

# Cineflix Media partners with Adrienne Mitchell's BentFrame Film & TV

BY KELLY TOWNSEND

April 12, 2022



The deal follows Cineflix Media's acquisition of Back Alley Films, which Mitchell co-founded with Janis Lundman.

Adrienne Mitchell has inked a partnership with Cineflix Media under her newly-launched Toronto shingle BentFrame Film & TV.

The deal will give Cineflix first option rights to coproduce original IP in development at BentFrame, while also providing development support through Cineflix Studios. It also gives Cineflix Rights exclusive first-look rights to handle international distribution of any content produced by BentFrame.

Meanwhile, former Back Alley Film Productions development manager Zach Marcovici has joined BentFrame as director of development and production.

The partnership follows Cineflix Media's acquisition of Back Alley Films, the Toronto-based prodco co-founded by Mitchell and Janis Lundman. Both Mitchell and Lundman departed the company as part of the deal, with its operations and content library absorbed into Cineflix Media. Cineflix Studios also acquired Back Alley Films' stake in the CBC crime procedural *Coroner*, which the companies coproduced with Muse Entertainment.

Mitchell founded BentFrame to develop and produce "female-driven dramatic series and feature films for global audiences," according to a release from Cineflix, with Cineflix Media president Peter Emerson noting in a statement that Mitchell's creative vision "aligns with Cineflix Media's content strategy." The company is currently in development on projects with both broadcasters and international coproducers attached.

Mitchell's credits include executive producer and director on *Coroner*, which recently aired its fourth season. She produced series such as *Durham County*, *Bomb Girls* and *Bellevue* under her Back Alley Films banner, and received ACTRA Toronto's Nell Shipman Award in 2017 for

her work advancing gender equity in Canada's film and TV industry.

"I'm thrilled to be working with Cineflix Media to tap into today's exciting and thought-provoking story landscape. I'm inspired to tell stories with diverse and unique perspectives that shine a light on untold narratives. I look forward to a fruitful collaboration with Cineflix Media in creating landmark television and film that will resonate with Canadian and global audiences," said Mitchell.

BentFrame Film & TV is represented by Great North Artists Management.

*Pictured (L-R): Zach Marcovici and Adrienne Mitchell*

Read more: <https://playbackonline.ca/2022/04/12/cineflix-media-partners-with-adrienne-mitchells-bentframe-film-tv/#ixzz7QH7y6h9F>