PRESENTATION OF THE INTERNATIONAL CONFEDERATION OF ART CINEMAS

HISTORY
The CICAE was founded in 1955 by the national arthouse cinema associations of Germany, France, the Netherlands and Switzerland. The collective and concerted action of these pioneers led to the emergence in each country of a real market for quality films, as well as national schemes aimed at supporting theatres that took a stand in favour of this “high-risk” cinematographic art form.

The CICAE is recognized by the Council of Europe, sits on the Bureau of the International Council for Cinema, Television and Audiovisual communication (IFTC – Unesco), and of Media Salles, and has been a member of the Coalition for Cultural Diversity since its inception in 2003. It collaborates with Europa Cinemas, receives support from UNESCO, the European Union’s programmes : MEDIA and Euromed Audiovisual II, the CNC (France), the FFA (Germany), the DGC (Italy), to name but a few.

MISSION
To be a network of networks, and a bridge between festivals and theatres.

Today, the CICAE brings together 3 000 screens via 7 national structures (1 000 cinemas in France, Italy 400, Germany 300, Switzerland 90, Hungary 40, Belgium 15, Venezuela 14), independent cinemas in 24 other countries, 20 or so festivals, as well as a number of art house film distributors.

INSTITUTIONAL OBJECTIVES
> To encourage art house cinemas to come together under a common umbrella at the national and international levels.
> To obtain support for art house cinema from government and supranational bodies.
> To foster the distribution of high quality films from all countries, in all countries.
> Through targeted cultural initiatives, to promote the screening of art films in order to increase audiences and foster production.

ACTION FIELD
> Training of Distributors and exhibitors wanting to focus on LA and EUR.
> Promotion of art films from festivals to art cinemas : each year the CICAE award is given in a dozen festivals.
Of the movies awarded by the CICAE in 2010, there are: Winter’s Bone (by Debra GRANIK), All that I love (by Jacek BORCUCH), Pieds nus sur les limaces (by Fabienne BERTHAUD)

THE ARTHOUSE CINEMA SECTOR : A 100-MILLION-STRONG AUDIENCE IN EUROPE
In countries where the art cinema sector is well developed, art house films account for 10 to 25 percent of all tickets sold. Art cinema upholds “quality cinema without borders”, although, de facto, the bulk is made up of European productions and co-productions. Statistics show that in several countries art house cinemas draw up to 80 percent of audiences for quality European films; they are also the most appropriate setting where moviegoers can discover African, Arab, Asian, Latin American and “independent” films from the USA. Thus art house cinema sector is well and truly (also) a market, which provides quality filmmaking with its main outlets in the largest markets.

Although our tastes and preferences draw us towards original and inventive works, our group is not encumbered by any preconceived aesthetics, recommends no model, adheres to no chapel, - nor depends on any school of thought or political party. It only wishes to promote quality in the cinema, quality in its genre without any discrimination.

We do not want to work only for a so-called elite nor do we refuse to reach the general public. That would mean giving up the raising the level of that public, forcing it to return to the distractions for which we could hardly reproach it later.

We do, however, disapprove of that opposite pitfall into which consists of going against the public taste in all circumstances and to recognise only that which is exceptional, rare or unusual, be it mediocre.

We do recognise the need for a commercial cinema, a profitable cinema, and while we wish to be in the forefront, among the avant-garde of our colleagues, we do not wish to lose contact with them under any circumstances.

Armand TALLIER
First President of the C.I.C.A.E
Opening speech of the 2nd General Assembly in Cannes, the 6th May 1957.

EXECUTIVE BOARD 2010 / 2011

President: Detlef ROSSMANN (DE)
Vice-Presidents:
Domenico DINOIA (IT)
Alain BOUFFARTIGUE (FR)
Secretary: Michail BAKOLAS (BE)
Treasurer: Alain BOUFFARTIGUE (FR)
Honorary Presidents:
Gabriele ROTHEMEYER (DE)
Roland PROBST (CH)

>>> If you are interested in joining the CICAE, please fill in the application form at the back!
# FORMULAIRE DE CANDIDATURE/ APPLICATION 2011

## MEMBRES ACTIFS - Catégorie A

### Associations nationales

**Cotisation :** 31 € par cinéma adhérent

Completer la fiche (coordonnées), joindre les [statuts + une liste des cinémas adhérents incluant :
- Nom du cinéma
- Nombre d’écans et capacité
- Adresse complète
- Téléphone, fax, e-mail
- Contact

**“A” MEMBERS**
National Associations

**Membership fee :** 31 € x affiliated cinemas

Please fill in the contact box, attach your organization [statutes + a full list of your members including :
- Name of the cinema
- Nb of screens and seats
- Full address
- Phone, fax and e-mail
- Contact

## MEMBRES ACTIFS - Catégorie B

### Salles individuelles / Cinémathèques

**Cotisation :** 46 € par établissement

Pour chaque cinéma, completer la fiche ci-dessous et joindre une présentation de votre activité.

**“B” MEMBERS**
Individual Art Cinemas / Cinematheques

**Membership fee :** 46 € per theatre

For each cinema, please fill in the “contact” box and attach a brief presentation of your activities.

## MEMBRES ADHERENTS - Catégorie C

### Festivals, autres

**Cotisation :** 460 €

**“C” MEMBERS**
Festivals, other

**Membership fee :** 460 €

### Coordonnées / Contact data :

- Nom de la structure / Name of organization :
- Représentant légal / Legal representative :
- Adresse de correspondance / Mail Address :
- Telephone :
- Fax :
- E-mail :
- Website:

**Membres B uniquement / “B” members only :**

- Nom et adresse du cinéma / Name and address of the cinema :

### Règlement / Payment :

1) par chèque en €uros à la CICAE / cheque in €uros to CICAE

2) par virement bancaire / by banking transfer :
   - Banque : BNP PARIBAS
   - Agence : PARIS AUDIOVISUEL
   - Adresse : 73 Bd Haussmann, F-75008 Paris
   - RIB : 30004 02270 00020192629 922
   - IBAN : FR76 3000 4022 7000 0201 9262 922
   - BIC : BNPAPARPIPLZ

**Je soussigné / the undersigned**

………………………………………………………………

Représentant légal de / legal representative of :

………………………………………………………………

adhére à la CICAE / joins the CICAE.

Date : …………………………….

Signature : ……………………….

Cachet / Stamp : ……………………….
SPONSORS

PUBLIC AND PROFESSIONAL BODIES
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These 3 Major National Cinema Agencies are important co-founders of the training programme:

- Centre National de la Cinématographie / Paris
- Filmförderanstalt / Berlin
- Direzione Generale del Cinema / Roma

With the support of the local institutions:

- The Province of Venice hosts the Seminar in San Servolo, an island managed by its subsidiary: San Servolo Servizi.
- The Region of Venice awards the Prize of the Best Young Arthouse Exhibitor of the Region, who is invited cost-free to the Seminar and the Mostra.

And of

- The Syndicat Français des Théâtres Cinématographiques & the training centre AFOMAV are financial partners of the seminar.
- The Filmförderung Baden-Württemberg offers scholarships to trainees from the Baden-Württemberg land.
- Associazione Mercato di Rialto Offers the Prizes of the Best PIZZA WORKSHOPS PROJECTS
PARTNERS

EDUCATIONAL PARTNERS & PROMOTING ------------------------------

Europa Cinemas actively promoted the course and will come present the organization.

MEDIA salles promoted the course and will come present its own training

The Independent Cinema Office promoted the course and identified new trainers

Fundación Autor - Spain promoted the course

2 Universities cooperate with the CICAE by crediting students to take part to the seminar as cost-free trainees. The students will support the team in the logistical organisation and in carrying out the final synthesis.

University

Ca’ Foscari of Venice
TARS

University IUAV of Venice
Faculty of Arts & Design

4 agencies specialized in short films will present their action in favour of short movies. The 4 agencies organize and jointly award with the CICAE, in partnership with Circuito Off Film Festival, the CICAE Off award.

Circuito Off Int. Short Film Festival

KurzFilmAgentur Hamburg Germany
Agence du Court-Métrage France

Centro Nazionale del Cortometraggio Italy
Swiss Films Switzerland

CO-ORGANIZERS -----------------------------------------------

The 6 European National Art Cinemas Networks, members of the CICAE, actively contributed in the design, promotion and choice of the best trainers, all volunteers:

AFCAE France
AG KI NO GI LDE Germany
FICE Italy
ARTMOZI EYSEGULET Hungary

This booklet has been printed by Kora Comunicazione grafics & printing
PRACTICAL INFORMATION
BENVENUTI A VENEZIA!

CONTACTS & USEFUL NUMBERS (during your travel or stay):
The CICAE team will be equipped with Italian mobile phones, in use as from Saturday, August 28th. For any query, call the person in charge of your language group, as shown below:

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<thead>
<tr>
<th>Nationality</th>
<th>Name</th>
<th>Phone Numbers</th>
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<tr>
<td>Italian</td>
<td>Francesco Clerici</td>
<td>0039 339 74 43 1 64</td>
</tr>
<tr>
<td>German</td>
<td>Jörg Jacob</td>
<td>To be announced</td>
</tr>
<tr>
<td>French</td>
<td>Julie Magnat</td>
<td>To be announced</td>
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<tr>
<td>Other nationalities</td>
<td>Olivia Le Dain</td>
<td>0039 339 70 19 4 77</td>
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<tr>
<td>General coordination</td>
<td>Sylvie Da Rocha</td>
<td>0039 339 74 43 1 64</td>
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<tr>
<td></td>
<td>Olivia Le Dain</td>
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<tr>
<td>San Servolo reception</td>
<td>0039 041 276 5001</td>
<td>Fax: 0039 041 276 5402</td>
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<tr>
<td>ACVISE taxi</td>
<td>0039 347 79 15 035</td>
<td>Franco, Matteo, Riccardo</td>
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<td>ATPV taxi</td>
<td>0039 041 521 05 06</td>
<td>Fabio, Christian, Luciano d'Este</td>
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<td>ACTV boats</td>
<td>0039 041 2424</td>
<td><a href="http://www.actv.it">www.actv.it</a></td>
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<td>Lost and found (Piazzale Roma)</td>
<td>0039 41 27 22179</td>
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<td>Useful numbers on-site</td>
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<td>Flight Information</td>
<td>0039 041 260 9260</td>
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For any information BEFORE and AFTER the seminar:
Sylvie Da Rocha / General Delegate CICAE - 0033 (0)1 56 33 13 29 / cicae@art-et-essai.org
Olivia Le Dain / Training coordinator - 0033 (0)1 56 33 13 24 / cicae2@art-et-essai.org
TRAVELLING FORMALITIES /// PRECAUTIONS /// GENERAL INFORMATION

1. **ID:**
   - **Be careful! Please note** that further to the “terrorist threat”, Italy has stepped up ID requirements (even at the airport).
   - **You must have a valid passport** (or ID card for EU members) at least until September 30th, 2010.
   - **You must check the ID & Visa formalities required for your nationality** prior to your departure.

