

**#GIFFONI50PLUS IN BERGAMO, HOW CULTURE IS REBORN:**

**HERE IS THE PROGRAMME**

***Minister Franceschini: "Thousands of young people will finally be together after a long wait".***

***President of the Campania Region, De Luca: "Relaunch and restart are the key words of our festival without borders".***

***Mayor Gori: "Your presence here is a sign of friendship. We are starting a collaboration that will last over time".***

***Director Gubitosi: "Today the duty of festivals is to reinvent themselves in order to respond to society's new needs".***

***Caterina Castagna, Giffoni ambassador in Bergamo: "My idea of Giffoni? It's life".***

***Bergamo, the 8th of July 2021***. It is in times of uncertainty that events and cultural institutions must take on the responsibility of providing points of reference, remaining solid, indicating new perspectives, and reinforcing the sense of community. It is no coincidence that the **#Giffoni50Plus** edition was presented this morning in live streaming from **Bergamo** by the founder and director **Claudio Gubitosi**, with the presence of the mayor **Giorgio Gori**. A sign of rebirth in one of the most scarred by the first lockdown places.

*"The decision to present Giffoni in Bergamo is fundamental - wrote the* ***Minister of Culture, Dario Franceschini****, in a message dedicated to the festival - it brings the energy of one of our country's most loved events to one of the cities most affected by the first wave of the pandemic. Thousands of young people from different countries will come together to celebrate #Giffoni50Plus in person. The emotions that characterise this special event will renew the intense relationship between young people and cinema, promoting curiosity, interest, and the desire to research. An important occasion, even more so at a time like this where children and adolescents are suffering from the limitations imposed by the health emergency. I wish Giffoni and its Giffoners every success".*

A message also from***Vincenzo De Luca, President of the Campania Region****: "I am ideally with you for this extraordinary event that announces and relaunches a story that has been repeating itself for more than half a century - writes De Luca - The two words that have been combined today in Bergamo and in a few days in Giffoni are "relaunch" and "restart". Two concepts that imply many others of equal if not greater importance: youth, cinema, culture. This is the mix that our festival without borders proposes once again this year with an engaging and high quality programme, but above all it is an opportunity to help restart the whole of Italy in the name of responsibility and safety. Everyone, and especially the youngest, have come through terrible months. The battle is not over, on the contrary, we must prepare ourselves to be even stronger and to use the weapon of vaccinations with determination. The festival will be joy, fun, culture, at last lightness and, as far as possible, should really be a new start for everyone. And it is significant that this message, rather than from Campania, comes from a city and a friendly region such as Lombardy, which has known and faced with determination really terrible months".*

Bergamo, indeed, is not a random choice, as director **Gubitosi** himself says*: "What we have told here is our most ambitious programme. This city represents an indispensable reference point for all of us. The response of the local community has generated a form of positive contamination, a force opposed to the dark one of pandemic and fear. It has set an example with an extraordinary desire for redemption. A valuable reference point for everyone. And this is exactly the perspective: "Talking about Giffoni 2021 is not just a description of activities and events, it tells a story: it is a declaration of love - he continues - of girls and boys who felt in a suspended world, alone, misunderstood or ignored. All this now has to find its rightful place and that is why, today more than ever, young people are our guide in the creation of this edition".*

A reinvention that gives the word festival a new meaning: "*These cultural events can and must have a role that goes far beyond glamour, red carpets and entertainment for its own sake - he adds - they can become chronicles of our time and offer tools to interpret the present, highlight questions and doubts, identify novelties and needs. The idea of Giffoni is renewed by the conviction that the role required today to the culture is increasingly necessary, indispensable to the constant improvement of the value system of society and the country. This is the path traced for the future but it is already essential in the present: it is the great opportunity offered by culture and it is the duty of festivals*".

"*The decision to bring Giffoni to Bergamo* - said Mayor **Giorgio Gori** - *is first of all a sign of great friendship towards our citizens, for which we are honoured and grateful. I pay special attention to what is done in Giffoni. This decision of yours is a stimulus to restart. We have been following and appreciating the festival for many years* - he added - attended by hundreds of our youngsters. It is a unique event in the world. Giffoni takes place in a small town that has been able to impose itself on the attention of the world. We know what extraordinary positive energy it is able to generate every time. The possibility of drawing from that energy is exactly what Bergamo needs at this particular moment in its history. We will know how *to return this energy. The Giffoni Festival is the realm of creativity and young people, and these are precisely the ingredients we need for our rebirth. I would like that today's event does not remain an episode and that there is a constant and lasting collaboration for the future. Finally* - concluded Gori - *a small personal note: I have known Claudio Gubitosi, creator and soul of the Festival, for many years and I have a sincere affection for him. I have been to Giffoni several times and in a very small way I tried to contribute, in my previous professional life, to support the growth of the Festival. I have great admiration for what Claudio and the people of Giffoni have been able to achieve in that small corner of Campania. It is one of the clearest demonstrations of what the potential of our South is, which is basically unlimited, if nourished by passion, competence and entrepreneurial courage". And again: "In 2022 Procida will be the Capital of Culture, but in 2023, by designation of the Italian Parliament, it will be the turn of Bergamo and Brescia. This will be the occasion to build a bridge between Bergamo and Brescia with Giffoni. We will study the way to do it. There will be no lack of ideas and creativity*".

**Pietro Rinaldi**, president of the Giffoni Experience, is also enthusiastic: "*In these months we have never failed to be close to the children and young people* - said **Rinaldi** - *to those who were probably the most affected by the pandemic. That's why we are here today, in Bergamo, one of those places that has been able to get back on its feet and find the energy needed to restart. I can't hide my excitement at being here this morning to celebrate a moment that is part of the history of Giffoni and, I would say, of Bergamo and Italy. We need joy and beauty*".

**Antonio Giuliano**, the mayor of Giffoni Valle Piana, was not able to attend the meeting but showed his closeness with a video message: "*First of all I would like to thank the city administration and the community of Bergamo for their hospitality in Giffoni. It's occasions like these that show how great our country is, how strong and solid our roots are and how the elements of union always win over everything.* - He continued - *There is no doubt about the value of this day: presenting the #Giffoni50Plus edition in Bergamo means ideally uniting Italy and projecting it to the world thanks to those values of solidarity and cohesion that are a common trait, a national genetic heritage. I would therefore like to thank the director Claudio Gubitosi for this very happy choice. We are ready to welcome the three thousand jurors who will be at Giffoni this year. We continue to work to give new spaces to young people, to give new spaces to Giffoni. I am referring to the works in progress for the Museum and the Arena. I would like to take this opportunity to invite Giorgio Gori to come back to Giffoni during the days of the Festival as the first citizen. Culture unites us and it is thanks to culture that we will grow more and more as a country*".

**Caterina Castagna**, ambassador of Bergamo, who was present in the council chamber of the city hall, was visibly excited. "*Talking about Giffoni is complicated* - she said - *because this experience gives you an important cultural background that you only realise afterwards, when you see the slides of all the emotions you experienced. I am happy that director Gubitosi chose Bergamo to present his programme. My city has become the symbol of the fight for life. And what else is Giffoni if not life?*". With her, among the desks, **Leonardo** and **Livia** from Lazio, **Eleonora** from Milan, **Andrea** from Tuscany, **Fatima** from Potenza, **Federica** from Trieste, **Maria Vittoria** from Ferrara, **Giorgia** from Vietri sul Mare, **Giorgia** from Pontecagnano, **Gaia**, **Eleonora** and **Riccardo** from San Donà di Piave, the most lively hub among the many present in Italy and abroad. The delegation of ambassadors, proud of their roots and ready to improve the world, as the claim of the festival says, tried to tell Giffoni and not by chance, the key words were enthusiasm and rebirth.

The presentation of **#Giffoni50Plus** was preceded by a message from the actor **Alessio Boni**, who was born in Bergamo: "*I am honoured that Giffoni has chosen my city to tell its story. It is the symbol of the South that is getting closer to the North and this is wonderful. After all, we all know that this is a special event because of the energy it conveys*".

**Riccardo Zanotti**, voice, composer and author of the band **Pinguini Tattici Nucleari**, was also present in the council chamber of Bergamo City Hall. Last year, the Giffoners had already had the opportunity to meet the Bergamo-based group, talking to the artists and asking them numerous questions. In Bergamo, their city, they wanted to support Giffoni's mission.

The festival, scheduled from **the 21st to the 31st of July** **in Giffoni Valle Piana**, will last ten days. "*One more, it is purely symbolic but has a very precise meaning* - continues **Gubitosi** - *it is a day that we have dedicated to the theme of identity. The scream of joy that will come from Giffoni in July is that of a new generation that wants to contribute to the necessary transformation of society*". Once again Giffoni will send out a message of hope: on the **21st of July** there will be the **delivery of pushchairs to couples who have signed up for the Bonus Bebè** initiative, strongly desired by Gubitosi to give a signal to those who have become parents this year. **All couples planning to get married** during the festival **will also be able to take a souvenir on the blue carpet**.

This year's edition **will once again comply with all current security protocols**. Spacing, access control, compulsory bookings for events open to the public, personalised seating in the halls, temperature measurement: these are just some of the precautions taken. **In addition, there are two important innovations**: Giffoni has equipped all the halls with a **state-of-the-art air sanitation system** and through the **official app** it will be possible to consult the programme not only on the website but also on mobile phones due to the absence of paper catalogues.

**GIFFONI NUMBERS**

**3000 jurors** physically involved

**36 hubs** of which **26 in Italy** and **10 abroad**

**2000 jurors in connection**

**101 works in competition from 35 countries** including **Italy**

**Giffoni IMPACT!: 150 young people will meet** men and women from science, entertainment, institutions, culture, business, sport

**11 live show**s, from the **21st to the 31st of July**, with **25 artists of the current music scene**

**7 previews**

**16 special events**

**Over 120 guests**

**15 innovators in the Dream Team section**

**7 Special Projects** with institutions, associations and companies

**ITALIAN AND INTERNATIONAL JURIES AND HUBS**

There will be **3000 young people** - from **Italy and Europe** - in attendance at the festival, plus **2000 jurors** connected from **36 hubs: 26 in Italy** (Civitavecchia, Alassio, Taranto, Cagliari, Ancona, Riccione, Ferrara, Riva Ligure, San Donà di Piave, Jesolo, Musile, Ceggia, Sarmede, Ceccano, Rome, Genzano, Fano, Pesaro, Montescaglioso, Tropea, Corigliano - Rossano, Roccapiemonte, Vietri sul Mare, Bari, Lecce, Palermo) and **10 abroad** (Bulgaria, Croatia, Germany, Greece, England, Ireland, Macedonia, Romania, Serbia, Spain, Qatar) for a total of **5000 jurors**.

