



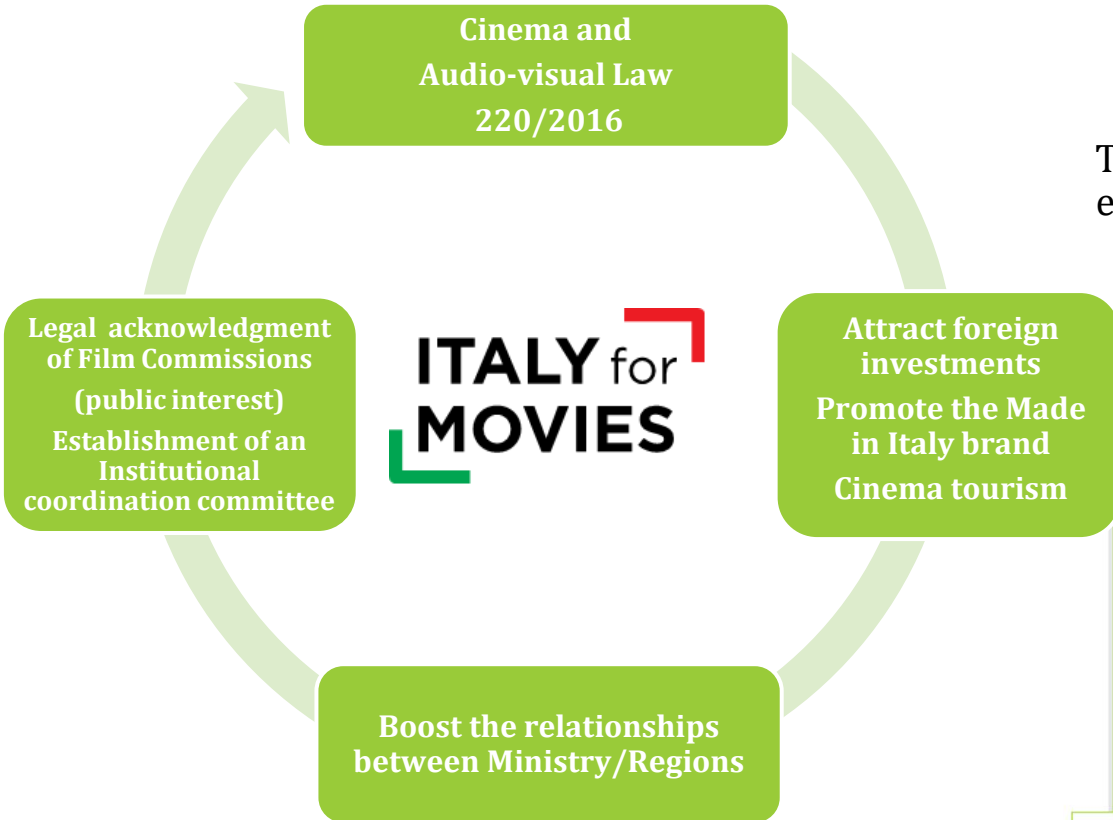
ITALY for MOVIES

Italy for Movies: cinema tourism and audio-visual production

Italian Pavilion, Venice – September 6 at 10:30 am

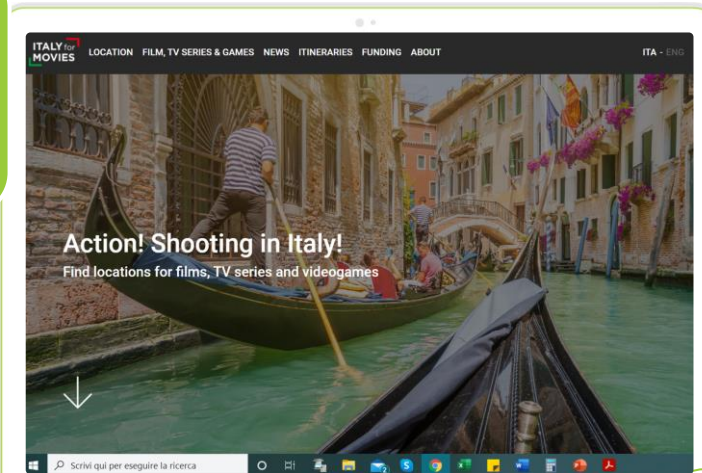


Concept: origin and development



Launched in September 2017 by the **Italian Ministry of Culture**.