2. **The currency** used in Italy is the **Euro.**

3. In Venice, you walk a lot. When arriving from the railway station or airport, allow for several minutes walk and changes of transport: be sure to use a **luggage easy to transport** (backpacks or wheelie cases).
   - Linens and towels are provided in San Servolo rooms and there is a launderette with washing machines and tumble-driers on the campus (**Be careful!**) no detergent sold on the site!

4. **Hand-luggage:** We advise you to bring in your hand-luggage some “first necessity” items, like a toothbrush, comb, contact lenses cleaning solution (but **be careful of the size**), underwear, etc...it might be useful if ever your luggage arrives later than you! If you happen to be in this situation, your luggage will be brought to you directly on the San Servolo Island by your flight company, the day after your arrival. So, don’t panic but be prepared!

5. **The weather in August in Venice is quite hot and wet:** 25-30 °C + maybe some summer storms.

6. **Be careful!** Venice lies into a Lagoon and during the summer season there are **mosquitoes** mainly during the nights. We advise you to bring good **repellents** to avoid bites!

7. **Trainees and coordinators only:** we suggest you to bring the following:
   - **a. 50 programmes/flyers** from your cinema/festival to show your place to the other participants
   - **b. 1 film poster,** if possible from your country, but not necessarily
   - **c. 1 bottle of your national drink** for the opening party

8. **Trainees, FOR SOME OF YOU WHO HAVEN’T SENT HARD COPIES OF YOUR CONVENTION,** we remind you to bring with you **2 hard-copies of your convention with signature and stamp** of your company ( originals) on each page (invoice and credit note(s) -for whom is concerned- included).
   - One of the 2 copies (once signed and stamped by the CICAE) will be given back to you at the end of the training.

9. **Trainees**, should you have bulky documentation to be sent please use this address:
   - San Servolo Servizi
   - Attn. CICAE - Sylvie DA ROCHA (from the 27/08/10)
   - Isola di San Servolo
   - 30100 Venezia - ITALIA

REIMBURSEMENTS OF EXPENSES

- **Trainees** will be refunded for their travelling expenses, after the seminar, according to the standards fixed by the European Union (flight/train tickets, toll/petrol tickets, but **no taxis or shuttle**). They will receive a lump sum of 50 € to cover their on-site transport expenses. Please, remember to bring a **copy of your tickets and travelling bills** which will be necessary for reimbursement and your bank data (IBAN + SWIFT/BIC code+ address and name of your bank) in case you didn’t have already communicated them.

- **Sponsored trainees** (only students from new EU countries members) will receive their travelling expenses after the seminar, according to the set scale, once they have filled in and handed in their form along with all proof of payment - except taxis and transport in Venice. Please, remember to bring a **copy of your tickets and travelling bills** which will be necessary for reimbursement and your bank data (IBAN + SWIFT/BIC code+ address and name of your bank) in case you have not already communicated them.

Reimbursement will be done in € by bank transfer just after the seminar.

ACCOMMODATION AND VENUE FOR THE TRAINING

The training will be dispensed at the campus of **San Servolo island**, where all participants will be accommodated.

The campus is more comfortable than many hotels in Venice, but remains a “budget” location - Venice being an expensive city, the CICAE a non-profit-making association and our programme having to comply with European directives in terms of caps on daily allowances: thanks for your understanding.

**San Servolo island** is one of the islands of the City of Venice. The only public means of transport to get there is the **vaporetto (water-bus)** line 20, leaving from **San Zaccaria-Monumento**, one of the easiest stations to reach using the main lines, located 200 m. from St Mark’s square (Piazza San Marco).

In the event of an emergency, it is possible to take a taxi, but bear in mind that they are **expensive** (55 € from Venice, 90 € from the Marco Polo airport // **not refunded by the CICAE**).
All participants have to arrive at San Zaccaria first to get to San Servolo island

San Zaccaria is one of the easiest stations to get to. There are 3 vaporetto (boat bus) landing stages, located to the right of piazza San Marco (St Mark's Square), in order: "Danieli" (opposite the hotel Danieli), "Jolanda" (opposite the hotel Savoia & Jolanda) and "Monumento" (opposite the statue of Vittorio-Emanuele on horseback), just before the Pietà bridge.

From there, you will take the vaporetto line 20 to San Servolo Island (information on page 9).

ARRIVING FROM:

> VENICE MARCO POLO AIRPORT:

/// THE EASIEST WAY:

Take the «Alilaguna Blu» or «Alilaguna Rossa» (red) boat opposite the airport, to “San Marco” (€13 - tickets available from the ACTV counter in the airport) and get off at “San Zaccaria”. The journey takes 1hr 15min.

Avoid the Alilaguna oro (gold) which is 30’ faster but costs 25 €.

HOW TO GET TO SAN SERVOLO ISLAND via SAN ZACCARIA

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**From Tronchetto to the Airport**

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ART CINEMA = ACTION + MANAGEMENT 2010 - Venice - 31/08 > 08/09/2010
/// THE MOST EXPENSIVE ROUTE:
Taxi to Piazzale Roma or water-taxi to San Zaccaria or San Servolo.
Be careful! The EU will not let us reimburse taxis, except in the event of absolute necessity.
In such a case (strike, serious delays), the taxi (car) from Marco Polo to Piazzale Roma costs 35 €.
Water-taxis are very expensive: 90 € from the airport, 55 € in Venice (rates valid for 1 to 6 persons).

/// THE CHEAPEST ROUTE:
Bus for Piazzale Roma (last station).
Opposite the airport, 4 to 6 buses leave hourly for the bus terminal “Piazzale Roma” located in Venice:
- the ACTV bus n° 5 leaves every 15 minutes from 4:08am to 1:10am – duration of the journey: 30 minutes
  2,5 € - Tickets are sold at the ACTV ticket office of the airport or in the bus with a 0,50 € extra charge.
- the ATVO shuttle, leaving every 30 minutes from 8:20am to 0:20am – duration of the journey: 20 minutes
  3 € - Tickets are sold at the automatic tickets ATVO (blue) machines (in arrival baggage hall) or at the ATVO tickets office of the airport (in the arrivals hall).
Once in Piazzale Roma, to get San Zaccaria > take a vaporetto* (see below, p.8).

ARRIVING FROM:
> TREVIISO airport (Ryanair flights):
Take the ATVO shuttle, with a schedule tailored to Ryanair flights (from 7:50am to 10:25pm), goes to “Piazzale Roma” (in 1 hour), 11 times per day.
5 € for one way / 9 € round trip (go & return) (valid for 7 days!!) - get tickets at the ATVO tickets office in the airport (arrivals hall)

Below the timetable:
Then, from Piazzale Roma to San Zaccaria > take a vaporetto*

> BY ROAD: my suggestion is to park in Mestre (city before Venice, on the main land), not in Venice (Piazzale Roma or Tronchetto: too expensive!!) then > take a vaporetto*

**Where to park in Mestre?**

Garage Gregory - EASIEST SOLUTION

350 mt from the train station, in front of it! It's the easiest garage to find.

**Piazzale Favretti, 23**

Tel: (+39) 041 926 478

8 €/day & 12 € Sat-Sun

*(Also available at: http://www.antv.it/images/doc/linee/VE_-_TV_aeroporto_%28dal_11.06_al_31.08.2010%29.pdf)*
Park Cà Marcello - CHEAPEST SOLUTION

550 mt from the Mestre train Station (Ferrovia or Stazione in Italian)

Via Cà Marcello
Tel: (+39) 041 97 68 44
Monthly ticket of 18€!

Free on Sundays, 4€/day from Monday to Saturday
You should walk 5/10 min to reach the train station, is the cheapest solution, not necessarily the more comfortable. Here the web site » english version (on the left) » car parks » Mestre - Ca' Marcello__http://www.asmvenezia.it/http://www.asmvenezia.it/scaricabili/mappa_scambiatori_eng.pdf

Parcheggio Stazione Mestre -same price of the first garage, just less visible

Viale Stazione 10
Tel: +39 041938021
8€ Mon-Fri, 12€ Sat-Sun

This is a private parking (no ASM company)
It is located on the same side of the train station (looking at it, on the right):

For all of these parking close to the Mestre train station, to go to Venice take a train:
(1.10€ -10 min trip); there is one every 5/10 min!!!
pay attention: tickets for train and bus are NOT available on board, you should buy them in the tickets desks

> BY TRAIN (Venice train station « Santa Lucia »): in front of the train station (« Ferrovia » stop) > take a vaporetto*. 

* ONCE AT PIAZZALE ROMA OR OUT OF THE TRAIN STATION > TAKE A Vaporetto (6,5 € for one ticket valid for 1 hour) :

We advise you to avoid the Grande Canale and to take a vaporetto which goes this way:

Ferrovia (train station) > Piazzale Roma > San Zaccaria

Line 51: every 20 minutes from 05:15 am to 00:15 - arrives at San Zaccaria-Jolanda in 20 minutes.
Line 41: every 20 minutes from 06:15 am to 08:15 pm - arrives at San Zaccaria-Jolanda in 27 minutes.
Avoid lines 1 and 82 (Canal Grande): they are packed and twice as slow.

Night vaporetto if necessary!
Line N: every 20 min. from midnight to 04:45 am linking Ferrovia or Piazzale Roma to San Zaccaria-Jolanda and San Zaccaria-Danieli (in 30 min).
ONCE AT SAN ZACCARIA, to go to SAN SERVOLO ISLAND:
Walk a few dozen metres to the right to the landing stage for line 20 (San Zaccaria-Monumento/M.V.E stop), just before the statue of Vittorio-Emanuele, in front of the Londra Hotel.
The journey takes 10 minutes. Stop at the first station and walk 20 meters to the campus reception to get your key.
Once you reach your room, please, meet us in the CICAE office in “sala 8” (follow the signs from the reception).