**FILMS IN COMPETITION**

Courage, inner strength, love, adolescence, parent-child relationships: these are just some of the themes that characterise **the 101 films in competition**, feature films and short films from all over the world: **Antilles, Austria, Belgium, Bosnia-Herzegovina, Canada, Colombia, Denmark, Finland, France, Germany, Greece, India, England, Iran, Iceland, Israel, Italy, Estonia, Kazakhstan, Latvia, Morocco, New Zealand, Netherlands, Norway, Poland, Qatar, Czech Republic, Romania, USA, Sweden, Switzerland, Turkey, Ukraine and the United States**. The jurors themselves will decide the winners of the **Gryphon Award**, the prize assigned by the jurors of each section to the works in competition.

The **catalogue dedicated to the works in competition** can be consulted here: https://www.giffonifilmfestival.it/film-giffoni-edizione-2021.html

Starting from this year those who will not be physically present at Giffoni **will be able to stream the films in competition with a dedicated subscription** on the **Mymovies** platform at the **cost of 9.90 Euros.**

For further information: https://www.mymovies.it/ondemand/giffoni/.

**PREVIEWS**

**THIS IS GIFFONI: JULY THE 21ST PREVIEW OF THE DOCUFILM DEDICATED TO THE HISTORY OF THE FESTIVAL**

An exciting collage of fragments to tell more than 50 years of history: on **July the 21st** is scheduled **the preview** of **THIS IS GIFFONI**, the docufilm realized in more than eight months of work by the festival production team and entrusted to the professionalism of **Fiorenzo Brancaccio**, who took care of the authorship and editing. Thousands of clips were viewed, hundreds of hours were spent selecting the most suitable ones to fill the pages of a story that draws on the impressive archive material of the festival and tells, through original faces and voices, the priceless intangible heritage of Giffoni. It starts in 1971, from the spark of an intuition that bears the name of **Claudio Gubitosi**, then just eighteen years old. The black and white colour gives back the sweet scent of a magic time that is always present here, in the small Picentini village. The memory is alive, the emotions are real, so are the people and above all the testimonies that shine in the eyes of the listener: ***This is Giffoni*** is an immersive experience.

**DEFENDING THE FUTURE OF THE EARTH: ON THE 22ND OF JULY AT #GIFFONI50PLUS AINBO - SPIRIT OF AMAZONIA WITH BIM DISTRIBUTION**

A fairy tale for the whole family: on **July the 22nd**, thanks to **Bim Distribuzione**, **AINBO - SPIRIT OF THE AMAZONIA** will be presented to festival jurors. Directed by Richard Claus and Jose Zelada, this is a 3D animated film that brings the mythology of the rainforest to the big screen, through its protagonist and her faithful animals and spirit guides. Born and raised in the deepest jungle of the Amazon, Ainbo discovers that her homeland is under threat. With the help of her spirit guides Dillo, a cute and funny armadillo, and Vaca, a very peculiar tapir, she embarks on a journey to save her land. As she struggles to defend her paradise from greed and exploitation by illegal miners, she also fights the impending evil of the Yacaruna, an evil spirit who lives in the Amazon.

**CAPTAIN SABER AND THE MAGIC DIAMOND: PREMIERING AT GIFFONI ON JULY THE 25TH THANKS TO VISION DISTRIBUTION AND IN CINEMAS FROM AUGUST THE 5TH**

Magic and courage, desires and mirages, a diamond with mysterious powers, the most feared pirate on the seven seas, three brave kids: this is **CAPTAIN SABRE AND THE MAGIC DIAMOND**, premiering exclusively at **Elements +6** at Giffoni on **25th of July**. An unforgettable adventure full of fun for the whole family, directed by **Marit Moum Aune** and **Rasmus A. Sivertsen** and produced by **QVisten Animation**, will arrive in **Italian cinemas next 5th August**, thanks to **Vision Distribution**. A ride full of twists and turns, a bizarre and exciting story: the wicked prince of the jungle Mago Kahn has managed to get hold of a magic diamond that, according to legend, can grant every wish. But the precious jewel is stolen by Marco, a smart, orphaned and homeless boy. Meanwhile, Pinky, the youngest pirate ever, is enjoying quiet days on dry land with his friend Veronica, who dreams of great adventures in unknown lands. The opportunity arrives unexpectedly when Captain Sabre, one of the greatest pirates of the Seven Seas, bursts into the children's lives to take them with him in search of the diamond. At the famous pirate's side are the very likeable twins Wally and Wimp and the very faithful Ditolungo, Captain Sabre's lieutenant and his precious adviser.

**AT #GIFFONI50PLUS THE ITALIAN PREMIERE OF JUNGLE CRUISE, THE NEW GREAT DISNEY ADVENTURE STARRING DWAYNE JOHNSON AND EMILY BLUNT**

Disney's exciting new adventure **JUNGLE CRUISE** will have its Italian premiere on the **26th of July** **at #Giffoni50Plus**. Starring in this fun-filled ride down the Amazon River are **Dwayne Johnson** (The Rock) and **Emily Blunt** as the reckless Captain Frank Wolff and an intrepid researcher, Dr Lily Houghton. Directed by **Jaume Collet-Serra** and inspired by the famous Disneyland attraction, after the Giffoni premiere the film **will arrive on the 28th of July in Italian cinemas and from the 30th of July in streaming on Disney+** with **VIP Access**. It's the beginning of the 20th century. From London, England, Lily sets off for the Amazon rainforest and recruits Frank to guide her down the river in La Quila, his dilapidated but charming boat. Lily is determined to discover an ancient tree with extraordinary healing powers that could change the future of medicine. During this epic quest, the unlikely duo encounters countless dangers and supernatural forces, hidden in the deceptive beauty of the lush rainforest. But as the secrets of the lost tree are revealed, the stakes become higher for Lily and Frank, and their fate and that of mankind hang in the balance. Jungle Cruise stars **Dwayne Johnson, Emily Blunt, Edgar Ramírez and Jack Whitehall, with Jesse Plemons and Paul Giamatti. The film is produced by John Davis, John Fox, Dwayne Johnson, Hiram Garcia, Dany Garcia and Beau Flynn, with Scott Sheldon and Doug Merrifield** serving as executive producers. The screenplay is penned by **Michael Green** and **Glenn Ficarra & John Requa**, from a subject by **John Norville & Josh Goldstein** and **Glenn Ficarra & John Requa.**

**JULY THE 27th AT #GIFFONI50PLUS LaSabri WITH A TRIP ALL OVER THE WORLD IN 80 DAYS, IN THE CINEMAS FROM SEPTEMBER WITH NOTORIOUS PICTURES.**

**Sabrina Cereseto**, better known as **LaSabri**, creator with millions of followers and voice talent for the film, will present the **premiere of AROUND THE WORLD IN 80 DAYS on the 27th of July**. The animated feature film, inspired by Jules Verne's great classic and directed by Samuel Tourneux, will be distributed by **Notorious Pictures in cinemas** from **September. La Sabri** gave the voice to **Aouda**, an exotic and strong-willed frog and a princess who detests the crown and all royal frills and loves adventure like Passepartour and Phileas. The protagonist is Passepartout, a naive but lively little monkey, who has always dreamt of going on an adventure. The opportunity comes in the form of Phileas Frog, an explorer and con artist, and a multi-million dollar bet: to set a new record for going round the world in 80 days. From burning deserts to mysterious jungles, from intrepid princesses to volcano-worshipping locusts, Passepartout will discover just how vast, wonderful and crazy the world is.

**WHAT I DON'T KNOW ABOUT YOU: LOVE AND STRENGTH IN BRIAN BAUGH'S LATEST FILM PREMIERING AT GIFFONI ON JULY THE 28TH WITH EAGLE PICTURES**

A passionate and surprising story, a romantic and intense drama. It's the strength of love that comes back to tell us about a better world: **premiered at Giffoni**, on **July the 28th** and **soon in cinemas thanks to Eagle Pictures**, the latest film by Brian Baugh that tells the tormented and compelling love story between the young musician Finley, played by **Rose Reid**, and the heart-throb Beckett, **Jedidiah Goodacre**, a cinema star who is shooting his latest medieval fantasy blockbuster. Overwhelmed by passion and a feeling abe to give new shades to their lives, Beckett and Finley will become each other's mirrors, rewriting with the pen of their hearts and emotions a love that will improve and transform them. Finley will teach Beckett fear, acceptance and courage, which in turn will give him new perspectives on music and listening. A drama that is moving and funny, visceral and intimate: what are we willing to risk for love?

**VIVO: MUSIC AND COLOURS IN THE NEW ANIMATED FILM ON THE 31ST OF JULY AT THE FESTIVAL AND SOON ON NETFLIX**

It will be the **Elements +6** to enter, on **July the 31st**, into the musical world of **VIVO**, the new film by Sony Pictures Animation soon to be released on **Netflix**, for an Italian **premiere reserved for Giffoni** that makes of magic and enthusiasm a fantastic masterpiece. Music, colours and love for an adventure full of **brand new songs** written and performed in the **original version** by the creator of Hamilton and In the Heights, **Lin-Manuel Miranda**. In the auditorium, the power of notes, love and fun is brought to life in an animated journey that takes the audience from Havana to Miami. Vivo is an original kinkajou (a small tropical forest dweller), who spends his days playing music in a crowded plaza with his beloved owner Andrés. Although they don't speak the same language, Vivo and Andrés are a perfect duo thanks to their shared passion for music. But tragedy strikes shortly after they receive an invitation from the famous Marta Sandoval to attend her farewell concert in Miami, in the hope of seeing her old partner again. It is up to Vivo to deliver the message that Andrés has always kept secret: a love letter to Marta, written long ago in the form of a song. To get to Miami, Vivo will have to accept the help of Gabi, an energetic young girl with a rhythm of her own.

