

PRESS RELEASE  
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## ***New Interactive Documentary Reveals How Drug Economy Penetrates All Levels of Society in “Narco-State” the Netherlands***

Submarine Channel and VPRO launch

### ***The Industry: Mapping the Dutch Drug Economy*** Online now



**theindustry-interactive.com**

The Netherlands is drug country Number 1 in Europe. Weed is in our genes, coke enters daily through the harbors and Ecstasy is as Dutch as chocolate sprinkles. But this trade is not regulated. Let alone legal.

How is it possible that a country as regulated as the Netherlands drugs can be produced and sold on such a large scale? Who are the real people behind the business? What makes them tick?

Meet the housewives, students, dockworkers, full-time coke dealers and other people that keep this multimillion-euro industry going. *The Industry* features 17 stories in 3-D locations related to the networks of cannabis, cocaine and Ecstasy: you can navigate weed farms in attics, behind the scenes in coffeeshops, suburban areas for trade, harbors where barrels of drugs are intercepted and more.

Watch the [trailer](#).

*The Industry: Mapping the Dutch Drug Economy* is a co-production of Digital Emmy-winning studio Submarine Channel and Dutch public broadcaster VPRO. This project is made possible by Mediafonds, NPO, Creative Industries Fund NL and the Amsterdam Fund for the Arts (AFK).

### Director's Vision

Mirka Duijn: *"The drug industry in the Netherlands is enormous but completely hidden. I decided to explore how the industry is interwoven with everyday life, approaching people from the bottom to the top of the chain as regular entrepreneurs. I tried to avoid criminal stereotypes in order to provide a human perspective. The Industry became light in tone, a bit banal and sometimes humorous, while never shying away from the seriousness of the setting and the violence and fear that is connected to the work. I hope to show the thin division between the legal and the illegal, the good citizen and the crook."*

### Themes

*The Industry* introduces personal stories within the drug industry. It also visualizes the divided but sometimes related networks of cannabis, cocaine and Ecstasy in the Netherlands. The main themes of the work are part of the drug production and distribution chain: large and small growers and producers, brokers, intermediaries, drug dealers, location scouts, wholesalers, importers and exporters. It also addresses issues like drugs policy and money laundering.

### Technology

*The Industry* has a unique style that combines colorful, minimalist animations and interactive 3-D locations. All of them are connected to personal stories and extensive research. The locations were made using a ZED 3D camera that scans the space and the objects in it and adds depth sensing and positional tracking. This has not been used in an interactive documentary before. Mirka Duijn: *"We chose this technique because it emphasizes that the drug world is all around you... I wanted to experiment with a spatial way to navigate in which the user was free to linger as long as he/she would like to."*



### Quotes

*"If there are about ten teams working on the quay, two or three are having 'side activities.' And from the seven ships that are coming, five have something. And I am not talking about 500 kilos, no, I am talking about huge amounts."*

**Philip (47), dockworker working in coke logistics**

*"In the morning, I would put on my nice suit, put some makeup and pin up my hair. Then I took my expensive car to the location. It was like a little play that I performed. It wasn't long before it became a routine. It's like going to work. I was amazed at how easy it was. I almost believed my own stories."*

