historical and cultural characteristics of Sardinia, going beyond the known touristic image.

The main elements of the strategy focus on creating materials based on the film's socially relevant and historical aspects, the creative potential of the locations, the ambitious audiovisual experience (CinemaScope/Dolby Atmos), and the acclaimed cast.

The core audience is made up of different groups of women primarily segmented by age, educational background, and media consumption habits; most living in urban environments; sensitive to stories and issues dealing with the situation of women, and/or interested in European cinema. The film's diverse plot and story layers also attract topic-driven niche audiences.

Based on the in-depth analysis of the film's central topics, themes, narrative elements, and emotional impact, the audience design strategy proposes ideas, materials, and actions to engage the core and niche audiences from pre-production onwards in a way that supports the goals and vision of the project.



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**DEVELOPMENT STATUS**  
Shooting in April/May 2019

**PRODUCTION COMPANY**  
Fidela Film – Italy

**IN CO-PRODUCTION WITH**  
Raised by Wolves – Belgium  
Blonde – Greece  
New Time – Italy

**IN PARTNERSHIP WITH**

Fondazione  
**SARDEGNA**  
FILM COMMISSION