VAPORETTO - LINE 20
The four stops of line 20 (total journey takes 20 minutes) are:
- San Zaccaria (M.V.E) - SZ - next to Piazza San Marco
- San Servolo - SS - our campus (+10 minutes)
- San Lazzaro (+15 minutes)
- Lido Casino - just behind the Palazzo del Cinema, main place of the Venice Film Festival (+20 minutes)

### San Zaccaria (M.V.E) ➔ San Servolo ➔ Lido Casino

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* The last vaporetto departure (in both ways: 2:10 am and 2:20 am) should be booked beforehand, at the following number: 800-845 065

Departure from San Zaccaria - Jolanda (for 2 last vaporetti)

Sunday 5th September will take place the REGATA STORICA, a traditional event that involves the typical and historical boats of Venice; it's the most famous and spectacular festivity on the lagoon waters and it takes place on the Grand Canal. The information on the condition of traffic are not available yet. However, note that usually, the traffic in the Bacino San Marco (basin in front of San Marco Square) is very difficult. It is closed approximately from 12am to 7pm!!!!!! If you need to move to/from San Servolo Island, the vaporetto stop is usually displaced in Sant’Elena, at the end of the city (20 min. from San Marco square) or you should take a taxi!!!

A WORD ON LOCAL TRANSPORTS
Vaporetti / water buses are the common public transport in Venice’s lagoon, the main company is ACTV (www.actv.it). The timetable in .pdf of all the lines is in attachment.

You can access (and leave) San Servolo only with Vaporetto line 20 (or by taxi), which brings you to Lido where the Venice Film Festival takes place.

To travel in Venice (except from an island to the other) vaporetti are not absolutely necessary: you will often make it by foot, with a good map. Local transportation is very expensive but economic passes exist (see below), and are sold almost everywhere, even in San Servolo.

You can buy vaporetto tickets (ACTV company) in front of the main stops (from 7 am to 8:30 pm or to 11 pm for the most important stops), in tobacconists (indicated by a shop sign showing a big white T), at the information points (www.turismovenezia.it) and at the reception of San Servolo Island !!!!! All the tickets are electronic, and you have 7 options:

- 2 € traghetto= 1 stop from one island to the other [San Zaccaria-San Servolo / San Servolo-Lido]
- 6,50 € for one way (valid for 60 minutes)
- 12-hour travelcard: 16 € / 24-hour travelcard: 18 € / 36-hour travelcard: 23 € / 48-hour travelcard: 28 €
- 72-hour travelcard: 33 € (18 € for people under 30 years – see below).

ART CINEMA = ACTION + MANAGEMENT 2010 - Venice - 31/08 > 08/09/2010
All tickets allow travelling to Murano, Burano, Mazzorbo, Torcello, Treporti islands... and included in the price is the transport of **one luggage** (if more than 1 bag: you pay an extra charge).

**Be careful!** Buy your tickets in advance because most of ticket desks close at 8:30 pm

An interesting option for people under 30: the **Rolling Venice card** costs 4 € (may be found in Piazzale Roma Information, train station, Marco Polo airport, San Marco Information or at San Zaccaria station), and allows you to purchase a “3-day youth card” for 18 € (sold at the same place) which also gives rebates in some museums and restaurants.
San Servolo island is owned by the Province of Venice. First used for a convent, then a military hospital, it was also used for a Venetian men’s asylum until 1978. It was then designated for artistic and academic activities. It now boasts the Venice International University campus, specialising in urbanism, sustainable development, art history etc. + summer courses and scientific seminars. The main building houses offices and lecture halls, looking out onto a park in which are located the campus and canteen buildings.

**ACCOMMODATION**

All participants will be given a double room to be shared (except for those who opted for a single room) with bathroom (shower + washbasin + toilets), television, Internet connexion and direct telephone. They will be given a key card on arrival at the reception for opening the residential hall and room. **It is very important that you always keep the key with you.** For any problem in your room (for example if you lock yourself out of your room) please inform the reception. If you lose your key, you will be charged for a replacement.

**Rooms will be available from August, Monday 30th and must be cleared by September, Wednesday 8th by 9 am (before the last course which will begin at 10 am).**

The Reception desk is open from 8.30 am to 8 pm. There is a night porter on duty from 8 pm to 8.30 am.


**Please note that:**
- Rooms are cleaned twice a week;
- Linens and towels are provided;
- No outside guests are allowed in the residential halls;
- Smoking is strictly prohibited in the residential halls, including individual rooms;
- Noise levels should be kept to a minimum, especially after 10 pm.

**Be careful if you bring your laptop, cellular or hair dryer!**

Most of Italian plugs/sockets are now the same as in all countries of Europe (except the United Kingdom and Ireland) but in some places, like in San Servolo rooms (or in hotels, especially in bathroom), there are still old kind of sockets (with 3 holes). It would be good to bring your converter if you have one. If you don’t and if you need one (you will see once on-site), it will be easy to buy some (for 2 €) in Venice (in a shop called RATTI - Castello 5824 - 5 minutes walk from piazza San Marco: in the angle of “Salizzada San Lio”, “Calle al Ponte della Guerra” and “Calle delle Bande”).
> MEALS

The campus restaurant (“Mensa”) is open from 7:30 am to 9:30 am - midday to 2:30 pm – 7 pm to 8:45 pm.

**Students:** the CICAE will offer your breakfast and lunch from August, Tuesday 31st to September, Wednesday 8th morning, breakfast only (afternoon off).

You will be free to have dinner in Venice (see next page for “restaurants”) or on-site at the Mensa (8 € for complete dinner). The teachers are invited by CICAE for dinner every nights. If some students are interested to join us, the meeting is at 7:45 pm at the vaporetto stop.

**Trainers** can have all their lunches at the Mensa and are invited to have dinner with the CICAE team in Venice every evening. Should they wish so, the meeting point is at the vaporetto stop at 7.45 pm ; unless they want to eat by themselves - no reimbursement of meals in this case.

**All:** To eat at the Mensa, you will need meal vouchers, which we will provide you at your arrival in San Servolo, depending on the number of meals that you are offered by the CICAE. Pay attention NOT TO LOOSE the vouchers, because we won’t have extras vouchers to give you.

Breakfast could be English breakfast (salted) and/or European breakfast (sweet).
Lunch and dinner comprise a “primo piatto” (pasta) + “secondo piatto” (meat or fish) + "contorno" (vegetables) or starter + drink (supplementary fee for wine) + bread + fruits or dessert.
Vegetarian meals are always proposed, but not other diets (kosh, hallal etc.).

Any accompanying persons shall pay € 5 for breakfast and € 8 for other meals at the mensa.

Note that this is also the price you will pay if you loose your vouchers.

There is also a bar on the ground floor in the area 6, in the main buildings (see San Servolo map > next page). There, you can buy brioches and sandwiches. It is open from 8.30 am to 7 pm.

> LAUNDRY

A self-service launderette (using coins) is available on the ground floor of Building 12.

Be careful! No detergent is sold on-site!

> TELEPHONE and INTERNET

You can phone from your room using prepaid cards, sold 5 € at the reception (est. time for EU countries: 1 - 3 hours).

Internet: 90% of bedrooms are equipped with free internet plugs. You might want to bring your laptop + **ethernet cable for connexion**! You could also ask for one cable at the reception (5 € for guarantee)….but note that due to the great number of persons in San Servolo at this period of the year, they often run out.

You will also find many **Internet points in Venice**, but it is pretty expensive (> 5 € /h).

Close to the Piazza San Marco, there is one of them opened from 10 am to 11 pm: World-House - Castello 4502 - Calle della Sacrestia [http://www.world-house.org](http://www.world-house.org)

> EXERCISE

San Servolo has just built a sport area for different kind of sports (basketball, football, tennis). San Servolo park is also suitable for some work-out, but a bit tiny for real jogging. Venice swimming-pools will mostly be closed during our hours off. The beach is at the Lido (see how to reach it - 10’ boat trip – page 4) or at Punta Sabbioni (Linea LN from San Zaccaria-Pietà, every 30’, 40mn of trip).

> RESTAURANTS

Meals could be very cheap as very expensive in Venice. For very cheap (and good) food, you should try the “cicchetti”, like spanish “tapas”, or take away pizza (pizza al taglio) everywhere in Venice. Take a look at this very good report (approved by Venetians!!) which gives you a real overview of all the best (good and cheap) restaurants, pizzerie, or “osterie” of Venice: [http://www.eurocheapo.com/venice/features/cheap-eats-venice.html](http://www.eurocheapo.com/venice/features/cheap-eats-venice.html)

Besides, you can go to the restaurant **Al conte pescaor**, near San Marco: if you show your CICAE badge you can get a 15% discount (for lunch or dinner).

S.Marco, S.Zulian,544
Tel:041-5221483

**How to go to the restaurant Al conte pescaor:**

From the Piazza San Marco: leave the square by the street on the right when you turn your back to the Basilica: via Marzaria del’orologio. Go straight and turn right at the 2nd street corner, Campo San Zullian. Cross the square and take the street on the left at the end of the square. The restaurant is in this street, at the second street corner, on your right.
You can also go to the **Osteria Da Carla “Con Cucina”**, where you will get a discount, showing your CICAE badge (the discount may vary each day, from free drinks to rebates on the meal).  
S.Marco, 1535  
041-5237855  
CLOSED on SUNDAYS

A third restaurant that we can recommend is the **Aciugheta**, near San Zaccaria, where you can also get a discount.  
Campo SS. Filippo e Giacomo  
Castello 4357 Venezia

**How to go to the Aciugheta restaurant:** from the “Riva degli Schiavoni” (San Zaccaria stop), take the” calle Albanesi” to the left of the Hotel NEW Danieli, til the end (100 m). You arrive on campo SS Filippo e Giacomo. The restaurant is just in front of you.

> **TOURISM**

Buy one of the thousands guides around! A plan of the city in high definition is in attachment:  
http://anima-veneziana.narod.ru/Map/venice_map.gif

> **SHOPPING**

NO shopping facilities on the island, where you will find only a few vending machines with drinks and snacks, and a bar open during the day only (no ATM).  
Small expenses can be done everywhere in Venice, but, beware of “tourist rates”.

Supermarket: the closest are (in Venice):
> TOBACCO

A 20-cigarettes box costs around 4 € in Italy. They are sold only at tobacconists, which are indicated by a shop sign showing a big white T. No other shops or bars sell tobacco. Tobacconists are open only during the day (approx. 9 am - 7pm). At night, you can find a very few automatic vending machines working with euro coins and notes. Venetians will help you find them.

