



**ROME
FILM FEST**
OCTOBER 16/27 2024

THE CINEDAYS OF ROME UNESCO CITY OF FILM

Urban Screenscapes: Turning the City into a Cinematic and Inclusive Experience

October 21st at 10 am

Casa del Cinema – Sala Cinecittà

Tomorrow, Monday, October 21st at 10 am, the Casa del Cinema holds the annual Cinedays of Rome UNESCO City of Film, a fixture of the Rome Film Fest calendar.

The first part of the event is the presentation of a new Roma Capitale project, “Roma Smart Tourism”, made possible by UNESCO funding, launched in response to the Italian Ministry of Tourism’s public call for “the identification of projects that raise the profile of cities of high cultural and touristic interest that contain UNESCO World Heritage Sites, as well as cities belonging to the UNESCO Creative Cities network.” On stage to discuss the project, Miguel Gotor (Cultural Counselor to Roma Capitale), Gian Luca Farinelli (Director of the Cineteca di Bologna), and Bruno Pellegrini (CEO & Founder LOQUIS). Moderated by Lucio Argano, Project Manager, Rome City of Film UNESCO.

The second part of Cinedays concentrates on city-wide festivals – cultural events that unfold at different venues across a city, a new format for cultural policy and events that gets local communities involved and use resources sustainably. These festivals may be held in city squares, parks, museums, stations, prisons or hospitals, making culture accessible to a broader and more diverse public. They probe the new opportunities that this kind of event offers for turning ordinary everyday spaces into cultural and creative venues.

Speakers on hand to discuss this new format for festivals include Gian Luca Farinelli (Director of the Cineteca di Bologna, Bologna UNESCO Creative City of Music), Andrea Minetto and Silvia Tarassi (authors of the book *I festival diffusi. Un nuovo formato organizzativo per le politiche culturali*, Milan UNESCO Creative City of Literature), Federica Rocchi (director of the Periferico Festival, Modena UNESCO Creative City of Media Arts), and Marco Genovese (LIBERA. Associazione, nomi e numeri contro le mafie). With a video contributed by Wellington UNESCO City of Film. Moderated by Lucio Argano.

At 11:30 am, there will be a premiere of the film *La Città Macchina*, the latest film in the Italia Novecento series produced by Diego Biello for Filmedea, in collaboration with Cinecittà, MAXXI, and ANRCA. The ‘Città Macchina’ is Verona 900, a UNESCO World Heritage site due to its urban structure and architecture. The film, directed by Dario Biello, is the story of a photographer and architectural researcher, played by Alessandro Preziosi, who seeks out the city of Verona’s futuristic identity, as embodied by a 1927 Lancia Lambda Siluro driven by a mysterious woman.

Before the screening of *La Città Macchina*, the film's star Alessandro Preziosi, the director Dario Biello, and the producer Diego Biello will greet Fest audiences, with representatives of the Ministry of Culture and the local administrations of the UNESCO sites in attendance.

After the screening, there will be a Q&A featuring Monica Marangoni (journalist, with a role in the film), Alba Di Lieto (Politecnico di Milano, making a special appearance in the film), Pier Francesco Nocini (Università di Verona, making a special appearance in the film), and Orazio Carpenzano (Sapienza Università di Roma).