

Sixth Café of Europe: Fiuggi Movie Café
24th – 26th July 2014
Fiuggi, Italy



CULTURE AND CINEMA
IN THE EUROPEAN THERMAL TOWNS

ROUND TABLES

WITHIN THE EUROPEAN PROJECT "SOURCES OF CULTURE"

FIUGGI MOVIE CAFE

Municipal Theatre of Fiuggi

9.30 AM to 4.00 PM

Free admission

« IN A WORD, THE EUROPEAN THERMAL TOWN'S HISTORY IS SO RICH IN EXCHANGES, CROSSING INFLUENCES, MULTIPLE INFORMAL ENCOUNTERS, ARTISTIC CREATION, SCIENTIFIC AND MEDICAL INVENTION THAT THE « CAFÉS OF AN ELITE EUROPE » AS THEY WERE IN THE PAST CAN BE REINTERPRETED AND RECONSIDERED, CREATING NEW « CAFÉS OF EUROPE » : OPEN TO ALL, WHERE, THANKS TO THESE MULTIDISCIPLINARY COMINGS TOGETHER, TOWNS CAN REDISCOVER THEIR IMAGINATION. CAFÉS WHERE THE TOWNS' DECISION MAKERS, ALONG WITH THEIR INHABITANTS AND VISITORS, IMAGINE SHARED SOCIAL SCENARIOS, WHERE THE LOCAL INTERACTS WITH THE EUROPEAN DIMENSION, AND WHERE GOVERNANCE GOES HAND IN HAND WITH IMAGINATION.

Michel Thomas-Penette,
EHTTA Delegate General.

The sixth Café of Europe, "Fiuggi Movie Café", is part of a two-year European cultural project, entitled "Sources of Culture: the Café of Europe", coordinated by the Route of Spa Towns of the Massif Central, in partnership with the European Historic Thermal Towns Association (EHTTA), of which Fiuggi has been an active member since 2011. The objective of this multidisciplinary project is to raise awareness among European citizens about the wealth of the cultural heritage of the historic spa towns in Europe.

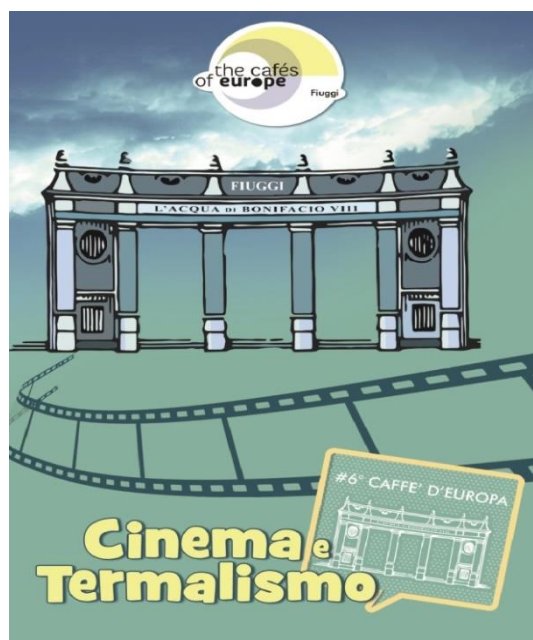
Submitted as part of the seventh edition of the Fiuggi Family Festival, the Fiuggi Movie Café is divided into two round tables. During the long-awaited appointment, critics, experts and representatives of the cinematographic world will discuss the theme of cinema and thermalism in a cultural European dimension.

The event to which admission is free will be held in July 26th in the Municipal Theatre of Fiuggi, located in the heart of the Historic Centre of the City of Fiuggi.



Practical Information: Fiuggi Tourist Office: www.comune.fiuggi.fr.it

Press Contact - stsp@comunedifiuggi.it – Pagina Facebook: Fiuggi Movie Café



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1. Programme of the Fiuggi Movie Café

Opening speech
9.30 AM -10.00 AM

Fabrizio Martini, Mayor of Fiuggi

Giuseppe Bellandi, President of E.H.T.T.A – European Historic Thermal Towns Association

First Round Table

“Thermal towns and cinema: between past and future”

Municipal Theatre of Fiuggi – Piazza Trento e Trieste

10 AM – 1 PM

In the course of history, spa towns have always proved to be cultural and wellness centres in Europe, they have been chosen many times as settings for famous movies, because internationally known producers and actors have appreciated the wonderful architectural, cultural and natural heritage that they represent.