From 2005, smoking is forbidden everywhere indoors, especially in bars and restaurants, but many of them have terraces where it is tolerated. Besides, smoking other things than tobacco is strictly forbidden, and the airport & station customs (+ their dogs) are very tough with travellers smuggling in drugs.

> VIEW OF SAN SERVOLO ISLAND

To have an overview on San Servolo Island, the structure of the buildings and where the training will take place, please go on this web link: http://www.scribblemaps.com/ #id=bRXQu7KuWk

A map will by given to you at the reception office.
> 1 NATION, 1 BOTTLE : the opening party!
    Tuesday, 31st August you are all invited to our open-air dinner in front of the Mensa (building 14) from 8pm on. 
    !!! Remember to bring a bottle of one of your national drink!!!!!

> COCKTAIL at the LIDO : SATURDAY, AUGUST 4th (5:30pm-6:30pm)
    The CICAE group (trainers, trainees, coordinators and translators) will leave San Servolo island at 5:00 pm, by boat, to go to the Lido for a cocktail of the CICAE training offered by the Region of Venice. Don’t forget to bring your ID card, and the invitation card you’d have been given at your arrival in San Servolo.
    NB: Bring appropriate clothing - semi formal (no smoking, but avoid basket shoes, short or T-shirts...which will also be useful if you want to go to the important night screenings at the Mostra).

> SOLAR Cinema: Tuesday, AUGUST 7th (8 pm)
    On Tuesday, August 7th, for the last evening of the training, all CICAE participants are invited to the outdoor screening of short movies proposed by the CosyMo’s Solar Cinema (solar-powered mobile cinema) at 8 pm. We will have pizza dinner at the Pecador municipality beach bar. Everyone is invited to join.
    NB: Don’t forget to bring a warm sweater to enjoy the screening!

    The Mostra Internazionale d’Arte Cinematografica, the Venice Film Festival, is a part of the multicultural event known as the Biennale di Venezia (including also architecture, dance, contemporary art, etc.).
    This year it starts on Wednesday September 1st (opening night) and ends on Saturday September 11th. All participants are accredited to the Mostra, unless they didn’t send their personal data + ID photo. Course schedules will be fine-tuned to allow you to attend as many screenings possible, during evenings.
    Your accreditation will be an “INDUSTRY PROFESSIONAL”, one of the best levels (value: 150 €). A full briefing will be given to you on what screenings you will be able to access, but this information will be official only a week before the opening.
    The Mostra takes place at the Lido, a long stripe of land that closes the lagoon of Venezia from the Adriatic sea. It is directly linked to San Servolo by line 20 (see timetable on page 9). In case you attend late evening screenings, you will probably loose the last direct boat, which leaves the Casinò of the Lido at 11:40 pm. In this case, you will have to catch a bus (or walk 15 min.) to reach the Lido central station: Santa Maria Elisabetta (S.M.E.). From there, you can take the lines: 1, 52, 62, 82 and N (“night”) to go to San Zaccaria. Then, the line 20 to San Servolo.
    See Lido map on the last page.
    Be careful! Unlike other great festivals, the Mostra doesn’t offer the full catalogue to the accredited professionals, and you have to buy it. The screening schedule is given for free.

> INTERNATIONAL SHORT FILM FESTIVAL CIRCUITO OFF 1-4 Sept. // www.circuitooff.com
    A renowned short film festival will take place in the University Ca’ Foscari (Auditorium Santa Margherita e Cortile di Palazzo Foscari) and on the Lido from 11 pm (Spiaggia Blue Moon) from 1 to 4 Sept. Every participant to the CICAE training will be accredited to the festival, so that you can go to all the festival screenings for free: the accreditation will be given to you at your arrival on San Servolo.
    Also, a CICAE jury will be organized with all the participants to the training. The screenings will be organized on Wednesday, September 1st from 3:30 pm to 7:00 pm. Each jury member will undertake to screen the short film winner in his/her cinema. If an exhibitor, who won’t be part of the Jury, would like to screen it as well, he/she could tell it to the CICAE at his/her arrival on San Servolo!
    As a closure of the day, you are all invited to come to the CIRCUITO OFF dinner which will take place at the Mensa, on San Servolo, on Sept. 1st.
    How to get to CIRCUITO Off Screenings?
    ➢ To get Ca’ Foscari University
        The Courtyard of Ca’ Foscari University (Palazzo Foscari) is in Dorsoduro 3246.
        To get: from Piazzale Roma and/or from Santa Lucia railway station and/or from Lido: vaporetto lines 2 or 1 - San Tomà stop.
        Auditorium Santa Margherita is in campo Santa Margherita.
        To get: from Piazzale Roma and/or from Santa Lucia railway station and/or from Lido: vaporetto lines 2 or 1 - San Tomà or Ca’ Rezzonico stops.
To get to the Blue Moon Beach

Blue Moon Beach is in Lido: Piazzale Bucintoro (at the end of Viale Santa Maria Elisabetta).
To get: from Piazzale Roma and/or from Santa Lucia railway station: vaporetto lines 2, 1, 51, 52 - Lido Santa Maria Elisabetta stop.

ARCHITECTURE BIENNALE - 12th International Architecture Exhibition
www.labiennale.org/en/architecture

The 12th Intl. Architecture Exhibition, directed by Kazuyo Sejima and titled People meet in architecture, will run from August 29th to November 21st 2010 at the Giardini and at the Arsenale (preview August 26, 27 and 28, 2010), and in various other venues in Venice.

After a series of editions of the Architecture Biennale directed by eminent critics and historians, this Sector is once again in the hands of an architect, Kazuyo Sejima. The first woman to direct the Architecture Sector of the Biennale, Sejima has recently been awarded the prestigious Pritzker Architecture Prize 2010 (together with Ryue Nishizawa).

VENICE MAP

You can find a map of Venice in High definition at the following address: http://animavenereziana.narod.ru/Map/venice_map.gif
> LIDO map:
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**Tuesday 31/08/10**

**START**

Opening
Official opening
Youngs audiences
Classics
17.30-19.30 Opening BBQ

**Sylvie da Rocha** + CICAE Team + participants

Detlef Rossmann
Domenico Finotti
Rafaelle Speranzon

M. Piquet (F)
F. Pickel (CH)
P. Rockenfeller (DE)
E. Dell acqua (IT)

J.-J. Geynet (F)
N. Grigoriadis (AU)
C. Montanaro (I)
L. De Jong (NL)

**Wednesday 01/09/10**

**ART CINEMA ACTION**

Success Stories

M.M. Gierat (PL)
H. Laurenta (HR)
M. Prins (NL)
R. Gysin (CH)
M. Törnblom Holtz (SW)
R. Fattorossi (IT)

A. Berthens (DE)
K. Allag (FR)
S. Koening (CH)
M. Galasso (IT)

CICAE Off 23h
Dinner / buffet opening

**Thursday 02/09/10**

**Europa Cinemas**

Economics

F. Djoumer
L. Creton (FR)

**Friday 03/09/10**

**Public Policies**

Chain of rights

Distribution
Mostra

R. Arnold (F)
M. Isele (DE)
P. Dallugue (DE)

A. Hürmer (DE)
O. Pont Chafer (ES)

P. Vivancos (BE)

A. Brégamian (CNC)
F. Borrelli (DGC)
P. Dingues (FFA)

**Saturday 04/09/10**

**Networks**

Digital Cinema

C. Bräuer (D)
P. Brouiller (FR),
D. Dinoia, M. Lorini, C. Loglio (IT)
A. Uhan (SL)

M. Törnblom (SW)
J. Labé (FR)
C. Bräuer (D)
+ Morning speaker

A. Brégamian (CNC)
F. Borrelli (DGC)
P. Dingues (FFA)

**Sunday 05/09/10**

**Project Management**

Fund raising

Audience development

Pizza Project workshops
Mostra

Dörte Nimz (D)
Paula Astorga (Me)

Raymond Walravens (NL)

Dörte Nimz

**Monday 06/09/10**

**Communication / Marketing**

Communication / Marketing workshop

Management
Mostra

K. Bagley (UK)

K. Bagley (UK) + CICAE Team

J. Villa (FR)
Y. Moser (CH)
Dallugue (DE)
A. Caracappa (IT°)

**Tuesday 07/09/10**

**Pizza Project workshops**

Sino Caracappa
Dörte Nimz
Paula Astorga
Raymond Walravens

17:30 - 18:00 Pizza awards
18:00 - 18:30 Diplomas
18:30-19:00 Pictures

**SOLAR CINEMA**

Closing dinner

**Wednesday 08/09/10**

**END**

Check out
Debriefing
departures

sessions in plenary sessions in splits just for information translation from 01 to 05/09/2010
Detailed Program • 31/08 > 08/09/2010

Except contrary indications, all the lectures will take place
in Sala Teatro (main building, opposite side of the reception).

