



HORSE PILOT

## ***PRESS RELEASE***

*MONDAY, DECEMBER 21, 2020*

# ***HORSE PILOT NAMED GOLD WINNER***

*AT THE 11TH EDITION OF THE CANNES CORPORATE MEDIA & TV AWARDS*

We are pleased to announce that Ride Now - Horse Pilot official Movie - was awarded 1st Prize (Gold Dolphin) at the 11th Edition of the *Cannes Corporate Media and TV Awards*, in the category *Social Media and Short Videos*.

844 films were entered in this competition. A great reward for this movie highlighting Horse Pilot's DNA and the committed vision of horse riding that the brand has been promoting since the beginning.

Click [HERE](#) to watch the clip.

« This award is a great recognition for us, but also for the equestrian community. Horse riding is a sport with a heritage in which, in spite of everything, we can break codes and launch projects that are out of the ordinary. This is the DNA of the brand. Ride Now is a perfect example of this committed vision of horse riding that we have. Rythm, breath, commitment, passion, requirement, style, fears, joy, mud, dust.... Horse Pilot supports the riders on a daily basis. » Aurélien GUILLON, Co-Founder & Marketing Director of Horse Pilot.



« Making a movie is a collective sport. As soon as I saw the slides of the movie, I felt the breath and modernity that the brand was going to bring to this «homemade» creation. With the collaboration of GLITCH we have reached the artistic ambition of big spots with a CinemaScope device, motorized tracking, aerial shots and immersive music by Julien Galner (Château Marmont). We filmed our riders and horses as one would make a film about running or boxing. It's not a focus only on the technical or aesthetic gesture, but on the physical commitment, the exposure to the elements... we wanted to see the effort, the suffering, the pleasure, the moment before and after... everything that makes us addicted to an exhilarating sport. The film is based on a «thoracic» sound mechanics with shots that inspire and shots that expire. The musical score is composed on the breath of a horse...» Stéphane BARBATO, Film Director.

« Ride Now is a story of rhythm, impulsion, instant. This movie is about the passion that drives the rider to train and perform whatever the conditions. This film celebrates riders and is carried by a passionate, demanding and visionary brand. It is a great experience that would not have been possible without the trust of its 3 co-founders, Aurélien, Guillaume & Simon, the talent of our Film Director Stéphane Barbato, and the original soundtrack composed by Julien Galner.» Delphine, BARBATO-CHIANUCCI, Brand Content Manager.





[Watch the movie](#)

---

**Contact:**

Pauline BARBE  
pauline@horsepilot.com  
+33 7 63 71 12 05  
horsepilot.com

N O W  
R I D E