

BLISS POINT

A film by GERARD ORTÍN CASTELLVÍ

M
MARGENES

WATCH DOCS

OFFICIAL
SELECTION

FIRST
LOOK
2025

curto
c circuito

lo
schermo
dell'arte

SYNCR0
FILM FEST
OFFICIAL SELECTION

Visions
du Réel
2024
Official Selection

Karlovy Vary
International Film Festival

Produced by LO SCHERMO DELL'ARTE with FONDAZIONE IN BETWEEN ART FILM with the support of the VISIO PRODUCTION FUND Creative Producer LEONARDO BIGAZZI With additional support of MEDIALAB MATADERO, GOLDSMITHS ART RESEARCH, AHRC (CHASE), TRACTORA KOOP Editing AINARA ELGOIBAR, USUE ARRIETA Assistant Producer BIANCA HLYWA Sound Design ORIOL CAMPI SOLÉ Cinematography ALBERT BADIA, PEP BOSCH, GERARD ORTÍN CASTELLVÍ Sound Recording ORIOL CAMPI SOLÉ, SIMON WILLIAMS, TOM FISHER Color Grading ANNA BARSHUKOVA Drone Cinemaptography HENRIK JENSEN (HELIKOPTERFOTO) Gaffer DUNCAN YELDHAM Line Producer LISA BARNARD Fox & Wranglers BLAZE, BARBARA MOLLOY, ANGELA BELL Grip MO ABDI Cooks SHERYAR AHMED, ASFANDYAR AHMED Riders KEVIN MARTE, AMAR YOUSIF ABAKAR Prop Fabrication ROBERT MC LEOD Filmed at FINE55E FILMS, NOVAMEAT, MATSMART-MOTATO5, ELEMENT LOGIC, JONGOR Research Advice ROY GRAY, WOOD ROBERDEAU Poster CRISTINA DAURA

Bliss Point plunges us into the ever-accelerating rhythm of food supply and the emergence of new techno-capitalist processes. The film guides us from dark kitchens and food advertising sets to AI-managed warehouses. A delivery driver cycles across the city to a makeshift trailer where workers flip burgers. Algorithm powered robots buzz through a sprawling grid of crates and 3D printers stack layers of computer-generated data to produce food alternatives. Drawing from the concept of optimal palatability, *Bliss Point* reveals the entanglement of automation and human labour, and the ways in which the aesthetics and the politics of food intersect. Together with *Future Foods* (2021) and *Agrilogistics* (2022), it completes a trilogy on scopic food regimes.*