Technical and organisational management entrusted to **Cinecittà** in partnership with **Italian Film Commissions**.



IFM - the strategic aims



The national web portal for professionals in the audio-visual sector and cinema tourists



Institutional tool to promote the Made in Italy brand



Increase the visibility of shooting locations in Italy



Attract foreign investments

5 years of Italy for Movies



2017

IFM is online



2018

IFM is Social
(FB; Instagram;
LinkedIn)



2019

App
IFM



2022

Green Filters



Itineraries



Film
Commission
reserved area



2021
New IFM
site



The results of Italy for Movies



2,130 locations
10,000 images


**+43% in
three years**



**120 funding
summaries**



**780 films, TV
series and
videogames**


**+60% in
three years**



**71 itineraries
for cinema
tourists**


**+35% in
three years**



**News
published
daily**



**Website
traffic
+56%
compared
to 2019**

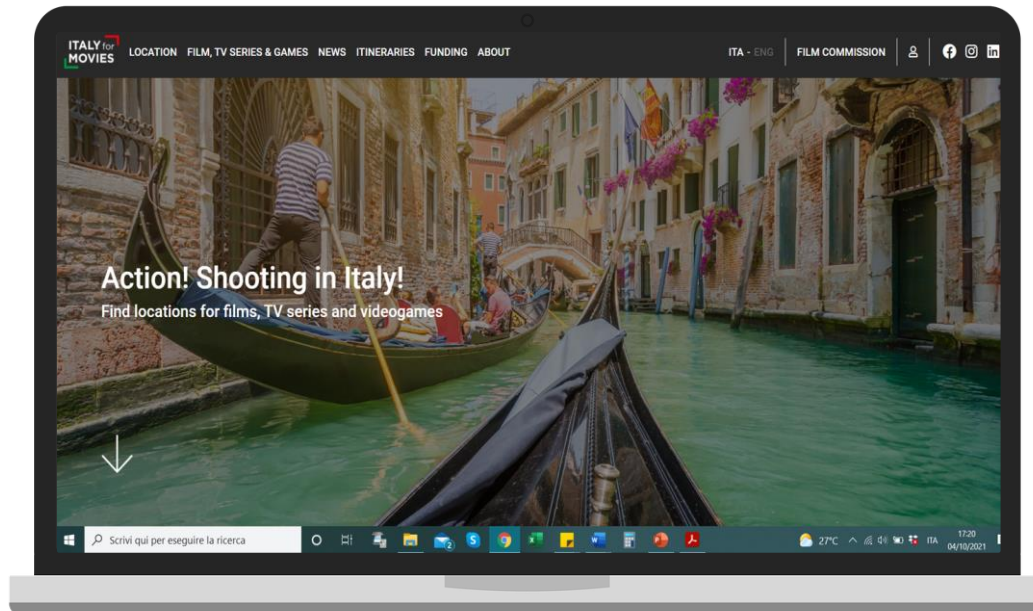
The new Italy for Movies

ITALY for
MOVIES

More dynamic,
engaging and
modern
graphics



Account area to
save favorite
content



Simpler and
more intuitive
navigation



New "Itineraries"
page with journey
suggestions and
tools for creating
cinema tourism
routes



