



Montecatini International Short Film Festival

International Short Film Festival FilmVideo Montecatini was founded in 1949; it is one of the oldest short film festival in Europe and in the world. The Italian Cineclub Federation (FEDIC) founded the festival first as an Italian National Short Film Contest, but further after 1975 the festival was gradually transformed in an International Short Film Festival. 2014 the Festival will have its 65th edition.

2014 we will increase the number of European short films participating at Festival until at least 70% of general program, while we will maintain the number of international non-European films up to maximum 30%. Our object for this year is to select at least one good quality short film for each European Country in order to show the variety of cinematographic culture in different European countries. The presence of non-European films will help us to compare the cultural and social problems as well as artistic and technical methods used by filmmakers from different countries.

Last year we have already started this process and as you can see from the statistics, the number of European films had an important increase. This was the first step to achieve the results for this year and for the next year transforming the festival.

The programs of screenings will be organized in this way: we will divide all the films in different thematic groups united by social, cultural, artistic aspects as well as new technical methods used for film production. Every screening will be introduced with the explanation of what the program to be screened and followed by discussion with the participation of cinema critics, film directors, producers, etc. In this way, we give the opportunity for the direct dialog between filmmakers and audience. This dialog will be enriched by participation of sociologists and mass mediologists, which will help the audience to contextualize the place and the society of the audience.

Our festival constantly works on education of the audience in the field of cinematography, disseminates the information about new artistic methods and new technologies and enlarges the audience of the festival with particular attention to young generations and to the new mobile and digital technologies that they use every day.

The Festival has its audience earned during its long history. For many years, the main part of the audience was represented by the adult public: members of FEDIC from the whole Italy and local population. Two years ago (edition 2012) we have started the process of attraction of young people through collaboration with schools, organisation of special events aimed towards the youth. The results were immediate especially for some screenings (animation), master-classes, and workshops.

Our festival collaborated with a web platform Camup, thanks to this collaboration we organize periodically online screenings and discussions, lectures and master classes. Thanks to these events, we have gained new young audience. These events were transmitted and participated non only in Italy, but also in some Russian universities, it gave the possibility to show to Russian students new European short films, which often never arrive to that territory.

During the whole year we organize meetings in libraries (for example, Bibliotheca San Giorgio at Pistoia) and schools, where we speak about cinematographic languages, technical aspects of film production, organize practical workshops. Some of our workshops are held in the primary schools where the children create animation films.

During the festival we always have national and international guests; we organize meetings, master classes, workshops. During the last edition, we had:

- a meeting with an actress and register Barbara Enrichi, who told about the work on here new documentary about three generations of Tuscan women;
- a meeting with Author/ Actress Isabel Russinova (women-heroes in the life and in the movie)
- a meeting with film director Lorenzo Guarnieri, whose last film "The life of Sonia" won a lot of awards in festival all around the world, he spoke about metaphor and symbolism in cinematographic language;
- a master class of film school "Immagina";
- a master class of film editor Alessio Focardi;
- a master class of comic actor Alessandro Paci.
- a master class of film director e screenplay writer Domenico Costanzo

Every year we chose a theme that is important and interesting for people: retrospective of animation by Emanuele Luzzati, violence on women, social problems of youth... This theme or event helps us to obtain a large press release, which promotes the festival overall the national territory.

We use social networks (Facebook, twitter) to outreach young audience. A special group of volunteers composed of young people develops special strategies for social networks.

We use online platform Camup that helps to create interactive events and to find new audience.

This year we will start our collaboration with a highly visited web platform My Movies (12 mln /mese, we have already stipulated preliminary agreements).

We work with secondary schools and universities, organise courses and lectures for the cinema literacy and film educations. In this way we educate the young people, one part of which turns to be our audience.

During the last festival edition, the 23th of October 2013 there took place a congress "Cinema and Education: Influence of media in everyday life". The congress was organized together with the Culture Department of Pistoia Province at the Palace of Province. School professors, other educators, and cultural collaborators attended this congress. The aim of the congress was to give information about the influence of media on people, and especially on youth and on children. The way to use it for benefits and how to protect youth and children from its danger. During the congress, we showed to the professors and educators how the media platforms and media tools could be used for cinema literacy. We organized lectures and master classes with participation of Italian and foreign experts.

The information about this congress there is inside the catalogue.

The competition attendance for 2014 is open to all works made after January 1, 2012 (40 min. long maximum). Shorts films that have already been screened in other Italian or International Festivals all over the world will be allowed to take part in this competition and compete for all the awards.

Filmvideo considers 3 competitive international sections:

- Section "International Competition" addressed to the filmmakers all over the world.
- Section "University & Film Schools" addressed to the Film Schools or Universities and their students that could send us shorts shot during their years of study of their graduation works.
- Section "Looking East" is open mainly but not only to European filmmakers from countries such as Baltic (Lithuania, Latvia, Estonia), CSI, Balkan (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Macedonia, Montenegro, Serbia), Poland, Czech Republic and Slovakia. Its ultimate purpose is to provide a focus on new authors / directors / filmmakers from this important cultural area.

For all the competitive sections, Filmvideo 2014 will select shorts of these categories: animation, documentary, fiction, experimental/new media.

Last year we have increased the number of European Films in our Festival. Two years ago, we introduced a new section "Looking East", where film from East Europe can participate. We will continue to pay more attention to European film program creating more possibilities for distribution and for European talents. Thanks to this grant, we will be able to invite more young talents from Europe to participate in our Festival, this will give the opportunity for Italian public to meet more European talents.

Non-national European films will be screened with English and Italian subtitles. We will not make a separate program for European non-national films but we will create a thematic groups based on cultural and artistic aspects.

We have stated good collaboration with **Oporto film festival (Portugal)** and we suppose to invite Portugal as one of guest countries 2014.