



Press release

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100 young directors will "shoot" in Autogrills for a best film short award

Autogrill at the cinema competition

Venice, 6th September 2002 - At the 59th International Film Festival in Venice Autogrill, in partnership with Cinecittà Holding, is presenting a competition exclusively for young amateur filmmakers aged between 18 and 35. The challenge is to create and shoot a film short set in that place-non place, that is now not only part of everyone's daily life, but also of the collective imagination, the "Autogrill". Competition entrants will have 8 months and next summer a professional jury will select and give a prize to the best film.

The initiative arises from the collaboration that started some months ago between Autogrill and Cinecittà with the aim of both putting together the enormous wealth of coincidental citations which Autogrill can boast of and entrusting two superb young directors with the task of re-editing the best sequences to make two self-contained film shorts. The two works, presented during the most recent edition of the Festival dei Due Mondi in Spoleto and directed by Andrea Traina and Florian Gallenberger, play with sequences, faces and meetings to suggest a kind of metaphor for life itself.

"Autogrill is a typical place in modern life," commented Aldo Papa, general manager of Autogrill Italia. "And so it's natural that cinema, literature and music often pass through our outlets with their stories". This theme is arousing growing interest from architects, sociologists and journalists who follow the development of customs.

The architectural studies magazine Gomorra devoted a monograph to Autogrills and identified them as a means and extension of metropolitan existence in an enlarged road system where "the everyday urban dimension is never lost".

The anthropologist Marc Augè includes Autogrills among the non places of contemporary life, or rather places of transit, where the stopover is not a moment for reflection or meditation, but is a break on a journey, which is often repeated: by car, train, plane Repetition seems to dominate these supermodern spaces, and risks monotony. And yet the careful eye of a photographer, a director, or a writer noting a phrase in their diary, or just of a reflective traveler is enough to set free the positive side of these non places.

For Francesco Gesualdi, general manager of Cinecittà Holding: "The Autogrill at the Cinema project offers young people a further chance to use and demonstrate their passion and all the skills they have acquired, often after much effort, in the audiovisual field. Cinecittà Holding by means of various initiatives such as the Digital Prize or the Cinecittà Internet Film Festival, already provides filmmakers with important creative opportunities to gain recognition; they then go on to act as a pool of talent for the visual arts that is destined to feed our art and film industry in the future. With Autogrill and this jointly devised competition, aspiring young filmmakers now have a prestigious showcase for their cinema. The competition comes to public attention in Venice, another important stop in the idealistic creative journey that Autogrill and Cinecittà Holding started at Spoleto, under the auspices of the Festival dei Due Mondi, and which they aim to bring to a conclusion in Spoleto itself".



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The Autogrill Group - Profile

Autogrill is the world's leading provider of restaurant services for people on the move. The parent company is controlled by Edizione Holding, the Benetton family's financial holding, which owns 57.09% of equity. Autogrill operates in 15 countries over four continents: North America and Europe (which account for the majority of its business), Australia and Asia. In 2001, it reported revenues of 3,266.5 million euros. The Group operates through five main channels: restaurants on motorways and in airports, rail stations and shopping malls and cities.

Cinecittà Holding - Profile

Since 1999 the key shareholder in Cinecittà Holding has been the Cultural Arts Ministry. Besides setting policy and controlling the subsidiary companies, Istituto Luce and Italia Cinema (it is also a shareholder in Cinecittà Studios and engaged in providing services through the CineRomaCittà Filmcommission), the institutional duties of Cinecittà Holding S.p.A. also include the promotion of Italian cinema in Italy and abroad through the realization of important projects devoted to the great directors and classic and contemporary films of our cinema. Film festivals and cultural events, also promoted through the Internet site www.cinecitta.com organized by Cinema on-line, are run by Cinecittà Holding worldwide in collaboration with the most important institutions, in order to increase the diffusion and knowledge of our cinematic culture in the contemporary audiovisual and multimedia scene.