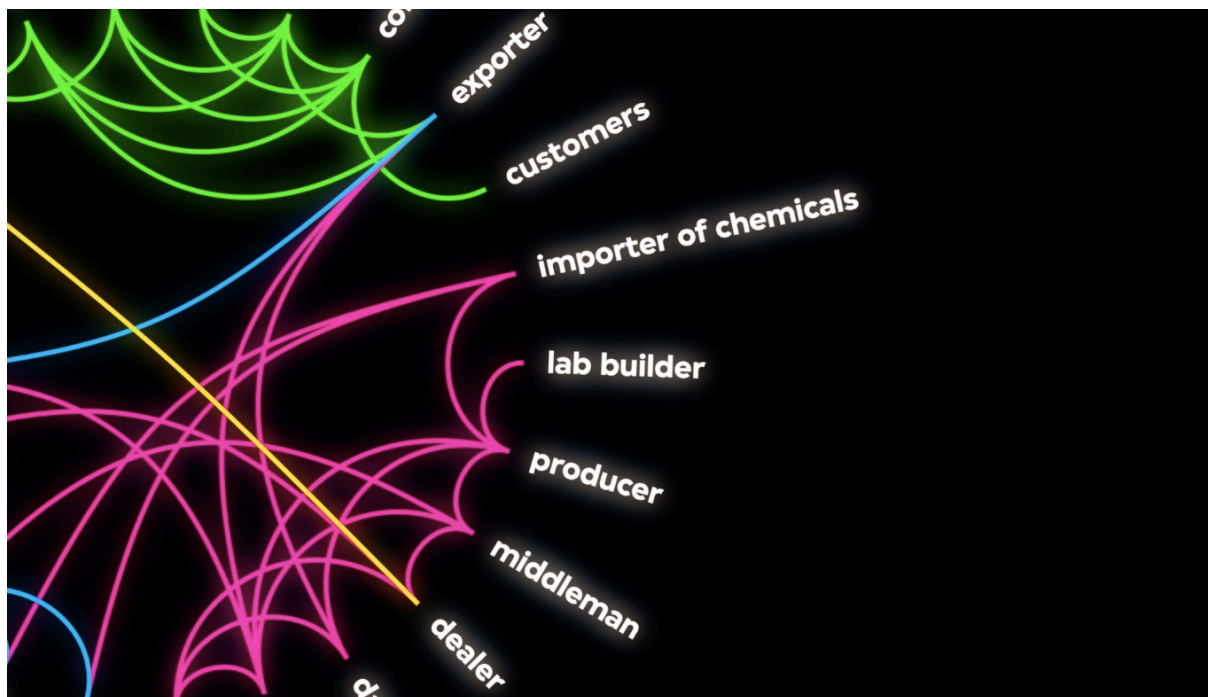
**Inge (30), rents villas for indoor weed cultivation.**

*"I deliver 'packages' door to door. We have regular shifts, regular employees because there is so much demand.... The work is so demanding that I had burnout once. Yeah. Not only me, more people in the scene have that. It's hard work."*

**Faiz (32), drug dealer.**

*"One of my colleagues came to this work via a job center. We rolled about 1,200 spliffs a day. It was like peeling shrimps, we were so fast! At the end of the day my hands were all black. I slept well at that time. Haha... Then I was caught. After 8 years they passed sentence. I have a criminal record. But I am not a criminal!"*

**Henny (55), spliff roller.**



#### **Selected Links**

- [Trailer](#)
- Project URL: [theindustry-interactive.com](http://theindustry-interactive.com)
- The explanatory animations about cannabis, cocaine and Ecstasy are shareable as stand-alone media [clips](#)
- Hi-Res [stills](#)

#### **About Submarine Channel and VPRO**

Submarine Channel explores the narrative possibilities of new and emerging genres, such as the interactive documentary, the interactive graphic novel and virtual reality. Notable projects include the transmedia documentary *Last Hijack Interactive* (Emmy Award, Best Digital Fiction, 2015) and the multiple-award-winning interactive documentary *Refugee Republic* (German Design Award, Dutch Design Award, 2015). Submarine Channel is part of the production company Submarine, founded by Femke Wolting and Bruno Felix.

[submarinechannel.com](http://submarinechannel.com)

The VPRO is an independent Dutch public broadcast organization that has built a global reputation for exploring issues that matter and building audiences in new and avant-garde ways. VPRO's creative teams explore what's happening at the edges of society, chase innovation and contribute to the public discourse. Global citizenship and creativity are core values at the organization. Its numerous awards include Emmy Awards, Prix Europa and many prizes at internationally renowned film festivals.

vpro.nl

#### **Press inquiries**

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