



The Industry Reveals How Drug Economy Penetrates All Levels of Society in “Narco-State” the Netherlands

THE INDUSTRY



The Netherlands is drug country Number 1 in Europe. News items on barrels of coke intercepted in Dutch cargo, dismantled Ecstasy labs in suburban areas or weed farms in attics are published on a daily basis. But this trade is not regulated, let alone legal.

How is it possible that drugs can be produced and sold at such a large scale in such an orderly country like the Netherlands? How can this small nation have such a big black market economy? Who are the real people behind the business? Why do they choose this industry? What makes them tick?

The interactive documentary **The Industry: Mapping the Dutch Drug Economy** visualizes the drug networks of the Netherlands and shares personal stories from the real people that keep this industry going: housewives, students, dockworkers, full-time coke dealers and many more.

The Industry features 17 stories in 3-D locations of the networks of cannabis, cocaine and Ecstasy: you can navigate locations where the stories are told, such as hidden weed farms in villas, coffeeshops' behind scenes, suburban areas for Ecstasy trade and Dutch harbors. The interactive documentary also features explanatory videos about the production and distribution chains within the drug networks.

The focus is cannabis, cocaine and Ecstasy.

The Industry: Mapping the Dutch Drug Economy is a co-production of Submarine Channel and broadcaster VPRO. Beside this international version, the project has both a virtual reality and a Dutch version, De Industrie, which features a radio broadcast and a podcast.

- Virtual reality
- Interactive documentary for web and mobile
- Interviews, 3-D locations and explanatory videos
- Sharable content for social media
- Podcast (in Dutch)