**SPECIAL EVENTS**

**REIMAGINE: SCIENTIFIC RESEARCH AND GEN-Z, APPOINTMENT ON THE 22ND OF JULY WITH GENERATOR +13 AND IMPACT!**

On **the 22 July, Brenno Placido** and **Federico Ielapi** will present to jurors **Generator +13 REIMAGINE**, the short film made by **Novartis Italia** in collaboration with **One More Pictures**. In the afternoon, the president of **Novartis Italia Pasquale Frega** and the founder of **One More Pictures Manuela Cacciamani** will meet the jurors of the **IMPACT!** section to present the results of the survey "Scientific research in the medical field in the eyes of Gen-Z" carried out in partnership with Giffoni. Directed by **Gianluca Mangiasciutti**, from an idea by **Giulio Mastromauro, REIMAGINE** tells the personal story of a motivated and determined biomedical researcher, marked during his childhood by the premature death of his mother. He dedicates himself to saving the lives of others, and in his daily efforts to give people a better future he also manages to reimagine his own past.

**L'ULTIMO CHUPACABRA, VITA DA VAMPIRI AND LA CENA E’ SERVITA: ON THE 22ND, 23RD, 24TH OF JULY DISNEY+ PRESENTS TO JUROR LAUNCHERPAD**

This is the first season of a collection of **Disney+** live-action short films: **LAUNCHPAD** is the project of a new generation of storytellers. It begins on **the 22nd of July** with **L’ULTIMO CHUPACABRA**, written and directed by **Jessica Mendez Siqueiros**. The producers are **Nicole Crespo** and **Steak House**; executive producers are **Julie Ann Crommett, Mahin Ibrahim, Alyssa Navarro, Chris Caraballo, Jason Alvidrez** and **Adam Nusinow**. The plot is compelling: in a world where culture has all but ceased to exist, a Mexican-American girl struggling to carry on her traditions unknowingly evokes an ancient, dark creature to protect her. On the other hand, we meet Val Garcia, a Mexican-American teenager, in **Ann Marie Pace**'s **VITA DA VAMPIRI**, scheduled for **the 23rd of July**. A half-human, half-vampire girl who has had to keep her identity a secret from both her worlds. But when her human best friend shows up at her monster-infested school, she must confront her truth, her identity and herself. Closing on the **24th of July LA CENA E’ SERVITA**, directed by **Hao Zheng** and written by **G. Wilson & Hao Zheng**, the story of a Chinese student at an elite boarding school in the United States. When he realises that excellence is not enough, he decides to apply for a leadership position that no international student has ever applied for.

**THE "DOLENTE BELLEZZA" OF ITALY IN A SHORT CARTOON FILM: ON 23 JULY THE PROOF WITH DIRECTOR ROBERTO RECCHIONI AND PRODUCER MANUELA CACCIAMANI**

**DOLENTE BELLEZZA** will be presented at the festival on **the 23rd of July** by director **Roberto Recchioni**, producer **Manuela Cacciamani** and Artistic Director **Emanuele Sabetta**. It is a short animated film dedicated to Dante Alighieri and produced by **Direct2Brain**. The project stems from MAECI's desire to re-launch Italian culture in the world through various forms of expression and is part of the path of short films. In addition to the tercets of the Divine Comedy, Dolente Bellezza refers to another cornerstone of Italian literature: "Christ stopped at Eboli" by Carlo Levi. An unusual simile which, with a lucid and neo-realist look, takes us on a cathartic journey to hell, followed by a sort of rebirth. The reference is obviously to the current condition of the Italian territory, unique and irreproducible despite its tormented beauty.

**I CROODS 2 - UNA NUOVA ERA: ON JULY THE 23RD LEO GASSMAN IN GIFFONI TO TELL A GREAT CHALLENGE THANKS TO UNIVERSAL PICTURES**

I Croods have survived countless disasters, from having to flee from large prehistoric animals with fearsome fangs to being forced to abandon the safety of their cave forever. But now that the herd has managed to survive the end of the world, they face a greater challenge: meeting another family. Directed by **Joel Crawford** (who has been involved in the making of several DreamWorks Animation films, including Trolls, Shrek and the Kung Fu Panda film series), the **Universal Pictures** animated film features **Leo Gassman** as one of the voice talents, **who will be present at Giffoni on the 23rd of July**.

**THE METEOHEROES PROTAGONISTS OF GIFFONI50PLUS: ON THE 23RD OF JULY THE FILM "METEOHEROES - THE ADVENTURE BEGINS" WILL BE PREMIERED, WITH THE PARTICIPATION OF METEOROLOGIST ANDREA GIULIACCI**

One of the stars of **#Giffoni50Plus** will be the animated series **MeteoHeroes**, which, through the adventures of six very young superheroes, tackles the issues of respect for nature, the importance of ecology and the dangers of climate change in a simple, instructive and entertaining way. **On Friday the 23rd of July**, in front of two juries made up of a total of **600 jurors** between **the ages of** **6** and **9**, the world premiere of the new mini-movie "**MeteoHeroes - Inizia l'avventura**" (running time 26 minutes) will be shown, revealing the hitherto unknown origins of the MeteoHeroes saga. Produced by **Meteo Expert-IconaClima** and **Mondo TV** like the animated series itself, the film will be broadcast on the 26th of September by **Cartoonito** (channel 46 of DTT) in Absolute TV Premiere. The screening will take place as part of a great musical and educational event, which will open with a show featuring the Fulmen mascot, the superhero from the TV series who has the power to make lightning fall from the sky, and the "**Spazio Danza Giffoni**" dance troupe who will perform to the cartoon's soundtrack. Following this, the children of the jury will take part in a fun **Ecology Masterclass** held by the famous meteorologist Andrea Giuliacci, exceptional testimonial and animated character of the series, together with the Fulmen mascot.

**CAST AND DIRECTOR OF EVEN MORE BEAUTIFUL ON JULY THE 24TH IN GIFFONI TO MEET THE KIDS AND TELL A NEW LOVE STORY WITH EAGLE PICTURES**

One of the most eagerly awaited stories of the season returns to Giffoni: after enchanting the jurors last year with **SUL PIÙ BELLO, Generator +16** is ready to welcome the sequel, **ANCORA PIU' BELLO**, by **Claudio Norza**. Joining the director at Giffoni will be: **Ludovica Francesconi, Giancarlo Commare, Gaja Masciale, Jozef Gjura, Jenny De Nucci, Giuseppe Futia** and singer **Oscar Anton**. The film moves and amazes: exactly 12 months have passed and right at the most beautiful moment, the story between Marta and Arturo is over. "In love, opposites attract, but in the end they leave each other,' Marta repeats to herself. She swears she wants to be alone for a while and continues to live optimistically with the illness that has always accompanied her. But when Gabriele arrives, a young designer who is as sweet and caring as he is funny and insecure, the girl recognises that he could be the soul mate she couldn't find in Arturo. Taking advantage of Gabriele's temporary move to Paris, Marta tries to clear her head with the help of her friends Federica and Jacopo. While Marta is more and more convinced of her love affair with Gabriele, the boy, in a jealous rage, makes an unforgivable mistake that will break them up. When everything seems to be going wrong, however, a phone call arrives from the hospital that changes everyone's priorities: there is a compatible donor for Marta. **ANCORA PIU' BELLO** will **be in cinemas in September 2021**. The subject is by **Roberto Proia**, who also wrote the screenplay together with **Michela Straniero**. The film is produced by **Eagle Pictures** with the support of **Film Commission Torino Piemonte**.

**EXAM, THE 24TH OF JULY AT GIFFONI IMPACT! WITH PATRIZIA RAPPAZZO AND IRANIAN DIRECTOR SONIA K. HADAD**

On **Saturday the 24th of July**, **Patrizia Rappazzo** will take the exam with the **IMPACT!** A journalist, she worked for years for **Mediaset** in the **Ciak** column for the news bulletins of the three networks and edited the column Il cinema in televisione. She is the creator and artistic director of **Sguardi Altrove International Women's Film Festival**, now in its 28th edition, and teaches at Iulm Management and Organisation of Film Festivals and Exhibitions, and has been involved in Cinema and Education for many years. Accompanying her will be Iranian writer and director **Sonia K. Hadad** who will present the short film **EXAM** to the Giffoners. It is the story of a teenager involved in the process of delivering a packet of cocaine to a client, but the unexpected is just around the corner and a strange series of events will overwhelm her.

**PINOCCHIO AND FRIENDS AND SUMMER & TODD: DOUBLE RAINBOW EVENT ON JULY THE 24TH**

Rainbow doubles, and to strengthen even more the historical link with Giffoni offers **two special events scheduled on July the 24th**: a world premiere of some episodes of the new productions signed by director and producer **Iginio Straffi**, which will be broadcasted on Rai Yoyo from next fall: **PINOCCHIO AND FRIENDS and SUMMER & TODD L'ALLEGRA FATTORIA**. **Elements +6** will have the opportunity to see two episodes and never-before-seen content of **PINOCCHIO AND FRIENDS**, the animated series starring the most beloved puppet of all time in a very modern and hilarious version. Together with the pirate doll Freeda and the Talking Cricket, Pinocchio will drag the audience from the Magic Wood to the ocean in original adventures, with lots of new friends and some bad company, like the Cat and the Fox, the new action-comedy version of Collodi's classic is ready to win the hearts of children. **Elements +3** will instead be treated to the screening of three episodes and special unreleased content of **SUMMER & TODD L'ALLEGRA FATTORIA**, an irresistible animated concept that will immerse children in the world of nature by following the daily activities of the industrious Raggio di Sole Farm, full of animal friends with a unique style who live adventures dedicated to discovering the world around us.

