

# The Lazio Film Commission and the network "Capital Regions for Cinema"

not just locations." This is the motto of the Lazio Film Commission, which rings true since its mission is to offer certain services to national and international productions which choose the Lazio region as the ideal scenery for shooting. For that matter, Lazio already attracts over 80% of national productions.

The Lazio Film Commission was created in 2004 as a joint venture between Cinecittà Holding and the Lazio Region; its mission essentially consists of providing for certain services, including consulting and assistance, to all productions interested in shooting in the region. The LFC gives advice and support at every stage of the production - development, choice of sets, shooting, post-production - up to the premiere.

"We are currently trying to go even further," explained Luigi Rossini, Director of the Lazio Film Commission, "by creating a new fund, designed to support international co-productions."

The Lazio Film Commission has also ventured outside of the Italian borders to sign agreements with similar institutions. This year, in February and March, the LFC signed three important international agreements with the Ile-de-France Film Commission, the Madrid Film Commission, and the Medienboard Berlin Brandenburg GmbH (the Berlin Film Commission).

The network, the C.R.C. (Capital Regions for Cinema), aims at initiating and facilitating co-productions and distribution between France, Spain, Italy, and Germany. The Capital Regions for Cinema offers a number of useful services to production companies.

Recent agreements entail:  
- exchange of services, to encourage

international collaborations between different producers and ultimately develop co-production;

- a good distribution of films in each of the partners' countries;
- regular co-production meetings to present to the professionals the projects elaborated in all four partner-regions;
- the creation of events (festival, screenings, press conferences) to highlight the partners' industries.

The first agreement was signed with the Ile-de-France Film Commission. It was the best opportunity to make official "a 40-year-old relationship," as the French Ambassador in Rome, Loïc Hennekinne, underlined.

"Co-productions are already an economic reality; there are bilateral agreements between several European countries, but they have only been formalised on a normative point of view so far; on the organisational front, it still works a bit haphazardly," Rossini pointed out. "Hence the need to create a proper network of agreements and alliances to develop common strategies and make the most of our resources." If a film is produced by several countries, its commercial potential is higher, for it is more likely to be well promoted and distributed in each of these countries. Amongst the many reasons there are to co-operate, the reciprocity of the support provided is definitely the most crucial advantage.

Alex Voglino, director of the Cultural Department of the Lazio Region, repeated what he had said in Cannes, that is, that the Lazio Film Commission has already "brought together 20 members representing several regional Film Commissions in Cannes to envisage



Luigi Rossini, director Lazio Film Commission

common strategies." According to Voglino, the recent agreements are "the first step to build an even bigger network." The President of the Cinecittà Holding, Carlo Fuscagni, also delivered a speech, highlighting "the duty for European partners to cooperate in order to be a consistent counterpart to American cinema which currently controls 50% of the European theatrical market. These agreements are an efficient device in the battle between the European and the North American film industries." For Alessandro Usai, General Manager of the Cinecittà Holding, agreements like these