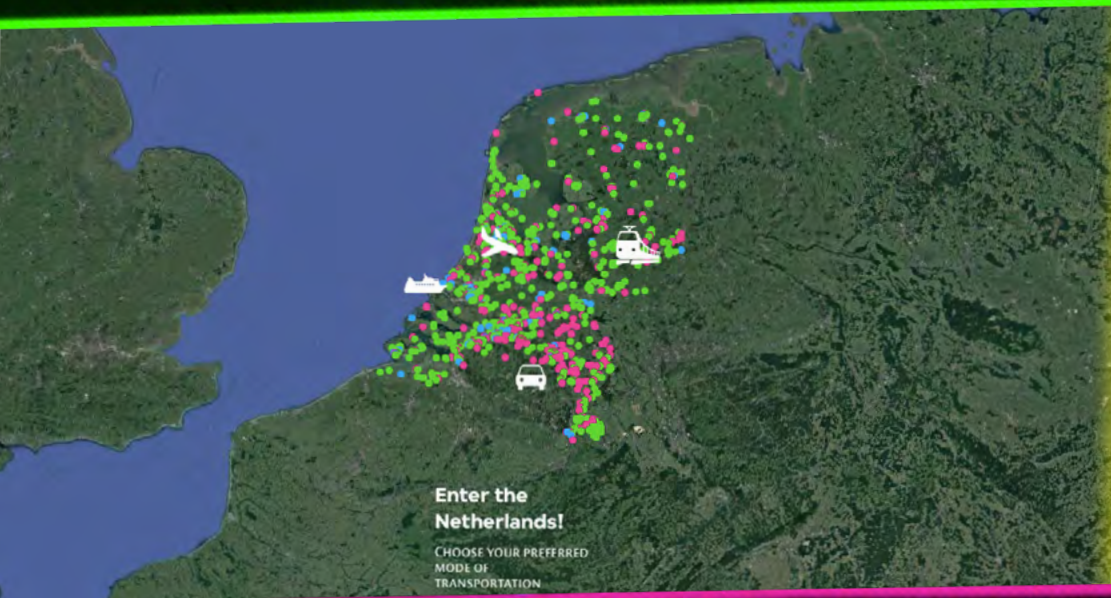
Links & Downloads

theindustry-interactive.com

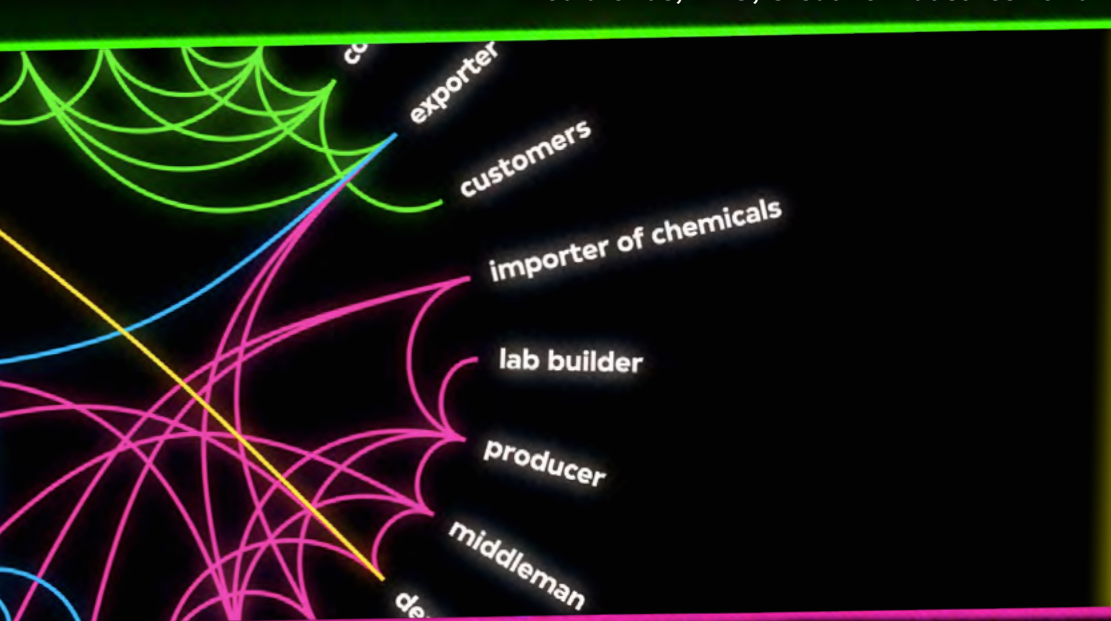
'Explanations'
cannabis,
cocaine & ecstasy
vimeo

Trailer
vimeo

HI-RES
Stills



The Industry: Mapping the Dutch Drug Economy is made possible by:
Mediafonds, NPO, Creative Industries Fund NL and the Amsterdam Fund for the Arts (AFK).



VIRTUAL REALITY



The Industry VR is a new addition to a transmedia documentary and is produced by Submarine Channel and VPRO in collaboration with Zesbaans and with the support of IDFA DOCLAB and Netherlands Film Fund.

The virtual reality documentary is selected for the IDFA DocLab Competition for Immersive Non-Fiction. The Industry VR had its world premiere at the IDFA Doclab expo.

In the VR installation at De Brakke Grond, Duijn's voice-over invites the user to interact with a map of The Netherlands in VR, which gives access to a selection of places that are part of the drug industry. The director then introduces the user to weed growers, coke barons and drug traffickers who tell about the highs and lows of their illegal work. These personal stories are linked to sketchy-looking miniature 3-D models that can be freely explored. For example, there is a scene in a Dutch harbour, a rural area, or a district with expensive villas -locations where certain illegal activities took place. The user thus becomes a voyeur into the world of drug lords in virtual reality.

The Industry VR will be showcased worldwide at various international film festivals and events in 2019.

the industry vr

start

by Mirka Duijn
a coproduction of Submarine Channel and VPRO
in collaboration with Zesbaans



THE MAKING OF



3-D scenes

The locations of The Industry: Mapping the Dutch Drug Economy were made using a ZED camera. It scans the space and the objects in it and adds depth sensing and positional tracking; it also has 3-D mapping capabilities.