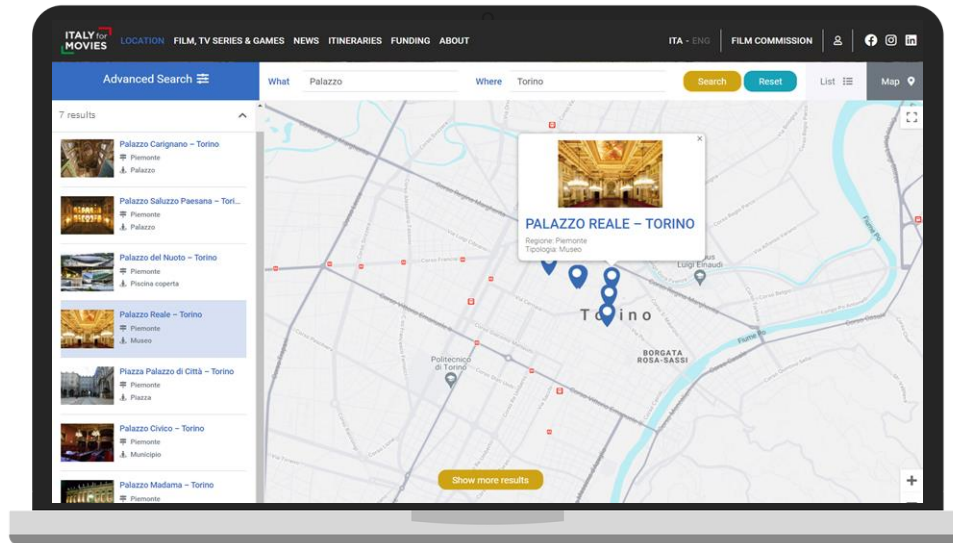
Direct and easy map search

Find the best location for you

Advanced search
with filters



See the results
displayed on map
or list



Improve search
with detailed
categories

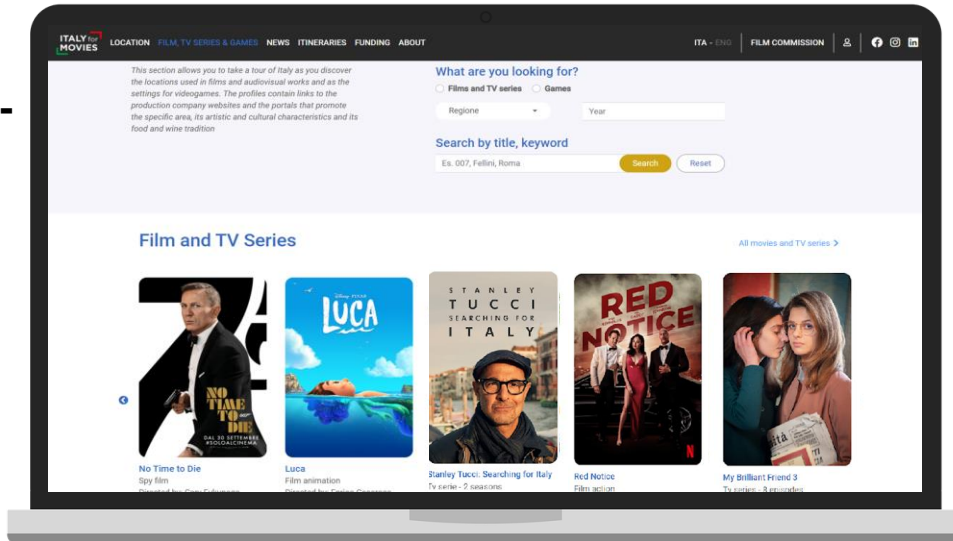
Check the location
from the map

Consult the technical profile for
each location

Find the shooting locations for films, TV series and videogames



Consult the vast catalogue of audiovisual works shot in Italy



Search by type, year, region or keyword

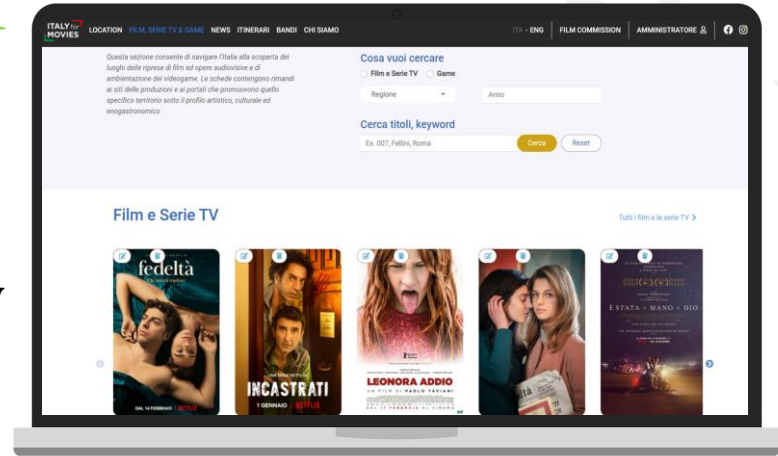
Go to the individual summary to discover the locations

The IFM database is constantly updated

ITALY for
MOVIES



Discover all
the
locations of
films and TV
series



In-depth location information



The screenshot shows the website interface for the location 'Matera | Sassi'. At the top, there are navigation tabs: 'LOCATION', 'FILM, TV SERIES & GAMES', 'NEWS', 'ITINERARIES', 'FUNDING', and 'ABOUT'. The main header includes 'Matera | Sassi' and 'Sassi di Matera, Matera, MT, Italia'. Below this is a large image of the Sassi di Matera with several category tags: 'CITY', 'HISTORICAL VILLAGE (BORGO)', 'CHURCH', 'BASILICA / CATHEDRAL / COLLEGIATE CHURCH', 'PALAZZO', 'SQUARE', and 'STAIRS/STAIRCASE'. There are also buttons for 'Save' and 'Share'. A 'Description' section follows, explaining the city's unique history and architecture.

This section contains technical details and contact information. The 'Data sheet' includes fields for 'Water' (Yes), 'Electricity' (Yes), and 'Access' (Accessible with large vehicles, accessible by car, accessible with off-road vehicles, accessible on foot). There is a 'Print sheet' button. The 'Contacts' section lists 'Lucania Film Commission' with its address, phone number (+39 071 665034), and email (lucaniafilmcommission@gmail.com). It also features dropdown menus for 'Location profile' and 'Film commission', and a 'Print sheet' button.

This section displays funding opportunities and a map. The 'Incentives available for this location' section shows a table of funding sources with columns for 'Region Basilicata/Calabria', 'Region Basilicata', and 'National call'. The 'Position on map' section includes a map with 'Map' and 'Satellite' views, showing the location of Matera in Italy.



