Beat: Entertainment

Release Of FRENCH COMIC BOOK -LA FILLE DE VERCINGETORIX- On OCTOBER 24, 2019

ASTERIX AND THE CHIEFTAIN S DAUGHTER

PARIS - BRUSSELS, 14.10.2019, 19:26 Time

USPA NEWS - Since 1959 when ASTERIX was created by René Goscinny and Albert Uderzo, he has gone from Success to Success, continuously attracting Fans from all ages and from all around the World. In the Publishing Field, it is a Very Unique Phenomenon with the 38th Album coming out now (October 24, 2019) and translated in more than 111 Languages with 5 Million Copies sold Worldwide every Year...

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The Series follows the Adventures of a Village of Gauls as they resist Roman Occupation in 50 BCE. They do so by means of a Magic Potion, brewed by their Druid Getafix (Panoramix in the French Version), which temporarily gives the Recipient Superhuman Strength. The Protagonists, the Title Character Asterix and his Friend Obelix, have Various Adventures. In many of the Stories, they travel to Foreign Countries, though other Tales are set in and around their Village. For much of the History of the Series settings in Gaul and abroad alternated, with even-numbered Volumes set abroad and odd-numbered Volumes set in Gaul, mostly in the Village.

The Success of the Series has led to the Adaptation of its Books into 14 Films: Ten Animated, and Four Live Action. There have also been a Number of Games based on the Characters, and a Theme Park near Paris called 'Parc Astérix'. The very first French Satellite, Astérix, launched in 1965, was also named after the Comics Character. 100 Licences.... Astérix was originally serialised in Pilote Magazine, debuting in the First Issue on 29 October 1959. In 1961 the First Book was put together, titled "Asterix the Gaul". From then on, Books were released generally on a Yearly Basis.

When Goscinny died in 1977, Uderzo continued the Series by Popular Demand of the Readers, who implored him to continue. He continued to issue New Volumes of the Series, but on a Less-Frequent Basis. The Humour encountered in the Asterix Comics often centers around Puns, Caricatures, and Tongue-In-Cheek Stereotypes of Contemporary European Nations and French Regions. Much of the Humour in the Initial Asterix Books was French-Specific, which delayed the Translation of the Books into other Languages for fear of losing the Jokes and the Spirit of the Story. Some Translations have actually added Local Humour: All the Fictional Characters in Asterix have Names which are Puns on their Roles or Personalities, and which follow certain Patterns specific to Nationality.

SYNOPSIS Of "ASTERIX AND THE CHIEFTAIN'S DAUGHTER" (Asterix et la Fille de Vercingetorix)

Written by: Jean-Yves Ferri ““ Drawings by: Didier Conrad
Published by: Les Ã‰ditions Albert René
First Worldwide Album Edition: octobre 24th, 2019

With an Anniversary and the Publication of a Long-Awaited New Album, 2019 is definitely a BIG YEAR for Asterix! As usual, the Latest Adventure for Asterix and Obelix begins in their Famous Gaulish Village. After an Escapade in Italy in 2017 with "Asterix and the Chariot Race", it´s back to Armorica with a New Arrival who´ll turn the Village upside down! Asterix and the Chieftain´s Daughter is the Fourth Collaboration between Writer-Designer Jean-Yves Ferri and Illustrator Didier Conrad. The Creative Duo, ever eager to dream up New Adventures, are perfectly attuned to the Legendary World devised by René Goscinny and Albert Uderzo.

Upheavals and Pandemonium are definitely on the Horizon! The Daughter (called ADRENALINE) of the Famous Gaulish Chieftain Vercingetorix is being hunted down by the Romans. She secretly finds Refuge in the Village of our Indomitable Gauls (the only Place in Roman-Occupied Gaul that can guarantee her Protection). And let´s just say that having this very Special Teenager around will cause a Fair Few Intergenerational Ructions “¦ She also meets tow other Special Teenagers Cétautomatix / Blinix (the Son of a Blacksmith) and Ordralfabétix / Selfix (the Son of a Fishmonger) which drives to New Adventures reminding to Contemporary Youth Issues...

Talking about the Spotlight on a Female Character, the Teenager ADRENALINE (Vercingetorix's Daughter), Jean-Yves FERRI (Writer) said "At first I was thinking of wheeling out the Great Vercingetorix himself. The Problem was it would have risked messing with History too much. In the End, I felt that Vercingetorix should stay as he was, in other words as a Legendary Prologue to the Adventures of Asterix. And so I went with the Idea of a Daughter he might have had, which was Pure Invention, of course! And the Theme of the Album started to revolve around Teenagers “¦ a Theme that hasn´t been explored since the Character of Young Justforkix in Asterix and the Normans. I thought it could be handled in a Different Way now".

Talking about the Historical Context, Jean-Yves FERRI said "The Action takes place a Few Years after the Defeat at Alesia. The Idea was to imagine a Secret Network of Arvernis still Loyal to Vercingetorix. Obviously, they do their best to safeguard the Daughter of their Much-Mourned Leader. And her Torc, a Sort of Honorary Necklet that she inherited from her Father. As ever, I tried to use some Historical Elements “¦ like mentioning a Mood of Dissent surrounding the Siege at Alesia, or the Way the Romans conducted Combat at Sea. The Asterix Series is about Laughter but the Humour works all the better if the Basis is Plausible."

Source : Press Conf. @ Hachette Headquarters in Paris, on October 14, 2019.
With the Presence of :
* Isabelle MAGNAC (General Director Hachette Illustré)
* Jean-Yves FERRI (Writer - Script)
* Didier CONRAD (Designer - Artwork)
* Anne GOSCINNY (Daughter of René GOSCINNY)
* Video with Intervention of Albert UDERZO (who couldn't be present)
* Céleste SURUGUE (CEO of Albert-René Editions)

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