



## Italian Cinema Week in Cairo

### Fare Cinema Mediterraneo – The craft of the film making in the Mediterranean

**1-5 July 2018, 7 pm - Italian Cultural Institute (3, Sheikh el Marsafi, Zamalek, Cairo)**

Italy has a great tradition of quality cinema, and its contemporary film production must be supported as it is an integral part of the promotion of 'Brand Italy' throughout the world. The Italian film industry also has a positive direct and indirect economic and tourist effect and enhances the image of Italy abroad.

"Fare cinema", the crafts of film making, includes the nomination of 100 "goodwill Ambassadors" in 100 different cities in the world. It is part of a concerted programme, which the Ministry of Foreign Affairs and International Cooperation (MAECI) has launched to promote Italian quality film production abroad, with the support of the Italian consular and diplomatic network and the Italian Cultural Institutes. It is an ambitious project that, with the cooperation of the Ministry of Cultural Heritage and Activities and Tourism (MIBACT), is based on a multiannual strategy and team work involving the private and public sectors of the film industry, in particular ANICA (National Association of Cinematographic, Audiovisual and Multimedia Industries) and the Istituto Luce-Cinecittà. "Fare Cinema" is part of the integrated promotion plan the "Italian Way of Life", which features cinema as a priority.

"Fare Cinema" focuses on the many "film making crafts", i.e. the different professions of the trade - actors, directors, scriptwriters, directors of photography, stage designers, composers, costume designers, make-up artists, editors, special effects artists, and so on. They make up the complex mechanism of film production and every one of them, in front of a camera or behind it, contributes to the success of our cinema in Italy and abroad. The testimonials take part in conferences, meetings with the public, seminars, panels and discussions sharing experiences of a daily work driven by passion, creativity and top-level technical competences and skills. The event is organized by the Italian diplomatic and consular network, with the Italian Cultural Institutes, with a view to engaging qualified industry operators, enhancing the interests of the international public and promoting opportunity for the distribution abroad of Italian TV and films. "Fare Cinema" has been made possible thanks to the cooperation of industry associations and in particular ASC – Associazione Italiana Scenografi, Costumisti, Arredatori; AIC – Autori italiani della cinematografia; ACMF - Associazione Compositori Musica per Film, ANTEPAC – Associazione Nazionale Truccatori e Parrucchieri del Cineaudiovisivo; UICD – Unione Italiana Casting Directors and AMC – Associazione Montaggio Cinematografico e Televisivo.

"Fare Cinema" has been launched on 3 May 2018 at Rome's Cinecittà Studios. The "goodwill Ambassador" of Italian cinema for Cairo will be Mr Francesco Vedovati, a famous casting director, who will inaugurate the Week on Sunday, 1<sup>st</sup> of July 2018, at 7 pm at the Italian Cultural Institute, introducing the movie he worked for: "*They Call Me Jeeg – Lo chiamavano Jeeg Robot*".



## **PROGRAMME – Italian Cultural Institute in Cairo**

**Sunday, July 1<sup>st</sup>: The call me Jeeg - *Lo chiamavano Jeeg Robot*, movie, English subtitles**

Testimonial: Mr Francesco Vedovati, Casting director

**Monday, July 2<sup>nd</sup>: Selection of short movies by Centro Sperimentale di Cinematografia Scuola Nazionale di Cinema, Cinecittà', Rome**

Testimonial: Mr David Abatecola, TV Director

**Tuesday, July 3<sup>rd</sup>: *Taranta on the road*, movie, English subtitles**

Cineforum led by Mr Francesco Braida, Screen Writer

**Wednesday, July 4<sup>th</sup>: *Linea Verde*, TV Show**

Testimonial: Mr Dario Di Gennaro, Director

**Thursday, July 5<sup>th</sup>: *Il padre e lo straniero*, movie, Arabic subtitles**

Cineforum led by Mr Paolo Vanino, Cinema Programme Officer, Italian Cultural Institute.  
Possible participation of Mr Amr Waked, Actor