



Salam

A FILM BY MELANIE DIAM'S

Written and directed by Mélanie Diam's,
Houda Benyamina and Anne Cissé.

a Brut, Black Dynamite Production, M by M Productions co-production • 80 minutes

For years people have been knocking on my door asking permission to make a film about my life, to play it, to perform it.

Endless requests for documentaries, biopics, series, just kept coming.

It felt like I was being asked to give the keys of my life so others could make a film of it. A show.

My depression, my suffering, my quest, my rebirth: a film? Entertainment?

I was touched that people were interested in my journey, but it was impossible for me to let strangers speak for me...

So, I took up the pen again. The one I've always used to tell everything.

Finding the right words wasn't easy... and I needed images.

Would the beauty of the landscapes that had overwhelmed me be as beautiful on screen as they were in my eyes?

Could I go back to the other side of the world and recount what really happened?

Would I have the freedom to tell my story with my words, my feelings?

So many questions, which gradually vanished as the human adventure of this film unfolded. Because, yes, goodwill was the link that united the whole crew.

So, for a moment, I wanted to retrace my steps and invite the viewer, the listener, to travel with me.

To sink into my memories and bring them back to life with my pen and a camera.

To find again within them the places that left their mark on me, the people who gave me so much and who helped me develop.

Salam gave me the means to tell, through my vision, my feelings and my words, what I call my truth.

Admittedly there is the story of Diam's behind the woman I am today, but there's also a human story, a quest that can echo with the stories of so many others who ask themselves how to find inner peace when they are lost in life's labyrinth.

Anélaire
Diam's



In 2010 Diam's, born Mélanie Georgiades, bows out.

The first female rapper to have sold more than a million albums in France, she nonetheless decides to put an end to her career. She has a plan in mind but not everything goes as anticipated.

Following her conversion to Islam, elements in the media choose to make her religious choice a controversial subject. Rather than responding, Diam's wraps herself in silence and disappears.

Nothing is heard of her, a few media promotions for her autobiographical books and numerous rumours spread by the tabloids aside.


Ten years later, her texts, her journey and her renunciation remain a reference for an entire generation.

Why did Mélanie leave everything?

What drove her to abandon the stage while she was one of the most popular French singers? For what other life?

A stroke of madness for some, heroism for others – all wondered. Why would an artist at the top of her game chose to give up her success?

What intimate reasons led her to take a different path? What was the other life she chose?

A woman wearing a black hijab stands on a wooden deck, looking out over a vast, flat, arid landscape. The deck has a wooden railing. The landscape is a mix of sand and sparse green vegetation, extending to a distant horizon under a clear blue sky with a few wispy clouds. The woman is positioned on the right side of the frame, her back to the camera.

Today, for the first time in a film, she picks her pen up again and tells her story with an open heart.

Diam's doesn't rap anymore, but Mélanie still writes...

In Salam she agrees to look back over her story and takes us to the places that changed her forever; foundational territories for Mélanie, who allows us to retrace her steps and understand the person she has chosen to become.

Her story, sincere and modest, is intertwined with those of her loved ones. Her mother, her friends, her collaborators and associates tell us the true story of Diam's, the tormented artist who chose a new life, far from the noise and the spotlights.







My desire to make this film was born from my meeting with Mélanie Georgiades. Before discovering Mélanie, it was Diam's I knew: a figure I admire, powerful, incandescent one of the greatest French singers, an artist who revolutionised rap with her words and her sincerity.

So out of solidarity for this extraordinary artist and courageous woman, I agreed to accompany her so she could reclaim her story.

Her words, that have become very rare since her withdrawal from the stage in 2010, are both precious and generous, addressing the important themes that have forged her: music, success, psychiatry, the discovery of a new spirituality through Islam.

Mélanie uses words with great talent, and the film was first based on her writings, in line with the texts that made her famous: powerful and true, constantly linking personal stories to her vision of contemporary society.

Through work and exchanges about the vision Mélanie has of her story, Anne Cissé and I tried to transcribe this blend of poetry and realism, central to her writing, to give birth to a unique film, about a woman who is conscious and free of her choices.

