



NORTHERN STRAWBERRY

Genre: ADVENTURE, DRAMA, ROAD MOVIE

CO-PRODUCTION BRAZIL/FRANCE

BASED ON TRUE EVENTS



Biliu is a nine-year-old tomboy who finds her life in the northern backlands too small for her dreams.

Unwilling to accept the barriers life has imposed on her, she discovers a book in an improvised school that sparks her curiosity about the sea. A major accident, caused by her impulsiveness, forces her family to move. She becomes a target of bullying for being the only one with kinky curly hair and is taken out of school against her will to work as a domestic servant.

At fourteen, Biliu sees her dream slipping further away. But when her dear brother Ronaldo suffers a fatal accident, the dormant rebellion within her reignites. She runs away, embarking on a journey through the desert of the north accompanied by Joyce, a 25-year-old hustler and Jota, a 50-year-old truck driver. Together, they head towards the sea, transforming the film into an electrifying road movie.



A wide-angle photograph of a traditional, single-story house with a thick, thatched roof and a small chimney. The house is situated in a vast, arid desert landscape under a clear sky. The ground is dry and cracked, and the vegetation is sparse, consisting of small shrubs and cacti. The lighting suggests late afternoon or early morning, with long shadows and a warm, golden glow. The title 'THE DROUGHT' is overlaid in large, white, bold letters at the bottom of the image.

THE DROUGHT

The year is 1990. Despite a record-breaking drought, the film begins with the arrival of rain in the desert.

Right from the start, we are introduced to the characters, making it clear that Biliu's aspirations go far beyond the dry lands of the sertão.







THE FARM

The family's arrival at a farm with electricity, running water, and even a black-and-white TV brings a new perspective for everyone, especially Biliu.

But it is when her older brother Ronaldo suffers a fatal accident that the dormant rebellion within her reignites. She runs away, embarking on a journey in pursuit of her dream to see the ocean.





THE ESCAPE

Biliu discovers that all the money she worked hard to save is now worthless due to the currency transition from the Cruzeiro to the Real. She hitches a ride on a poultry truck and meets Joyce, a hustler who introduces her to an unknown world.

Together, they embark on a journey through the backlands towards the ocean, transforming the film into an electrifying road movie.







THE SEA

Her final destination is where her past, present, and future converge.





CHARACTERS



BILIU, 9 YEARS OLD



BILIU, 14 YEARS OLD



BILIU, 38 YEARS OLD



FARMER



BILIU'S HUSBAND



JOYCE



BILIU'S FATHER



JOYCE'S MOTHER



TRUCK DRIVER

FINANCING PLAN

Northern Strawberry has been selected for investment in the Public Call BRDE/FSA - International Co-Production Cinema - 2024, securing an investment of R\$ 3,113,600.00 from the Audiovisual Sector Fund.

Adding to this amount, the French co-producer Image Images has committed R\$ 2,529,894.74.

An additional investment of R\$ 3,000,000.00 via FSA is in advanced negotiations through the Commercial Performance/Distributor call.

MORANGO DO NORTE	
PLANO DE FINANCIAMENTO	
FONTES DE RECURSOS	VALOR (R\$)
Artigo 1º - Lei 8.685/1993	
Artigo 1º-A - Lei 8.685/1993 (Petrobras)	3.500.000,00
Artigo 3º - Lei 8.685/1993	
Artigo 3º/3º-A - Lei 8.685/1993	
FSA	
FSA (Desempenho Comercial/Distribuidor)	3.000.000,00
Coprodução Internacional (França)	2.529.894,74
FSA (Edital Coprodução Internacional)	3.113.600,00
Outras Fontes	
Contrapartida	505.978,95
TOTAL	12.649.473,68

FILM

CAMPAIGN



FILM

Release in over 400 theaters nationwide.

Additional releases across other platforms: VOD, Pay TV, and Free-to-Air TV.

LAUNCH

Cinema venues, promotions, and partnerships.

Outdoor and online media.

TRAILER

Film scenes will be showcased in:

Approximately 1,000 movie theaters.

Social media channels of production companies, distributors, and cast.

Specialized websites and general press.

