



# CINE – CREATIVE COMMUNITIES

20 October 2016 | 9:30 a.m.  
Rome | Museo Nazionale Romano Palazzo Massimo

The international conference Cine-Creative Communities examines the aims and objectives of the UNESCO Action Plan for Rome City of Film, which involves institutional decision-makers, the UNESCO Creative Cities, the Creative Class, and the public and private players who support and invest in film to drive sustainable urban growth and team up with creative cities to promote social inclusion, employment and a thriving business environment.

## The Programme

Opening remarks by

Piera Detassis, President of the Fondazione Cinema per Roma

Gabriele Mainetti, director and producer “Lo chiamavano Jeeg Robot”

### 10:00 a.m. – First Panel

#### Public policy for Creative Cities

***Institutional policies for making creativity a driving force behind the growth of cities and their metropolitan areas; cultural institutions as a force for promotion and innovation.***

Luca Bergamo, Councillor for Cultural Growth, Roma Capitale

Gian Paolo Manzella, Vice President of the Commission for E.U. and International Affairs, Lazio Regional Council

Nicola Borrelli, Director of the General Directorate for Cinema, MIBACT

Roberto Cicutto, President and CEO, Istituto Luce Cinecittà

Franco Bernabè, President CNI UNESCO

**11:00 a.m. – Creative Talent at Work**

“Let’s Play Videogames”, the Videogame Festival

“Reaction Roma”, the social movie that takes a look at the city

**11:30 a.m. – Second Panel**

**UNESCO Creative Cities at Work**

*The experience of the international network, the possible points of contact between creative clusters and the coordination between Italy’s UNESCO Creative Cities.*

Luca Lo Bianco, Coordinator, Rome City of Film

Declan Gibbons, Galway City of Film, Coordinator of the Network of Creative Cities of Film

Francesca Martinese, Bologna City of Music, National Coordinator of UNESCO Creative Cities

**12 noon Creative Talent at Work**

“Oniride”, virtual reality: storytelling with a new voice.

**12:15 p.m. – Third Panel**

**Spotlight on Cinema**

*Cinema, new mediums, new technologies, the ties to local resources and settings; how film becomes a tool to promote creative cities and economic growth.*

Carlo Brancaleoni, Head of Institutional Relations, Rai Cinema and Sky

Giampaolo Letta, Vice President and CEO, Medusa Film

Luciano Sovena, President, Roma Lazio Film Commission

**1:15 p.m. – Creative Talent at Work**

“The modern Rome memory project: cinema, geolocation, archives”, the Università di Roma La Sapienza in a joint collaboration with the Centro Sperimentale di Cinematografia

**On October 21st, from 9:30 a.m. until 2 p.m., the Centro Sperimentale di Cinematografia in Via Tuscolana 1520 will host the international seminar “Film Preservation School” – International Line of Action, UNESCO Rome City of Film**

Ente promotore / Promoted by



Ente attuatore / Produced by



Con il patrocinio di / Under the patronage of



Con il sostegno di / Supported by



Con il supporto di / Partner



Con la partecipazione di / With the participation of

