



ITTV - THE ITALIAN TV FESTIVAL 2021

Venice Lido | Hotel Excelsior
September 4 | Italian Pavilion
September 5 | Spazio Regione Veneto-Veneto Film Commission

Los Angeles October 30 - November 2, 2021

ITTV, **The Italian TV Festival** returns! Since its inception, this one of a kind festival is a *hub* for ideas, partnerships and productions that aims to bring people together to celebrate **Italian excellence with overseas counterparts**.

This year's ITTV festival will take place from **October 30 to November 2, 2021 in Los Angeles, preceded by a series of events in Venice, on September 4 and 5**, during the 78th Venice International Film Festival.

In **Lido di Venezia** there are two locations: the **Italian Pavilion** and the **Spazio Regione Veneto/Veneto Film Commission**.

ITTV starts with **Rainbow**, the group founded in 1995 by **Iginio Straffi**, who along with the founders of ITTV, will pre-announce some important news, Saturday September 4 at 5 pm.

Earlier on the fifth at 11:30 am, ITTV will hold a panel about "**Mila, the Power of the Message in Animation**" with the director of **Rai Ragazzi**, **Luca Milano** together with **Cinzia Angelini**, screenwriter and director of the animated short **Mila**, which entered the circuit of festivals that qualify for an Oscar. The film is based on real events and deals with the topic of children as victims of conflict.

At 3:30 p.m., an international panel will discuss the topic: "**From Book to Screen. What Producers are Looking for.**" Speakers include **Andrea Scrosati**, COO of Fremantle, **Maria Pia Ammirati**, Director of Rai Fiction; **Donato Carrisi**, writer and director; **Nils Hartmann**, Director of Original Productions SKY, and **Matteo Perale**, co-founder of Wiip.

ITTV will also present the **ITTV/Kineo Award**, the result of cooperation with the historic award founded and organized by **Rosetta Sannelli** and which celebrates its 20th anniversary this year.

ITTV Los Angeles runs from October 30 until November 2 at **NeueHouse**, a private club in the heart of the city. A special evening, open to the public, will also be held in a **square in Little Italy at San Pedro** focusing on the production of TV series and short films dedicated to **young people**, with screenings for families.

A red-carpet awards ceremony and the final party will be held on the **rooftop of Terra**, the **Eataly** group restaurant.

ITTV will also devote a day to special screenings of top TV series - previewed exclusively in the US - by **Fremantle**, **Sky**, **Rai Fiction**, **Rai Ragazzi**, and **Rainbow**. And ITTV will also hold an important **world premiere**.

This year's **focus** will be on **writing for TV series, animation and locations**.

"**The goal of ITTV** is to promote the internationalization of the "**Italian System**," says Valentina Martelli – who, with the other founders, conceived the festival's format of television previews, screening tests, panels, and networking. "ITTV offers unique opportunities to encourage and establish operational cooperation with international productions. This fosters new relationships for producers, distributors, film commissions and at the same time promotes Italian cities, regions, the tourism industry, specialized banks and Italian companies that want to establish their brands across the world."

ITTV launched in September 2019 with a highly successful premiere event where **Oscar-winning** director **Paolo Sorrentino** received the **first ITTV Award**, created by artist **Fidia Falaschetti**. Acclaimed guests included "Chernobyl" star **Jared Harris**, Ford Vs. Ferrari's **Francesco Baucò** and Grey's Anatomy's **Stefania Spampinato**.

The **ITTV AWARD 2021** will be presented as *(H)AND... the Winner is*, once again featuring a statue created by Italian artist **Fidia Falaschetti**.

*Good Girls Planet was founded by **Valentina Martelli, Cristina Scognamillo and Francesca Scorcucchi** with the intention of promoting and rewarding the world of Italian audiovisual productions abroad creating a link between Italy and the rest of the world in the AV sector.*

*MTLA, **Marco Testa Los Angeles**, is a company in the Armando Testa Group, the largest Italian communications group, which from its base of operations in Hollywood, promotes and manages operations connected with the world of entertainment.*

The Festival enjoys the Patronage of: APA-Audiovisual Producers Association; IACCW Italy America Chamber of Commerce West; ITA - Italian Trade Agency; Nuovo IMAIE - I diritti degli Artisti; RaiFiction; SIAE - Società Italiana degli Autori ed Editori

Main Partner: ENIT, National Tourist Board; Consulate General of Los Angeles

In cooperation with: Veneto Film Commission; Toscana Film Commission; Sardegna Film Commission; Little Italy - San Pedro; IACCW Italy America Chamber of Commerce West; IICLA

Partners: Fremantle, Rainbow; Rai Ragazzi; Sky; Kinéo; FeST; D-HUB Studios; IbiscusMedia; Eataly Los Angeles; Ferrarini; Bindi North America; Consorzio Parmigiano Reggiano; di Stefano Premium Italian Cheese

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