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The kaleidoscope of images and the lineup of the statistics presented in these pages succinctly sum up what the first edition of the FilmFest accomplished: the enthusiasm and passionate attendance of the public, the spotlight on the festival by the mass media the world over, and the variety of the events and their leading players.

With these impressive results, and abundant recognition and appreciation on all sides as our reward, we now prepare to tackle the second edition of the FilmFest in October 2007, with the aim of reaffirming the original inspiration of the event, an event, that is, designed for the public at large and quality cinema in one, the perfect forum for dialogues and exchanges between film lovers, film experts and trade professionals.

This year as last, the support of the main government institutions at the local level will be joined to a significant degree by funding from private enterprises that have identified the FilmFest as an influential cultural initiative, recognized and highly regarded both nationally and internationally.

Indeed, the RomeFilmFest is distinguished by two features that make it original: the flavor of the great world cinematographic event on one hand, and its roots in the city of Rome on the other, with all the history, prestige, active resources, and heritage of both ideas and experiences that those roots entail.

In 2007 we shall attempt to create an edition that is even more attractive to the general public, the film experts and film professionals; our aspiration is to acquaint more and more people with the cinema, showcase directors and all other talent working in this extraordinary art of images and imagination, and support an industry that is no mere dreamworks, but produces resources, employment and affluence. We are confident of rising to the challenge.

Goffredo Bettini
President of RomeFilmFest

Teresa Cavina,
Piera Detassis,
Gianluca Giannelli,
Giorgio Gosetti,
Mario Sesti,
Artistic Directors of RomeFilmFest



*I love Italy,
a country I have a special affinity for,
and I am particularly proud
to be inaugurating this important event.*
Nicole Kidman

There is no doubt that the first edition of the RomeFilmFest was an enormous success, a success due to the remarkable turnout of the public, the quality and quantity of the films on view, and the truly unique atmosphere with which the city welcomed the festival's protagonists and their art. This festival is the proof that out of so many cities, Rome really is "the cinema." And not just because of its marvelous legacy of history and culture, or its incomparable blend of architecture and space, or harmony and time, but because it is capable of linking this tradition to projects for the future, and turning its strengths and universal appeal into economic investment. In this sense, the first edition of the FilmFest has accomplished significant goals and, as the numbers that appear here demonstrate so convincingly, it has also established the foundations for its next important undertaking in the future. For all of the next year, therefore, Rome will proceed in this direction, bringing the cinema to the city streets as before, and exploiting to the full the great artistic and economic resources that this art form has to offer.

Walter Veltroni
Mayor of Rome



The RomeFilmFest is due to become one of the ten most important festivals in a very short time.

Jonathan Wolf,
Managing Director of American Film Market



It was with great enthusiasm that the Rome Chamber of Commerce decided to guarantee its own economic commitment to the first edition of the RomeFilmFest; the festival's significant achievements, in terms of the impressive turnout of the public and the extensive international coverage, prove to us that we were right. The result of a true synergy between government institutions and the business sector, the RomeFilmFest has not had a beneficial effect on Rome's economy alone. It has also, and above all, played an essential role as a driving force in the national film industry, which has regained momentum and creativity in the last few years – and Rome is its undisputed capital.

Indeed, satisfaction with The Business Street was very high; its success can be judged in terms of the substantial participation of international buyers and sellers; the important business agreements reached, and the positive reviews that the initiative received in major international newspapers, trade publications or otherwise. An achievement that allows us to look to the next edition with confidence and at the same time the determination to renew and redouble our commitment to the festival's future.



Andrea Mondello
*President of the Rome Chamber of Commerce,
Industry, Craft and Agriculture*



The fact that it has succeeded in hitting the mark on the first try, with a production and an organization at this level, is truly extraordinary.