**PAW PATROL: THE FILM ABOUT CHILDREN'S FAVOURITE PUPPIES ARRIVES IN GIFFONI ON JULY THE 25TH**

The team of children's favourite puppies arrives **at Giffoni on the 25th of July** with **PAW PATROL - IL FILM**, directed by **Carl Brunker** and due to be released **in cinemas in September**. Juniors will be able to see **an exclusive preview of the first images** and enter the fantastic world of Adventure City. Humdinger, the arch-enemy of the brave pooches, becomes mayor of the city and starts wreaking havoc. Ryder and the puppies set out to meet this new challenge head-on. And as one of them is forced to come to terms with his past, the team finds help from a new ally, the experienced dachshund Liberty. Armed with exciting new gadgets and equipment, the PAW Patrol will fight together to save the citizens. The film is presented by Paramount Pictures, Nickelodeon Movies and Spin Master Entertainment and is a Spin Master Entertainment production, distributed by Eagle Pictures. The Paw Patrol ***costume characters*** will also be present at the Giffoni Film Festival and will parade on the carpet.

**VIACOMCBS NETWORKS ITALIA RETURNS TO GIFFONI WITH A DOUBLE DATE: SPONGEBOB AND KNIGHT BY CHANCE**

**ViacomCBS Networks** Italia will once again be present at the **Giffoni Film Festival** with a number of properties and initiatives: **SPONGEBOB**, the icon of **Nickelodeon**, the brand exclusively for children and families on **Sky** (channel 605) as well as the world's most famous sea sponge, returns to the festival with a **number of video clips linked to the protection of the oceans**. In the videos, which will be broadcast every day before the films in competition, the beauties of the marine ecosystem will be shown, interspersed with some sketches with SpongeBob and his friends. For the first time ever at Giffoni there will be the debut of the brand new series on air on **Super!**, the entertainment brand of **ViacomCBS Networks Italia** dedicated to children and young people on air **on channel 47 of the digital terrestrial and 625 of Sky, CAVALIERE PER CASO**, a fantasy story set in the present day, a new world full of technological accessories and where diplomacy is the most appreciated quality in resolving conflicts. **On Monday the 26th of July**, during the event reserved to **Elements +10**, **the first two unreleased episodes of season 3, coming to Super! next October, will be broadcast.**

**A SHORT FILM AGAINST RACISM, ON 26TH OF JULY IT'S THE TURN OF DOCUMENTO**

A lucid and severe analysis against violence against women, racism and intolerance: **on the 26th of July** it is the turn of **DOCUMENTO**, the documentary by Marco Iermanò. The 20-something director made his debut as an actor in Giuseppe Tornatore's film Baaria; in the same year he starred in Michele Placido's Il Grande sogno. Among others, he has worked with Paolo and Vittorio Taviani (Maraviglioso Boccaccio) Renato De Maria (La prima linea). This year he is on the set of Esterno notte directed by Marco Bellocchio. Costellazioni d'autunno, his first short film, was distributed by **Prime Video**.

**LUCE DEI TUOI OCCHI: ON 27TH OF JULY ANNA VALLE PRESENTS THE MEDIASET DRAMA SHE STARS IN**

She is one of the most intense Italian actresses: **ANNA VALLE** will be in Giffoni on **July the 27th** to present to the jurors the **first episode** of the series **LUCE DEI TUOI OCCHI**, produced by Banijay Studios Italy and directed by **Fabrizio Costa**. The series will be **on Canale 5 in September**. The protagonist is Emma Conti, famous international étoile. She was just a girl when she decided to leave Vicenza to try to forget the death of Alice, the child she had with Davide, the great love of her youth. Since then she has never looked back but now, after sixteen years, an anonymous letter has reopened the old wound, instilling in her a doubt: her daughter, believed dead at birth, is still alive, is in Vicenza and is a dancer, just like her. The time has come for Emma to return home and search for the truth among the students of her old dance school. Anita, Miranda, Sofia, Alessia, Martina. Which of them is Alice? In the passionate eyes of the dancers, Emma will end up finding fragments of the girl she once was, the same one who loved Davide and who today, after having found him again, will find herself coming to terms with the passing of time, with the disruptive force of feelings and with the possibility of a new love, Professor Enrico Leoni. Because it is never too late to be happy.

**ME CONTRO TE IL FILM - IL MISTERO DELLA SCUOLA INCANTATA: ON JULY THE 28TH ME CONTRO TE PRESENT THEIR HIGHLY ANTICIPATED NEW FILM WITH A BRAND NEW CLIP THANKS TO WARNER BROS.**

After the extraordinary success of their first film, LUÌ and SOFÌ (Me Contro Te) will arrive at Giffoni to meet **Elements +6** and present a **brand new clip from ME CONTRO TE IL FILM - IL MISTERO DELLA SCUOLA INCANTATA, in cinemas from August the 18th**. The film is a **Warner Bros. Entertainment Italia, Colorado Film Production** and Me Contro Te production and is directed by Gianluca Leuzzi. In this new adventure the duo will discover a fairy-tale world, with lots of surprises and fun for their little fans and the whole family. A beautiful school is about to reopen after many years and Luì and Sofì (Me contro Te) are the special guests of the opening party, awaited there by their friend Pongo. However, the institute might be hiding a mystery and, once again, the Me contro Te will have to face the evil Mr S with courage and try to sabotage his evil plans in the name of friendship. For the first time, Luì and Sofì may learn an important secret about their past.

**ON 28 JULY THE MASTER OF THE ONEIRIC FEDERICO FELLINI LIVES AGAIN IN THE FELLINETTE**

Appointment on the **28th of July** with **FELLINETTE**, the short film dedicated to **Elements +10**. A little girl drawn on a piece of paper in 1971 by Maestro Federico Fellini is the protagonist of this tale set on the beach in Rimini on the 20th January 2020, the centenary of the great Maestro's birth. Through his fervid imagination, the audience will live a melancholic and wonderful adventure, where live action and animated parts will celebrate the dreamlike and poetic atmospheres so dear to his films. The film is directed by **Francesca Fabbri Fellini**, the director's granddaughter, who will be attending the screening to present the short film to the jurors. The cast includes the great **Milena Vukotic**, while the soundtrack is by Andrea Guerra.

**ISTRUZIONI ROMANTICHE on the 29th OF JULY AT THE FESTIVAL WITH RAI CINEMA**

An inaugural dinner becomes an opportunity for the owners of the house to gather several friends at the same table: this is the starting point for **ISTRUZIONI ROMANTICHE**, the short film distributed by **Rai Cinema** which will be shown at **Generator +13 on Thursday the 29th of July**. Among the main characters there is Graziano, who arrives late. The only free seat is next to Alisia, a girl apparently sweet but with a cynical and combative character. An amusing and dynamic ideological "clash" soon begins between the two, made up of barbs and jokes, a squabble that will make them both realise that first impressions are never the right ones. The director is **Lucio Zannella** from Salerno, who is passionate about communication and new forms of cinematographic language. Among his most important works we can mention the short film Forever shot during the health emergency by covid-19.

**ANNI DA CANE AT #GIFFONI50PLUS ON JULY THE 30TH THE FIRST ITALIAN AMAZON ORIGINAL FILM, PRODUCED BY NOTORIOUS PICTURES**

**On July the 30th**, director **Fabio Mollo**, with **Aurora Giovinazzo** in the lead role and **Marta Losito**, will present to the Giffoni juniors an **exclusive preview of the first Italian Amazon Original film**, the young-adult comedy **ANNI DA CANE**, produced by **Notorious Pictures**. The feature film was written by **Mary Stella Brugiati** and **Alessandro Bosi**, already two-time finalists at the **Premio Solinas Experimenta** (2018, 2020) and **winners of the Premio Mattador 2018** with the subject **È tutta colpa nostra**. **Aurora Giovinazzo** in the role of Stella, is the protagonist of this comedy alongside **Isabella** **Mottinelli** (Che Dio ci aiuti 6), **Federico Cesari** (SKAM Italia, I Cesaroni), **Luca Vannuccini**, and with **Sabrina Impacciatore**, and with a cameo performance by **Achille Lauro**. Stella is an awkward, cynical, imaginative sixteen-year-old girl who, after a life-changing car accident in which a dog is also involved, becomes convinced that her years should be counted like those of dogs. That's why she thinks she's a hundred years old and, with the help of her best friends Nina and Giulio, makes a list of all the things she wants to do before she dies. But a chance encounter with Matteo, a shy and introverted boy of her age, will completely change her perspective. **ANNI DA CANE will be released exclusively on Amazon Prime Video in Italy and in over 240 countries and territories worldwide in Autumn 2021.**

**THE JURIES MEET**

Actor, anchorman, director: **PAOLO CALABRESI** will inaugurate the exciting meetings with the jurors of **#Giffoni50Plus**. Beloved in *Boris* as the mythical Biascica and in the *Smetto quando voglio* saga, in which he plays an educated archaeologist who is exploited and poorly paid, he will answer the jurors' questions on **July 22**. On the same day, the pop-rap duo **PSICOLOGI** will be in the **Sala Truffaut** for a **meeting powered by COMIX** aimed at exploring the new trends in Italian music. The day will continue with **GIUSY BUSCEMI**: after the successful Rai series *Un passo dal cielo - I guardiani*, this autumn she will join the cast of the series *Doc- nelle tue mani*. The last talent of the day will be **LINDA CARIDI**. Born in 1988, she was nominated for **Best Supporting Actress at the 2021 Nastri d'argento** for the film *Lacci* by Daniele Luchetti.

On **July 23,** an event within the event for a "social media day" with two meetings not to be missed: the first with **KHABY LAME** and the second with **GIULIA SALEMI**. The former is an Italian-Senegalese **TikToker** with **82 million followers**. He has the third most popular Instagram profile in the world -the first in Italy- and has become the phenomenon of the year, gaining popularity with his humour and simplicity. Giulia Salemi is beautiful, vibrant, cheerful and full of energy. Influencer and spirited presenter, her bright and genuine smile is ready to charm the Giffoners.

**CAROLINA CRESCENTINI** will meet the jurors on the same day. **Nominated as Best Supporting Actress at the 2021 Nastri d'argento** for the TV film *La bambina che non voleva cantare* by Costanza Quatriglio, in which she played the mother of Italian singer Nada, last year she starred as Paola Vinci in the series *Mare fuori* by Carmine Elia. As for cinema, we have seen her in Milena Cocozza's *Letto N. 6*, a social horror film produced by the Manetti Bros. Finally, **TERESA SAPONANGELO**, who won the **Best Actress award at the 2021 Nastri d'Argento** for her role in Antonio Capuano's *Il buco in testa*, will answer the jurors' questions. Born in Taranto, the south of Italy and its dialects have enriched her acting career in films such as Rubini's *Tutto l'amore che c'è* or Martone's *I Dieci Comandamenti*.