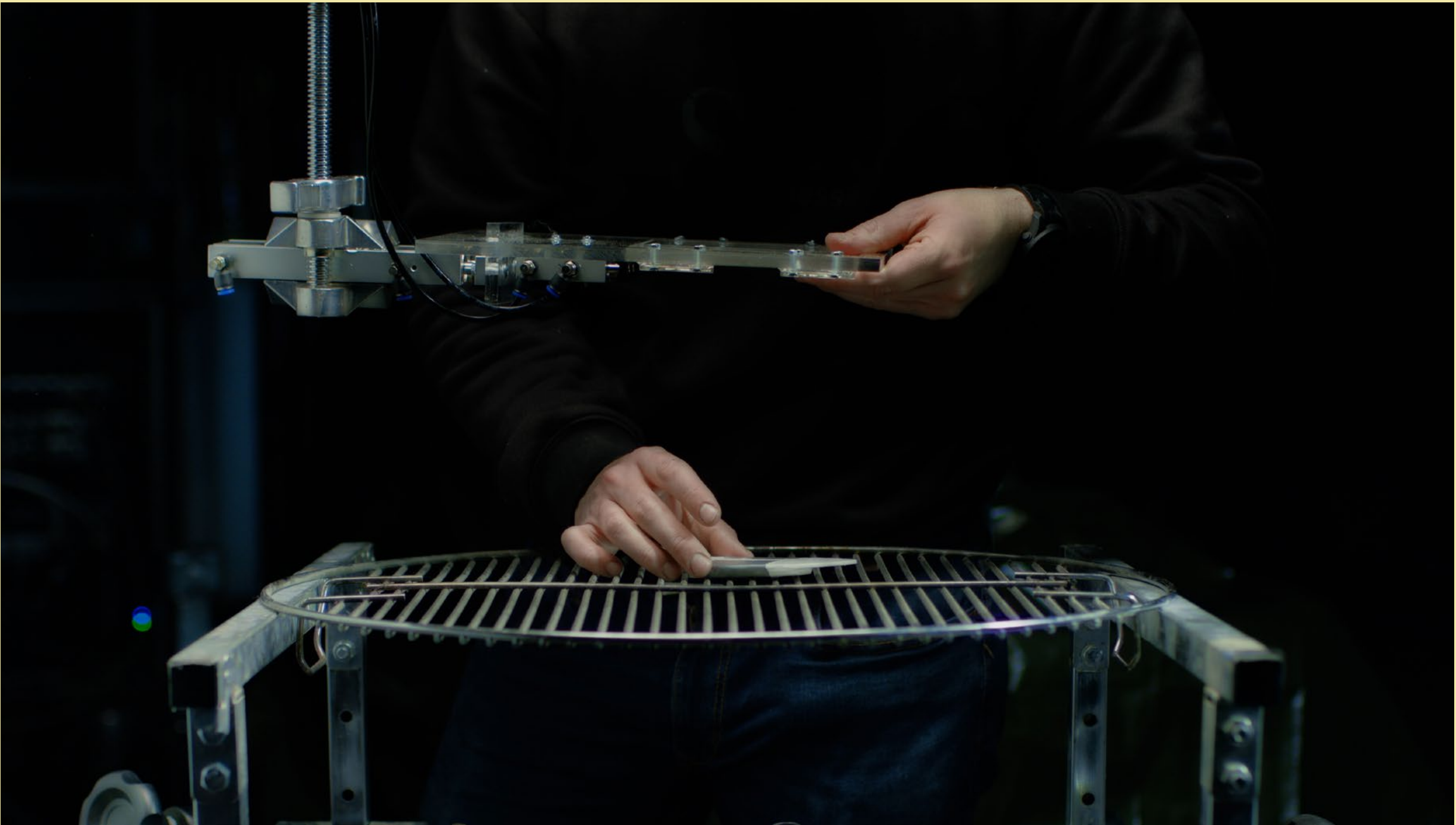
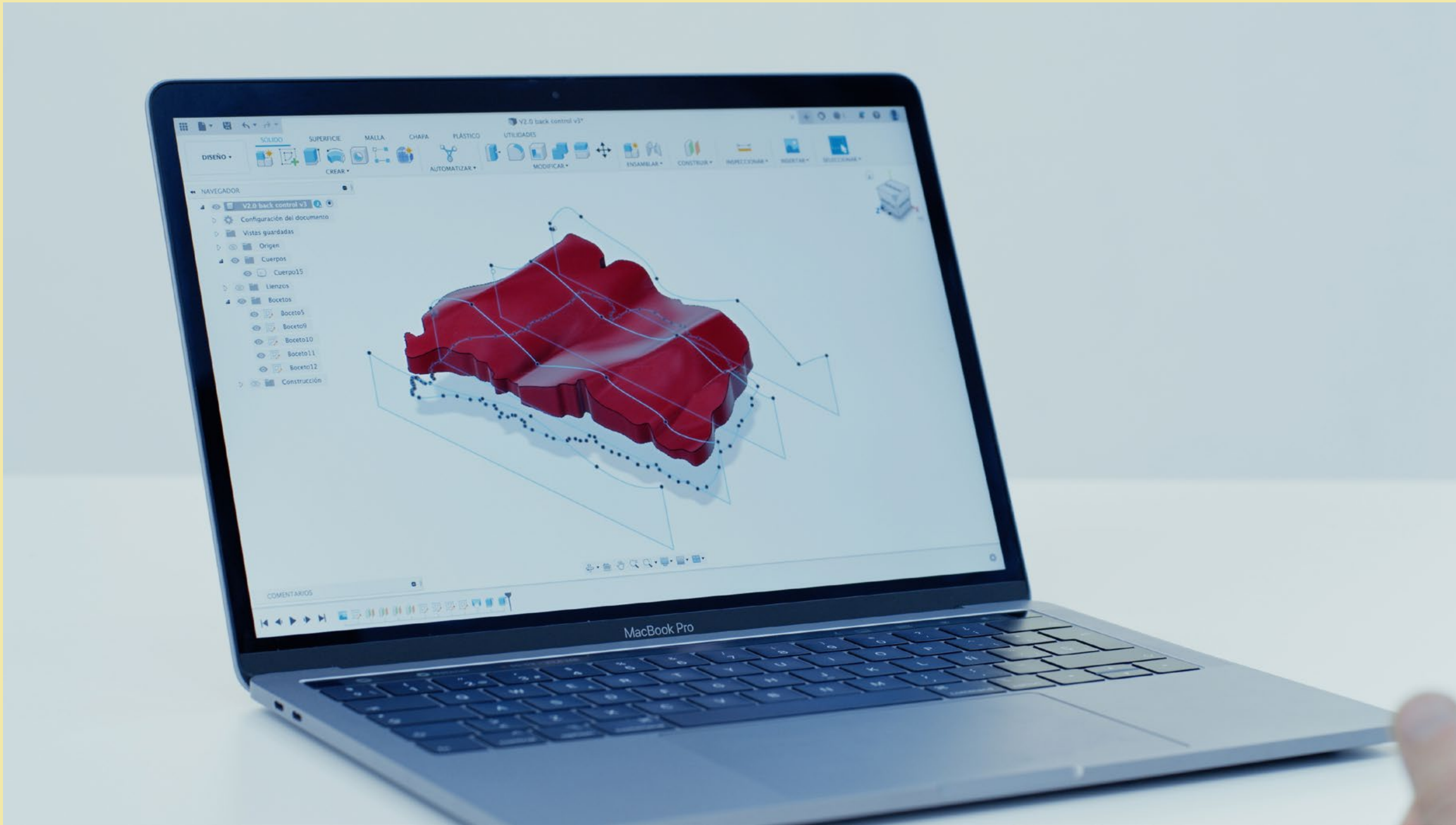
CAT: *Bliss Point* ens submergeix en l'accelerat ritme del subministrament d'aliments mitjançant nous processos tecnocapitalistes. La pel·lícula ens endinsa a l'interior de cuines fantasma, platós de publicitat o magatzems gestionats per IA. Un repartidor recorre la ciutat en una bicicleta elèctrica fins a arribar a un contenidor industrial on es cuinen hamburgueses. En un magatzem, robots controlats per algorismes processen comandes de forma automatitzada, mentre en un laboratori s'imprimeixen filets vegans en 3D. Partint del concepte de palatabilitat òptima, *Bliss Point* revela les relacions entre l'automatització i el treball humà i les formes en què l'estètica i la política del menjar s'entrecreuen. Juntament amb *Future Foods* (2021) i *Agrilogistics* (2022), completa una trilogia sobre règims alimentaris escòpics.

