ASCONA

THE HIDDEN SHORE

A cinematic documentary series about the secret spiritual, artistic and political life of Ascona.

PITCH DECK

HIGHLIGHTS

FORMAT	Premium documentary series / limited series
EPISODES	6 × 45’ or 4 × 60’
GENRE	Art mystery · intellectual history · cinematic travel
LOCATION	Ascona, Monte Verità, Lake Maggiore, archives in Europe / US
LANGUAGE	English-led, multilingual interviews
STATUS	Concept / treatment / research package
RIGHTS	Original project; archival rights to be cleared case by case
BUDGET	TBD; preliminary ranges only

Logline: beneath the postcard beauty of Ascona lies a century-long laboratory of utopia, esotericism, art, exile, espionage and inner transformation.

RIGHTS / BUDGET / ROI

THE PRODUCERS WOULD SEEK A CLASSICAL DOCUMENTARY FINANCING MIX:

01 Swiss / European cultural funds

02 Broadcaster or streamer pre-buy

03 Private equity with recoupment waterfall

04 Archive / museum / university partners

05 Brand and destination partnerships

WORKING INVESTMENT RANGE

Pilot: CHF 250–350K · Series: CHF 1.8–2.4M

Figures are indicative only and must be confirmed with line producer, archival costs, travel plan and talent package.



Revenue logic: pre-sales, platform license, TV windows, educational licensing, museum screenings, cultural-tourism extensions.

ANDREA BIASCA-CARONI

Andrea Biasca-Caroni becomes the contemporary entrance into the story: hotelier, collector, archivist and guardian of a house filled with unresolved cultural memory.

He does not “explain” Ascona from outside. He walks through it from inside: through family history, Hotel Ascona, Luigi Pericle’s archive, Monte Verità, Eranos and the living cultural network around the lake.

Function in the series: narrator, witness, host and investigator.



ASCONA IS NOT A SETTING. IT IS THE MAIN CHARACTER.

A village on Lake Maggiore becomes a threshold: Mediterranean light, Alpine shadow, utopian colonies, occult libraries, artists, spies, analysts, exiles and spiritual experiments.

Each episode treats the landscape as evidence. Terraces, houses, gardens, hotel rooms and archives carry the memory of what was attempted here: another way of living, seeing and becoming.

THE SHORE HIDES A CENTURY OF UNFINISHED VISIONS.

A HIDDEN ARCHIVE AT THE ORIGIN OF THE SERIES



Luigi Pericle is the entrance wound: painter, illustrator, writer and scholar of theosophy and mysticism, rediscovered through an archive embedded in Ascona.

The camera follows the physical archive—drawings, notebooks, books, paintings, documents—as a map into a wider constellation: modern art, occult research, Swiss refuge, spiritual discipline and postwar silence.

A story about discovery becomes a story about transmission.

SYNOPSIS

A filmmaker arrives in Ascona to investigate a place that should not exist: a Swiss lakeside village where reformers tried to reinvent life, artists turned abstraction into inner cartography, Jungian scholars gathered around a green table, exiles disappeared into villas, and the twentieth century left traces below the surface.

The more the investigation advances, the more Ascona refuses to remain picturesque. Every archive opens another door. Every house hides another circle. Every lake view becomes a screen onto a hidden modernity.

ASCONA — THE HIDDEN SHORE asks one question: why did so many seekers come here, and what did they leave behind for us to decode?

CREATOR’S STATEMENT

This project is not a touristic portrait. It is an attempt to film the invisible biography of a place.

Ascona has been photographed endlessly from the lake. I want to turn the camera around and enter its houses, archives, gardens and rooms—the places where the inner life of Europe gathered when the outer world became unbearable.

