

## **“FOCUS ON EUROPE – KIDFLIX SPECIAL”: MEDIA SALLES AT THE GIFFONI FILM FESTIVAL**

### **MEDIA Salles’ work on behalf of European cinema...**

MEDIA Salles, a project by the EU’s MEDIA Programme with the support of the Italian Government, aims to encourage the distribution of European films in cinemas, both through initiatives involving European cinema exhibitors and through events designed to raise the visibility of European productions with operators and with the general public, creating specific information channels on a worldwide scale. The lines of action currently being developed by MEDIA Salles are situated in three main areas, all integrating one another: **information, training** – with the exhibitor courses organized in collaboration with the European Film College, Danske Biografer and ANEC – and **promotion**.

Since 1996, the supreme example of an event devoted to promotion has been the **Focus on Europe** initiative: its objective is to raise the visibility of European film production at the most important professional meetings of exhibitors and distributors on the major world markets, events which had, in the past, seen exclusively US productions. Before Focus on Europe, there was no promotional initiative on behalf of European films whose main target was the exhibitors.

### **..and, especially for children’s cinema**

Over the years, MEDIA Salles has acquired sound experience in the field of the promotion of “films at the cinema” for young people, through the “Euro Kids Network” (1996-2001) and the organization of annual meetings for exhibitors who carry out specific programming for budding audiences.

On the basis of this experience, the Association has continued its work in the field of children’s cinema in a new form under the auspices of MEDIA Plus. This is how **Focus on Europe – Kidflix Special** was launched in 2001, as an event purposely aimed at European exhibitors committed to programming for young people and schools. Its main objectives are to contribute towards gauging the situation regarding the circulation of European films for children, to provide tools for programming directed at schools and to improve the competences of exhibitors regarding the diversification of services on offer to the public. The first two editions, held in Switzerland during the ‘Castellinaria’ festival, were attended by over 40 exhibitors from different European countries.

### **Why MEDIA Salles at the Giffoni Film Festival?**

The special attention devoted by the Giffoni Festival to European films and to the educational importance of the film event makes it the ideal occasion for a meeting and exchange of views amongst exhibitors whose objective is the promotion of quality films with young spectators. And so, **for the third edition of Focus on Europe – Kidflix Special – MEDIA Salles has “sought hospitality” at the Giffoni Festival**, well aware of the importance that this event has acquired internationally over the years, thanks also to its ability to create opportunities for promoting

the distribution of films destined for young audiences. What better place for discussing issues linked to programming and animating cinemas, and for catching up on the most recent international film productions for young people, than an event with international scope such as the Giffoni Film Festival?

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