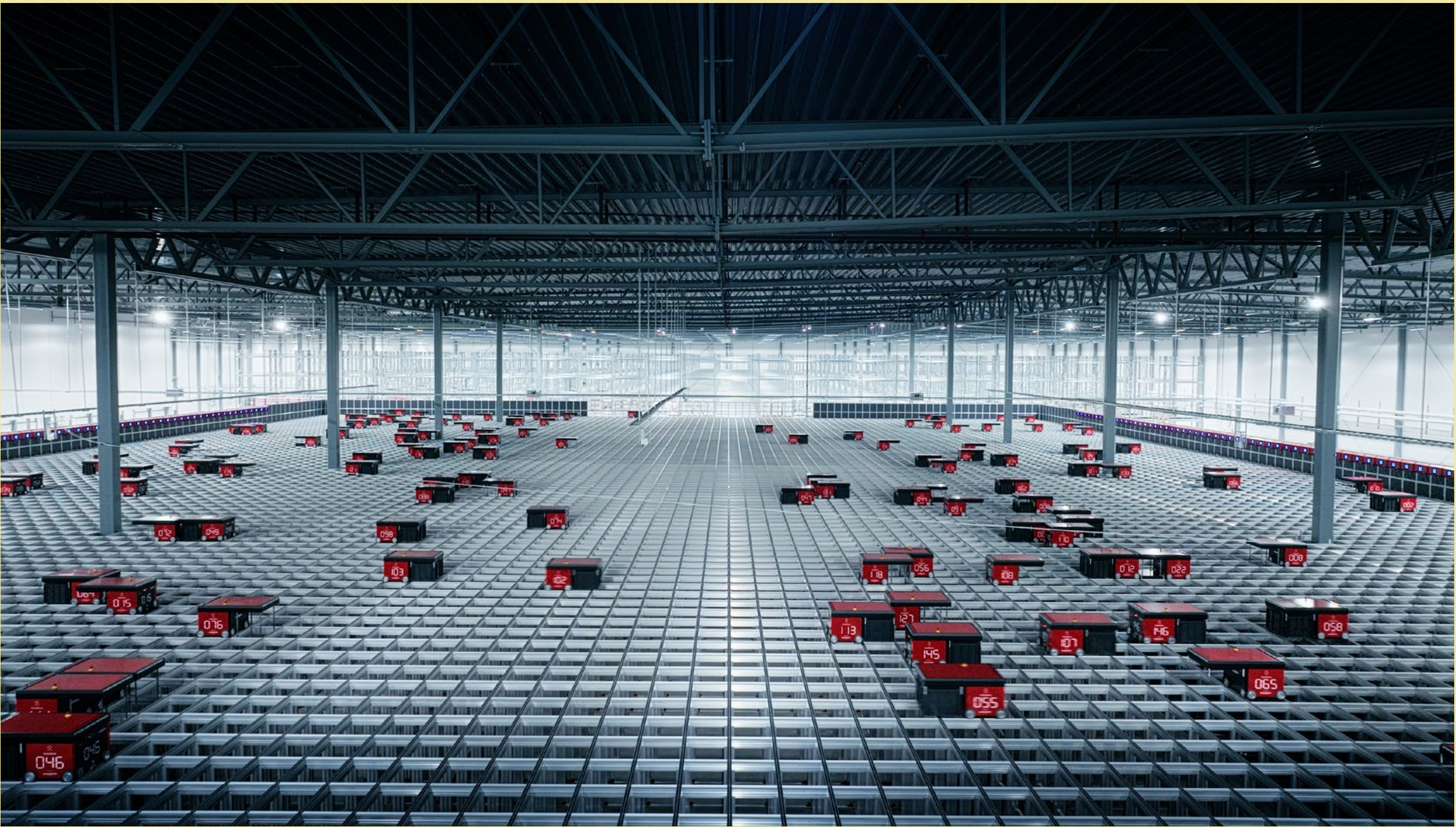
ES: *Bliss Point* nos sumerge en el acelerado ritmo del suministro de alimentos mediante nuevos procesos tecno-capitalistas. La película nos adentra al interior de cocinas fantasma, platós de publicidad o almacenes gestionados por IA. Un repartidor recorre la ciudad en una bicicleta eléctrica hasta llegar a un contenedor industrial donde se cocinan hamburguesas. En un almacén, robots controlados por algoritmos procesan cestas de la compra de forma automatizada, mientras que en un laboratorio se imprimen filetes veganos en 3D. Partiendo del concepto de palatabilidad óptima, *Bliss Point* revela las relaciones entre la automatización y el trabajo humano, y las formas en que la estética y la política de la comida se entrecruzan. Junto a *Future Foods* (2021) y *Agrilogistics* (2022), completa una trilogía sobre regímenes alimentarios escópicos.

