



In 2007-2008, over 6 million tickets were sold for Italian and European quality films in cinemas belonging to Schermi di Qualità (Quality Screens), the initiative by AGIS – the Italian General Association for Showbusiness – supported by the Ministry of Cultural Affairs - General Directorship for the Cinema and by ARCUS SpA.

We are pleased to invite you to the presentation of the results

Tuesday 20 May, from 2.30 pm to 4 pm
Espace Italia, Palais Stéphanie (ex Hotel Noga Hilton)
Cannes - 50, Boulevard de la Croisette

The presentation will be accompanied by a taste of Italian specialities.

Schermi di Qualità, which gives Italian spectators the chance to come into contact with quality European films, are to be found all over the country, both in large cities and in small towns, in every Region, in single- and multi-screen cinemas and multiplexes. To provide motivation for the films having a longer and more prestigious stay on the screens, the Exhibitors' Associations, ANEC, ACEC and FICE, belonging to the AGIS, thanks to the support of the Ministry, have proposed an economic incentive for cinemas willing to commit themselves on a regular basis. 687 screens have become part of the scheme, bringing in the majority of spectators for quality European films, both those with a high box-office (Elizabeth - The Golden Age, Le grain et le mulet, Irina Palm, La Môme) and niche productions (Le ferie di Licu, Salvador Puig Antich, Les amours d'Astrée et de Céladon, Goodbye Bafana etc.).

On behalf of the Committee of Schermi di Qualità, Paolo Protti, Vice-president of AGIS, will outline the results. The Ministry of Cultural Affairs will be represented by the General Directorship for the Cinema.

The presentation will allow producers and distributors of European quality films to gain a better knowledge of the network of Italian exhibition companies that promotes their products, with a view to planning joint initiatives for the future also.

On this occasion MEDIA Salles will take up the traditional appointment with the international cinema community on La Croisette, by presenting the latest figures on cinema-going in Europe in 2007.



You will be asked to show this invitation on entering the Espace Italia, Hotel Palais Stéphanie, where the presentation will be held.

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