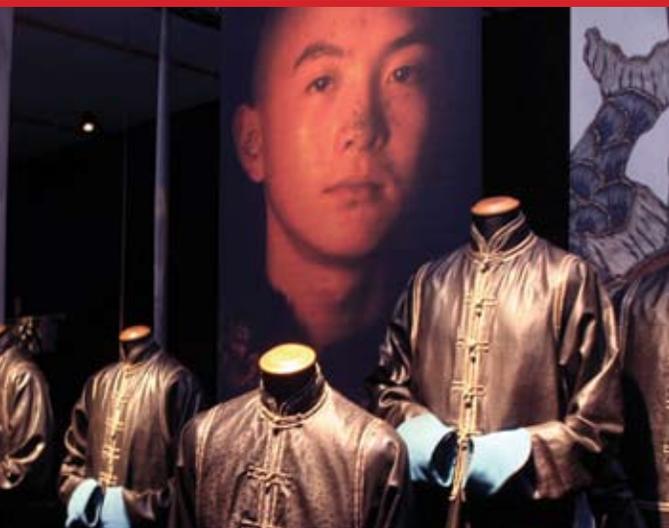
Dario Fo

The Auditorium Parco della Musica in Rome is an entertainment, arts and cultural complex that has become legendary in Italy, Europe and the world over for the great variety and originality of its programs as well as its popularity with the Roman public, as was proved once again on the occasion of the RomeFilmFest. It is an innovative space for beauty, but also for knowledge; a concert hall for symphonic music and all other forms; a host of stages for dance, theater, the visual arts, literature and an astonishing range of other creative fields; and finally, a center for the pleasures of learning, in which areas of human endeavor such as science, philosophy, history and mathematics are made accessible and brought before the public.

This was the framework for the organization of the first edition of a great annual cinematographic event last October. The RomeFilmFest distinguished itself for the wide range and high quality of the films showcased, for the remarkable turnout on the part of the public, and for the attention received from the mass media and film professionals, who flocked to the Auditorium and other venues to follow the screenings as well as the wealth of initiatives on the program.

The Auditorium will continue to host this event that is destined to make Rome one of the cultural capitals of the planet, a forum and a rendez-vous for diverse traditions, and an engine to promote a dialogue that the cinema supports with its truly universal language: the language of images.

Gianni Borgna
President of Fondazione Musica per Roma
Carlo Fuortes
Managing Director of Fondazione Musica per Roma



The first edition in figures

480,000 festivalgoers

in 8 days visited the Auditorium, the Village and the Exhibitions

170 films from **33** countries

650 screenings on **23** screens

102,000 tickets

more than **150,000** moviegoers

6,837 accredited professionals

2,462 journalists

10,074 radio&tv reports

830 international newspapers with 1,660 articles,
157 Italian newspapers with 5,949 articles, 1,967 Italian online articles,
498 reports by 59 Italian tv&radio stations

3,150,000 pages visited on our website

967 guests

60 production companies and **24** projects

participated in the New Cinema Network meetings

447 participants in The Business Street

250 buyers, 130 screenings

78 schools & **16,000** children and teen-agers

involved in the Alice in the City event

53,000 meals served at the Cinema Village

The Official Awards 2006

**RomeFilmFest
Best Film Award**
Izobrajaya Zhertvy
Playing the Victim
Kirill Serebrennikov

**RomeFilmFest
BNL Best Actress Award**
Ariane Ascaride
Le Voyage en Arménie/Armenia

**RomeFilmFest
Chamber of Commerce
Best Actor Award**
Giorgio Colangeli
L'aria salata

PMQ Agent Award
Jim Berkus,
co-founder and president
of United Talent Artists

Acting Award 2006
in collaboration with IMAIE
Sean Connery

**Alice in the City
Official Awards**

In competition/K12 Section
Best Feature Film
Liscio Claudio Antonimi
Best Short Film
Celami
Julie Anne Meerschwan
**Alice RaiSat Ragazzi
School Short Award**
A game over

Young Adult Section
Best Feature Film
Just Like The Son
Morgan J. Freeman
Best Short Film
Junito Cesar De Leon
**Alice RaiSat Ragazzi
School Short Award**
Acqua alla gola