STILLS 1



STILL5 2







BLISS POINT

ORIGINAL TITLE: BLISS POINT YEAR: 2023 DURATION: 26 MIN COUNTRY: ITALY, UK, AND SPAIN
FORMAT: 4K APPLEPRORES 4444/DEP, DOLBY SURROUND 5.1

Produced by LO SCHERMO DELL'ARTE with FONDAZIONE IN BETWEEN ART FILM
with the support of THE VISIO PRODUCTION FUND Creative Producer: LEONARDO BIGAZZI
With additional support of MEDIALAB MATADERO as part of LAB#02 CURATED BY EDUARDO
CASTILLO VINUESA, GOLDSMITHS ART RESEARCH, CONSORTIUM FOR THE HUMANITIES AND THE ARTS
SOUTH-EAST ENGLAND (CHASE), TRACTORA KOOP as part of BARRUNBE RESIDENCY PROGRAM AT ATOI

A film by: GERARD ORTÍN CASTELLVÍ
Editing: AINARA ELGOIBAR, USUE ARRIETA, GERARD ORTÍN CASTELLVÍ
Assistant Producer: BIANCA HLYWA
Sound Design: ORIOL CAMPI SOLÉ
Color Grading: ANNA BARŠUKOVA
Research Advice: ROS GRAY, WOOD ROBERDEAU
Prop Fabrication: ROBERT MC LEOD

UNIT I

Cinematography: ALBERT BADIA, GERARD ORTÍN CASTELLVÍ
Sound: SIMON WILLIAMS
Assistant Producer: BIANCA HLYWA
Filmed at: FINESS FILMS (SPAIN), NOVAMEAT (SPAIN)
Finesse Films: MARIU MONSALVE, ESTHER PADIAL, ANGELO FREDA,
ALEJANDRO H. MADRID, LIS ACCONCIAGIO, JAVIER GONZÁLEZ, JUAN
AMUNDARAIN, LUIS GIORDANA, BELÉN MENJIBAR
Novameat: FRANCESCO RICCOBONO, GIUSEPPE SCIONTI, JOAN
SOLOMANDO, LUCÍA GUTIÉRREZ, NOVAMEAT TEAM.