A great master of Italian cinema opens the day on **July** **24**. **FERZAN OZPETEK**, director of internationally acclaimed and much loved films, will be back at Giffoni. Ozpetek, who will also meet the young people of the **IMPACT!** section, will receive the most prestigious prize of the festival, the **Truffaut Award**. **VALENTINA BELLÈ** will also be in Giffoni on **July 24**. After the international production *Medicis: Masters of Florence*, in which she was cast alongside Dustin Hoffman and Richard Madden, in 2019 she starred in the thriller *L'uomo del labirinto*, with **Toni Servillo**. She will also be in the international Sky series ***Romulus*** and in the second season of *Volevo fare la rock star* on Rai 2. Very popular on social networks, where she has **more than 3 million followers**, **VALERIA VEDOVATTI** will be at Giffoni on **Saturday 24 July**. Her popularity gained her the **Nickelodeon Kids' Choice Award** two years in a row. In her latest book, *Per Rinascere*, she discusses the delicate subject of anorexia, which has never been so topical.

**SARA LAZZARO** will be enthusiastically welcomed on **July 25**: in a few months we will see her on television in the new episodes of *Doc - Nelle tue mani*, in *Volevo fare la rockstar* and in the second season of *Devils*. She will soon be in cinemas with *Siccità* by Paolo Virzì and on Netflix with *Fedeltà* by Andrea Molaioli and Stefano Cipani. **July 25** will also see the arrival of **LILLO**, Pasquale Petrolo. Absolute protagonist of the Prime Video comedy show *LOL- chi ride è fuori*, he stars in *Tutti per Uma* by Susy Laude. After him, **MATTEO PAOLILLO**, actor and singer, will meet the jury. Among his most interesting works is his participation in the film *Famosa*, directed by Alessandra Mortelliti. In 2020, he starred in the series *Mare* *Fuori*, for which he also wrote the theme song, and *Vivi* *e* *Lascia* *Vivere*. In the same year, he worked on his first solo album under the name of *Icaro*. Next autumn he will be back as Edoardo in the second season of *Mare Fuori*. Multiculturalism and dialogue, some of Giffoni's founding values, will be the focus of the meeting **powered by COMIX** with creators **DAYOUNG** and **TASNIM** on **July 25**. Italian-Korean **DAYOUNG** reveals to her **752,000 followers** some linguistic anecdotes and curiosities about the countries she has visited. Known as "the TikToker with the veil", **TASNIM ALI** is also active on Instagram where, by highlighting her origins, she tries to make her followers aware of the discriminations against Muslims.

**ALESSIO** **LAPICE** will be the first talent on **July 26**: the protagonist of **Negramaro**'s new music video, next autumn he will be on Netflix with the series *Luna Park* directed by Leonardo D'Agostini and Anna Negri, on Rai1 with the second season of the series *Imma Tataranni* and in cinemas with *Io sto bene* by Donato Rotunno. On the same day, **FEDERICA SABATINI** will answer the jurors' questions: last summer she was on Sky with the film *I Liviatani*, directed by Riccardo Papa. She then played the role of Nadia in the second and third season of *Suburra - the series* on Netflix. We will soon see her among the new protagonists of *Toy Boy 2*, a Spanish production sold worldwide. The day will close with **VINCENZO NEMOLATO**: in 2015, he worked with Matteo Garrone in the film *Tale of tales*, but he is also known for his performances in Igort's film *5 è il numero perfetto* alongside Tony Servillo, in Pietro Marcelli's *Martin Eden* and in Paolo and Vittorio Taviani's *Una questione privata*. He recently played Gegè Di Giacomo in *Carosello Carosone*, a Rai major success.

On **July 27**, it will be **FRANCESCO APOLLONI**'s turn: his last film as director and screenwriter was *Addio al nubilato*, produced by Minerva Pictures, Rai Cinema and Amazon Prime.
One of the best-loved Italian actresses, on **July 28 CLAUDIA GERINI** will be in Giffoni. Nominated at the 2021 David di Donatello Awards as best supporting actress for the film *Hammamet* by Gianni Amelio, she will be in the eagerly awaited *Diabolik* by the Manetti Bros.

On **July 29**, the jurors will meet **ROCCO FASANO** and **MATILDA LUTZ**. The former gained success in 2018 with the role of Niccolò Fares, one of the main characters in Ludovico Bessegato's *SKAM Italia*. He was also much appreciated for his latest performance in Andrea De Sica's film *Non mi uccidere,* next to Alice Pagani. Matilda Lutz played Simonetta Vespucci in the second season of *Medicis* and was the protagonist of the famous horror saga *The Ring 3*. She also starred in *Revenge*, in which she is the charming Jen, a woman caught up in a hunting party where she becomes the prey. Matilda Lutz will be on Netflix with *A Classic Horror Story* **from July 14**. Moreover, she has just finished shooting *Final Cut* by the Oscar-winning director for *The Artist* Michel Hazanavicius and the film *Zone 414* by Andrew Baird, with Guy Pearce. She plays the lead role in both films.

On **July 30**, the programme continues with **EDOARDO DE ANGELIS** and **PINA TURCO**, in collaboration with V-Groove. Director, screenwriter and producer, De Angelis is the author of the film *Il vizio della speranza*, **awarded with a David di Donatello and three Nastri d'Argento**. The film featured Turco in the lead role, which won her the **Best Actress award at the Tokyo International Film Festival**. The two continued to work together in the Rai film *Natale in Casa Cupiello*, in which Turco played Ninuccia, and in *Non ti pago!*, currently in post-production, in which she played Stella. Both films are based on the plays of the same name by Eduardo De Filippo.

He has kept the promise he made during the **Winter Edition**: **PIERPAOLO SPOLLON** will be at the festival on **July 31**. He came to success on TV with the role of Marco Allevi, a young photography enthusiast, in the RAI series *L'allieva*. He was also highly appreciated in the series *Doc - Nelle tue mani* where he plays Riccardo, a first-year resident in Internal Medicine. We have also seen him in the role of the Renaissance painter Michelangelo in the series *Leonardo* and in January 2021 he joined the cast of the sixth season of Rai’s *Che Dio ci aiuti*, where he plays a psychiatrist called Emiliano. This autumn he will be back on Rai1 in the long-awaited drama *Blanca*.

**GIFFONI IMPACT!**

The **IMPACT!** section, reserved for **150 young people aged between 18 and 28**, is a lab of thought, reflection and analysis for the young participants, who will have the opportunity to be heard by sociologists, corporate CEOs and representatives of institutions, culture, entertainment and science.

The opening meeting will take place on **July 21** with the very young **GRETA ESPOSITO**, who grew up at the Giffoni Film Festival, being a member of the jury for **12 years**. Here she nurtured her love for cinema to the point of making a profession out of it: we have seen her on TV in the role of Antonietta in I*l Commissario Ricciardi* and in the series *Mare fuori* by Carmine Elia, and will soon see her in cinemas with *Qui rido io* by Mario Martone. Giffoni's friend and familiar guest **DOMENICO DE MASI**, sociologist and writer with a lucid vision of society and its evolution, will also be present on the same day. The programme continues with **PIERLUIGI MINGARELLI**, director of the Foligno Experimental Sciences Laboratory. He is also the founder and driving force behind the Foligno Science and Philosophy Festival, which was created in 2011.

**July 22** will bring to Giffoni **VALERIO LUNDINI** and **EMANUELA FANELLI**, the protagonists of the revelation show *Una pezza di Lundini*, a Rai2 format characterised by nonsense, surreal scenes and a very effective dreamlike comedy. They will be joined by **GIOVANNI BENINCASA**, creator of the show and author of some of the most innovative formats on Italian television in the last few decades (among others, he has worked with **Fiorello**, **Gianni Boncompagni** and **Raffaella Carrà**).

**LUDOVICA LIROSI**, director, screenwriter, actress and producer will also be in Giffoni on July 22. She has won more than 40 prizes in official international competitions, including the Best Foreign Film at the American Movie Awards for the documentary *Too much stress from my heart*, shot between Italy and Morocco, which she produced and directed. The film has been available on Netflix since 2017 (USA, Australia, England, New Zealand, Canada, South Africa, Ireland). In 2016, Ludovica Lirosi founded "Lulifilm", a production and distribution company. **CHIARA FRANCINI** is the author of bestselling novels and her latest book, "Il cielo stellato fa le fusa", (Rizzoli) is a sort of Decameron in which the narrating voice is a cat: Rollone the Viking. Passionate and refined, she has chosen humour and self-irony as her main talents. Chiara Francini will be back at the festival on Thursday **July 22**. The day will end with **ENZO DE CAMILLIS**, set designer and director. He has worked with some of the most eminent names in Italian cinema: the Taviani brothers, Sergio Corbucci, Francesco Rosi and Giuseppe Tornatore, to name but a few.

**LUIGI DATOME** will be the first talent on **July 23**. A true champion, the basketball player for Olimpia Milano and member of the Italian national basketball team has gained remarkable experience in the **NBA** with the **Detroit Pistons** and the **Boston Celtics**. He is also well-known for his social activism and the charity campaigns he personally runs and promotes. Always on **July 23**, for the first time at the festival, a man who has devoted his life to others and who has always shared Giffoni's values: **GINO STRADA**, surgeon and founder of **Emergency**. Rwanda, Cambodia, Afghanistan, Sudan, Sierra Leone are only some of the countries in which the NGO is active: indeed, Emergency has treated **over** **11 million people** so far. **RICREA**, Consorzio Nazionale per il Riciclo e il Recupero degli Imballaggi in Acciaio (National Consortium for the Recycling and Recovery of Steel Packaging), has a mission to inform citizens about how to recognise steel containers and how to separate them correctly, which is the first important step towards recycling. In Giffoni the association will present its projects and, in collaboration with **COREPLA** (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging) and **CiAl**, Consorzio Nazionale Imballaggi Alluminio (Italy’s National Aluminium Packaging Consortium) will award a special prize to a musical artist who has shown a special interest in sustainability issues.