Literary Section
Ungari-UNICEF Award
Nato straniero
Janna Carioli

Special Mention UNICEF
Michel Ocelot

Out of Competition
**Gioco del Lotto
Lottomatica
Public Award**
Vitus Fredi M. Murer

**Children's Commission
Award**
Azur et Asmar
Michel Ocelot

**RomeFilmFest
Parallele Awards**

**Cult Award
for the Best Documentary
in the selection**
Deep Water
Louise Osmond, Jerry
Rothwell

**Blockbuster Award
for the Première section**
La sconosciuta
Giuseppe Tornatore

**L.A.R.A. Award
for the Best
Italian Performer**
Ninetto Davoli
Uno su due

**The New Cinema
Network Awards**

**Fendi Award
for Best European Project**
Santiago Tabernerero
Capitano

**SIAE Found
for New Italian Cinema**
Luciano Melchionna
Gas
Giorgio Diritti
Il vento fa il suo giro

**Unidea-Unicredit Award
for African Cinema**
Khalo Matabene
Zeze Gamboa
Daniel Harroch

*I am delighted to be at this festival,
which is turning out to be a great success.*

Giorgio Napolitano

President of the Italian Republic



competition • competition •



competition • competition •

CINEMA 2007

The section entitled CINEMA 2007 features 22 Italian and international premieres, 14 of which will make up the official competition of the RomeFilmFest, its veritable DNA. The search is for an idea by a filmmaker, and the work that results, that combines excellence, in terms of quality, originality, in terms of linguistic and thematic content, and the ability to speak to an audience.

In the first edition of the RomeFilmFest a jury presided over by Ettore Scola and composed of ordinary filmgoers chose to crown the success of directors like Shane Meadows (special jury prize for *This is England*), European actors of the highest caliber such as the French Ariane Ascaride (*Le voyage en Arménie*) and the Italian Giorgio Colangeli (*L'aria salata*), and surprising films like the Russian *Playing the Victim* by Kirill Serebrennikov (prize for the best film). For the 2007 edition the jury will be composed of ordinary filmgoers from all over Europe; guided by a great filmmaker, it will decide who will win the Marcus Aurelius Award for best film, which incorporates a cash grant for 200,000 euros, to be shared equally between the winning film's director and producer as an incentive towards their future activity.

Alongside the competition, CINEMA 2007 will showcase a selection of approximately 8 films out of competition, dedicated to promoting the awareness and distribution of the best international cinema, to a slogan to which we feel the entire official selection responds: the performance of creativity.



*One, ten,
a thousand festivals:
they are all welcome
to grace Italy
with the image
of the extraordinary
country it is.
Riccardo Muti*

competition • competition





EXTRA

This section is designed to put a multi-faceted focus on the new frontiers opened up by those who are creating something fresh and different in the audiovisual field, from documentaries to trendsetting feature films, from cutting-edge television programs to digital animation, from film restoration to new high-definition cinema.

An astonishing showcase of anything that can be done with image and sound, from computers to cinema; an unconventional angle to spot new forms that are produced at the four corners of the globe, but have not yet landed in the traditional movie theaters. An award of 30,000 euros will be assigned to the best documentary by the satellite television channel CULT.



This festival has a soul because it takes the cinema home, to the public. Filmmaking is a popular art, after all, and direct contact with the public is important.
Gabriele Salvatores



• new cinema network • the business street • the business street

NEW CINEMA NETWORK

A co-production market but also a significant opportunity for directors and producers to exchange information and discuss projects. In 2006 twelve European directors were chosen from among the 300 projects presented to receive financing for their second films under the NCN – Project Europe. Selection was made possible thanks to a collaboration with Europe's leading agencies in the promotion of national film production. Twelve more projects were selected for the NCN – New International Projects, thanks to a decisive collaboration with HAF (Hong Kong Asian Film Financing Forum) and the Atelier of the Cannes Film Festival.