Experts and critics, together with representatives of public and private cinematographic institutions, will exchange their points of view concerning the analysis of the cultural and historic value of the thermal towns. The latter are locations considered fascinating for film productions and are privileged venues in which to meet famous artists, who have been responsible for the history of Italian and European cinema.

First Session: 10 AM – 11.15 AM

“Thermal towns, locations for cinematographic productions”

What are the possible perspectives to strengthen the link between thermal wellness, artistic heritage and cinematographic culture? The film industry, public institutions in touch with the world of cinema and culture, cultural and touristic networks are meeting together to meditate upon the potential of thermal towns as locations for cinematographic production. They support the growth of this kind of activity in artistically wealthy territories. An historical wealth combining the idea of wellness, thermal and artistic heritage, as well as a concrete opportunity opening the pathway towards cultural development in the thermal sector.

Among the speakers of the Round Tables:

Maria Concetta Mattei, announcer and moderator



RAI journalist, presenter of TG2 and editor of the book in-depth stories TG2. Member of the Board of Directors of the Museum of Modern and Contemporary Art of Trento and Rovereto. She has undertaken important reportages, as a journalist in Italy and abroad. She has participated in numerous conferences and events to raise funds for social themes and was spokesperson for health information campaigns. She has been honored with prestigious awards, including the European Personality Award in 2012.

Nicola Borrelli



Since 2009, General Director for Cinema, at the Directorate for Cinema of the Italian Ministry of Heritage, Culture and Tourism, responsible for the development and diffusion of Italian cinema and the national film industry through the promotion of audiovisual production useful to enable cultural and creative capacity to express themselves while the diversity and richness of European culture.

Tina Bianchi



Tina Bianchi is in charge of marketing and coproduction development at the Roma Lazio Film Commission. After graduating in Business Administration at Bocconi University in Milan, she worked as a consultant in the ICT sector. Then, as project manager, she joined MEDIA Salles, an initiative of the EU MEDIA Programme and the Italian Government, focused on cinema exhibitions providing services in the areas of information, training and promotion of the European film industry. She then worked at Cinecittà Holding in the promotion and administration of the Centocittà project involving art-house cinemas.

Antonio Abbate



Antonio Abbate, is architect by profession, and has various public offices. Former mayor of the city of Roccasecca, where he was born and lives, the Lazio Regional Council and Department of Culture of the Province of Frosinone, he currently holds the position of Chairman of the Umberto Mastroianni Arpino Foundation, particularly engaged in the promotion and enhancement of the cultural traditions of the territory.

Claudio Bocci



Director of Development and Institutional Relations Federculture - Federation of Enterprises and Organizations of management of culture, tourism, sport and leisure, which are the most important cultural companies in the country, supporting the role of business in the management of goods and cultural activities as a factor for the development of the sector. He created the Festival of Travel Writing (2008), promoted by the Italian Geographic Society, in collaboration with Federculture, dedicated to the history of the world through various forms of narrative of travel, places and cultures: from the literature itself to geography, photography journalism, from music to comics.

Second session 11.30 AM – 12.45 AM

“Bread, Cinema and Fantasy”

Fiuggi, Baths and Screen between Past and Future

A short video allows the spectator to travel through cinematographic settings of the most famous movies, shot in the principal European thermal towns, and dealing with the most famous producers and actors who, as visitors and hosts, have appreciated the cultural liveliness, natural heritage, and the curative quality of waters and thermal wellness.

The report by Massimo Cardillo, historian and film critic, with its suggestive title "Bread, Film & Fantasy" paraphrases the famous film directed by Vittorio De Sica, starting from the undeniable importance that every spa town can play in various projects related to the cinema and, more precisely, in relation to the spirit, history and culture that has always animated them, he will propose a brief but rich overview of the world of film that has always been seen in the close links between the Ciociaria region and the cinema, a unique case of study. Fiuggi is present, therefore, as a focal point for future strategies in the cultural, tourism and production fields that remember Vittorio De Sica, Marcello Mastroianni, Nino Manfredi, the Bragaglia brothers (Anton Giulio, Carlo Ludovico, Arturo), Tina Lattanzi, Daniel Paris, Antonio Valente, Eduardo Paolozzi, Lorenzo Giustino Ferri. Not to be forgotten in this panorama are also Cassino and the Battle which both entered the world's collective memory thanks to the movies.