The Maestro **FERZAN OZPETEK** returns to Giffoni: on **July 24**, the young members of IMPACT! will meet the highly admired director, who will also visit the **Sala Truffaut** to have a conversation with the jurors of **Generator +16**. The programme continues with **ANDREA CRISANTI**, Head of the Department of Molecular Medicine at the University of Padua and Director of the Virology and Microbiology Laboratory at the University Hospital of Padua. Professor Crisanti pioneered the molecular biology of the human malaria vector *Anopheles gambiae* and, more recently, earned distinction for his study in Vo’ Euganeo on the **first outbreak of Covid-19 in Italy**. This was a pilot study of fundamental importance, the results of which were instrumental in implementing virus control measures both nationally and internationally.

He has recently finished the shooting of *Gomorra 5*, due for release next autumn: **SALVATORE ESPOSITO** will be the protagonist of the meeting scheduled for **July 25**. A few weeks ago the actor published his first novel, *Lo Sciamano* (*The Shaman*), a thriller with some Wulf Dorn atmospheres, printed by Sperling & Kupfer. Cinema and journalism will be discussed with **FLAVIO NATALIA**, director of **Ciak**, the first Italian magazine on cinema. From the front lines of the **Ansa** press agency to **Sky** and **SkyTg24** programming, Natalia is one of the most cross-cutting and influential figures in Italian journalism and will be ready to answer any curiosity the Giffoners may have. The day ends with **MUSICA CONTRO LE MAFIE** (MUSIC AGAINST MAFIAS), an association belonging to the Libera network, which for years has used music to fight mafias, corruption and crime.

**ALESSANDRO PREZIOSI** will be the protagonist of the **IMPACT!** section on **July 26**. Last year, the actor made his directorial debut with *La legge del terremoto* (T*he Law of the Earthquake*), a documentary on a subject very important to Preziosi, who experienced first-hand the catastrophic earthquake in Irpinia in 1980.

On **July 27**, the focus will be on the functions and activities carried out by the Italian National Fire Corps. These will be explored in a meeting attended by **FABIO DATTILO** and **LAURA LEGA**, respectively Head of the National Fire Corps and Head of the Department of Firefighters, Public Rescue and Civil Defence of the Ministry of the Interior. **ERRI DE LUCA**, the writer, poet, activist and intellectual who has marked the 2020 edition with his sensitivity and extraordinary energy will be present at Giffoni once again. *Irradiazioni* (*Irradiations*), the text he dedicated to the fiftieth anniversary of the festival, is one of the most beautiful pages in the history of Giffoni: the young people of IMPACT! will be honoured to meet again one of the most enlightened minds of our time. On the same day, there will also be **MAURIZIO DE GIOVANNI**, another fascinating voice of contemporary literature. He is the author of many crime novels, such as the literary series dedicated to Sara Marozzi, a retired policewoman with an unerring intuition. His best loved character is Police Commissioner Ricciardi, although mention must also be made of the series *I bastardi di Pizzofalcone* and *Mina Settembre*, which have become hugely successful television series.

**July 28** will be **THE JACKAL**'s day: lovers of laughs, clever humour is their trump card. They started as a group of friends, then became comedians and, after that, in 2006 they made themselves known and loved thanks to their YouTube channel. Their aim is to convey a message of freedom and respect in a simple way, especially to the younger generations and without taking themselves too seriously. Their living room has become an incredibly irreverent setting, from which they tell behind-the-scenes stories and fun facts regarding a range of topics and events -from the Sanremo Music Festival and X Factor to the Italian national team- with a sharp eye and an increasing presence on social networks. The series *Generazione 56k* (*Generation 56k*), produced by Cattleya in collaboration with The Jackal -starring Fabio Balsamo, Gianluca Fru and conceived and directed by Francesco Ebbasta- has recently become the first most watched show on Netflix. They are currently on air on Rai Play with the original format *Europei a casa The Jackal* (Euros at the Jackal’s), in which they comment live on the national team matches with their usual humour. The day will be closed by the **RAGAZZI DEL CINEMA AMERICA**, who will shed some light on the subject of cinemas to be saved and protected. In 2012, a group of friends in their twenties saved the Cinema America in Trastevere (Rome) from demolition, founded the Piccolo America association and began to enliven Rome with great free summer screenings in San Cosimato, Ostia and Cervelletta. A collective experience that deserves to be told.

The first talent on **July 29** will be the Trapani-born photojournalist **FRANCESCO BELLINA**. His artistic work focuses mainly on contemporary socio-political issues with a special eye on migration. His pictures have been published by major international media such as *The Guardian*, *Al Jazeera*, *The Globe and Mail*, *Paris Match*, *Le Monde*, *Internazionale*, *L'Espresso* and the *Washington* *Post*. Director of the weekly magazine "L'Espresso", a historic name in journalism, writer and lucid analyst of the political scene: **MARCO DAMILANO**, known and loved by the general public for his regular participation in the TV show *Propaganda Live* on La7, will answer young people's questions on major current issues. The day will continue with a figure of great topical interest: **ALESSANDRO ZAN**, Member of Parliament since 2013, activist for LGBTQI+ rights. His signature is linked to the draft law against homophobia, transphobia, misogyny and ableism approved by the Chamber of Deputies last November and currently under discussion in the Senate. **SILVIO** **ORLANDO** is a highly refined performer and one of the most admired talents of Italian cinema. He has worked with the greatest authors and won countless recognitions and awards for his performances, which have earned him a place in the hearts of the audience. On **July** **29**, he will receive the festival's most prestigious **award**, named after **François** **Truffaut**. The same day there will also see a meeting with **RICCARDO NENCINI**, former Deputy Minister for Transport and Infrastructures. He is currently chairman of the **Senate's Commission for Public Education and Cultural Heritage**.

On **July 30** there will be an encounter with **DON LUIGI CIOTTI**, **founder of Libera**, the renowned association against organised crime and mafias. His dedication has succeeded in raising the awareness of the new generations who, thanks to Libera, have approached these issues with an open mind.

On **31 July** it will be the turn of **Father ENZO FORTUNATO**, journalist and director of the Press Room of the Sacred Convent of Assisi, and **ERMETE REALACCI**, honorary president of Legambiente and president of Symbola, the Foundation for Italian Quality, which he conceived and founded. On the same day, Giffoners will also welcome **JORIT**, the Campanian artist celebrated by major international newspapers, such as *The Guardian*, and famous throughout the world for his murals and his intense civil and social commitment.

She is a real queen, the "auntie" next door, one of those people who are ready to welcome and give unconditionally: **MARA VENIER** comes back to Giffoni. The festival is part of her heart: it was in the Giffoni arena -where she hosted the events dedicated to the jurors- that in 1992, at a very young age, she received a phone call announcing that she would become the host of *Domenica in*, the TV show that made her a popular figure and one of the most loved personalities of all time. Among the protagonists of the IMPACT! meetings, there will also be **CARLO BORGOMEO**, president of **Fondazione Con il Sud** and of the social enterprise **"Con i bambini"**, which share with Giffoni the project **Sedici Modi di Dire Ciao**.

**INSTITUTIONS AT GIFFONI**

Current affairs, the political and social events of greatest interest to young people, the future of Italy on the international scene and the perspectives of the new generations will be the focus of the **#Giffoni50Plus institutional meetings**. **Awareness** is the thread that unites all the encounters: each guest will be called upon to answer the questions of Giffoners, who are more and more mindful of the public and civil dimension, of what is happening in their own country, of how certain political choices can affect their dreams and expectations. The changes in the school system, the post-pandemic world of education and its formative and social role will be the main topics of the meeting with Italian **Minister of Education PATRIZIO BIANCHI**. Relations between the central government and the regional administrations, in such a delicate phase as the health emergency, have undergone major changes and taken on new balances: this will be discussed with the **Minister for Autonomies and Regional Affairs**, **MARIA STELLA GELMINI**. The restart as an opportunity, the direction taken by Italy and its new productive vocations, innovation and creativity as tools for growth: these are the subjects that will be dealt with by the **Minister for Economic Development**, **GIANCARLO GIORGETTI**. Once again demonstrating his commitment to listening to young people, the **Minister for Foreign Affairs and International Cooperation LUIGI DI MAIO** will also return to Giffoni. Cinema, culture, audiovisuals and innovation will be examined with the **Undersecretary of the Ministry of Culture** **LUCIA BORGONZONI**. The Italian institutional set-up, the branches of the government on the territory and the organisation of public assistance are some of the topics that will be discussed with the **Undersecretary for the Interior** **CARLO SIBILIA**. The Italian University has a thousand-year history and is synonymous with quality education: the overall health of the Italian academic world will be discussed with the **Director General of the Ministry for University and Scientific Research for University Education, Inclusion and the Right to Study** **MARCELLA GARGANO**, officially delegated by Minister Maria Cristina Messa. A very distinguished military career and a curriculum with plenty of highly responsible assignments: General **ENZO VECCIARELLI**, Chief of the Defence Staff, will meet the young people of the IMPACT! section to discuss delicate issues relating to international balances and the role of defence.

**GIFFONI MUSIC CONCEPT**

The **Giffoni Music Concept** returns this year with special live music shows. TV personality Nicolò De Devitiis, who is highly appreciated by the Italian music scene, will be the host of the event for the second time and will take Giffoni fans on a journey to discover the best Italian music. The musical programme will combine **live moments** and a **series of talks** with some of the artists who are going to perform in **Piazza Fratelli Lumière** in the evenings. Live music represents an eagerly awaited return and a restart that will take place in compliance with the rules in force (there will be a maximum capacity of 1,000 seats). Among the guests will be artists such as **GAZZELLE** (July 22), who will be back in February with his new record-breaking tour; **CARL BRAVE** (July 24), who is currently selling out everywhere and on 23 August will perform for the first time in the renowned Arena di Verona; **CLEMENTINO** (July 25), a volcanic and versatile rapper who will bring his energy to Giffoni, together with his powerful and passionate rhymes; **DIODATO** (July 26) one of the most sophisticated singer-songwriters of Italian music who returns to Giffoni after his victory at the 2020 Sanremo Festival; **FRANCO126** (July 28), one of Italy's most interesting artists, fresh from the success of his latest album "Multisala"; **COLAPESCEDIMARTINO** (July 29), the songwriting duo who conquered all the charts and proved to be the revelation of the year. Plus, the timeless elegance of **NOEMI** (July 31); **LA RAPPRESENTANTE DI LISTA**, the queer-pop band that is winning over audiences and critics; **RANDOM** (July 27), the young artist with over 210 million streams; multi-platinum singer-songwriter **AKA7EVEN** (July 23); the duo **SOTTOTONO** (July 30) with their new album "Originali" and, finally, the Neapolitan warmth of **ANDREA SANNINO** (July 30).