Rooms for sessions in language groups:
> German: Sala 4
> Italian: Sala 5
> French: Sala 9
> English: Sala Teatro

Tuesday 31/08

9.30 > 11.00 OPENING
Sylvie DA ROCHA, General Delegate of the CICAE
Presentation of the training / Presentation of the "Dream Team" / Presentation of all participants

11.00 > 12.30 OFFICIAL OPENING
Detlef ROSSMANN, President of the CICAE
Domenico FINOTTI, President of San Servolo Servizi
Raffaele SPERANZON, Councillor for Culture of the Province of Venice

12.30 > 14.15 LUNCH

14.30 > 16.00 KIDS & SCHOOLS WORKSHOP (split in language groups)
Know-how and practices for a successful work with young audiences
Marianne PIQUET, Cinema Le Rex, Chatenay-Malabry (FR)
Basic principles for adapting your cinema theatre to young audience.
Petra ROCKENFELLER, Lichtburg, Oberhausen (DE)
Organise special programming for children: leisure and school time
Francine PICKEL, La Lanterne magique, Neuchâtel, Suisse (CH)
The international cinema club for children from 6 to 12
Edoardo DELL’ACQUA, Nuovo Cinema Aquila, Roma (IT)
From 0 to 30 years old: how to draw youth to your cinema

16.00 > 16.15 BREAK

16.15 > 17.45 FOCUS ON CLASSICS WORKSHOP (split in language groups)
How to present masterpieces of the past, with methods and clues adapted to each market type.
Jean-Jacques GEYNET, President of SFTC, French Syndicate of Cinema Theatres (FR)
Carlo MONTANARO, Pordenone Silent Film Festival, Archive Montanaro (IT)
Nikos GRIGORIADIS, Kiz-Kino Graz, (AU)
Leendert DE JONG, Filmhuis DenHaag, Den Haag, (NL)

20.00 "1 NATION / 1 BOTTLE"
Welcome dinner-buffet (open air)
09.30 > 11.00  **SUCCESS STORIES - 1**
6 Arthouse exhibitors, from different countries, present original activities developed in their cinema: programming, communication, animation, promotion, festival, etc
Hrvoje LAURENTA, Zagreb Film Festival (HR)
Revive quality cinema where it no longer exists
Maria Magdalena GIERAT, Kino Pod Baranami, Cracow (PL)
Diversify your programming to widen your audience
Romano FATTOROSSI, Invideo, Milano (IT)
Programming for blind people and for people with hearing impairments

11.00 > 11.15  BREAK

11.15 > 12.45  **SUCCESS STORIES - 2**
Monica TÖRNBLOM, Folkets Hus och Parker, Stockholm, (SW)
Film distribution through a national federation
Romy GYSIN, Kult Kino, Basel (CH)
Build a quality cinema local network
Maureen PRINS, CosyMo's Solar Cinema, Hertogenbosch (NL)
Build an international project in partnership with several cinemas in Europe

12.45 > 14.15  LUNCH

14.30 > 16.00  **FOCUS ON SHORTS** (split in language groups)
How to promote shorts? Presentation of 4 specialised agencies:
Karim ALLAG, Head of Réseau Alternatif de Diffusion, Agence du Court Métrage, Paris (FR)
Axel BERHENS, Head Distribution, KurtzFilmHamburg, Hamburg (DE)
Simon KOENING, Head of Promotion & Distribution of shorts, Swiss Film, Zürich (CH)
Mario GALASSO, Consultant, Centro Nazionale del Cortometraggio, Torino (IT)

16.15 > 16.30  BREAK

16.30 > 19.00  **FESTIVAL CIRCUITO OFF** : Screenings and CICAE Jury deliberation

20.00  
**"CICAE Off dinner"**
Dinner-buffet (open air)

**NB : Circuito Off, Opening Ceremony**
**NB : Mostra Int.le d'Arte Cinematografica, Opening Ceremony**
Thursday 02/09

11.00 > 12.30  EUROPA CINEMAS
Fatima DJOUMER, Head of International Department
Objectives, achievements and expectations of Europa Cinemas

12.30 > 14.15  LUNCH

14.30 > 18.15  ECONOMICS OF CINEMA
Laurent CRETON, University Paris Sorbonne (FR)
History, market and trends of the audiovisual industry from 1970 to 2020.
NB : including a break of 15'

Friday 03/09

09.30 > 11.00  EUROPEAN PUBLIC POLICIES FOR CINEMA
Patrice VIVANCOS, Audiovisual expert for the European Commission and the MEDIA Programme.
How much exhibition matters for Politicians? Why? How to lobby?

11.00 > 11.15  BREAK

11.15 > 13.15  THE CHAIN OF RIGHTS : How do films reach the screen?
Alfred HÜRMER, Producer, Integral Film Production, Berg (DE)
Legal board of the profession : contracts, royalties, international policy, cultural diversity, etc.
Olimpia PONT-CHAFER, Head of international sales, Co-Production Office, Paris/Berlin (FR/DE)
The international market of film sales.

13.15 > 14.15  LUNCH

14.30 > 16.00  DISTRIBUTION WORKSHOP (split in language groups)
Work with distributors: problems and market complexity, relationship between distributors and PR agents
Roxane ARNOLD, Head of Programming, Pyramide International, Paris (FR)
Michele ISELE, General Manager, Kool Film, Freiburg (DE)
Benedetta CAPONI, Head of theatrical distribution & sales, Mikado Films (IT)
Jacub DUSZYNSKI, Distributor, Gutek Film (PL)
**NETWORK ACTION**

The heads of the main European Arthouse networks present their action:

- Sylvie DA ROCHA, CICAE
- Christian BRAUER, Head President of the AGKG, Berlin (DE)
- Patrick BROUILLER, President of the AFCAE, Paris (FR)
- Domenico DINOIA, Vice-president of the FICE, Roma (IT)
- Cristina LOGLIO, Coordinator of Schermi di Qualità, Roma (IT)
- Aleš UHAN, Project Manager, Kinodvor, Ljubljana (SL)

**Eastern Europe: Build your national network**

**12.00 > 13.15**  
**LUNCH**

**13.30 > 14.00**  
**DIGITRAINING PLUS**

Presentation of the course for European exhibitors willing to be prepared to face digital transition.

Elisabetta BRUNELLA, General Secretary of Media Salles, Milano (IT)

**14.00 > 16.00**  
**ROUND TABLE: DIGITAL PROJECTION**

How to preserve the diversity of programming and the independent cinemas theaters

Interactive session moderated by Christian BRAUER opened by the presentation of two experts:

- Monica TÖRNBLOM, Folkets Hus och Parker, Stockholm, (SW)
  - Short technical focus: technology, laws, problems
  - FHP economic model
- Jean LABE, Fédération Nationale des Cinémas Français, Paris (FR)
  - French economic model

Discussion with the participants

**16.00 > 17.00**  
**PARTNERS’ WORD**

Session moderated by Christian BRAUER

Peter DINGES, CEO, FFA, Berlin (DE)

Alain BEGRAMIAN, Consultant, Department of European and International Affairs, CNC, Paris (FR)

Nicola BORRELLI, CEO, Direzione Generale per il Cinema, Roma, MBAC (IT)

**17.00 > 17.30**  
**TRANSFER BY BOAT TO THE LIDO** (meeting at SS at 17.10)

**17.30 > 18.30**  
**COMMENCEMENT OF VENETO PRIZE for “Best Arthouse Exhibitor of the Regione Veneto”**

Cocktail at Lido, offered by the Regione del Veneto

Angelo TABARO, General Secretary for Culture, Veneto Region

Maria Teresa DE GREGORIO, Culture and Performing Arts Executive of the Veneto Region

**21.00**  
**Circuito Off Closing Ceremony and CICAE Off award ceremony**
**Sunday 05/09**

**9.30 > 11.00**

**PROJECT MANAGEMENT**
How to develop a project: concept, funding, development, team, etc.
Dörte NIMZ, Free-lance cultural manager and consultant, Hamburg (DE)

**11.00 > 11.15**

BREAK

**11.15 > 12.45**

**FUNDRAISING**
Know-how and practices of fundraising: how to find, approach, keep a good relationship with sponsors
Paula ASTORGA, Manager, Film Society of Tlatelolco, Mexico City (MX)

**12.45 > 14.15**

LUNCH

**14.30 > 16.00**

**AUDIENCE**
Know-how and practices to know your public and conquer new audiences
Raymond WALRAVENS, Manager, Cinema Rialto, Amsterdam (NL)

**16.00 > 16.15**

BREAK

**16.15 > 17.45**

**PIZZA PROJECT WORKSHOP 1** (split in work groups)
Organize an international event
Dörte NIMZ, Free-lance cultural manager and consultant, Hamburg (DE)

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**Monday 06/09**

**9.30 > 11.00**

**COMMUNICATION / MARKETING**
Understanding and meeting audience needs.
Recognizing and communicating your cinema's identity
Analysis of the marketing/communication material supplied by the participants (programmes, web sites).
Identification ways in which it could be improved
Kelly BAGLEY, Consultant, Morris Hargreaves McIntyre, Manchester (UK)

**11.00 > 11.15**

BREAK

**11.15 > 12.45**

**COMMUNICATION / MARKETING WORKSHOP**
Each group works on a marketing project
Kelly BAGLEY, Consultant, Morris Hargreaves McIntyre, Manchester (UK) + Dream Team

**12.45 > 14.15**

LUNCH

**14.30 > 16.00**

**MANAGEMENT**
The speakers give tips & tricks to manage a team and a place in the most easier and operative way
Jean-Pierre VILLA, Manager, SAGEC, Egletons (FR)
Accursio CARACAPPA, Directeur, Vertigo, Sciacca (IT)
Thomas DALLÜGE, Consultant, OSB Wien Consulting, Berlin (DE)
Yves MOSER, Manager, Cinerives, Vevey (CH)

**16.00 > 16.15**

BREAK

**16.15 > 17.45**

**MANAGEMENT WORKSHOP** (split in language groups)
Each group works on the management of its Pizza Project
Jean-Pierre VILLA, Manager, SAGEC, Egletons (FR)
Accursio CARACAPPA, Manager, Vertigo, Sciacca (IT)
Thomas DALLÜGE, Consultant, OSB Wien Consulting, Berlin (DE)
Yves MOSER, Manager, Cinerives, Vevey (CH)
<table>
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<th>Time</th>
<th>Event</th>
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| 09.30 > 12.30 | **PIZZA PROJECT WORKSHOP 2** (split in work groups)  
Organize an international event |
| 12.30 > 14.15 | LUNCH                                                                  |
| 14.30 > 15.00 | **PICTURE**                                                            |
| 15.00 > 18.00 | **PROJECT MANAGEMENT WORKSHOP**  
Presentation of the PIZZA PROJECTS  
CICAE Pizza Project Jury: Dörte NIMZ, Paula ASTORGA, Raymond WALRAVENS, Accursio CARACAPPA |
| 18.00 > 18.30 | **CICAE PROJECT AWARD 2010**  
CICAE Pizza Project Jury decision's and Project Award Ceremony  
Associazione Mercato di Rialto |
| 18.30 > 19.00 | **CICAE TRAINING COMMENCEMENT CEREMONY**  
Domenico FINOTTI, President of San Servolo Servizi, Province of Venice |
| 20.00 > 21.30 | **SOLAR CINEMA screenings at the PECADOR - LIDO**                      |
| 21.00 >       | CLOSING DINNER at the LIDO                                             |
| > 8.45       | **ROOMS CHECK-OUT**                                                    |
| 8.45 > 9.45  | Resolution of all the open administration aspects (AFDAS, Travel grants...) |
| 10.00 > 12.00 | **DEBRIEFING**                                                         
Evaluation, suggestions, resolutions, etc. |
DAILY PROGRAMME
TUESDAY AUGUST 31 /// Morning

9:30 > 11:00  OPENING

Presentation of the training / Presentation of the “Dream Team” / Presentation of all the participants

Sylvie Da Rocha, General delegate of the CICAE

Olivia LE DAIN, coordinator

Dream Team

Silvia SCUCCIMARRA  
CICAE local

Silvia CIBIEN  
CICAE local, VIP

Cathleen TANTI  
Reporter

Jon BARRENECHEA  
Reporter

Francesco CLERICI  
Italian Group

Julie MAGNIAT  
French Group

Jörg JACOB  
German Group

Maureen PRINS  
Technics & CICAE Off
11:00 > 12:30 OFFICIAL OPENING

Welcome word and official opening by:

Detlef ROSSMANN, President of the CICAE

Domenico FINOTTI, President of San Servolo Servizi

Raffaele SPERANZON, Councillor for Culture of the Province of Venice

Notes:
**TUESDAY AUGUST 31 /// Afternoon**

14:30 > 16:00  **KIDS & SCHOOLS WORKSHOP**  
(in language groups)

In each language group, one professional will present what are the principles for adapting your cinema theatre to a young audience: know-how and practices, special programming, how to drive youth from 0 to 30 years old...