Led by:

Massimo Cardillo



Historian and film critic, author of numerous publications on the history of cinema, of film and literature, on Italian film culture at the beginning of the 1900s. President of the Italian Association for Research on the History of Cinema, he worked at the Experimental Center of Cinematography in Rome and taught film history at the Academy of Fine Arts of Frosinone. He has participated, as a speaker, in numerous exhibitions and important film events.

European prize for culture and cinema

At the end of the meeting, a **cultural and moral prize in honour of Vittorio De Sica**, will be given. He was one of the guests of the historic spa town as well as being a famous European film personality, who with his realistic language and content contributed to the spread of those values that are part of the treasure of European cultural heritage.

Emi De Sica, Vittorio De Sica's daughter, with whom we will trace the career of the unforgettable film director and actor di Ciociaria, will be present.

Vittorio De Sica (Sora, July 7, 1901 - Neuilly-sur-Seine, November 13, 1974)



Actor, Director and Writer, one of the most eminent figures in Italian and world cinema, was also a stage actor, a star of silent movies, a star of the first sound movies as well as being a documentary filmmaker. He is considered one of the fathers of neo-realism and at the same time, one of the greatest directors and interpreters of Italian comedy. He was honoured with numerous awards, including four Oscars for the film: Shoeshine (1946), Bicycle Thieves (1948), Yesterday, Today and Tomorrow (1965) and The Garden of the Finzi-Continis (1972)

Second Round Table:
“Thermal towns, exchanges and cultural creativity”
Municipal Theatre of Fiuggi – Piazza Trento e Trieste
3.00 PM – 4.00 PM

For many years now, thermal towns are known as locations for debates and meeting places for artists, historians and intellectuals. Indeed, these towns are centres for cultural creativity in a European context, experimenting new forms of cultural exchange, transmission of knowledge, and the promotion of creativity in the cinematographic sector. This round table will be led by Michel Thomas-Penette.

Michel Thomas-Penette, General Delegate E.H.T.T.A.



Born in Paris in 1946, **Michel Thomas-Penette**, biologist and former director of the European Institute of Cultural Routes, has always shown a great interest in art and writing, and has brought these together in one passion, implementing a programme launched by the Council of Europe 20 years ago. The European cultural routes bring together 24 major themes of European cooperation in artistic, scientific and technological culture. From silkworm to parks and gardens via the Spa Towns, biology goes hand in hand with Romanesque architecture and the route of the book.

Two film festivals in the spa towns of Fiuggi and La Bourboule talk about their cultural exchange experience, undertaken as part of the circulation of cultural operators within the project “Sources of Cultures” and European collaboration programmes involving youth.

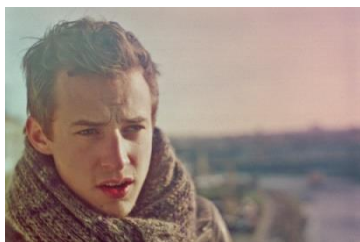
PLEIN LA BOBINE FESTIVAL



Plein la Bobine is a cinematographic festival for young audiences in the heart of the Massif du Sancy, and since 2002 has been organized by the Children Film Festival Association (AFFE). The AFFE works to make this festival an appointment for quality, to arouse the artistic curiosity of children and young adults, while working for an artistic and cultural education, especially education about image. Indeed, we are exposed daily to an increasing flood of images, it is essential to familiarize youth with audiovisual codes so that they can analyze and understand the images projected.

Sébastien Mauras and Eric Brut, the Mayor of La Bourboule will illustrate the activities of the Festival Plein la Bobine and of the City:

Sébastien Mauras



Born in Chamonix Mont-Blanc in Haute-Savoie, a native of Sancy, Auvergne, Sébastien MAURAS began volunteering at a young age in the Film Festival for Children Association (AFFE). After several years of volunteering (public reception, animator and later responsible of workshops), he became a member of the organization as an Assistant Secretary. In November 2011 he became president of the association and continues, along with the employee and volunteer team to work towards the development of image educational activities within Sancy and more widely in the Auvergne region. The Plein la Bobine Festival celebrated its 12th year in la Bourboule from 14th to 20th June 2014.