Each location has a detailed profile



The profile includes technical information and useful contacts

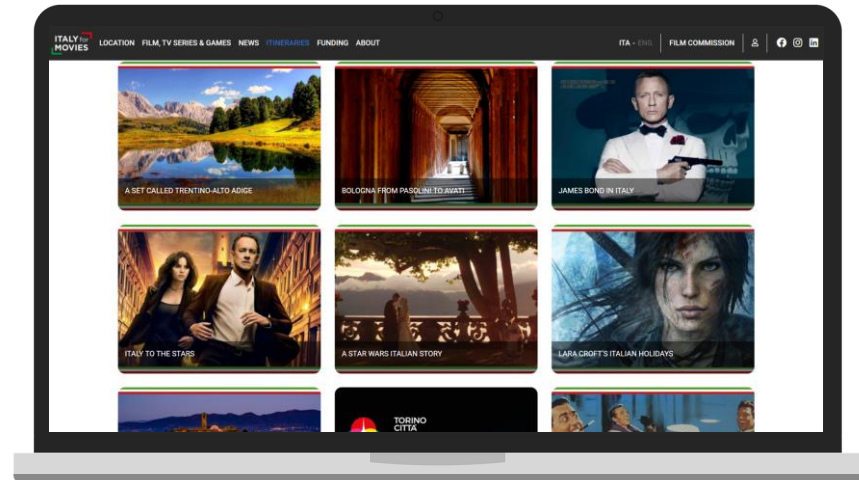
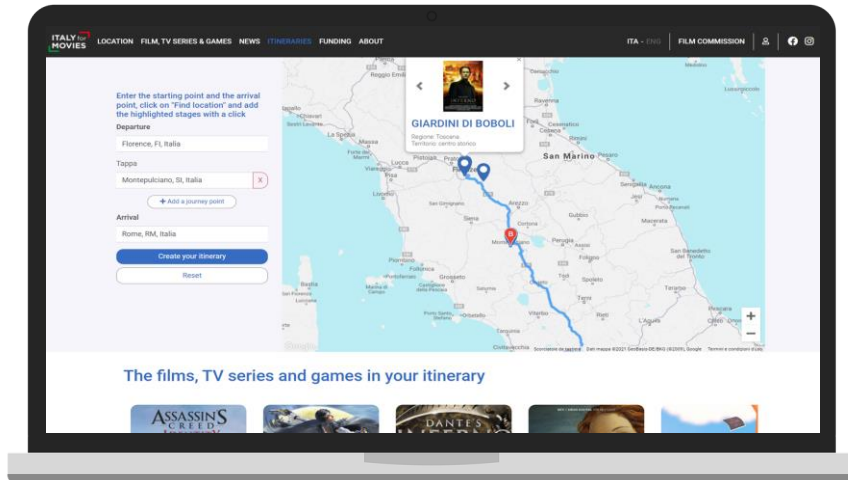
This section displays a grid of movie posters. The titles and directors listed are: 'The Gospel According to St. Matthew' (Directed by Pier Paolo Pasolini), 'The Passion of the Christ' (Directed by Mel Gibson), 'L'UOMO NELLE STELLE' (Directed by Giuseppe Tornatore), 'TRE FRATELLI' (Directed by Francesco Rosi), and 'Wonder Woman' (Directed by Patty Jenkins).

Tour the cinema locations of Italy

Create your own
itinerary



Consult our suggested
routes



Travelling with IFM- *On the road with Sorrentino*

ITALY for MOVIES LOCATIONS FILM, TV SERIES & GAMES NEWS ITINERARIES FUNDING ABOUT ITA - ENG FILM COMMISSION

Naples
Region: Campania
Type: Città
Territory: città, mare

Archaeological Park of the Colosseum
Region: Lazio
Type: Sito archeologico

Map showing locations: Roma, Latina, Napoli.



Travelling with IFM- *James Bond in Italy*

From Venice with love

Relax can wait

The Spy who Loved me... in Sardinia

In the Dolomites: for his eyes only

Rome at 160km/h

No time to die... in Southern Italy

From Venice with love

Iconic **Venice** is certainly the most beloved of the many Italian locations chosen as settings for James Bond's adventures.

While what we see is not always real – the final gondola sequence of the second 007 instalment *From Russia with Love* (1963), starring Sean Connery and Daniela Bianchi, is clearly superimposed – this does not diminish the enchantment of the lagoon city: demonstrated by the fact that the agent returns, with other faces, many times to the canals and palaces of Venice.

In 1979, it was Roger Moore's turn to ride a gondola across the city in *Moonraker*. Bond gets off at **Piazza San Marco**, looking for the Venini Museum belonging to his enemy Hugo Drax. The scene was shot in the shop Venini in Piazzetta dei Leoncini,



Canal Grande and Ponte di Rialto – Venice



Relax can wait

The second of James Bond's favourite places would have to be the lake. By the end of *Casino Royale* he has been severely tested by the mission he has just completed, although he has found love. For his convalescence, during which he mulls an important decision, he chooses the picturesque setting of *Villa del Balbianello* in Lenno, on **Lake Como**. Situated on the