UNIT II

Cinematography: GERARD ORTÍN CASTELLVÍ
Sound: ORIOL CAMPI SOLÉ
Drone Cinemaptography: HENRIK JENSEN (HELIKOPTERFOTO)
Assistant Producer: BIANCA HLYWA
Filmed at: MATSMART-MOTATOS (SWEDEN), ELEMENT LOGIC'S
AUTOSTORE (SWEDEN)
Matsmart-Motatos: ISABELLE BJERLESTAM, HANNA THOFELT
LINDSTROM, FRIEDRICK KARLSSON, HANOR HASHID

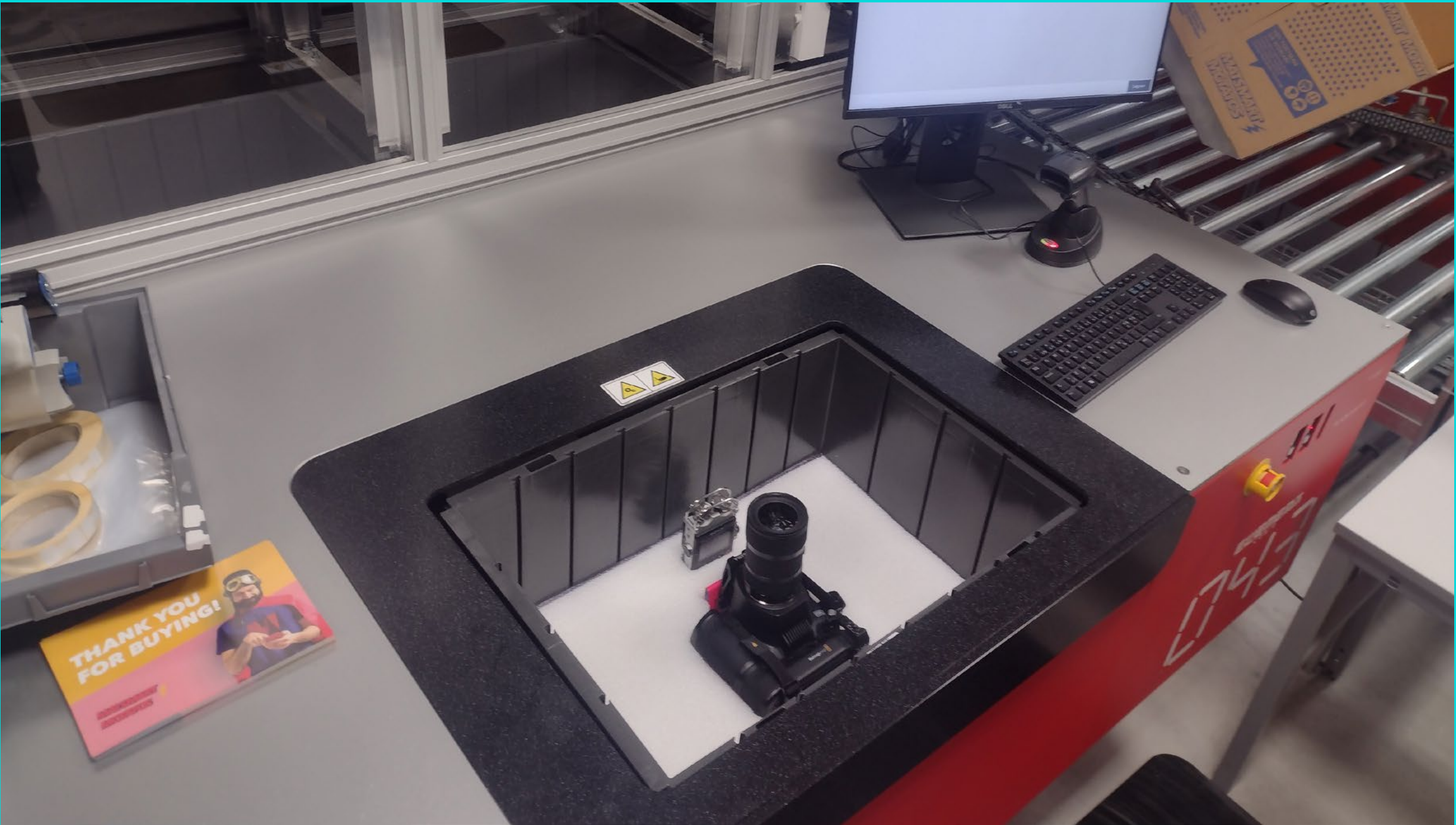
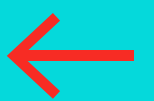
Element logic: JOACHIM KIENINGER, ANDERS BOHLIN, MARCO DEWITZ,
ALBERT VIDAL, ELENA DE JESÚS, OSCAR BLOMBERG