FIUGGI FAMILY FESTIVAL

The Fiuggi Family Festival is a unique film festival entirely dedicated to families. Since 2008, the several editions have welcomed over 25.000 visitors with extensive national media coverage. Here families can find screenings, previews, events and all sorts of leisure and cultural activities. It is aimed at promoting the Italian distribution of family oriented movies. It takes place during the last week of July opening the doors of the town and sometimes of the SPA establishments to hundreds of families who visit the district and enjoy the films. The highlight of the festival is an international contest dedicated to new films which come from all over the world, especially from Europe: these are still to be distributed and are subtitled in Italian during the event.



The following speaker will illustrate the activities of the Fiuggi Family Festival:

Antonella Bevere



Antonella Bevere gained a degree in Medicine and Surgery in 1988. Since 1989 she has been working as a freelance medical related fields with specializations: endocrinology and metabolic diseases (since 1992), homeopathy (since 1995), acupuncture and traditional Chinese medicine (since 2002) . Since 2009 she chairs the Fiuggi Family Festival and takes care of the related events according to the guiding principles contained in the statute. She is coauthor of several books on popular science topics relating to parenting and family training, among which: *I'll be mother. Schedule of the woman waiting week after week* (Paolist Press, Milan, 1996); *I'll be dad. Schedule to be close to the mother during pregnancy* (Paolist Press, Milan, 2000); *The errors of mom and dad. Practical guide to avoid most mistakes* (Again, Milan 2008).



2. Sources of culture project: the Cafés of Europe

Sources of Culture: the Cafés of Europe, a brand new European project

The 6th Café of Europe, “Fiuggi Movie Café”, is part of a two year-long European project entitled “Sources of Culture: the Cafés of Europe”. This project brings together eleven partners from six countries. Its aim is to raise awareness of the wealth of cultural heritage of all the thermal towns among European citizens. In the context of this project, a series of eight Cafés of Europe, multidisciplinary meetings of discussion and forward thinking, are to be held in several thermal towns. They will enable a Blue Book to be written on the thermal towns’ essential role in the future of a people’s Europe based on social dialogue, strengthened by the use of digital technology, and by a sustainable cultural approach to tourist policy, founded on reinterpreting the birth of modern tourism.

E.H.T.T.A. - The European Historic Thermal Towns Association

Created in Brussels in 2009, this network brings together 25 spa towns in eleven European countries, including, Fiuggi and Montecatini Terme in Italy. It aims to gain European Union recognition for the European thermal towns’ specific culture and innovation, both historical and contemporary, with a view to developing their tourist activity in the framework of the new plan to encourage transborder tourism, “Destination Europe”. Every member town is an integral part of the historic thermal towns cultural route, one of the twenty-six cultural routes recognized by the Council of Europe since 1987.

The Route of Spa Towns in the Massif Central

The Route of Spa Towns in the Massif Central, EHTTA associate member, is the coordinator for the European project Sources of Culture. Born in 1998 under the impetus of the Massif Central DATAR (inter-ministerial delegation for regional development and attractiveness), and the mayors of thermal communes’ desire to create a tourist network just for spa towns, the Route of Spa Towns in the Massif Central today counts 18 spa towns as members, spread over 5 regions (Auvergne, Bourgogne, Limousin, Rhône-Alpes and Midi-Pyrénées) and 9 departments (Allier, Ardèche, Aveyron, Cantal, Creuse, Loire, Nièvre, Puy-de-Dôme and Saône-et-Loire). The Route of Spa Towns in the Massif Central is an associate member of the EHTTA (European Historic Thermal Towns Association). Since May 2013, the Route of Spa Towns in the Massif Central has also been coordinating the European project “Sources of Culture: the Cafés of Europe”. Through this initiative, it places the Massif Central as a dynamic and innovative cluster of regions, a laboratory for new ideas aiming to promote the promotion of the heritage of European thermal spas.