<table>
<thead>
<tr>
<th>FRENCH GROUP</th>
<th>GERMAN GROUP</th>
<th>ENGLISH GROUP</th>
<th>ITALIAN GROUP</th>
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<tr>
<td>Marianne PIQUET,</td>
<td>Petra ROCKENFELLER,</td>
<td>Francine PICKEL,</td>
<td>Edoardo DELL’ACQUA,</td>
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<td>Cinema Le Rex,</td>
<td>Lichtburg Filmpalast,</td>
<td>La Lanterne magique,</td>
<td>Nuovo Cinema Aquila,</td>
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<td>Chatenay-Malabry (FR)</td>
<td>Oberhausen (DE)</td>
<td>Neuchâtel, Suisse (CH)</td>
<td>Roma (IT)</td>
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**Notes:**
Françine PICKEL  
English group

The Magic Lantern, a film club for children  
Films for growing up

Discover cinema while having fun
Do you love watching films on TV or DVD? What if you could watch them on a screen the size of a house? What if you could enjoy having the sound really loud with no one to tell you to turn it down?
The Magic Lantern is a film club for children aged 6 to 12. It aims to introduce children to the pleasure of discovering great films... not on a couch but in a real cinema providing a magical setting for film.

A magic formula
Once a month children gather to discover the wonder of cinema... new films and older classics... mainstream hits and films from all around the world.
In the care of our team of responsible adults, children can independently experience the great emotions that high quality cinema evokes by making them laugh, dream and perhaps a bit sad or even a little scared at times.
The Magic Lantern allows children to explore these feelings in a safe environment with friends of the same age, in a Twenty-First Century version of the old Saturday morning film clubs.

Learning how to appreciate films
Before each show, The Magic Lantern members are sent a little magazine to introduce the forthcoming programme. It is theirs to keep and collect!
In the cinema they are welcomed by presenters who chat with them about the film. Before the screening, a little sketch is performed to highlight certain aspects of the film’s story or of cinema history, or to explain cinematic techniques.
The Magic Lantern views children as a real audience: demanding and critical, yet always ready to be amazed.

An affordable price
Membership costs only €30 a year (€20 for siblings); a price chosen to allow everyone to join The Magic Lantern and share the experience.
Members can attend 9 shows a year between September and June, each time receiving by mail a magazine and enjoying a live stage show and a great film! We also offer a chance to participate in competitions, see previews and go to festivals. Special events will also be held at local partner schools.
A new programme is prepared for each season offering a fresh selection of films to enrich the diversity of cinematic experience. With Magic Lantern, children develop into discerning and critical viewers able to enjoy films more fully.

The Magic Lantern around the world
It all started in Switzerland in 1992. Now tens of thousands of children are initiated by The Magic Lantern into the art of film appreciation every year. Clubs operate in many countries including France, Germany, Spain, Italy, England, Argentina, Morocco, Senegal, Lebanon and the United Arab Emirates.
The Magic Lantern’s unique concept is considered by international experts in film education as the example to follow everywhere.
For further information visit our website www.the-magic-lantern.org or call +41 32 723.77.01.
In each language group, one professional will present how to present masterpieces of the past, with methods and clues adapted to each market type.

Nikos GRIGORIADIS  
Kiz-Kino Graz, (AU)  
GERMAN GROUP

Leendert DE JONG,  
Filmhuis DenHaag, (NL)  
ENGLISH GROUP

Carlo MONTANARO  
Pordenone Silent Film Festival, Archive Montanaro (IT)  
ITALIAN GROUP

Jean-Jacques GEYNET  
Cinema Beauvais (FR)  
FRENCH GROUP

Notes:
Jean-Jacques GEYNET
French group
NUMÉRIQUE: LA VOIE À SUIVRE !

MERCI DE VOTRE ÉCOUTE
9:30 > 11:00  SUCCESS STORIES 1

6 Arthouse exhibitors, from different countries, present original activities developed in their cinema: programming, communication, animation, promotion, festival, etc.

Revive art cinema where it no longer exists

Hrovje LAURENTA Zagreb Film festival & Kino Europa (HR)

Since 2002: founder and General Manager of Amateur Film Festival
Since 2003: General Manager of Zagreb Film Festival
Since 2008: General Manager of Cinema Europe, a contemporary Art Cinema in Croatia and home of numerous independent film project, festivals and premières

Diversify your programming to widen your audience

Maria Magdalena GIERAT, Kino Pod Baranami (PL)

Maria Magdalena is the Head of Kino Pod Baranami, art-house cinema in the heart of Krakow. She graduated in film history with a thesis about gnosticism in film. She has been working in Pod Baranami cinema since 2002. As the Head of the cinema, she is responsible for the cinema’s programme and special events, organiser of various festivals and previews.

Kino Pod Baranami is a member of Europa Cinemas network. It is a private funded, auteur project, created with passion. It was awarded with Europa Cinemas prize for best programming in 2009.

Programming for blind people and for people with hearing impairments

Romano FATTOROSSI, Invideo (IT)

In charge of the A.I.A.C.E. From 1990 to 1995 he was general delegate of the CICAIE, and from 1994 to 2001, president of MEDIA Salles. He worked for a long time on the cinema promotion via internet, collaborating with Cineuropa, and on the european cinema promotion, collaborating with Europa Cinemas and the MEDIA programme.

He collaborated with numerous international festivals and directed a number of others. He still manages INVIDEO, Mostra Internazionale di video d’arte e cinema oltre. Since 2005, he manages the project Cinema senza Barriere which offers in regular movie theatres some movies subtitled for deaf people and audio-commented for blind people. The objective is to show a movie for “normal” and “disabled” spectators altogether, aiming at a better reciprocal understanding and integration....thanks to this magical space called cinema theatre.
Notes:
Film distribution through a national federation

Monica TÖRBLOM, Folkets Hus och Parker (SW)

Education: Degree of Master of Arts in Humanities with a major in Film History and Theory at Stockholm University -97.

Build a quality cinema local network

Romy GYSIN, Kult Kino, (CH)

Studies in law at university of Basel.
Different jobs as lawyer in social and penal domain.
Teacher for social workers.
Since 1990 cinema manager at Kult.kino ag in Basel (6 arthouse screens)

Build an international project in partnership with several cinemas in Europe

Maureen PRINS, CosyMo’s Solar Cinema, (NL)

Manager of the CosyMo’s Solar Cinema, a mobile cinema unit, which works closely together with Arthouse cinema theaters and int. film festival. She also organises film tours in cities and rural areas. The programming includes: films on climate change, short film, and Arthouse films.

Notes:
Notes:
Romy GYSIN

kult.kino ag | Basel
Success Story Cinema

THE KULT.KINO NETWORK
- Who am I?

Basel – a cultural city
- 200'000 inhabitants
- 24 cinemas
- 5538 seats
- 850'000 admissions
- 23% in kult.kino

ADMISSIONS BASEL IN THE LAST 10 YEARS
- 2001: 1.27 MIO
- 2002: 1.31 MIO
- 2003: 1.16 MIO
- 2004: 1.22 MIO
- 2005: 987'000
- 2006: 915'000
- 2007: 844'000
- 2008: 833'000
- 2009: 851'000

kult.kino atelier
- ATELIER 1, 96
- ATELIER 2, 137
- ATELIER 3, 200
kult.kino club

- CLU
- 169

KULT.KINO ADMISSIONS

ADMISSIONS KULT.KINO BY PRICE CATEGORY

- NORMAL PRICE 47%
- STUDENTS 7%
- REDUCED 12%
- CARDS 14%
- CINEMA-DAY 10%
- OTHERS 6%

ACTION TAKEN ECONOMISING

- INVOLVE EMPLOYEES
- PROGRAMMING CHANGES
- INVOLVE PARTNERS

ACTION NEEDED NEW PROJECTS

- YOUNG AUDIENCE
- SCHOOLS
- WINNING OVER THE CONSUMER WITH CARDS
- PROGRAMMING
- SPECIALS
- MAINSTREAM VS MAINSTREAM

SPECIALS
SPECIALS

SPECIALS

SPECIALS

LOBBYING
kult.amici
4 specialized agencies in the promotion of short movies will present their activities

Simon KOENIG - Swiss Films
Promotion and distribution of short films. Consultation for filmmakers of short films. The SWISS FILMS Foundation is the promotion agency for Swiss filmmaking. It was initiated by the film industry. The foundation develops activities and provides services aimed at facilitating public relations and the distribution of Swiss film productions in Switzerland and abroad. The promotion agency serves as a partner to Swiss filmmakers and producers. It works together with organisations which are active in specific areas involving film promotion on a complementary or subsidiary basis.

Mario GALASSO - Centro Nazionale del Cortometraggio
Born in 1985, he currently lives in Torino, where he studied cinema. He works as distribution and acquisition assistant for the Italian distribution company Atlantide Entertainment.
Among several activities in which he took part over the last few years, he cooperates with the CNC - Italian centre of Short films - from its beginning in 2006 as Organization Office and Executive consultant.

Karim ALLAG - Réseau Alternatif de Diffusion, Agence du Court Métrage
After working several years in film production, he began to work in exhibition different city of France.
Manager of a film catalogue and a network of 300 cinemas who screens shorts every day, now working for l’Agence du Court Métrage of Paris.