UNIT III

Cinematography: PEP BOSCH
Sound: TOM FISHER
Gaffer: DUNCAN YELDHAM
Producer: LISA BARNARD
Art Direction: BIANCA HLYWA
Fox: BLAZE
Wranglers: BARBARA MOLLOY, ANGELA BELL
Grip: MO ABDI
Cooks: SHERYAR AHMED, ASFANDYAR AHMED
Riders: KEVIN MARTE, AMAR YOUSIF ABAKAR
Filmed at: JONGOR HIRE (UK)
Jongor: TOM DAWSON, MILLIE SMITH, JONGOR TEAM

Many thanks to: AGNESE MARINO, ALBA BAEZA, ALESSANDRO
RABOTTINI, ANE RODRÍGUEZ, ANNA CASTELLVÍ, ANNA COLIN, ARIADNA
SERRAHIMA, AZIZ HAZARA, BEATRICE BULGARI, BEATRICE GALLUZZO,
BENY WAGNER, BORIS PUYANA, CLARA PEREDA, EDGAR SCHMIDTZ,
GABRIEL ORTÍN, GALERIA ÀNGELS BARCELONA, GUILLEM SERRAHIMA,
GWIL HUGHES, HANNA RULLMAN, JENNY LINDBLOM, JOL THOMAS,
JORDI MORERA, JOSEFIN ARNELL, JULIA NUENO, JULIAN SIRAVO,
JÉRÉMIE DANON, LUR OLAIZOLA, MARYAM TAFAKORY, PAUL HEINTZ,
POL ESTEVE, RANDA MAROUFI, SANTIAGO RIVAS, SASHA LITVINTSEVA,
SILVANA FIORESE, SILVIA LUCCHESI, SIMON LIU, SOPHIE CAVOULACOS,
SUSAN SCHUPPLI, UCL DEPARTMENT OF ANTHROPOLOGY, VALENTINE
UMANSKY, YUYAN WANG