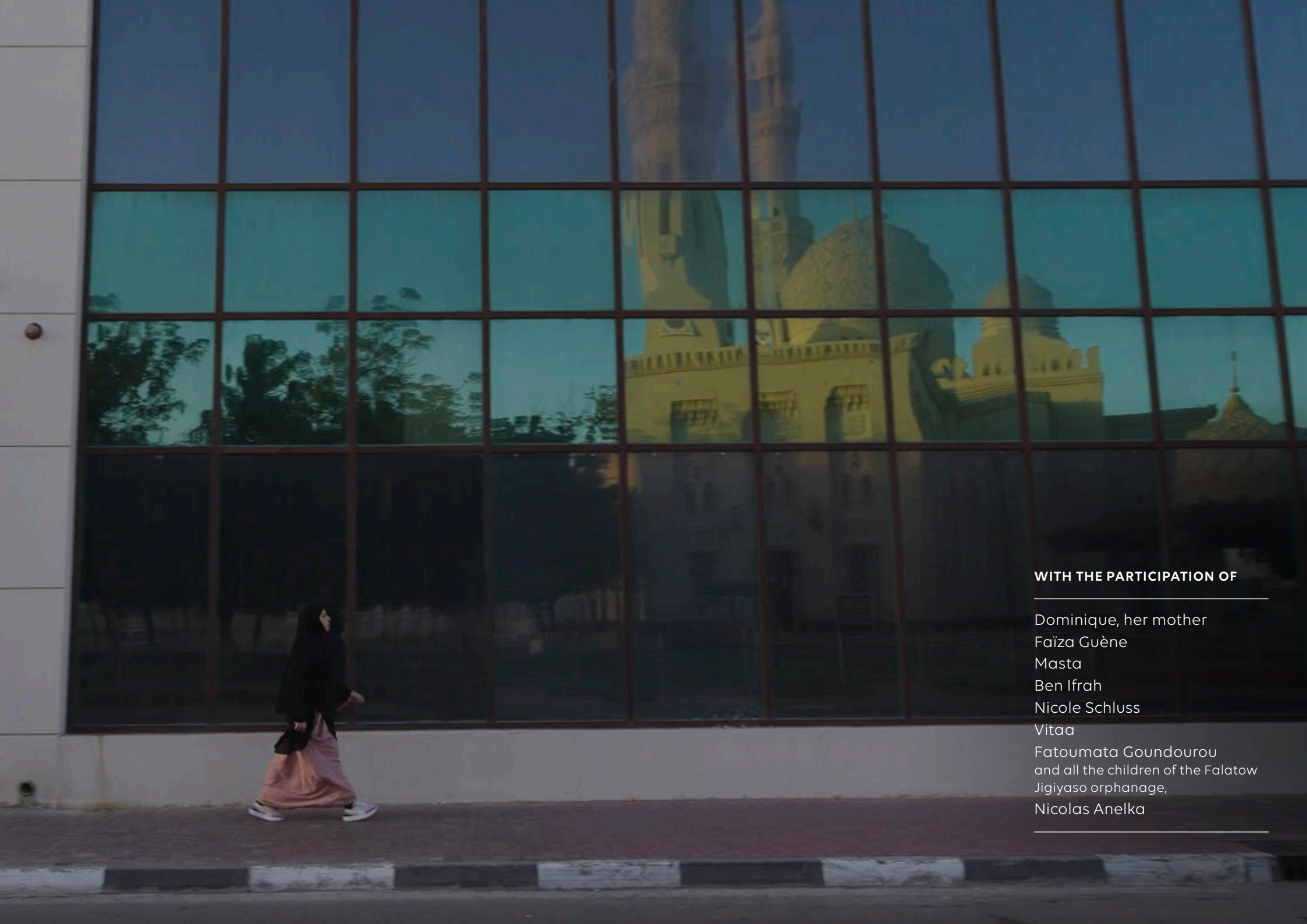
It was important to accompany this sincere and personal film as it delivers a message of peace and love which is very much needed in our times.

As a teenager, I used to listen to Diam's. Her tracks nurtured the young woman I was becoming.

Later, I wasn't particularly surprised or affected by her conversion to Islam. It was non-information; it was her private life. I do remember however an atmosphere of defiance in the media and among certain people I knew. Life went on, years passed, and I forgot Mélanie while continuing to listen to Diam's.

In 2021 I was contacted to participate in the writing this film, alongside Houda Benyamina and Mélanie. I was immediately moved by this intimate story, so personal and ultimately so societal. I understood that Mélanie knew where she was going and what she wanted; how important it was for her to create a poetic and accessible work, reflecting her sensitivity and spirituality: the desire to share her unique yet universal story through cinema. Driven by Mélanie's generosity, and Houda's energy, I joined forces with them in the service of Salam, this film of Mélanie's that allows her to speak again and carry the camera as she has not been able to do so for so long.