Axel BERHENS - KurzFilmHamburg
Since 1986 he organizes the NO BUDGET Short Film Festival, whose name changed to Hamburg International Short Film Festival in 1994.
In 1992 he has been the founding member of the KurzFilmAgentur Hamburg e.V. and since then was involved in several activities like the organisation of the festival, setup and development of the short film archive and database. From 1997 to 1999 he was member of the director’s board of the Hamburg International Short Film Festival.
Since 2002 he is the head of the Theatrical Distribution Dept. of the KurzFilmAgentur Hamburg (German theatrical distributor of the year 2004).
Notes:
Screenings and CICAE Jury deliberation

1. **LA BAIE DU RENARD / FOX BAY** of Grégoire Colin  
   2009, Fiction, 12’07”, France

2. **BETTY B. AND THE’S** of Felix Stienz  
   2009, 12’51”, Germany

3. **MOUSSA** of Christophe Nanga-Oly  
   2009, 13’00”, France

4. **LA PORTA / THE DOOR** of Piero Messina  
   2009, 12’00”, Italy

5. **LA PAGELLA / THE REPORT CARD** of Alessandro Celli  
   2009, 12’00”, Italy

6. **L’APE E IL VENTO / THE BEE AND THE WIND** of Massimiliano Camaiti  
   2009, 12’00”, Italy

7. **ARAL** of Renard Delphine  
   2009, 15’00”, Belgium

8. **DAS PAKET / THE PACKAGE** of Marco Gadge  
   2009, 9’13”, Germany

9. **PABLO** of Nely Reguera  
   2009, 13’00”, Spain

**VOTE SHORT LIST:**  
Just write down a maximum of 3 numbers and hand the paper to coordinator

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Comments:
Objectives, achievements and expectations of Europa Cinemas

Fatima DJOUMER, Europa Cinemas
Head of International Department (DE)

Notes:
14:30 > 18:15  ECONOMICS OF CINEMA

History, market and trends of the audiovisual industry from 1970 to 2020.

Laurent CRETON, University Paris Sorbonne  (FR)
Graduated at ESCP Paris Business School + PhD in Economic Sciences, Paris Dauphine.
He is a Professor at Paris III Sorbonne Nouvelle and the director of IRCAV (Institute of
Research on Cinema and Audiovisual). He published key books on the subject:
- Cinéma et (in)dépendance. Une économie politique (dir.). Théorème, Presses de la
- Cinéma et stratégies : économie des interdépendances, Presses Sorbonne Nouvelle,
  2008.

Notes:
Notes:
ART CINEMA = ACTION + MANAGEMENT 2010 - Venice - 31/08 > 08/09/2010

The French Production

Number of Movies

Entirely French Movies

First and Second Movies

Number of Movies

First Movies

Second Movies

29%

42%

20%

77%

The Investments in French Movies

M€

Foreign Investments

French Investments

Art Movies Market Share

% Recommanded Art Movies

The Budgets of French Films

M€

Median Budget

Average Budget

Financing Movies

Foreign Producers

Distributors

TV Pre-Sales

The French Movies

75% Invest

Number of Movies

Competitive Strategies
How much exhibition matters for Politicians?

Patrice VIVANCOS, audiovisual expert for the European Commission and the MEDIA Programme (BE)

He worked in the cinematographic field very early as an assistant and teacher. He collaborated with many festivals, organized European conferences and has been the manager for the European Cinema Forum in Strasbourg. He also shot several documentaries and 2 feature films as Director. He wrote a book on the European cinema (2002, Paris/L’Harmattan)

Notes:
Notes:
11:15 > 13:15 THE CHAIN OF RIGHTS: How do films reach the screens?

**Legal aspects of the profession: contracts, royalties, international policy, cultural diversity, etc.**

**Alfred HÜRMER, Producer, Integral Film Production (DE)**
Integral films was founded in 1985. Integral Films develops and realizes preferentially sophisticated film productions which are often a result of European Coproductions. Since 1995, Alfred Hürmer is the management director and owner. Integral Films GmbH is domiciled in Berg, near Munich. See also: www.integralfilm.de

**The international market of film sales**

**Olimpia PONT-CHAFER, Coproduction Office (DE/FR)**
Head of International sales

**Notes :**
Notes:
FRIDAY SEPTEMBER 3 /// Afternoon

14:30 > 16:00 DISTRIBUTION WORKSHOP (in language groups)

WARNING! The French session starts at 14:15 and ends at 15:45!

Work with distributors: problems and market complexity, relationship between distributors and Public Relations agents.

Benedetta CAPONI, Head of theatrical distribution & sales, Mikado Films S.p.A. (IT)  
ITALIAN GROUP

Roxane ARNOLD, Head of Programming, Pyramide International, (FR)  
FRENCH GROUP

Michele ISELE, General Manager, Kool Film (DE)  
GERMAN GROUP

Jacub DUSZYNSKI, Distributor, Gutek Film (PL)  
ENGLISH GROUP

Notes:
Dott. ssa Benedetta CAPONI  
Italian Group

Premessa: Cosa si intende per cinema d’essai e come questo concetto si traduce in box office (Kitano è d’essai quanto Woody Allen? Spike Lee e Giorgio Diritti: autori, qualità, release e box office). Oltre il concetto meramente letterale.

1) La dimensione reale della concorrenza nel Mercato distributivo italiano tra Major U.S.A. (WBI, 20 Century Fox, Sony, Walt Disney, Universal) Major italiane (Medusa Film, O1 Distribution, Istituto Luce) Indipendenti con vocazione “d’essai” (Bim, Lucky Red, Mikado Film, Lady film, Teodora, Sacher) indipendenti con vocazione “commerciale” (Eagle Pictures, Moviemax) e tutte le altre (Bolero, Repley, Videa CDE, Officine Ubu, Nomad, Iris).

2) L’organizzazione territoriale delle distribuzioni italiane: differenza tra la gestione centralizzata e quella ripartita per zone regionali (Zone ANICA): Mikado Film come distributor tradizionale operante sul territorio con le distribuzioni regionali (c.d.: Agenzie).


4) Competition, competitive, collocazione del film sul mercato i vari passi.
   a) Definizione del P&A e del potenziale di incasso;
   b) Individuazione della data di uscita;
   c) pianificazione del lavoro di edizione;
   d) pianificazione le lavoro di ufficio stampa;
   e) pianificazione del piano marketing: dalla creazione dell’appeal del film, (manifesti, trailer, spot) alla strutturazione della campagna Advertising;
   f) contrattualizzazione di ogni singola uscita copia sulla base del plannig di distribuzione: selezione di ogni singolo esercente.

5) Approfondimento della materia propriamente commerciale (theatrical and sales):
   a) la tipizzazione dell’uscita e la scelta dei quantitativi di copie da stampare.
   b) scelta dei cinema partners sulla base della campagna marketing e del film;
   c) la conoscenza del territorio, delle sale cinematografiche e del loro potenziale di incasso e della loro programmazione;
   d) indirizzo, coordinamento e gestione del lavoro delle distribuzioni regionali;
   e) la trattativa con gli esercenti;
   f) le condizioni commerciali;
   g) la commissione di noleggio come base giuridica dell’accordo commerciale;
   h) modalità di fissazione del prezzo vendita (a percentuale di noleggio, a prezzo fisso, minimo garantito, per capita);
   i) il fatturato di una distribuzione;
   j) l’incassato di una distribuzione e l’economia del cinema al netto dei suoi costi;
   k) il peso e l’importanza degli altri media: non solo theatrical.

6) La distribuzione di 3 diversi film MIKADO: esempi pratici di risposte diverse del mercato italiano.
   a) “L’uomo che verrà” (di Giorgio Diritti, uscito il 22/1/10 con 48 copie Cinetel oltre 7 extracinetel arrivato a 70 copie. BO: € 1.450.000,00; Premio della critica e del pubblico Festival di Roma 2009, David di Donatello MIGLIOR FILM 2010);
   b) “Io sono l’amore” (di Luca Guadagnino, uscito il 19/3/10 con 6 copie e poi il 26/ allargato a 42 schermi Cinetel. BO: € 260.000,00) (in corso la procedura per la candidatura agli Oscar 2011 come miglior film straniero);
   c) “Agora” (del Premio Oscar Alejandro Amenabar, uscito il 23/04/10 con 246 copie. BO: € 2.450.000,00 11 premi Goya, Campione di incassi in Spagna, miglior incasso Italiano nel mondo dopo la Spagna);

7) Spazio alle domande dei partecipanti al training, confronto, curiosità e scambi di opinione.
9:30 > 12:00  NETWORK ACTION

The heads of the main European Arthouse networks present their action:

**CICAE, Aims and activities**

* Sylvie Da Rocha, CICAE (FR)  

She was in charge of the audiovisual service of the Franco-Portuguese Institute and the French Embassy in Lisbon, Portugal, during 2 years. Since May 2007, she is the General Delegate of the CICAE.

**Notes:**
Leipzig Filmmesse, a 4 day convention for 700 exhibitors AG KINO GILDE

Christian BRAUER, President of the AGKG (DE)
President AG Kino – Gilde deutscher Filmkunsttheater e.V.
CEO Yorck-Kino GmbH (10 arthouse theatres with 26 screens and 2 open-air screens in Berlin)
CEO Programmkino Ost GmbH (1 arthouse theatre with 5 screens in Dresden)
Study/PhD: Political Science

Notes:
The collective promotion of 50 films every year for the 1000 French Art Cinemas / Festival Télérama

Patrick BROUILLER, President of the AFCAE (FR)

Notes:
The revue VIVILCINEMA diffused by FICE among the 450 cinema theatres members.

Domenico DINOIA, Vice-president of the FICE (IT)

Notes:
The promotion of European Cultural Movies in Cinema

Cristina LOGLIO, Coordinator of Schermi di Qualità (IT)
Coordinator Schermi di Qualità, the Italian programme for promotion of the European Cultural Movies in the Movie Theatres, provided by AGIS and supported by the Ministry of Culture since 2006. Today and in the last 30 years, Cristina has been Member of different working groups for the Ministry of Culture (Film revision, Music central Commission, Cinema central Commission), for private Organizations/Fundations (EBU, AGIS, David di Donatello, INDA), for Italian Regions (Campania, Marche, Lombardia, Emilia-Romagna), for the European Commission (Media, media literacy, e-learning, Green book for Culture, Digitization), for the Italian public Broadcaster (RAI, Educational programs, International relations, International marketing).