Mirka Duijn: “We chose this technique because it emphasizes that the drug world is all around you and we wanted to invite users to explore it. Also, I wanted to get away from video because, let’s face it, video in interactive documentaries often doesn’t work. People are impatient online. Instead of thinking of tricks to lure them into watching videos, 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.”

Disclaimer

To guarantee the anonymity of the interviewees, some of the interviews have been dubbed by professional actors. For the same reason, the 3-D spaces are often reconstructions based on the stories of the people that were interviewed. Sometimes the 3-D shoots took place at different locations.

Sources: extensive research was done into the black market economy to make this interactive documentary. You will find an overview of the material on which the documentary is based (in Dutch) in this [link](#).

THE DIRECTOR

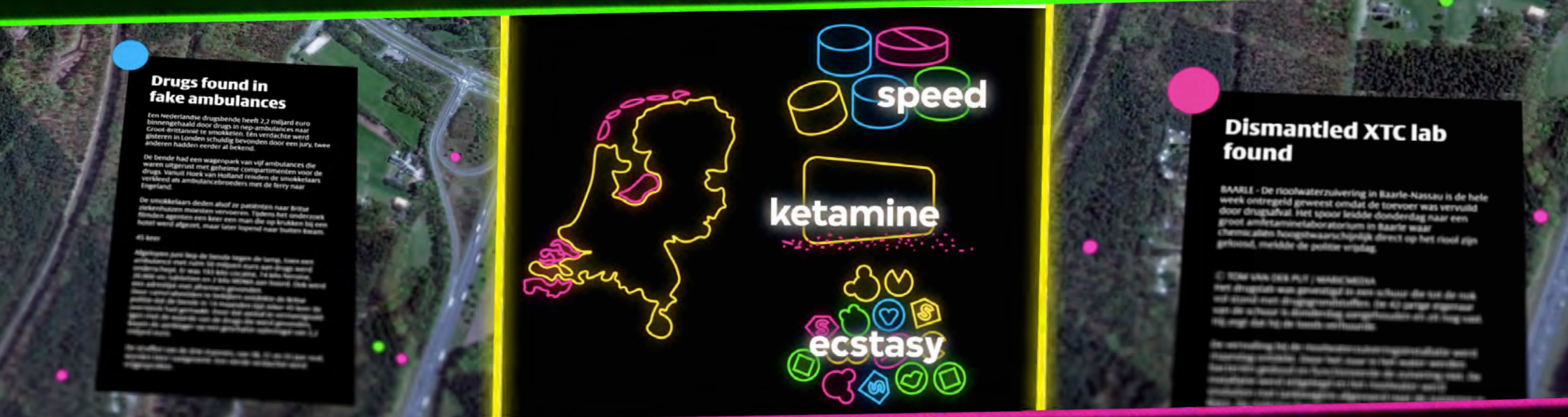


Mirka Duijn is a Dutch-Finnish film director based in Amsterdam. She began her career at the public broadcasting station VPRO Digitaal, experimenting with interactive broadcasting and storytelling for television, web, and radio. Since then she has worked on a wide range of fiction and documentary films and interactive and experimental projects. Last Hijack Interactive (Submarine, Femke Wolting & Tommy Pallotta), a project in which she was involved as an interactive director, won the Prix Europa and the International Emmy Award for Best Interactive Documentary in 2015. She is a research fellow at the professorship of Interactive Narrative Design at the HKU University of the Arts in Utrecht.

Artist's statement

"In the Netherlands news about drugs is very black and white; it's good or bad, nothing in between. My drive was to explore the gray space that divides the legal and the illegal and the separate but more and more intertwined networks of marijuana, Ecstasy and cocaine. This is stimulated by the half-hearted Dutch policy around drugs. For me it was important to avoid criminal stereotypes and put an accent on the regular people working in the drug industry to provide a human perspective on the drug industry. I hope I managed to balance out the one-sided image people have, opening up a debate on a more honest and complete image of our industry."