3. Fiuggi and the events of the Café



Fiuggi, Touristic destination

Fiuggi is a famous Italian thermal town, originally called Anticoli, in the province of Frosinone in the region of Lazio in central Italy. Already well known to the Romans, Fiuggi's water with its diuretic properties was used in the treatment of nephrolithiasis by famous historic personalities such as Pope Boniface VIII and Michelangelo, who described it « the water which breaks the stone ». Due to its close and strategic proximity to the cities of Rome and Naples, Fiuggi annually hosts a large flux of tourists in its remarkable hotel facilities and also hosts cultural events and conferences of great importance. The medieval hill town is a relaxing city with a very human dimension, which offers an enchanting natural heritage, the charm of the old town centre and a genuine enogastronomic tradition.

Other important events of the Fiuggi Movie Café

EXHIBITION ON THE THERMAL HERITAGE Fonte Bonifacio VIII, Mescita Hall from July 20 to August 5, 2014

In the heart of Bonifacio VIII Spa, built at the beginning of the last century in an elegant Art Nouveau style, the exhibition of **EHTTA** on the thermal heritage of European cities belonging to the Association will be set up, **“Fiuggi, the origins and the touristic development”**, will demonstrate the origins of thermal heritage, as well as urban and cultural development of the city as a center of touristic attraction, through reproductions of images, vintage postcards, objects and works.



**ANIMATED GUIDED TOUR
Historic Center of Fiuggi – Thursday 24 July
4.00 PM – 6.00 PM**



The picturesque Old Town of the City will be the natural theatre for a guided tour in English, French and Italian for the tourists of spa towns. The visit will be animated by the actors participating in the Interactive Novel "At the Sources of Europe" who will present some of the most important historical figures and artists, guests of the City together with a group of young actors from Fiuggi itself.

“At the Sources of Europe”, the interactive novel

Utilising new means of communication based on creativity and interactivity, a small dramatic representation entitled “At the Sources of Europe” will allow the audience to follow the two-year journey of four virtual characters who spend time at the thermal towns. It will be possible to interact with them, and to learn more about the prestigious past of these towns, as well as their current tourist attractions. In this transmedia project, the four virtual characters (a travel writer, a musician, a thermal doctor and a prince) will meet notable historic and contemporary figures from the thermal towns. Each Café of Europe will be the stage for meetings between the four characters, who contribute in various ways: readings by actors, letters, messages, blogs, postcards, photos, interviews. These contributions will be broadcast and published through the thermal towns’ websites, social and interactive media, and those of their partners.

CONCERT OF THE BAND OF FIUGGI
Bonifacio VIII Spa – Friday 25 July
5.30 PM



Within the Spa, the Musical Band of Fiuggi will offer guests and delegates from the spa towns a Grand Concert using soundtracks from some of the most famous films.

Whether performing as a wind or Marching Band, the "City of Fiuggi" band is made up of a group of young musicians who perform in their own city and many others elsewhere in Italy.

The musical repertoire for the two different activities ranges from light and amusing popular music for parades and pageants to the classical concert repertoire (symphonic and operatic music). The "City of Fiuggi" Band Has a long history and has participated, over the years, in many National and International festivals as well as in Band Competitions (winning prizes and critical acclaim) and always with great public enthusiasm. Thanks to its experience "City of Fiuggi" has reached a high level of musical performance.

4. Contacts and practical information

The 6th Café of Europe will take place in Fiuggi's Municipal Theatre, Piazza Trento e Trieste, on Saturday 26 July from 9.30 AM to 4.00 PM.

PRESS CONFERENCE

Thursday 24 July 2014, 11.00 AM

At the Council Chamber in the Towns Hall

1 Piazza Trento e Trieste – 03014 FIUGGI

IN THE PRESENCE OF THE EUROPEAN DELEGATION

For further information:

- www.sources-of-culture.com
- www.ehtta.eu
- www.villesdeaux.com
- www.comune.fiuggi.fr.it
- www.fiuggifamilyfestival.org

The event will be retransmitted on demand on the website www.perlawebtv.it

Contacts:

Tourism Office Fiuggi
stsp@comunedifiuggi.it
Tel. +39 0775 5461242 / 249

Information on the territory:

www.visitfiuggi.eu
www.visitaltaciocriaria.it

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