**Seminar: Cinema Review and Festivals**

Prof. Luca Monti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The seminar aims to explore the different steps involved in the planning of film festivals, with a focus on the creation of an art direction concept, followed by a feasibility plan, with the activation of partner networks, the draft of a budget of reference, and a work schedule. At the end of the seminar, students will be able to use different practical tools: action and resource charts, assessment tables, swot analysis, the writing of logistics and communication plans for cinema events.

***COURSE CONTENT***

The lectures will be based on the following steps involved in the realisation of a film festival.

1. The curatorial function and the selection of the media products of the programme.

2. The composition of a show schedule.

3. Audience analysis and segmentation.

4. The planning of actions, as well as human and economic resources,

5. Communication.

6. The financing system.

***READING LIST***

AA. VV. - *Organizzare eventi culturali*, Ed. Franco Angeli, 2017

Gallina, Monti, Ponte di Pino - *Attore ma di lavoro cosa fai*, Ed. Franco Angeli, 2018

Fiorani Eleonora - *Diversamente il Novecento*, Ed. Lupetti, 2007

Coursepacks of the lectures

***TEACHING METHOD***

Frontal lectures and practical activities

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on the basis of the practical activities carried out in class

***NOTES AND PREREQUISITES***

Passion and curiosity towards the world of events

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENGor on the Faculty notice board.