STREAMING

Global release on streaming platforms following the theatrical window.

PROMOTIONAL MATERIAL

In addition to the film itself promoting partners and locations, promotional materials such as posters, banners, videos, and photos will also serve this purpose.

PRESS

Content will be made available to the press, maintaining interest in the film from production through its premiere.

ONLINE MEDIA

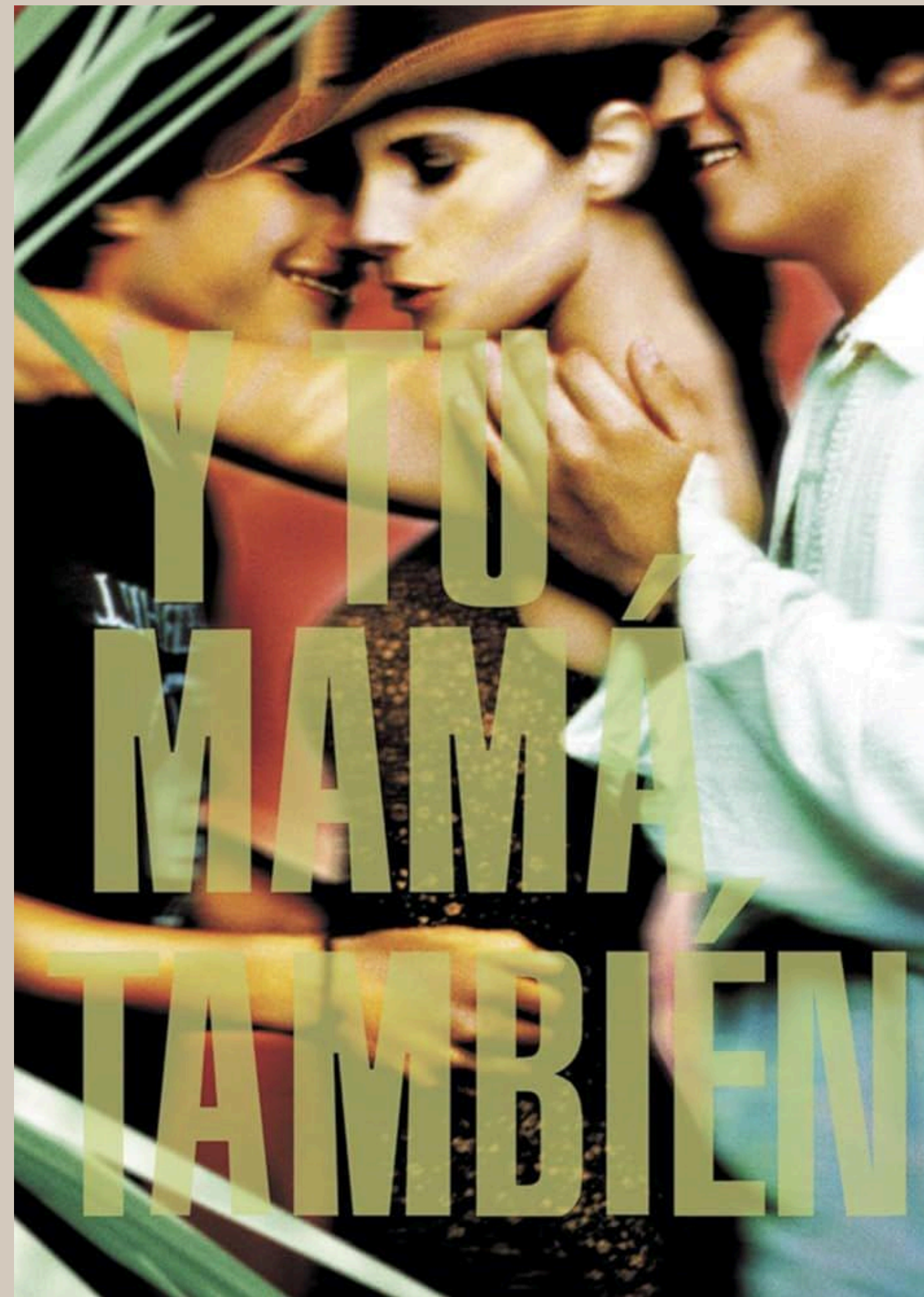
Content will be shared across all digital partner channels, including the cast, production company, co-producers, distributors, sponsors, and other collaborators.

