

Ola Waagen, Norway, 2014
65 min. | Documentary



A group of highly motivated activists work for years with the goal of exposing the true face of the Nordic fur industry. They sneak into hundreds of fur farms. When their images are publicized it causes media feasts and public outrage, year after year. However, the industry always strikes back. Nothing changes. A new approach is needed. So, psychologist Frank Nervik tells the fur industry that he plans to become a fur farmer. He asks for training. Nervik is accepted as one of them, and starts learning the trade secrets. Without anybody knowing, he films his training with a hidden camera.

Basic information**Credits****Festivals & awards**

Original title	Pels
Danish title	Pels
Other titles	Inside Fur
Director	Ola Waagen
Screenplay	Bjarte Mørner Tveit , Ola Waagen , Torstein Grude
Producer	Torstein Grude , Bjarte Mørner Tveit
Director of Photography	Tore Vollan , Niels Thastum , Jonas Berlin , Ola Waagen , Frank Nervik
Editor	Torkel Gjørv
Sound	Rune Bjerre Sand , Kristoffer Salting
Composer	Peter Peter , Peter Kyed
Appearances	Frank Nervik
Production country	Norway, Denmark
Production companies	Piraya Film
Online release	01.10.2015
DFI subsidy	Konsulentstøtte
Danish rating	Allowed for children over the age of 15

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