

# Soap Fever

## Kaunarikuume



FEATURE DOC

FIRST  
PITCH

In 1992, while Finland was in the depths of the worst recession in its history, an unusual saviour appeared in the horizon: the American soap opera *The Bold and The Beautiful*. The first daily soap opera in our country, it transported our depressed citizens into a world of dreams, strong emotions and incredible plot twists, and quickly became more popular than any TV programme before. *Soap Fever* tells the story of how the American entertainment industry collided with a small Nordic nation, and together formed a peculiar net of truth and fantasy, both on and off TV screens. But above all, it shows us how choosing even the lightest of entertainment, can actually be a political act.

#tvhistory

#entertainment

#archive

#culture&society

**BIO TO B**  
INDUSTRY DAYS

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**FEATURE DOC**

*director*  
**INKA ACHTÉ**

Inka Achté is a filmmaker and a former sales agent (Taskovski Films and Outlook Filmsales) with nearly 20 years of experience working in the film and TV industries. Her films have screened at festivals such as IDFA, DokLeipzig, Biografilm and Thessaloniki, where her film Golden Land won the Golden Alexander in 2022. In addition to directing, Inka currently works as Head of Programming for DocPoint Helsinki Documentary Film Festival and as Head of Acquisitions at Raina, a festival service agency she runs with her partner. She is also a founding member of the METKU-collective, which makes short films using spontaneity and joy as working principles. Soap Fever is her third feature documentary.

**Production** Napafilms (FIN)

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FEATURE DOC

*producer*  
**LIISA KARPO**

Liisa Karpo is a Helsinki-based producer and founder of napafilms, one of the leading documentary production companies in the Nordic countries. napafilms' previous productions include festival hits such as the Thessaloniki winner Golden Land (dir. Inka Achté) and EFA shortlisted Karaoke Paradise (dir. Einari Paakkanen) which also won 'best documentary' at the national film awards in 2023. Liisa has extensive experience producing varied formats; feature, short, web-series and interactive fiction and non-fiction. Majority of her works are international co-productions. Additionally, Liisa has worked as a professional coach and tutor at workshops such as DokIncubator and DocPoint Impact.

**Production** Napafilms (FIN)

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# **Soap Fever**

**Kaunarikuume**

**Pitching team**



director  
**INKA ACHTÉ**

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