Notes:
Eastern Europe: Build your national network

Ales UHAN, Project Manager, Kinodvor (SL)

- Project Manager for Kinodvor municipal cinema. Managed an incentive project to bring together Slovenian exhibitors and establish a national network trade association of art cinemas.
- Edited a location’s guide for film producers.

Worked as an event and café manager in Kinodvor.

Notes:
Art cinema network: Slovene Art Cinema Association
A short history of an initiative

An initiative of Kinodvor, municipal cinema
• Kinodvor was reestablished in October 2008 as municipal cinema in Ljubljana
• Strongest art-house cinema in Slovenia
• The original initiative: a national survey for presentation to the Ministry of Culture

An initiative of Kinodvor: The task(s)
• To identify and connect screens dealing with art-house programme
• To coordinate and stimulate rehabilitation of national cinema network
• Proposing models of structural and systematic support of cinema network:
  – Art-house exhibition
  – And digitalization of art house cinemas

An initiative of Kinodvor: intermediate results
• Insufficient financial support for the national survey
• Activities reduced to:
  – Establishing communication with 3D+ cinemas
  – Forming group initiatives towards cultural policy makers
  – Identifying priority problematics
  – Digital conversion
  – Film education
  – Education of technical staff
  – International service for cinemas
  – Workshops and conferences
• Workshop and the digitization of art cinema conference in Maribor

Art cinema network: Slovene Art Cinema Association

• 6 most active cinemas form an initiative group to establish and formalize Art cinema network, Slovene art cinema association
• Formally established in March 2010
• 23 member cinemas and counting

Art cinema network: Goals
• Connecting cinemas in Slovenia that screen art-house cinema programme
• Following and addressing current topics in art-house cinema problematics
• Ensuring favorable conditions for art-house cinema exhibition and promotion and spreading of these activities evenly across local cultural environments
### Art cinema network: Goals
- Ensuring variety of film programme and accessibility of art-house film programme on cinema screens in Slovenia with emphasis on domestic and European film production
- Increasing quality of technical and programme standards of network cinemas
- Connecting and cooperating with similar cultural organizations, domestic and foreign

### Art cinema network: Activities
- Formalization of the network association required reconciliation of work and needs among member cinemas and common agreement on association's ordinance
- Board of directors (the centre body of association) and administration was formed and meets regularly
- We began acquiring and analyzing information on member cinemas and exploring potentials for art-house cinema activities, where poorly developed
- We provide basic informational service for member cinemas, programme and operative counseling

### Art cinema network: Activities
- We acted as a lobbying body for the common interest of member cinemas
  - National support mechanism for art-house cinemas
  - Transformation of Slovenian film fund to Slovenian film centre
  - National film education programme
  - Digital conversion of art-house cinemas
- Workshops, meetings and seminar
  - On Art cinema network policy
  - On Digital conversion of cinemas
  - On preparation of national film education programme
  - On initiative to form "mini networks" joining Europe Cinemas
  - Promotion of association's activities

### Art cinema network: Obstacles
- Extremely small budget. Most of the work is on the voluntary base
- Member cinemas are mostly single-screen "few men bands" and therefore poorly responsive
- Exhibitors have relatively limited political influence (as opposed to producers etc.)
- Bureaucratic obstacles

### Art cinema network: Future planned activities and vision
- In 2010
  - Seminar for film education programme
  - Cinema operator / technical staff training
  - Expert survey to provide foundations for the transition to digital cinema

### Art cinema network: Future planned activities and vision
In 2011 and beyond
- Join all art-house cinema screens in Slovenia
- Prepare a Digital transition roll-out model and digitalizing first art-house cinema screens
- Establishing a professional workplace for network coordinator
- Establishing a systematic national film education programme and systematic programme support for art-house cinemas in Slovenia
14:00 > 16:00 ROUND-TABLE: DIGITAL PROJECTION

How to preserve the diversity of programming and the independent cinemas theatres
Interactive session moderated by Christian BRAUER opened by the presentation of two experts:

Short technical focus: technology, laws, problems.
FHP economic model

Monica TÖRBLOM, Folkets Hus och Parker (SW)
Education: Degree of Master of Arts in Humanities with a major in Film History and Theory at Stockholm University -97.

The French economic model

Jean LABE, Fédération Nationale des Cinémas Français, Paris (FR)

Notes:
Notes:
Session moderated by Christian BRAUER

Peter DINGES, CEO, FFA, Berlin (DE)

Alain BEGRAMIAN, Consultant, Department of European and International Affairs, CNC, Paris (FR)

Nicola BORRELLI, CEO, Direzione Generale per il Cinema, Roma, MBAC (IT)

Notes:
17:30 > 18:30   COMMENCEMENT OF VENETO PRIZE

Cocktail at Lido, offered by the Regione del Veneto

Angelo TABARO, General Secretary for Culture, Veneto Region

Maria Teresa DE GREGORIO, Culture and Performing Arts Executive of the Veneto Region

21:00   Circuito Off Closing Ceremony and CICAE Off award ceremony
SUNDAY SEPTEMBER 5 /// Morning

9:30 > 11:00 PROJECT MANAGEMENT

How to develop a project: concept, funding, development, team, etc.

Dörte Nimz, Free-lance cultural manager and consultant (DE)
From 1996 to 1999: free-lance worker for several theatres in Cologne, Jena, and Vienna in the field of direction and stage management. Since 2000: conception, organization and project management for interdisciplinary cultural projects, festivals, exhibitions, and events. She has worked for various film festivals such as goEast – Festival of Central and East European Film, International Short Film Festivals Hamburg, Project Migration in Cologne, and as Festival Manager for LUCAS International Children’s Film Festival in Frankfurt until 2006. She is now a free-lance cultural manager and consultant.

Notes:
Know-how and practices of fundraising: how to find, approach, keep a good relationship with sponsors

Paula ASTORGA, Manager, Film Society of Tlatelolco (MX)
Former director and founder of Mexico City International Film Festival (2004-2008), currently is Director of National Cinematheque and Mexican Film Archive. Likewise, she teaches in CENTRO University and had been part of the committee for the selection of the Ibermedia TV program. Her most recent project, The Film Society of Tlatelolco, opened last year with a 35mm selection of 50 films celebrating the Director’s Fortnight of Cannes Film Festival. Her last years work had consisted in conforming an alternative network that promotes and encourages the exhibition of art cinema in Mexico.

Notes:
14:30 > 16:00 AUDIENCE

Know-how and practices to know your public and conquer new audiences

Raymond WALRAVENS, Manager, Cinema Rialto, NL
Manager of the RIALTO in Amsterdam.
Several responsibilities in Dutch professional organisations.

Notes:
16:15 > 17:45 PIZZA PROJECT WORKSHOP 1 (in working groups)

Organizing an international event. In small groups, the trainees will be asked to create their own international event, from the idea to the realisation. They will have another 1h30 on Sept. 6 to work on their project with other trainers (see p.96).

Notes:
MONDAY SEPTEMBER 6 // Morning

9:30 > 11:00  COMMUNICATION / MARKETING

Understanding and meeting audience needs. Recognizing and communicating your cinema’s identity.
Analysis of the marketing/communication material supplied by the participants (programmes, web sites). Identification ways in which it could be improved

Kelly BAGLEY, Consultant, Morris Hargreaves McIntyre (UK)
Kelly has a wealth of experience in delivering feasibility studies, brand research and marketing strategies on behalf of arts, cultural and media sector clients. She has a particular interest in consumer segmentation and branding.
Kelly’s clients include strategic development agencies, such as Cumbria Tourism, Scottish Enterprise and Northwest Vision and Media, cultural organisations including the British Museum, V&A Museum, National Trust and Frieze Art Fair, and a wide range of private businesses in the design, advertising and media sectors.
Prior to joining Morris Hargreaves McIntyre, Kelly was Head of Research at New Media Partners, a specialist business development consultancy working in the creative and media industries.
11:15 > 12:45  COMMUNICATION / MARKETING WORKSHOP  (in working groups)

*Each group works on a marketing project*
14:30 > 16:00 MANAGEMENT

The speakers give tips & tricks to manage a team and a place in the most easier and operative way

Jean-Pierre VILLA, Manager, SAGEC (FR)
After a teaching career, he created several societies that he's now managing: SAGEC - Société d'Animation et de Gestion d'Entreprises Cinématographiques; Arthouse cinema LE PALACE (5 screens); MEDIATECHNIQUES (cinematographic equipment). He is also responsible for the pedagogical content of the training «Managing an independent cinema»

Acursio CARACAPPA, Director, Vertigo (IT)

Thomas DALLÜGE, Consultant, OSB Wien Consulting (DE)
Consultant at OSB International, Berlin Office. Management and organizational consultant with focus on leadership, strategy, organization and change. Coach and trainer for teams and individuals.

Yves MOSER, Manager, Cinerives (CH)
Each group works on the management of its Pizza Project.

Yves MOSER, Manager, Cinerives (CH)
Acursio CARACAPPA, Director, Vertigo (IT)
Jean-Pierre VILLA, Manager, SAGEC (FR)
Thomas DALLÜGE, Consultant, OSB Wien Consulting (DE)

ENGLISH GROUP  ITALIAN GROUP  FRENCH GROUP  GERMAN GROUP
Notes:
9:30 > 12:30  PIZZA WORKSHOP 2  (in working groups)

Organizing an international event.
Each group works on its project.
14:30 > 15:00 IT’S PICTURE TIME!

😊😊😊😊😊😊😊😊

15:00 > 18:00 PROJECT MANAGEMENT WORKSHOP

Presentation of the PIZZA PROJECTS in front of the jury:

Dörte NIMZ
Paula ASTORGA
Raymond WALRAVENS
Accursio CARACAPPA

18:00 > 18:30 PIZZA PROJECT AWARD 2010

The Jury will award the best pizza project.  
The winner group will receive a prize offered by the Associazione Mercato di Rialto.

18:30 > 19:00 CICAE Training Commencement ceremony

All the trainees will receive a diploma certifying their attendance to the training.  
Diplomas will be delivered by Domenico FINOTTI, President of San Servolo Servizi, Province of Venice.

20:00 > 22:00 SOLAR CINEMA screenings at the PECADOR - Lido

CosyMo’s Solar Cinema is a mobile cinema and film/DV production unit powered by solar power. It offers an alternative exhibition space by bringing film to the public.

+ CLOSING DINNER at the LIDO.
10:00 > 12:00 DEBRIEFING SESSION

What did the training brought to you?
Evaluation, suggestions, resolutions, etc.
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