Here is the full schedule of events of Giffoni Music Concept. The first show will be the **Street Clerks** concert on July 21, followed by **Gazzelle**, **Mobrici** and **Giuse The Lizia** on July 22, **Aka7even**, **Deiv**, and **Pierpaolo** on July 23 and **Carl Brave** (July 24). On July 25, **Clementino**, **Alessandro Siani** and the **students of the Conservatory of Milan** will be on stage for an evening dedicated to the great Neapolitan singer-songwriter and blues man Pino Daniele in an event promoted by Sedici Modi di Dire Ciao (a project of the **Ente Autonomo Giffoni Experience** selected by **Impresa Sociale con i Bambini**, **Fondazione con il Sud**). On July 26th it will be the turn of **Diodato** and **Greta** **Zuccoli,** followed by **La Rappresentate di Lista**, **Ginevra** and **Random** (July 27), **Franco126** and **The Jab on** (July 28), **ColapesceDimartino** and **Folcast** (July 29), **Sottotono** and **Andrea Sannino** (July 30). The closing events will be on July 31, with **Noemi** and the **Viito**.

**GIFFONI INNOVATION HUB**

From **July 21 to 31**, Giffoni will be back to being the capital of innovation with **Next Generation**, an initiative by **Giffoni Innovation Hub**. A mix of workshops, seminars and webinars aimed at informing and sensitising the new generations on the topics of digital culture and the creative industry. The whole event will focus on the new skills required by the job market and will embrace the field of innovation in a format that projects the traditional cinematographic vocation of the festival into the future. Among the most relevant formats will be the **Innovation Talks**, addressed to the young people of the **IMPACT!** section and the **under-30 Innovators** of the **Dream Team**. **15 young people** will have the opportunity to meet with prestigious names and, grouped into **3 teams**, will work on high-tech challenges. A series of workshops and panels will round off the event, with gurus, national and international CEOs, startuppers, influencers and many other leading figures taking part in an open and inclusive debate with Giffoners. Another comeback will be that of the **Digital Labs**, dedicated to **6 to 18 year olds** and offering creative and digital experimentation workshops on renewable and green energy.

**SPECIAL PROJECTS**

**GIFFONI AND THE NATIONAL CINEMA PLAN FOR SCHOOLS**

On **July 23**, the activities carried out during the past school year will be illustrated. This will be the occasion to present the outcomes of seven projects resulting from the collaboration between Giffoni and the **Comprehensive School Don Milani of Giffoni Valle Piana**, the **Comprehensive School Fratelli Linguiti of Giffoni Valle Piana**, the **Comprehensive School Leopardi of Torre Annunziata**, the **Comprehensive school Trifone of Montecorvino Rovella**, the **High Education Institute Piranesi of Capaccio Paestum**, the **Fiorentino High School of Lamezia Terme**, the **Comprehensive School Leonardo Da Vinci of Olevano sul Tusciano**. Furthermore, the results of the second edition of School Experience, a travelling festival aimed at raising awareness and training students and teachers through the use of cinematographic and audiovisual language, will be presented. This initiative is also part of the National Cinema Plan for Schools promoted by the **Ministry of Education** and the **Ministry of Culture**.

**SIXTEEN WAYS OF SAYING HELLO**

The project **Sedici Modi di Dire Ciao** (Sixteen Ways of Saying Hello) realised by the **Ente Autonomo Giffoni Experience** in order to tackle juvenile educational poverty, continues thanks to the **social enterprise Con I Bambini** and **Fondazione Con il Sud**. After the experience in **Terranova di Pollino** in the Basilicata region, **#Giffoni50plus** will host a **campus** for young people from the **five regions involved in the project**: **Campania**, **Calabria**, **Sardinia**, **Basilicata** and **Veneto**. Participants will be able to enjoy the experience of being jurors, alongside other scheduled workshop activities. On **July** **26**, a special moment will be marked by a visit to the **Pino Daniele Alive** exhibition, a permanent installation that the **Naples Museum for Peace** has dedicated to the great Neapolitan singer-songwriter and musician.

**SCAMBI GIOVANILI – DESTINAZIONE SKOPJE**

**Destinazione Skopje (Destination: Skopje)** is a project promoted by **Fondazione Giffoni** -whose founding members are the Municipality of Giffoni Valle Piana and the Ente Autonomo Giffoni Experience- in co-financing with the **Ministry of Foreign Affairs and Cooperation - Directorate General for the promotion of the Country System** and in collaboration with **Planet M** Association. The project is part of the activities of the call **Scambi Giovanili 2021 (Youth Exchanges 2021)**. There will be meetings with the fifteen Macedonian young people aged between 14 and 28 years involved in the initiative. Due to Covid-19 restrictions, the meetings will be held online.

**SIC – GENERAZIONI CONNESSE (CONNECTED GENERATIONS)**

The important collaboration between **Giffoni** and "**Generazioni Connesse**" (SIC Italy III), partners of a project dedicated to the promotion of a safe web, goes on. The project is coordinated by the Ministry of Education and involves the **Ministry of the Interior-Postal and Communications Police**, the **Guarantor Authority for Childhood and Adolescence**, **Save the Children Italy**, **Telefono Azzurro**, the **University of Florence**, **Sapienza University of Rome**, **Skuola.ne**t, **Cooperativa Edi**, **Movimento Difesa del Cittadino** and **Agenzia Dire**. On **July 28** there will be a meeting of the entire project board. The Safer Internet Centre aims at promoting a positive and aware use of the Internet and making it a safe place for younger users. The Web has its dangers, especially for young people, and it is essential to know how to recognise them and their dynamics.

**POSTAL POLICE AND GIFFONI AGAINST CYBERBULLYING**

The cooperation with the **Postal Police** continues in order to encourage and support a responsible use of the web by the young. The Postal Police and the Salerno section of the National Association of Magistrates will hold a masterclass on **July 23**. The meeting will focus on tools, strategies and reflections on how to fight cyberbullying and make an aware use of the web. The **Postal Police** will meet the jurors of Elements +10 and Generator +13. The encounters will take place on **July** **25** and **27**. Finally, an interesting simulation of the activities carried out by the Postal Police will take place on July 28, together with an illustration of the police working techniques. A truly valuable opportunity to raise awareness.

**ACI AND GIFFONI, A PARTNERSHIP FOR SAFETY**

The collaboration with the **Automobile Club d’Italia** (Automobile Club of Italy) on road safety continues. On **July 27**, a masterclass will be held in the presence of ACI executives. The **Karting in Piazza** initiative, a project ACI developed in 2013 to introduce people to sport and road safety education, is back this year.

**MEMORANDA OF UNDERSTANDING**

During **#Giffoni50Plus**, **a large number of memoranda of understanding will be signed with institutions and associations from the third sector**, confirming an activity of increasing social value and importance.

**AURA'S JOURNEY CONTINUES TO SCAMPIA, THE BEAUTY OF RESISTING**A journey of beauty, heart and passion that gathers and welcomes, preserves and fulfills: this is the journey of **Aura**, Giffoni's social expression. This year, on **July** **13** at **10:30**, the journey will start from **Scampia**, one of the most beautiful and vulnerable neighbourhoods in the **Campania** region. The protagonist of the event will be **Ciro** **Corona**, who will be awarded by Aura for his dedication to "resistance". Founder and president of the association **(R)esistenza** **Anticamorra**, which manages the agricultural assets confiscated from the Camorra by the City of Naples, on December 28 he was awarded the honour of Cavaliere al merito del lavoro della Repubblica Italiana (Knight of the Order of Merit for Labour) by President Mattarella. *We couldn't choose a more beautiful and meaningful place to start this journey*, explained **Alfonsina** **Novellino**, director of **Aura**. *Preserving beauty and building wonder is our main path. Ciro Corona has put his expertise and his vital values of resistance and existence at the service of his land; this makes him part of the great Aura family, which is a source of great pride for us*. The event, organised with the support of sociologist **Roberta Longo**, will be a special occasion for discussion and analysis. A tale of a life, between dedication and resistance, which starts in Scampia and reaches the rest of the world without ever stopping, in order to continue on a journey made up of small and big commitments. Over time, Aura has become a point of reference for regional and national medical facilities and health organisations, working 365 days a year in conjunction with associations and the **Bambino Gesù Children's Hospital in Rome** on charity initiatives and awareness campaigns aimed at the weakest members of society. Towards scenarios of life, strength and beauty, with the dream of a better world to pave the way. *A reality that is caring, willing to listen, capable of giving and, above all, feeling with the heart*, concluded Novellino.

**MAIN PARTNERS**

 **BAYER**Bayer confirms for the second year its support to Giffoni with the aim of creating projects dedicated to digital farming. Following the report of a survey focused on a target group of 18-28 year olds, Giffoni, in collaboration with Bayer, has been able to create a short film centred on innovation, research, sustainability, biodiversity and, most of all, the Made in Italy brand. The film, titled *L’altra Terra*, will be premiered during the festival.

**ZUIKI**ZUIKI is an Italian clothing brand, owned by Ennepi Spa and born from the creative initiative of the Nunziata brothers. The company designed the Giffoni t-shirts, reinterpreting the claim *What starts here improves the world*.

**SAMMONTANA**Since 2016, Sammontana Italia has been developing increasingly effective projects aimed at reducing the environmental impact of its activities. Sammontana returns to Giffoni to present the outcome of its green commitment to the IMPACT! section, also involving the Dream Team in its social communication activities.

**LETE**Lete is a long established brand, having made its commercial debut in 1893. The official water of #Giffoni50Plus, Lete is very sensitive to environmental sustainability. As evidence of its commitment, the company was the first in the Italian food industry to use 100% green energy in 2004, offsetting its energy consumption with RECS certificates.