MAKING-OF 1



MAKING-OF 2

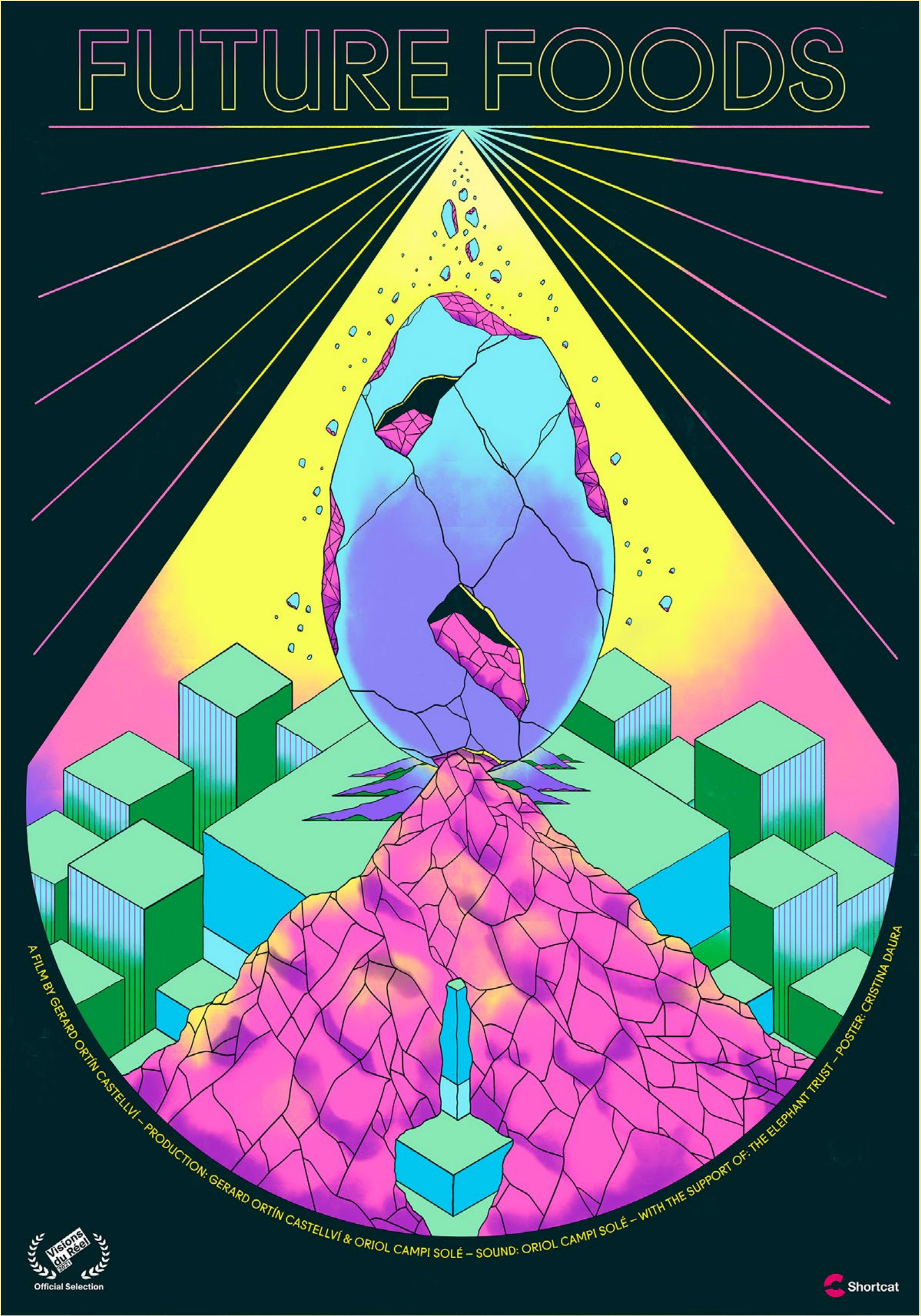




TRILOGY

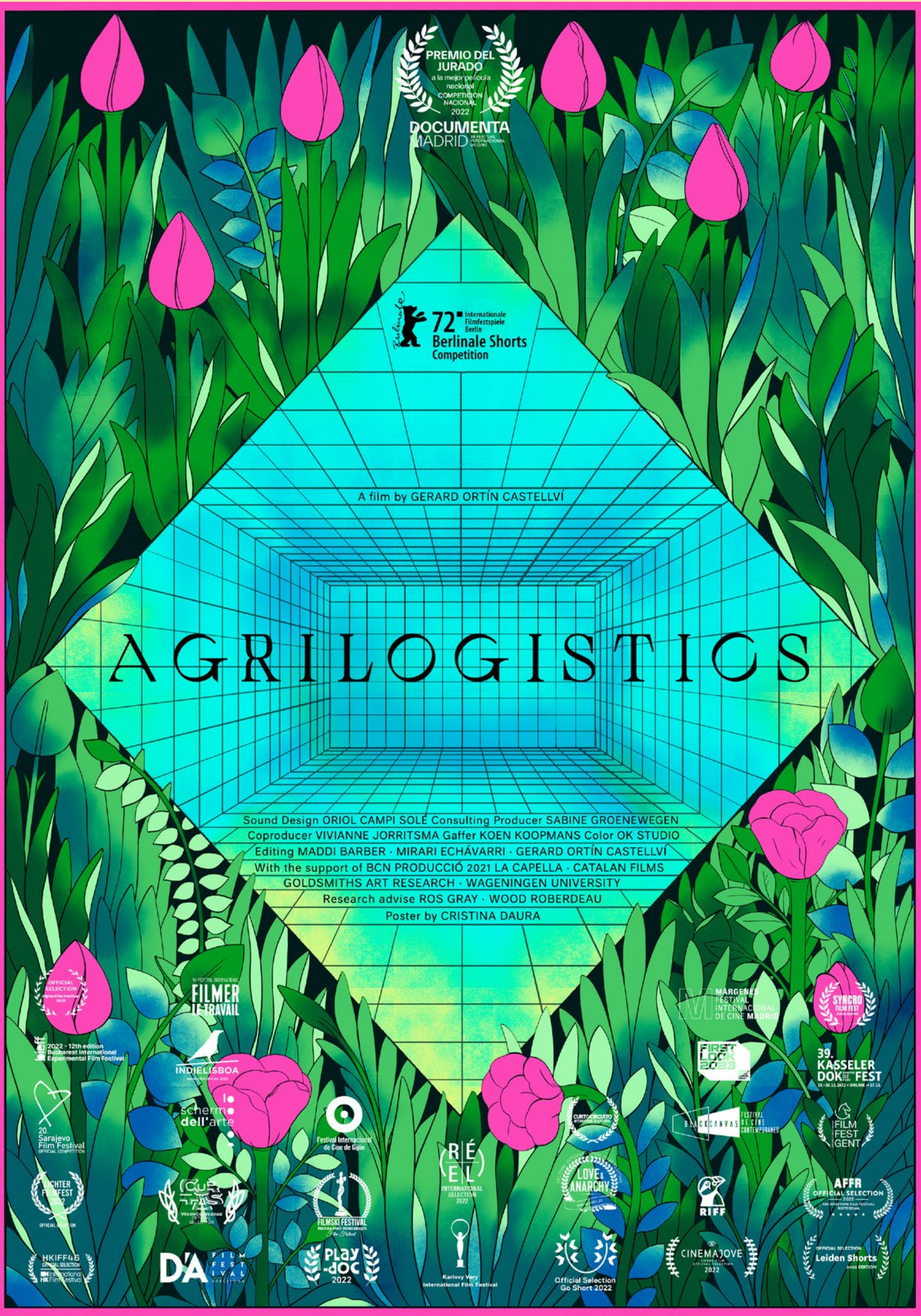


Bliss Point completes a triogy on the relationships between **Moving Images**, **Technologies** and **Ecologies of Food Regimes**.