In the four days that the 2006 edition of the RomeFilmFest devoted to NCN, producers and directors from 23 countries came together for a total of over 600 meetings, inaugurating important co-productions; while approximately 150,000 euros were granted to the projects participating, thanks to prizes made available by Fendi, SIAE and UNIDEA, the Unicredit Foundation. For the 2007 edition, the goals we reached last year will be consolidated, and the ties between NCN and Business Street strengthened by means of coordinated workshops providing the latest information, thus facilitating the natural osmosis between productive activities and trade activities.

The RomeFilmFest is just what is needed to get exports in gear again, especially in Europe. The first edition was a success because it laid the foundations for a market that is sure to carve out a more and more significant space for itself. Producers, distributors, and exporters from all over Europe have a lot riding on this new festival.

Margaret Menegoz
President, Unifrance

THE BUSINESS STREET

An exceptional opportunity for buyers and sellers of films from all over the world, with a special focus on the film trade in the countries of the European Union. A unique location like Fellini's Via Veneto, associated with the cinema in every film aficionado's imagination, a place to meet, see films, swap ideas for projects and support quality cinema in every country. A different way to serve the business community without the constraints of the traditional market, but with all the opportunities that market allows. The Business Street was all of this in 2006, thanks to the trust and the commitment of the multitude of film professionals who accepted our invitation. For 2007 (from 18-21 October) we are in a position to guarantee even better facilities and even more advanced technologies, more spaces and more investments, facilitations for screening the best films, and extremely favorable working conditions for participants in the Business Club: from the Business Terrace to the Industry Office, with a direct line to the festival's official selection.

Our aim is to preserve the friendly, informal atmosphere that is critical to the quality of the work that gets done, combined with perfectly efficient services. But it is also that of adding novelties and new projects each time, on the grounds of suggestions coming from the international buyers and sellers who have chosen to work with us. Finally, we wish to offer opportunities to take a deeper look, to meet and promote the films on the official program as well as joint international collaborations, supporting a network of quality cinema that is in greater and greater need of occasions like the RomeFilmFest to be seen and to get the promotion it deserves.

I'm a big fan of The Business Street. I think it will be of great service to the entire European film industry.

Marin Karmitz
MK2

SPONSORS, BUT PARTNERS ABOVE ALL

Starting with our festival's very first edition, we have committed ourselves to building a real partnership with the Italian and international businesses that wagered on the success of the event along with us. And many of these partners will be working with us on the second edition as well, actively supporting the festival.

And if the consensus was unanimous on the striking effectiveness of the direct contract between the festival and the public; its visibility; the media coverage; and the reach and the quality of the means of communication used to promote the event, we believe that there is something that was even more important.

Our decision, that is, to consider our partners not as an appendix to the festival – an overlapping, however effective, of logos attached to an event – but as content of the festival itself, an integral part of the event. So in 2007, along with partners old and new, the content of our festival will be enriched even further.

We wish to exploit, as a team, the uniqueness of this film event for the people, a street festival as much as a film festival, involving an entire city like Rome, and radiating out from the center to the outskirts of the metropolitan area, with its single venues and its single contents ranging from cinema to music, from literature to fashion and to the most diverse of art forms.

Screenings on cruise ships; exciting new spaces for meetings under the Auditorium's domes designed by architect Renzo Piano; Rome's famous squares as backdrops for events; awards and exhibits dedicated to the latest technologies in cinema and new media; fresh occasions for film professionals to promote and do business together: these are only a few of the areas that will be developed, the new contents that will be offered to the city, and to the world.

The RomeFilmFest is a marvelous opportunity to build together with our partners in private enterprise.





Goffredo Bettini
President

Tullio Kezich
President Advisory Board

Teresa Cavina
*Artistic Director Competition / Out of Competition
and New Cinema Network*

Piera Detassis
Artistic Director Première

Gianluca Giannelli
Artistic Director Alice in the City

Giorgio Gosetti
*Artistic Director Competition / Out of Competition
and Business Street*

Mario Sesti
*Artistic Director Extra,
The Actor's Craft and Encounters*

Francesca Via
General Manager

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