Travelling with IFM- *A Star Wars Italian Story*

ITALY for MOVIES | LOCATIONS | FILM, TV SERIES & GAMES | NEWS | ITINERARIES | FUNDING | ABOUT | ITA - ENG | FILM COMMISSION

Royal Palace of Caserta
Region: Campania
Type: Palazzo
Territory: città

Villa del Balbianello – Tremezzina
Region: Lombardia
Type: Villa

The screenshot shows a map of Italy with four location pins: a blue pin in the north (Lombardy region), a blue pin in the south (Campania region), a blue pin in the south (Sicily region), and a green pin in the south (Sicily region). The website header includes navigation links for 'LOCATIONS', 'FILM, TV SERIES & GAMES', 'NEWS', 'ITINERARIES', 'FUNDING', and 'ABOUT', along with a language selector 'ITA - ENG' and a 'FILM COMMISSION' link. Social media icons for Facebook, Instagram, and LinkedIn are also present.



Mount Etna,
Catania

Royal Palace
of Caserta

Villa del Balbianello,
Lake Como

Three Peaks of
Lavaredo, Dolomites

The new cine-gastronomic itineraries !

The screenshot shows a website interface for 'Foodie Cinema | Marches Obsession! Involntini, eels and Ancona fish stew'. The page features a navigation bar with 'LOCATIONS', 'FILM, TV SERIES & GAMES', 'NEWS', 'ITINERARIES', 'FUNDING', and 'ABOUT'. The main content area includes a video player for a recipe titled 'MARCHE: spaghetti tonno e a...' and a 'Print itinerary' button.

Visconti, Stalin and the fish stew of Ancona
What do Luchino Visconti and Joseph Stalin have in common? Probably nothing except for their stays in what was, until 2013, the best hotel of Ancona, the Hotel Roma and Pace, now closed and slowly becoming derelict. Visconti stayed there during the *Obsession* shoot while an extremely young Stalin, fleeing Tsarist Russia in 1911, worked there as a night porter for almost 2 years before hiding in Switzerland and then London after which he returned to Russia for the 1917 revolution. Stalin arrived in Ancona by sea because one of the most active anarchist groups in the country, lead by Enrico Malatesta, was based in the city harbour. The anarchic network was very active in assisting Russian refugees in their flight through Europe and was connected in various countries.

Brodetto from Ancona
Brodetto from Ancona can still boast of being the patriarch of all fish stews. Skirting the divide between *caciucco* and *brodetto* we will simply provide you with the recipe from *La Cucina Italiana*.

INGREDIENTS

- 2 kg red mullet, flounder, gurnard, cod, small eels, grey mullet, mackerel, common smooth-hound, squid, cuttlefish, mantis shrimp, scampi, large prawn
- 700 g tomato
- 100 g onion
- garlic

Soup of fish

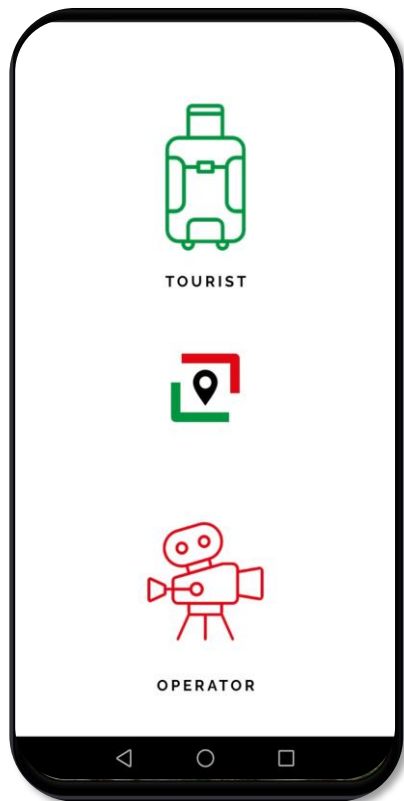


**Video recipes from the
Archivio Storico Luce**

**20 routes with local recipes,
history of regional cuisine and
foodie fun facts**



Italy for Movies presents its App



The first App dedicated to **the best of Italy's locations** for film and audiovisual production.