Future Foods (2021) 21 min

Future Foods looks at the making of plastic food at the workshops of Replica LTD, one of the few UK prop manufacturers for films, advertisements and displays. The perception of food, its appealingness and palatability come into play through the observation of these hand-crafted manufacturing processes. A phone conversation with the CEO of a Finnish future foods' start-up introduces us to a cutting edge technology consisting of the production of a new protein generated from water, electricity and CO2 captured from the air. 'Solein' is a new technology that speculates with a near future without agriculture and land use effects.



Agrilogistics (2022) 21 min

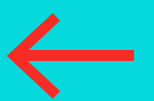
Agrilogistics looks at recent technological transformations in contemporary industrial agriculture. Tulip bulbs, chrysanthemum stems and vine tomatoes are processed through cameras, feeding datasets that regulate their own growth. During the day, the greenhouse is a cinematic device, an automated film set optimized for the mass production of fruits and flowers. At night, the factory stops: without an inside or an outside, the greenhouse becomes an oneiric chamber where plants, animals and machines form new entanglements.



Bliss Point (2023) 26 min

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BIO & FILMOGRAPHY



Gerard Ortín Castellví (b. 1988, Barcelona) is an artist, filmmaker and researcher. After completing an MFA at Sandberg Instituut (Amsterdam), he finished an MA in Artists' Film and Moving Image at Goldsmiths, University of London, where he is currently doing a PhD. He is a mentor at UCL Creative Documentary by Practice MFA. His works have been shown in places like Tate Modern (London), Whitechapel Gallery (London), Fundació Joan Miró (Barcelona), Centre Georges Pompidou (Paris), Anthology Film Archives (NY), Venice Architecture Biennale (Venice), and in festivals like Visions du Réel (Nyon), Open City Film Festival (London), Cinéma du Réel (Paris), KVIFF (Karlovy Vary), HKIFF (Hong Kong) and Berlinale (Berlin).

CAT

Gerard Ortín Castellví (1988, Barcelona) es artista, cineasta i investigador. És llicenciat en Belles Arts per la Universitat de Barcelona, MFA al Sandberg Instituut d'Àmsterdam i MA Artists' Film and Moving Image a Goldsmiths University of London, on actualment cursa un doctorat. És tutor del MFA de Documental Creatiu a UCL. Els seus treballs s'han mostrat al·locs com la Tate Modern (London), Whitechapel Gallery (London), Fundació Joan Miró (Barcelona), Centre Georges Pompidou (Paris), Anthology Film Archives (NY), Venice Architecture Biennale (Venecia), i a festivals com Visions du Réel (Nyon), Open City Film Festival (Londres), Cinéma du Réel (Paris), KVIFF (Karlovy Vary), HKIFF (Hong Kong) i Berlinale (Berlin).

ES

Gerard Ortín Castellví (b. 1988, Barcelona) es artista, cineasta e investigador. Licenciado en Bellas Artes por la Universitat de Barcelona, MFA en el Sandberg Instituut de Ámsterdam y MA en Artists' Film and Moving Image en Goldsmiths University of London, donde actualmente realiza un doctorado. Es tutor en el MFA de Documental Creativo de UCL. Sus trabajos se han mostrado en sitios como TateModern (London), Whitechapel Gallery (London), Fundació Joan Miró (Barcelona), Centre Georges Pompidou (Paris), Anthology Film Archives (NY), Venice Architecture Biennale (Venecia), y en festivales como Visions du Réel (Nyon), Open City Film Festival (Londres), Cinéma du Réel (Paris), KVIFF (Karlovy Vary), HKIFF (Hong Kong) y Berlinale (Berlin).



FILMOGRAPHY:

- BLISS POINT 2023. 26 min.
- COLD ROUTE 2023. 13 min.
- AGRILOGISTICS 2022. 21 min.
- FUTURE FOODS 2021. 21 min.
- RESERVE 2020. 27. min.
- WOLFDOG (LYCISEA) 2017. 45 min.