Anne Cini



WITH THE PARTICIPATION OF

Dominique, her mother

Faïza Guène

Masta

Ben Ifrah

Nicole Schluss

Vitaa

Fatoumata Goundourou
and all the children of the Falatow
Jigiyaso orphanage,

Nicolas Anelka

A film by Mélanie Diam's

Written and directed by
Mélanie Diam's, Houda Ben-
yamina and Anne Cissé

Original Music:
Masta et Yoshio Masuda

DP:
Michael Capron

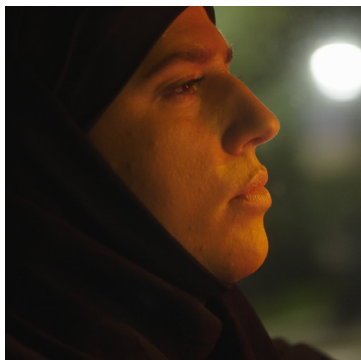
Sound:
Yolande Decarsin

Editor:
Léa Masson

Produced by
Eric Hannezo,
Renaud Le Van Kim,
Mélanie Georgiades

A Brut, Black Dynamite
Production, M by M Produc-
tions co-production

Running time:
80 minutes



MELANIE GEORGIADES
aka **Diam's** in selected dates

- 1980 Born in Cyprus on 25th July
- 1999 Releases her first album
Premier Mandat
- 2003 Releases her second album
Brut de Femme
- 2004 Wins the Victoire de la musique –
Best Rap album for *Brut de Femme*
- 2006 Releases her third album
Dans ma bulle
- 2007 Awarded a Diamond Disc for the
album *Dans ma bulle*
- 2009 Releases her fourth album
S.O.S
Mélanie creates the Big Up Project
- 2011 Mélanie ends her musical career
- 2012 Releases her first book
Autobiographie
- 2015 Releases her second book
Mélanie, française et musulmane



HOUDA BENYAMINA

After directing award-winning short films selected for many international festivals (Ma Poubelle Géante in 2008, Sur la route du paradis in 2012), Houda Benyamina directed her first feature film *Divines*, in 2016. It was awarded with a Caméra d'Or at Cannes, three César awards, one for Best First Film, and an Academy Award® nomination. After a stint in the US she directed the pilot for a new series, paired up with Damien Chappelle and directed two episodes of "The Eddy" for Netflix.



ANNE CISSÉ

With a CELSA diploma in the bag, Anne Cissé set out to explore North America and Africa. Back in France, she embarked on a screenwriting career. Her first short film *Les Cailloux de Bambéto* won the Best Screenplay prize at Brive European Short Film Festival. In 2015 she directed *DAR*, produced by G.R.E.C., which was selected in several film festivals and won the Canal+ Award for Paris Court Devant. In 2019 she completed *BUCK*, a short film produced by Punchline Cinéma. *Gentiane, le plateau et les autres* is her fourth short film, produced by Condé Nast. She was one of the screenwriters on original Netflix series *Vampires* and *Lupin*. She is developing several fiction projects, including her feature debut, *Fils*, in development at Unité de Production.



Black Dynamite Production is an audio-visual production company led by Eric Hannezo.


BLACK DYNAMITE aspires to facilitate projects with strong and universal values, with a desire to shake up preconceived ideas about urban culture in particular. Black Dynamite Productions favoured themes include sport (Le K Benzema, Anelka: Misunderstood, Tony Parker: The Final Shot) culture (Gims, Omar Sy c'est ta chance...) and cinema. Black Dynamite has acquired a unique know-how in storytelling and visual direction.

Since its launch, BLACK DYNAMITE has produced one off programs, documentaries and shorts for major general historic channels, such as the cinema and series news show "Story movies, Story series and Story classique" for OCS, or Premiere League news show "Rookies" and "UFoot" for Free.

BLACK DYNAMITE PRODUCTION also works with the leading streaming platforms, including in production mini-series events such as "Johnny by Johnny" for Netflix and "The Pogmentary: Born Ready" for Amazon.

The documentary Cyril produced by Black Dynamite was nominated for the Best Documentary César in 2021.

In 2021 BLACK DYNAMITE embarked on fiction and enjoyed great success with "Le Remplaçant", a mini-series for TF1.



Brut was launched in France in 2016 and is today a 100% digital global media company. With 450 million viewers in 100 countries, BRUT is number 1 in Europe and in India and top 5 in the US. BRUT has enjoyed a total of 20 billion videos viewed worldwide, mostly among 18–34-year-olds. A community with very diverse interests but common values of openness and a shared desire to access information in a different way.

In 2021 BRUT launched BrutX, a streaming platform offering a new space of expression for talents and creators through a selection of films, series and documentaries, shining our society's pop culture spotlight on topics relevant to the younger generations. The environment, women's rights, the fight against discrimination, love, gender, diversity, the questioning of power, solidarity, defence and the representation of minorities; BrutX is the platform for socially and politically-engaged creators.

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wild bunch
INTERNATIONAL

INTERNATIONAL SALES

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