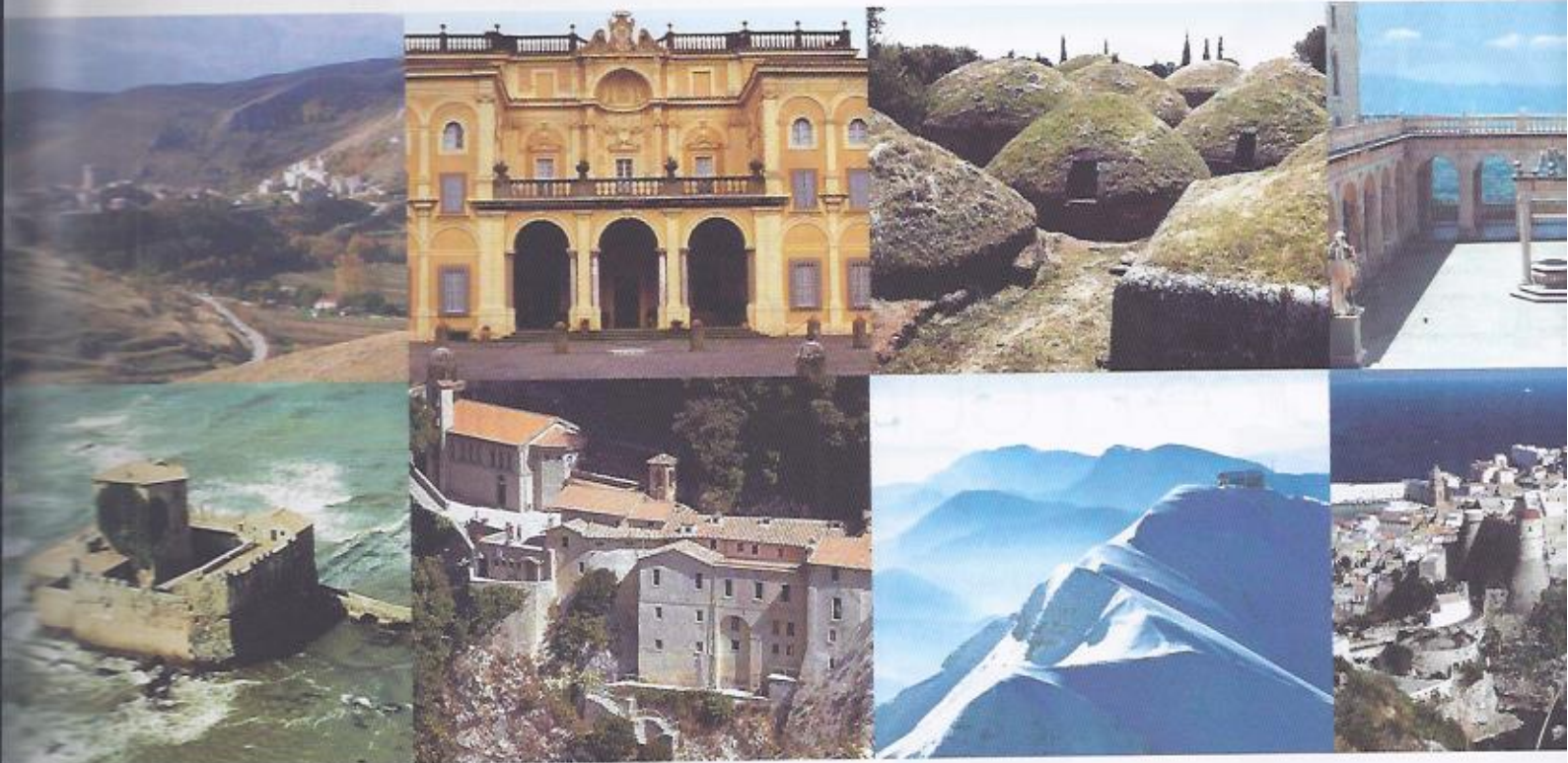
"make our system more coherent and prevent the financial resources available for national and international production from fragmenting."

Capital Regions for Cinema will be officially introduced to the international film industry at a special event organised during the upcoming Cannes Film Festival 2005. CRS will also take advantage of the festival to organise bilateral meetings between the members of the network, the idea being to get to know one another, exchange views on production and to present new projects and initiatives.

by Camillo De Marco - Cineuropa.org



**LAZIO FILM COMMISSION** the support's structure for movie and audiovisual productions which choose the Lazio region as ideal location for their movie set



*Lazio Film Commission offers the following free services:*

- Location scouting and database
- Technical and artistic database of professional resources
- Logistics
- Special rates for goods and services suppliers and sponsorship research
- Contact's support with public administration and private subjects
- Permits and licences servicing
- Product placement
- Project's development support for audiovisual and movie productions



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Cinecittà Holding