

## Z-Power.

# Young people back to the movies, Italy

## Interview with Silvia Pareti, Area Metropolis 2.0

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by **Stefano Radice**

**“Z-Power. Young people back to the movies” is an Italian project for young people aged 9-23 conceived by Cineteca di Milano and supported by Europa Cinemas as part of Collaborate to Innovate. It is a training opportunity that will establish a group of young programmers ready to promote European films on the big screen and will also provide a growth opportunity for exhibitors.**

Bringing audiences—especially young audiences—in to watch European cinema on the big screen is the challenge that exhibitors, distributors, and institutions face. In Italy, “Z-Power. Young people back to the movies” is aimed at young people aged between 9 and 23 and involves a network of 12 cinemas, 11 of which belong to the Europa Cinemas network. We spoke with Silvia Pareti from Fondazione Cineteca Italiana, who served as the main creator and promoter of the project.

### **How did the idea for this project come about?**

The idea stems from the relationships created between exhibitors at Europa Cinemas’ meetings during the lockdown caused by Covid-19. The project, therefore, is in the spirit of collaboration and from a mutual understanding that has consolidated in recent months between cinemas of different types and geographical locations. They are all competent and well-established in the territory, and venues with whom we already have a working relationship.

We applied with Area Metropolis 2.0 in Paderno Dugnano, near Milan. The aim is to bring young audiences to our cinemas with a film education programme. Each cinema will have a group of 10-15 young programmers coordinated by a tutor, who will be in charge of selecting the titles for a film showcase to be held in the early months of 2022. These young people will then hold a discussion with the audience; this is another objective of the project, to establish intergenerational dialogue between young people and the older audiences that make up the majority of our regular cinema attendees.

### **Which films will be part of the film showcase?**

These are European films. The fifteen titles, from which the young people will choose six, were selected by the Network exhibitors from among the European films that have already been released in Italy and those that haven’t been widely seen, among other new titles that we plan

to distribute in their original languages, subtitled. We, as Cineteca, have made our wealth of experience in the acquisition of films: we have always tried to give visibility to films that deserve attention and those that rarely find a home in cinemas.

### **Who is the project aimed at?**

Certainly the young audience, the cinema audience, but also the professionals and exhibitors for whom we are preparing a series of training courses. In fact, the project is also a way of giving the exhibitors themselves more tools with which to involve young people. During the project there will also be a series of meetings open to other associations and cinemas to learn about the work we are doing. In December, for example, the coordinator for the group of young programmers at the Lucas Film Festival in Frankfurt will hold a seminar for our network, an invitation to which will then be extended to exhibitors who wish to participate. We will do the same with the Spanish association Abao in Qu. These are all opportunities to explore new themes and ways of working.

### **What needs does this project meet for the industry?**

More involvement for young people in European cinema on the big screen. We aim to have staff trained and increasingly qualified in working with young people, and to create more networking opportunities between exhibitors. This challenging work has already started and we are carrying it out step by step. We are very happy with the work done so far. Thanks to the open line of dialogue between colleagues across the network, many ideas have emerged.

### **What is the timing for the call for projects?**

We learnt at the end of August that we had secured funding, but the project implementation had started in July and will end in June 2022. We hope what we are doing will become permanent. Securing funds for this project was

important because it gave us the opportunity to organise our activities, to define them, and to establish a timeframe. Our theatres could not do it alone. The support from Europa Cinemas is paramount. We also hope to use the funds to invite directors during the festival.

**Did the idea of the project come from the Fondazione Cineteca di Milano?**

During lockdown, together with other exhibitors, we promised ourselves we would come up with something to relaunch our activities. We all contributed with the best of our resources, skills, and abilities. As Fondazione Cineteca we collated the different ideas and developed this project, further facilitated by previously developed film education strategies.

**Are you happy with the work done?**

I would say so, yes. We are the only ones in Italy to have been selected within this support scheme and it was a nice surprise for us. If Europa Cinemas had not given us the green light, we would have gone ahead anyway, but it would have been much more difficult to coordinate with other exhibitors. Without a body or an institution that formalises and supports initiatives like this, it is difficult to get going. This is why the support of Europa Cinemas makes us proud.



Cinema Rondinella, Sesto S. Giovanni

**Partner cinemas:**

- Area Metropolis 2.0 (Paderno Dugnano, Milan)
- Cinema Palestrina and Cinemino (Milan)
- Rondinella (Sesto San Giovanni, Milan)
- Multisala Ariston (Mantua)
- Capitol Multisala (Bergamo)
- Cinema Nuovo (Varese)
- Cinema Edera (Treviso)
- Il Nuovo (La Spezia)
- Cinema Mignon (Chiavari, Genua)
- Cinema Astoria (Lerici, La Spezia)
- Cinema Garibaldi (Carrara).



Cinema Ariston, Mantua