PRESS AND OUTREACH



Besides the international version, The Industry has a Dutch version, De Industrie, which features a radio broadcast and a podcast. This version has been covered by the following press outlets:

- VPRO Gids # 44, 4-10 November 2017, pages 16-17.
- Trouw, “Na de seks nu de drugs bij de NPO,” 13 November 2017.
- Dagblad van het Noorden, “Van jenever tot amfetamine in Brabant,” 11 November 2017.
- BNR, radio interview in the program “Hemmen,” 6 February 2018.

As part of Submarine Channel impact activities, on 9 February 2018 we organized an event at the cultural center Pakhuis de Zwijger in Amsterdam. The discussion centered around the current practices of the Dutch weed industry, as revealed in our interactive project, vis-à-vis the “weed experiment” that will take place in the Netherlands in 2018. This experiment is designed to explore if and how to legalize the production and distribution of marijuana in the country.

An event report can be found [here](#)



From left to right: Vasco van der Boom, editor of the newspaper het Financieele Dagblad; Joachim Helms, President of the Union of Coffeeshops Retailers; Vera Bergkamp, member of the Dutch Parliament for the D66 political party; Paula Schot, political candidate for the SGP political party; Nicole Maalsté, author of the book “De wietindustrie: de slag om de achterdeur”; and Bart Krull, moderator.

ABOUT SUBMARINE CHANNEL & VPRO



Submarine Channel explores the narrative possibilities of new and emerging genres such as the interactive documentary, the interactive graphic novel, transmedia storytelling and virtual reality. The channel aims at creating an impact with its productions and to distribute its newfound knowledge to international audiences.

Notable projects include the transmedia documentary Last Hijack Interactive (Emmy Award, Best Digital Fiction, 2015), Ashes to Ashes VR (Gouden Kalf nomination, 2017) and the multiple-award-winning interactive documentary Refugee Republic (2015).

Submarine Channel is part of the award-winning production outfit Submarine, founded in 2000 by Femke Wolting and Bruno Felix. Submarine Channel is made possible with the financial support of Stimuleringsfonds Creatieve Industrie (the Creative Industries Fund NL) and Kunstenplan Amsterdam (Arts and Culture Memorandum).

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.

For interviews, material and additional information, please contact:

Yassin Karmoudi

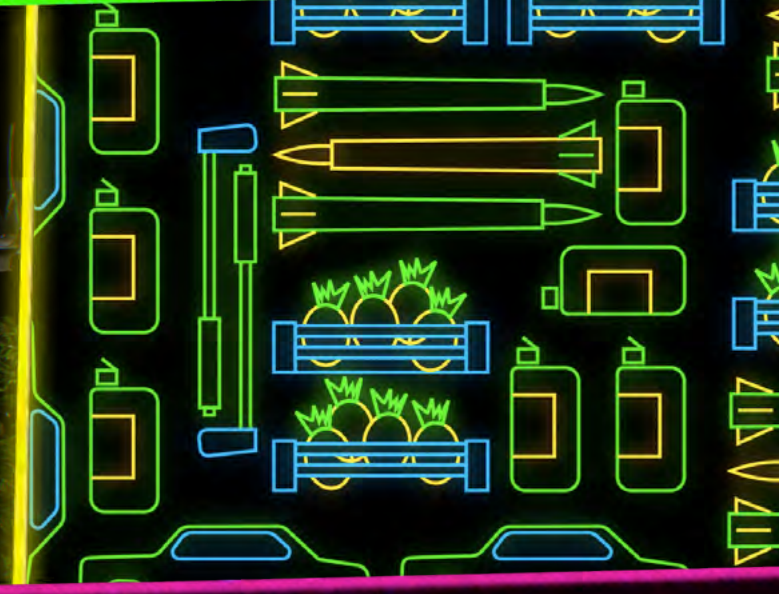
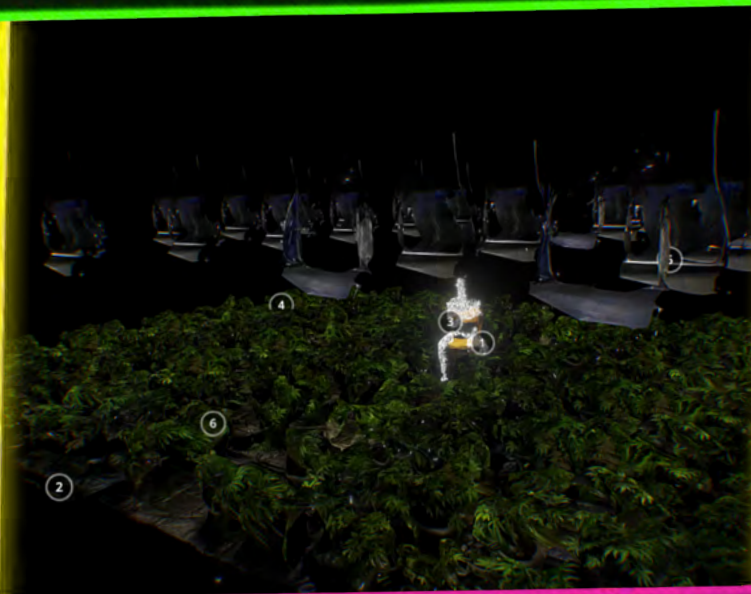
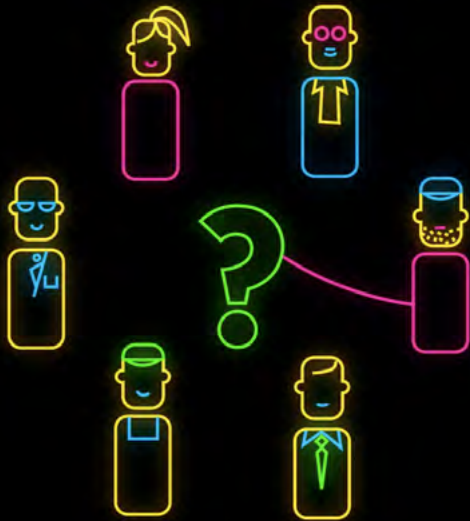
Impact Producer, Submarine Channel
yassin@submarine.nl

p: +31 (0)20 820 49 55
m: +31 (0) 6 48 16 02 52
submarinechannel.com

submarinechannel.com



CREDITS



The Industry: Mapping the Dutch Drug Economy is a co-production of Submarine Channel and broadcaster VPRO.

Director
Mirka Duijn

Producers, Submarine Channel
Bruno Felix & Femke Wolting

Head of Digital Media, VPRO
Geert-Jan Bogaerts

Editor-in-Chief, VPRO
Remy van den Brand

Interactive Producer, Submarine Channel
Corine Meijers

Project Manager, VPRO
Geert-Jan Strengtholt

Graphic and Interface Design
Robin Verdegaal,
Merel Raven

Interface
Karel Brascamp

Research
Mirka Duijn, Thijs Roes, Gabrielle Adèr, Nicole Maalsté, Wieke Kapteijns, Ruby Deelen, Pien van Grinsven

Production VPRO Digitaal
Gerben van Heijningen

Text and Voice-over
Mirka Duijn

Text Editor
Jeroen Aalbers

Postproduction and Animation Producer
Nina Spiering

3-D Scenes
Zesbaans: Juul Spee, Harm van der Ven, Eric Smilde

Animation
Mitchel Tan

Sound Mixer
Hein Verhoeven

Assistant Sound Mixer
Bart Hüsstege

Music
Bart Hoevenaars

The full credit list can be found [here](#)

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The Industry: Mapping the Dutch Drug Economy is made possible by



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creatieve
industrie

AE amsterdams
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kunst