COMPARABLE FILMS



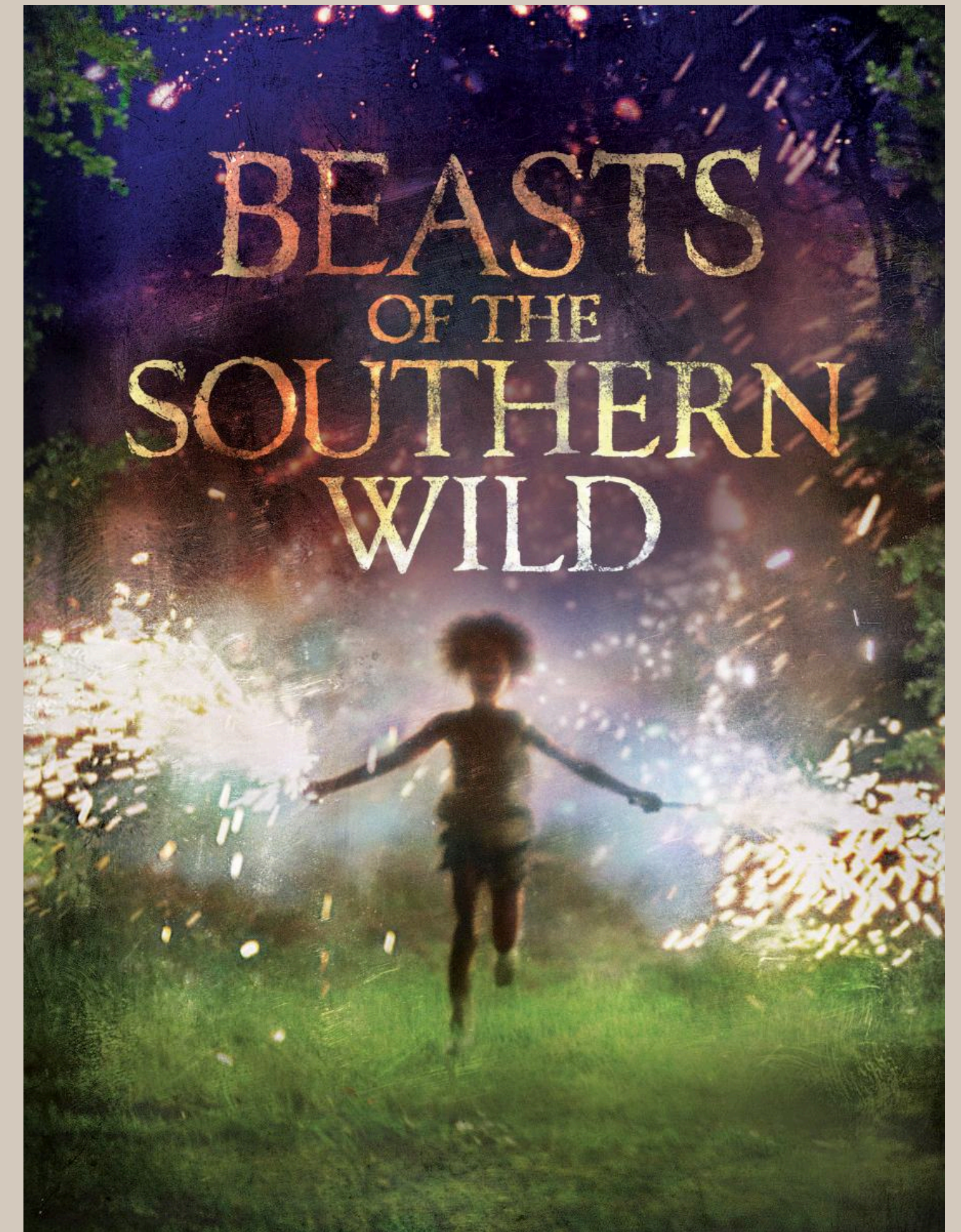
CENTRAL DO BRASIL

\$2.9M, Worldwide Gross \$5.9M



Y TU MAMA TAMBIÉN

\$2M, Worldwide Gross \$33.6M



BEASTS OF THE SOUTHERN WILD

\$1.8M, Worldwide Gross \$21.1M

REFERENCE FILMS

THERE WILL BE BLOOD



CENTRAL DO BRASIL



INTO THE WILD



BEAST OF THE SOUTHERN WILD



QUEEN & SLIM



Northern Strawberry is a powerful narrative based on the true story of Biliu. Through her journey, a young Black girl from a poor background, the film viscerally portrays the struggles and triumphs of many Brazilians in similar contexts, evoking empathy and reflection.



The protagonist defies gender and social expectations, breaking paradigms as she confronts machismo and oppressive traditions around her. She inspires and challenges, with courage and determination, in her pursuit of freedom and identity. Her journey, though imperfect, becomes universal, resonating with all who question their place in the world.



Beyond a story of individual resistance, the film celebrates the cultural richness of Northern Brazil, exploring the foreign influence of the 1990s without resorting to caricatures. Themes such as machismo, pedophilia, child labor, and religious oppression are addressed with irony, critique, and humor, while also highlighting the resilience and creativity of the Brazilian people.



With direction committed to authenticity and immersive cinematic techniques, the film transcends borders, connecting audiences worldwide. Northern Strawberry is not just a story but an invitation to reflect on universal themes of identity, resilience, and freedom.

DIRECTORS



KAYA VERRUNO

Kaya Verruno is a filmmaker and photographer born in Los Angeles with Brazilian roots. Growing up between Los Angeles and Bahia, he discovered his artistic language early on, shaped by the contrast between these two distinct cultures.

After earning a degree in film in California, Kaya moved to Bahia to complete his first feature film, *Na Sombra da Linha Verde*, which he wrote, produced, shot, and directed. In 2011, he won the “Best Debut Director” award at the Los Angeles Brazilian Film Festival.