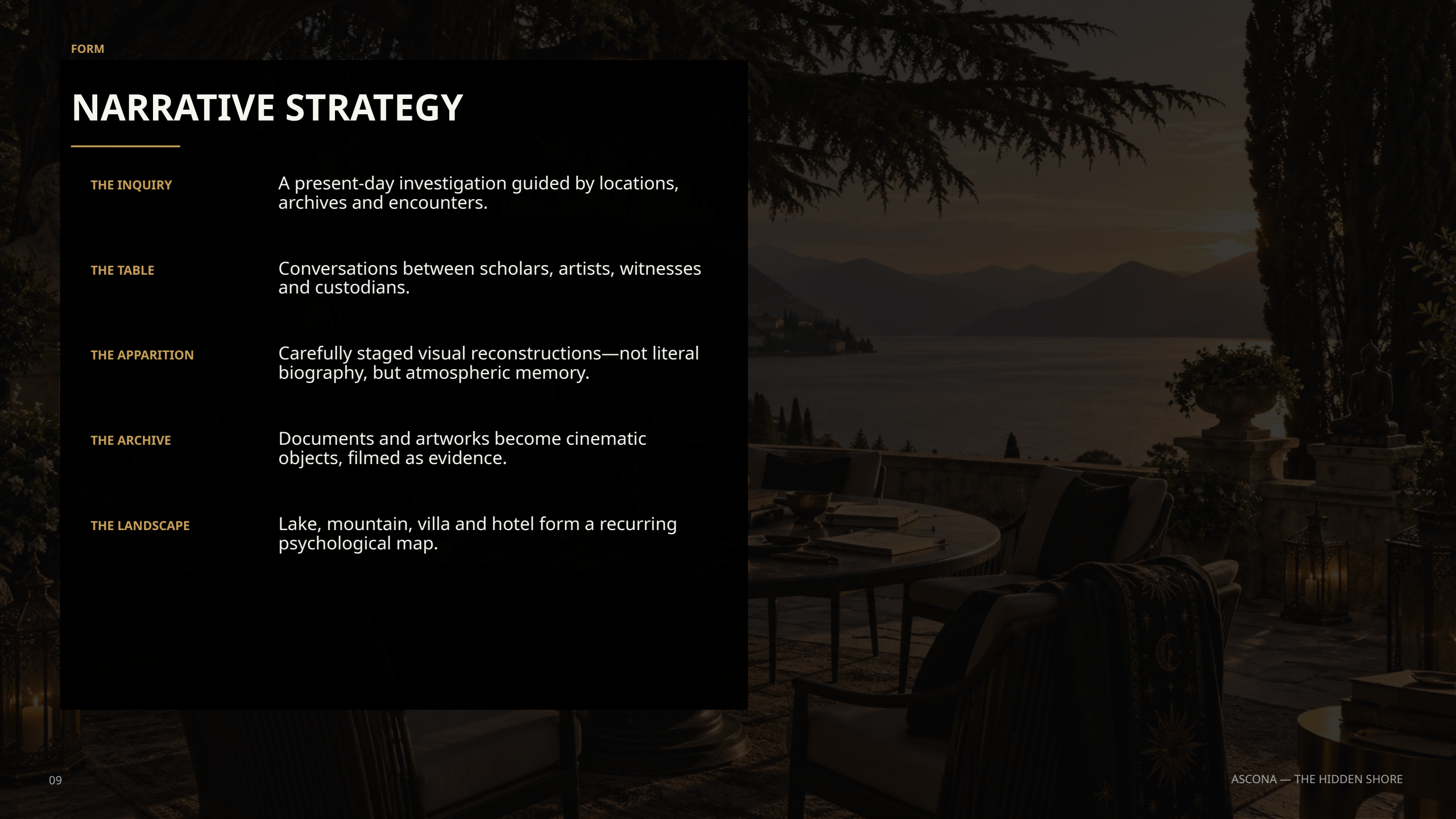
The tone must remain cinematic, clear and human: rigorous enough for historians, mysterious enough for viewers, intimate enough to make the landscape feel personal.

The series should feel like walking into a beautiful postcard and discovering a secret door behind it.



NARRATIVE STRATEGY

THE INQUIRY	A present-day investigation guided by locations, archives and encounters.
THE TABLE	Conversations between scholars, artists, witnesses and custodians.
THE APPARITION	Carefully staged visual reconstructions—not literal biography, but atmospheric memory.
THE ARCHIVE	Documents and artworks become cinematic objects, filmed as evidence.
THE LANDSCAPE	Lake, mountain, villa and hotel form a recurring psychological map.



EPISODES

01	**THE MOUNTAIN OF TRUTH**	Life reform, vegetarian utopia, body culture and the invention of a counter-world.
02	**THE GREEN TABLE**	Eranos, Jung, symbols, archetypes and the search for a free space of the spirit.
03	**THE ARTIST IN THE HOUSE**	Luigi Pericle, abstraction, occult study and the archive as a locked room.
04	**THE WRITERS AND THE EXILES**	Hesse, reformers, wanderers and those who came to Ascona to disappear.
05	**THE SHADOW NETWORK**	Villas, wartime passages, espionage, diplomacy and ambiguous neutrality.
06	**THE HIDDEN SHORE**	What remains today: transmission, memory and the future of the place.



CULTURAL NETWORK / POTENTIAL PARTNERS

ANCHOR IN ASCONA

— Archivio Luigi Pericle

— Hotel Ascona

— Monte Verità

— Eranos Foundation

— Museo Comunale d’Arte Moderna Ascona

EXPANSION ROUTES

— Universities / research centres

— Museums and archives

— Public broadcasters

— Cultural tourism partners

— International art / history audiences

All institutional names are positioning targets or natural stakeholders unless separately confirmed by agreement.

COMPS / BUDGET / AUDIENCE



WILD WILD COUNTRY	commune / counterculture / suspense
THE POWER OF MYTH	intellectual conversation for broad audience
THE SALT OF THE EARTH	artist biography and spiritual landscape
A DANGEROUS METHOD	Jungian world and psychological drama
THE GREAT BEAUTY	place as existential mirror

PRELIMINARY BUDGET RANGE

Pilot CHF 250–350K · Series CHF 1.8–2.4M

TARGET AUDIENCE

Art-house documentary viewers, history / spirituality audiences, cultural travelers, museum networks, education.

ROI cannot be confirmed at pitch stage. The model should be built only after budget, rights, sales estimates and distribution pathway are validated.

AVANT-GARDE

#ENTER THE HIDDEN SHORE

Source basis: The Father reference deck; Monte Verità official site; Eranos Foundation history; Hotel Ascona / Luigi Pericle Archive public pages. Visuals in this draft are concept art.