A constantly updated **guide** to help you discover the **places behind the films, production grants, itineraries and news.**

One app for **different targets: professionals and cinema tourists.**



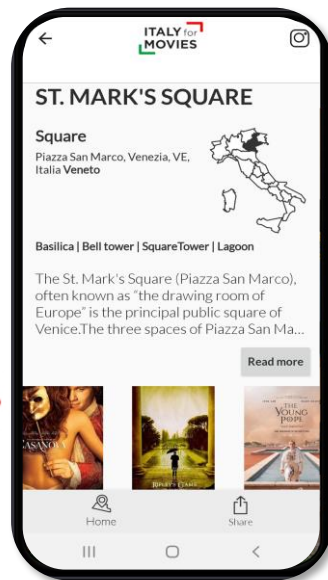
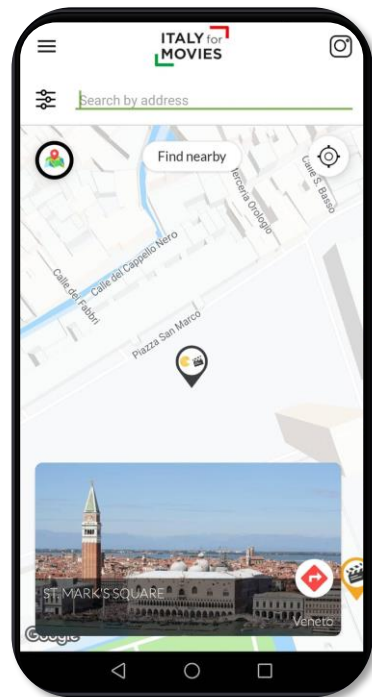
Application native
iOS/Android

Bilingual
(Italian/English)

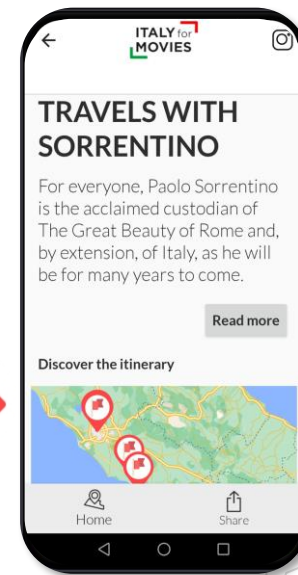
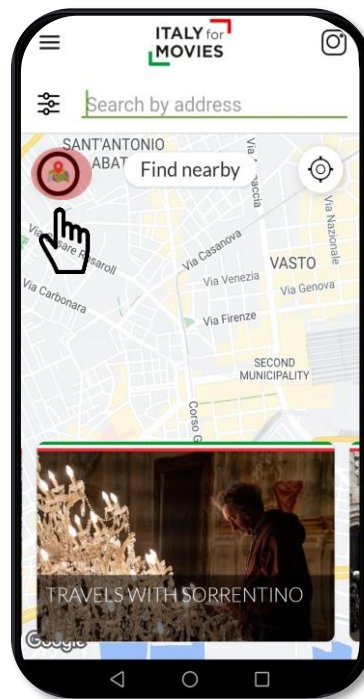


Are you a cinema tourist?

Discover the most beautiful **locations** used for **movies, TV series and videogames** near you



Italy for Movies will suggest **themed itineraries** for your position



www.italyformovies.it



Direzione Generale
CINEMA e
AUDIOVISIVO

CINECITTÀ

in partnership with:



Italian Film Commissions



App Italy for Movies

Available on the
App Store

GET IT ON
Google Play

ITALY for MOVIES



**EVERY SCENE STARTS
WITH A CLICK.**

Welcome to the Italy of cinema.