During his time in Bahia, Kaya collaborated with Brazilian artists and helped launch the image of Mariana de Castro under Universal Music. Returning to California, he worked with renowned figures such as Annie Leibovitz, Steve McCurry, Mario Testino, and Emmanuel Lubezki.

In 2019, Kaya produced and directed the short film *A Última Imagem de Areia* in Lençóis Maranhenses, which was selected for twelve international film festivals. He is currently preparing for his new feature film, *Northern Strawberry*.



MARIANA JORGE

Mariana Jorge is a filmmaker and executive producer born in São Paulo. She began her artistic journey as a photographer and music video director for underground Brazilian hip-hop artists such as Racionais MCs and Sabotage. She also worked as an assistant to Adriano Goldman and César Charlone on renowned Brazilian films like *City of God*.

Nominated multiple times for MTV awards, Mariana won Best Music Video three times: directing Seu Jorge's *Tive Razão* (featuring Bill Murray and Willem Dafoe in Rome), Marcelo D2's *A Maldição do Samba*, and rapper Xis' *Us Manos e as Minas*.

In 2000, Mariana met Seu Jorge, whom she managed for two decades. During this time, she connected the artist with director Wes Anderson, leading to his role as "Pelé dos Santos" in the acclaimed film *The Life Aquatic with Steve Zissou*, as well as his work on the film's soundtrack.

Alongside Seu Jorge, she produced 12 albums, won three Grammys, and directed iconic live music videos in partnership with Sony Music and Universal Music, including the highly successful Ana & Jorge project with Ana Carolina and Seu Jorge, which dominated the airwaves with the hit *É Isso Aí*.

Currently, Mariana is the creative mind behind music videos and tour visuals for artists such as Caetano Veloso, Luísa Sonza, and Marisa Monte. *Morango do Norte* will be her feature film directorial debut.

