

Program of Mifed 2004 Conferences

Wednesday October 13th, 3 pm, Sala Africa

FUTURE FILM FESTIVAL presents the 7th edition of the event, with news, confirmations and an outline of the Italian digital production. Organizzatore: Future Film Festival

Organizer: Future Film Festival

Thursday October 14th, Friday October 15th

Program of Mifed 2004 Conferences in cooperation with IBTS-Crossmedia Marketplace

On occasion of its 71st edition, MIFED is pleased to announce the conferences programme organized in cooperation with **IBTS-Crossmedia Marketplace**.

The programme focuses on the most interesting evolutions of cinema and audiovisual media technologies. It captures emerging trends thanks to the participation of Italian and International speakers and experts to large-scale debates or targeted workshops. These offer a unique opportunity for acquiring updated and in-depth information on digital trends, technological opportunities and business models with one eye focused on technology and the other on the factors that have turned a product into a case history of success.

D - CINEMA

D-Cinema 4th International Forum:

New marketing and film promotion tools

After The Blair Witch Project, which proved the enormous potential of the web to launch a new film on an international scale, interactive media have definitely become necessary tools for product marketing. Web and wireless offer a range of solutions to generate expectation, curiosity and entertainment, and are used both from the majors and from the independents.

Which are the most innovative models, which are the most interesting experiences?

Thursday, October 14th, h. 9.45 am – 1.00 am, SALA AFRICA, PALAZZO AFRICA

Discussion leader: **Felice Pesoli**, Consultant, Palomar, Roma

Participants: **Aldo Lemme**, Marketing Manager, Columbia TriStar Films Italia, Rome: *Interactive medias in the film industry: an opportunity still to explore*; **Ernesto Grassi**, Director, Theatrical Department Eagle Pictures, Rome: *«The passion of Christ» case history*; **Matteo Bittanti**, Researcher New Media, Iulm, Milan: *Trans-media contamination: the film industry challenge in the age of videogames*; **Paola Liberace**, Journalist and Media Expert, Rome: *From big to mini screen: information, promotion, emotion*; **Sara Passarella**, Manager Walt Disney Internet Group Italian Market, Milan: *Internet, mobile: Disney movies*; **Peter Kruger**, Broadband Media Manager, Tiscali, Rome: *Is it possible to compete with P2P? "For free" doesn't always mean "good"*

Audiovisual and cinematographic production: new instruments and financing models

A conference to inform about investment program aimed to support cinema production, with a special focus on digital cinema's evolutions.

Financing models for the film industry are changing. Which are the current trends? Which are the guidelines in different European countries, both on Community and on national scale? Which are the available funds and how do they work? Which changes will the Urbani Law bring to Italy?

Thursday, October 14th, h. 2.30 pm – 6.00 pm, SALA AFRICA, PALAZZO AFRICA

Discussion leader: **Giacomo Mazzone**, Assistant Secretary General and Head of Strategic Audit, European Broadcasting Union, Grand Saconnex Geneva

Participants: **Gaetano Blandini**, General Manager, Direzione Generale per il Cinema - Ministero per i Beni e le Attività Culturali, Rome: *New perspectives for the re-launching of Italian cinema*; **Alessandro Signetto**, Director, Antenna Media, Turin; **Alessandro Usai**, General Manager, Cinecittà Holding, Rome: *Italian cinema speaks European*; **Catherine Buresi**, Chief Executive, EAVE - Les Entrepreneurs de l'Audiovisuel Européen», Bruxelles: *The local and regional funds for cinema in Europe*; **Romano Franza**, Manager for Cinema and Theatre Credit Department, BNL, Rome: *BNL Cinema Financing Activities*; **Matteo Morozzo**, Director, Roma Film Finance, Rome: *Different cinema financing methods: a comparative look*; **Gianfilippo Pedote**, Producer, Compagnia Gagarin, Milan: *«Fame chimica»: new production models*; **Roberto Santaniello**, Director, European Commission Representative, Milan: *The new Media programme 2007-2013*; **Massimiliano Lisa**, Managing Director, Gruppo Editoriale IHT, Milan: *Public Financing: lights and shadows*

Digital archives - Campus

Conditions of art and perspectives of development for digitalization, recording, restoration, preservation and elaboration of cinema and tv works. The constant growth of quality standards and the parallel speeding up of processes. The Digital Intermediate revolution.

Friday, October 15th, h. 9.45 am – 11.45 am - Campus

Discussion leader: **Fabrizio Pistone**, Proxima, Rome

Participants: **Fabrizio Pistone**, System Administrator and Filmscanner Supervisor, Proxima, Rome: *Digital Intermediate: processes, advantages and results*; **Antonio Greco**, Product Manager, Videoprogetti, Rome, **Mauro Elefante**, Demo Artist, Videoprogetti, Rome: *New perspectives for digital cinema restoration and a better preservation of the works*; **Andrew Johnston**, Sales Manager, Filmlight, Rome: *The digitalization of cinema and television images*

New cinema and new languages

The added value of digital, not only with regard to the economical point of view, but also to the evolution of cinematographical language.

Presentation of successful case histories, discussions, speeches of directors and creatives who work in this field.

Friday, October 15th, h. 2.30 am – 6.00 pm, SALA AFRICA, PALAZZO AFRICA

Discussion leader: **Gianni Canova**, director *Duellanti* and Professor IULM, Milan

Participants: **Christian Uva**, Researcher, Rome: *Ibridazioni*; **Renato de Maria**, Director, Rome: *Paz! Non solo Paz*; **Piero Golia**, Director, Los Angeles: *I survived to killer shrimps*; **Angelo D'Alessio**, Consultant National School of Cinema - Digital Cinema Department, Rome: *Digital cinematography: new jobs and new professionals – methods and tools for the training*; **Franco Bertini**, Screenplayer, director and writer for theatre, Rome: *«Tutto in quella notte» and «69 prima»*; **Guido Morbello**, Professor and collaborator DAMS, Turin: *New communication horizons for film language*; **Paolo Angelini**, Director, Bologna: *«Paris Dabar»: a*

low budget cult movie; **Enzo Aronica**, Director, Neverland, Rome: *Digital paths*; **Independent Directors and Producers group**, Fluid Video Crew, Rome

To produce a tv serial with 3D animation

in cooperation with Asifa Italia

Starting from the production situation on international and national scale, some basic issues are suggested: to increase the value of the specificity of the medium, to identify different channels and targets, to evaluate stylistic innovative solutions.

Saturday, October 16th, h. 9.45 am – 1.00 pm, SALA NAVA

Discussion leader: **Laura Fiori**, Art Director Animation, National School of Cinema, Turin

Participants: **Laura Fiori**, Art Director Animation, National School of Cinema, Turin: *Why in 3D? Questions and proposals to set off the use of 3D animation*; **Alfio Bastiancich**, Director, *Cartoon on the bay* and consultant RAI Trade, Rome: *Is the future 3D?*; **Ernesto Paganoni**, Author and Animator 3D, Milan: *Scripts, characters, stories for 3D: authors' proposals and production houses' demands*; **Giovanna Milano**, Animation Consultant, Redcastle Mediaconsulting, Paris: *Valuation methods for projects of animation tv serial in 3D*; **Ugo Rietmann**, CEO, Lumiq Studios, Turin: *Lumiq Studios: a new reality for Italian animation*; **Marco Bigliazzi**, Author e Produttore indipendente, Fulmini & Leopardi, Pisa: *The role of the producer. The Fulmini & Leopard experience*.