**CIAL**The partnership with the Consorzio Imballaggi Alluminio (National Aluminium Packaging Consortium) is a historic one and has become an integral part of the Giffoni project. As for 2021, in addition to the usual Special Award for the Environment, which is assigned to one of the films in competition, CiAl will bring to Giffoni the symbol of the worldwide awareness campaign "Every Can Count": a large rainbow made of aluminum cans.

**FOTOEMA**Fotoema is a photo-specialist shop, offering drones, live streaming systems, video shooting accessories and more. The Neapolitan partner will support Giffoni for the third year running, acting as Main Techical Partner and providing the organisation with the necessary video and photographic equipment.

**CLEARCHANNEL**Clear Channel is a leading media company in the Out of Home sector, operating in 31 countries in Europe, Asia, North America and Latin America. The Clear Channel Italia business unit has headquarters in Milan, Padua, Rome, Naples and Bari. Innovation and creativity are the cornerstones of its strategy, which takes shape in the search for new forms of advertising. Once again this year Clear Channel is supporting Giffoni by providing **180 advertising installations in Milan and its province and about 200 installations in the main shopping centres in Italy**.

**OTHER PARTNERS**

**COMIX**The publishing house **Franco Cosimo Panini** confirms its support to Giffoni for the fourth consecutive year.This year the collaboration is made concrete with the presence of Giffoni on the **over 800.000 Comix 2022 diaries that are being distributed all over Italy**. Moreover, meetings with the talents powered by Comix will take place during this edition, too, allowing Giffoners to meet some of the artists appearing in the diaries.

**BPER BANCA**

This year, too, **BPER Banca** will be at Giffoni's side to analyse the topic of digital sustainability with the young people. From **July 21 to 28**, a dedicated survey will provide an insight into the Giffoners' knowledge of the subject. The results will be presented on July 31 during one of the IMPACT! meetings with the participation of the science communicator **Andrea Vico**. The deputy director of BPER Banca, **Pierpio Cerfogli**, will also attend the event.

**RICREA**Founded in 1997, RICREA, the National Consortium for the Recycling and Recovery of Steel Packaging, is one of the six supply chain consortia that are part of the CONAI System (National Packaging Consortium). RICREA projects will be presented in the IMPACT! section and, in cooperation with COREPLA (National Consortium for the Collection, Recycling and Recovery of Plastic Packaging) and CiAl, the consortium will award a special prize to a musical artist who has proven to be particularly sensitive to sustainability issues.

**GLS**The General Logistics Systems, abbreviated to GLS, offers international transport of goods and logistics contracts. It has been a partner of Giffoni for several years, handling all the logistics needs of the organisation with accuracy and professionalism.

**CAFFÈ MOTTA**

Since 2001, Caffè Motta has been an ambassador of the Made in Italy quality in national and foreign markets. Indeed, it is currently among the top ten companies in the modern Italian market (large-scale distribution and organised distribution). It has been the official coffee of Giffoni for several years, being present in the Vip Lounge area and above all in the Cinema cafés, which have been realised by the company itself.

**COCA-COLA HBC ITALIA**

Coca-Cola HBC Italia, part of the Coca-Cola Hellenic Bottling Company, is the main producer and distributor of The Coca Cola Company branded products in Italy. It is strongly engaged in the **World** **Without Waste** project, a programme launched on a global scale in 2018 that aims at providing concrete support in waste collection and the development of good recycling practices. To date, it has made its packaging 100% recyclable.

**GRUPPO NOVIELLO**

Gruppo Noviello Spa is an official Opel, Citroen and DS dealer for the city of Salerno and its province. Quality, experience and professionalism are the coordinates that guide the group in all its activities. Gruppo Noviello will be the supplier of the festival's official cars for the #Giffoni50Plus edition.

**TECHNICAL PARTNERS**

 **VGROOVE**The revolutionary and innovative business idea of VGroove Trasporti Cinematografici (Cinematographic Transports) starts in Portici, Campania, and enters the world of cinema with a park of more than 2500 vehicles: luxury mobile spaces that offer all the comforts to professionals during filming and that this year, thanks to a partnership with Giffoni, will welcome the talents and guests of the festival.

**REFINAIR**

RefineAir provides the solution to INDOOR air quality issues by making the environment safer, perfectly hygienic and comfortable. RefineAir uses active air and surface sanitisation devices with a continuous H24 application, removing the microbial count and volatile organic compounds (VOCs) from the environment and surfaces. Thanks to the partnership with this Salerno-based company, Giffoni has equipped all its cinemas with air sanitising system.

**POINTEX**The textile company Pointex was founded in 1991 in Capalle, near Prato (Tuscany). Its mission is to meet people's needs with increasingly innovative textile solutions, always relying on creativity, technology and environmental sustainability. Since 2019, Pointex has been collaborating with Giffoni by making the festival customised carpet fabric and, for the 50th anniversary celebration, it provided the upholstery for the renovation of the Sala Truffaut.

**HOW TO FOLLOW #GIFFONI50PLUS**

Visit the official website [www.giffonifilmfestival.it](http://www.giffonifilmfestival.it/) to check out the programme, find out about the activities, read the news and book previews, special events and live performances open to the public. Even more this year, the live streamings will share the emotions and the meetings of the festival. The official channel to enjoy them is [www.giffonilive.it](http://www.giffonilive.it/).

**GIFFONI ON TV**

This year, too, the festival will be broadcast on TV, thanks to the extensive programming provided by the **Media** **Partners**.

**MEDIASET**

The partnership with **Mediaset**, which has been closely following all the activities of Giffoni for over 20 years, is once again confirmed. The film **ZOO - UN AMICO DA SALVARE (ZOO)**, which won the **2018** **Gryphon Award** in the **Elements +10** section, will be broadcast on **Canale 5** on July 21 at 4:30 pm. News coverage will also be provided by the group's newscasts, with live TV feeds and constant updates. Experiencing the emotions of the festival will be even more involving with the TV special that **Canale 5** will dedicate to the event. Furthermore, **until July 31** all Mediaset networks will be broadcasting the **social spot of #Giffoni50Plus**: a shout of happiness, promoted by **Mediafriends**, the non-profit organisation set up by Mediaset, Mondadori and Medusa .

**RAI**

As usual, **Rai** will be covering the festival with **morning** and **afternoon** **programmes** providing **news** and **live** **broadcasts**.

**“FAMILY FILM FESTIVAL - THE BEST OF GIFFONI” IS BACK ON SKY CINEMA AND NOW**

Once again this year, **Sky Cinema Family** will broadcast the films awarded and presented in the previous editions of the festival every day in the fringe time and in a marathon on **Saturday 31 July**.

Among the selected titles are **LA CASA DEL COCCODRILLO** (VICTOR AND THE SECRET OF CROCODILE MANSION), winner in 2012 of the **Elements +10** section; **PAPER PLANES - AI CONFINI DEL CIELO** (PAPER PLANES), an exciting story of hope starring Sam Worthington and presented in 2015 in the +10 section as well; and, from the 2021 edition, **IL MIO AMICO ALEXIS** (MY FRIEND ALEXIS), the coming-of-age comedy starring football star Alexis Sanchez.

**LEGGO**

Leggo, the social press, will be partner of the **Giffoni** **Film** **Festival** for the first time. The free press, distributed in **Rome** and **Milan**, will report on the event in its pages and, above all, will dedicate to the festival an ad hoc section of its website (the most mobile website in Italy and one of the most visited, with an average of 1.2 million unique users per day) with interviews, comments, previews, photos and videos, which will also be posted on our widely followed social media channels.

**RADIO 105**

**Radio** **105** is once again the **radio** **partner** of the **Giffoni** **Film** **Festival**.

The radio station will **broadcast** **live** every day from the **Multimedia** **Valley**: from here, **Alessandro** **Sansone** will recount the Festival through the voices of its protagonists and talents. Giffoni Film Festival will also be **present** **on** **Radio** **105**'**s** **social** **media** **channels**.

**RADIO GIFFONI NOW**

**Giffoni Now is the festival's radio that brings together four radio stations** from the Campania region: **Punto** **Zero**, **RCS75**, **Bussola** and **Flash**. A unique network for a journey through music and words that will provide daily reports on the festival in its entirety.

**LIRATV
LIRATV** will offer a daily coverage of the festival from **July 21 to 31**. Live broadcasts will be aired in the morning and **from 3 p.m**. on LIRATV (DTT Channel 15 in the Campania region) and **streamed** on <https://www.liratv.it/it/streaming>.

**THE FESTIVAL ON YOUR SMARTPHONE: HERE IS THE OFFICIAL APP OF GIFFONI**The application created by **Skeleton software** in collaboration with **Eventival** will assist Giffoners throughout this edition: everything at your fingertips, for an increasingly interactive festival. Screenings, guests, previews, in order to follow #Giffoni50Plus everywhere, minute by minute. In real time, all the festival news will be available on the app, which will provide the programme of the festival and become a real digital catalogue. A dynamic project that will embrace all the facets of this edition and will make it possible to create a proper diary from which to choose the screenings and meetings to attend.

Download the **official app of the Giffoni Film Festival** now:

**Android**:<https://play.google.com/store/apps/details?id=cz.skeleton.giffoni&hl=it&gl=US>
**iOS**:<https://apps.apple.com/it/app/giffoni-film-festival/id1520175589>

**The official hashtag of the 51st edition is #Giffoni50Plus
Get real-time updates on Giffoni social accounts:
Instagram:** @giffoni\_experience
**Facebook:** @GiffoniExperience
**Twitter:** @giffonifilmfest
**YouTube:** https://www.youtube.com/giffonifilmfestival

**Giffoni Opportunity Communications Office**

Web: [www.giffonifilmfestival.it](http://www.giffonifilmfestival.it/)

Facebook: <https://www.facebook.com/GiffoniExperience/>

Instagram: <https://www.instagram.com/giffoni_experience/?hl=it>

Twitter: <https://twitter.com/giffonifilmfest>

Tel: 089 8023239

Via Aldo Moro, 4 - 84095 - Giffoni Valle Piana (SA)