CINEMATOGRAPHY



ADRIANO GOLDMAN

Adriano Goldman is a Brazilian cinematographer born in São Paulo, Brazil. He won the Excellence in Cinematography Award: Dramatic at the 2009 Sundance Film Festival for his work on Cary Joji Fukunaga's *Sin Nombre*. His first short film, *Is Reinaldo Still Swimming?*, won top prizes at both the São Paulo Fotoptica Video Festival and the Havana Film Festival (Festival Internacional del Nuevo Cine Latinoamericano) in Cuba.

Goldman has worked on music videos and commercials and has filmed numerous live concerts, particularly with MTV Brasil, where he directed the inaugural acoustic program *Unplugged*. His video for Sepultura's *Orgasmatron* won the International Viewer's Choice Award at the MTV Video Music Awards.

He also received three Troféu ABC awards for cinematography in the acclaimed TV series *City of Men* (winning the 2002 Troféu ABC for Best Cinematography in a TV Series), *Filhos do Carnaval*, directed by Cao Hamburger, and *The Year My Parents Went on Vacation*, also directed by Hamburger.

For his work on the Netflix series *The Crown*, Goldman won a Primetime Emmy Award for Outstanding Cinematography for a Single-Camera Series (One Hour) at the 70th Primetime Creative Arts Emmy Awards.

**MUSIC
DIRECTOR**



ALE SIQUEIRA

With a career marked by talent and versatility, Alê Siqueira is one of the most respected names in Brazilian and international music. Born in São Paulo in 1972, he holds a Bachelor's degree in Composition and Conducting from UNESP and a technical degree in audio engineering from the Instituto de Áudio e Vídeo (IAV). His musical foundation began with studies in classical guitar and electric guitar, and his keen sonic sensibility has led him to collaborate with major artists such as Elza Soares, Caetano Veloso, Marisa Monte, Omara Portuondo, Jorge Drexler, and Chico Buarque. He has also worked with iconic groups and projects like Tribalistas, Timbalada, and Grupo Corpo.

His contributions extend beyond music production, with notable work as a music director for major events, including the ceremonies of the Pan American Games and the Rio 2016 Olympic Games.

Recognized worldwide, Alê Siqueira has earned prestigious awards such as multiple Latin Grammys, the Billboard Latin Music Awards, and the Prêmio da Música Brasileira. Whether as a producer, co-producer, or curator—such as for the Percpan Festival—his musical signature is synonymous with excellence, authenticity, and innovation. His collaborations and projects reflect his passion for translating the essence of each artist and culture into unique works that captivate audiences around the world.

A BRAZIL/FRANCE CO-PRODUCTION

PRODUCTION COMPANIES



Cunhã Porã Filmes was established in response to the lack of development and growth in the audiovisual sector in the state of Tocantins, aiming to strengthen the industry in Northern Brazil. This initiative was conceived and brought to life by its founder and partner, renowned filmmaker and director Eva Pereira. Widely recognized as one of the most active professionals in the audiovisual field in the North and a pioneer in Tocantins, she boasts a solid 25-year career in the industry.

After successfully conceiving, facilitating, and producing major projects in collaboration with third parties, Eva Pereira realized the urgent need to establish her own legal identity and solidify her legacy in the audiovisual industry. Dedicated exclusively to producing audiovisual content for cinema and television, the company also provides support and services for those looking to produce in Palmas. Since its founding, it has immediately begun its production operations.



Founded in October 2003 by Pierre Meynadier, IMAGEM IMAGENS made a name for itself in documentary production, achieving success with over 120 hours of internationally broadcast programming. With a strong focus on communities and the environment, the company has built a catalog of timeless and universal content, including the acclaimed wildlife documentary Zog and the Rivers of the Sky.

Since 2020, the company has expanded into feature films, including The Legend of Akam, released in Brazil in July 2024 by Imovision, with a broad international distribution strategy.

Currently, IMAGEM IMAGENS is developing co-production projects with Brazil, aligning with the local market through films such as Morango do Norte. The transition of management to Jaqueline, Meynadier's wife, who has extensive experience in Brazilian cinema, further strengthens this strategy, positioning the company as a key bridge between European and South American cinema.



THANK YOU

“THE DESTINATION IS JUST A POINT; THE JOURNEY IS WHERE LIFE HAPPENS.”

