

Spirit of the mountain

BERGAMO • VERONA • SESTRIERE • PONTRESINA (SVIZZERA) • TEMU' • MILANO

SIX FESTIVAL, A GREAT NETWORK - WWW.MONTAGNAITALIA.COM



Montagna Italia Association was born in 1996 with the aim of promoting tourism, respect of the environment, cultural heritage and mountain places in Italy and abroad, with the organization of events like exhibition, convention, performance and festival.

The Association deals with the engagement all mountain places to promote touristic services during all seasons and cultural tourism in mountain.

Montagna Italia promotes the project “Spirit of the mountain” to give value and let people know all mountain places in the world.

Now, six Festival are composing this network dedicated to the mountain, theme expanded thanks to cinema.

THE NETWORK OF FESTIVALS



“Spirit of the mountain” network counts **six independent Cinema Festival** with different programs, all linked to mountain:

- **Orobic Film Festival** (Bergamo, January)
- **Verona Mountain Film Festival** (Verona, February)
- **Sestriere Film Festival** (Sestriere, August)
- **Swiss Mountain Film Festival** (Pontresina - Switzerland, August)
- **Alps** (Temù - Brescia, August)
- **Milano Mountain Film Festival** (Milano, October)

All Festival are located in **places where people have a good feeling with mountain**, for geographical position or vocation, because there is a great audience of cinema and mountain lovers.

These Festivals are a favorite occasion to **let people know the richness of mountain** and history of its people thanks to directors’ eyes.

BE PARTNER OF THE NETWORK



All Partners of network can have some benefits, like, for example, a **great visibility** in space and time.

All Festivals take place in different period during the year, giving a rich offer of movies. In this way, the presence of the brand is guaranteed for all the year, with the possibility of spreading the communication depending on periodicity.

Festivals are collocated in the north of Italy in strategic touristic locations. This is good to intercept a great audience, in addition to the residents, extending the visibility of Partner's brand.

The union of Festivals in a unique network guarantees the capitalization of relationship instituted for events organization, with benefits in terms of communication. The project can count on a major strength towards the outside compared with the visibility, attraction and development of cultural and commercial opportunity of the single Festival.

“Spirit of the mountain” is flexible and gives to all Partners the possibility to join to one or more Festival – until the support to all network – with the guarantee of a personalized strategy.

COMMUNICATION AND PROMOTION



Promotional material online

- spreading of competition announcements to international level to more than 25.000,00 contacts: production and distribution companies, cultural institutes, cinema's school, filmmaker, tv and radio broadcasting, Ministry of Culture, Embassies, Consulates;
- Publication on websites dedicated to mountain
- Website
- Social Network
- International Press Office

Promotional material offline

- Editorial on periodical magazine
- Press Conference of presentation
- Realization and broadcast of promotional tv and radio spot

- Television news service and tv editorial
- Magazine and flyers of the event
- Radio and tv interviews
- Video and Photo reportage of the event

Partners could have additional visibility

- Prize's titration of the entire Network/only one Festival
- Exposition corner in Festival's locations
- Advertising spaces on event's magazine
- Presence during the event
- Special participation at the event to plan

OROBIE FILM FESTIVAL



Orobie Film Festival - International Mountain Film Festival of Movie and Documentary is one of the most important event in Bergamo cultural program, as well as the entire Lombardy Region. The event grows up thanks to the support of all Public Bodies that aims to develop, promote and enhance Mountain.

Three are the competition categories: Orobie and Lombardy Mountains, Italian Landscapes, Highlands of the World. Furthermore, the organization promotes a Photo Contest.

Projection of films out of competition and meetings with prominent members of the world alpinism, environmental protection and mountain culture enrich

the event.

During Festival there are also some collateral event dedicated to people who distinguish themselves in the world of mountain.

During last evening Prize-Giving of Cinema and Photo Contests takes place, at the presence of director and photographers from all over the world.

Editions: 11

When: 16th - 21st January 2017

Where: **Bergamo**, Auditorium Piazza della Libertà

Estimated public: 3,200

VERONA MOUNTAIN FILM FESTIVAL



Verona Mountain Film Festival shows the best films about the world of mountaineering, climbing and exploration. These international movies come from all over the world. Consulates of the "Highlands" of the world domiciled in Italy support this event.

Furthermore, the organization promotes a Photo Contest rewarding the most charming mountain shots.

On the last festival night takes place the Mountain International Gala, the Prize-Giving Ceremony with authorities and Filmmakers Winners followed

by a theatrical show.

Italian Alpine Clubs of Veneto Region, with their several members, represent an audience of reference for Festival

Editions: 2

When: 28th February - 4th March 2017

Where: **Verona**, Auditorium Palazzo della Gran Guardia

Estimated public: 3,000

SESTRIERE FILM FESTIVAL



“Sestriere film Festival - from the olympic mountain... a view on the world” is an international film festival organized dedicated to the cinema and the culture of the mountain, in particular alpinism, exploration and hiking. Movies, documentaries, Animation movies, short and full lenght movies dedicated to the "Highlands of the world" could be subscribed to Cinema Contest.

The aim of “Sestriere Film Festival” is to promote Sestriere, Torino and Piemonte from the touristic and cultural point of view, attracting not only sport lovers, but also people who are interested in cinema, and to show the mountain world with its traditions and history. This event will enrich the

cultural and touristic offer of Sestriere and will add a new attracting image of the Piemonte area to the imagery of all mountain lovers.

In collaboration with the Unione Montana Comuni Olimpici Via Lattea, Montagna Italia Association would extend the Festival from one week to two weeks, organizing screenings in the countries near Sestriere.

Editions: 6

When: 30th July - 6th August 2016

When: Cinema Fraitve in **Sestriere**

Estimated public: 3,000

SWISS MOUNTAIN FILM FESTIVAL



Swiss Mountain Film Festival is an Italian-Swiss project which takes place in Pontresina (Switzerland) and lasts a whole week. The Festival is dedicated to cinema and to the mountain.

The Festival is opened to those films that deal with the issues of the mountain, the alpine environments, the traditions and culture of the mountain people and it also includes a photo contest.

During the event, in the Congress Center Rondo are organized exhibitions and performances, talks with the directors and protagonists of the mountain

world, and theater plays.

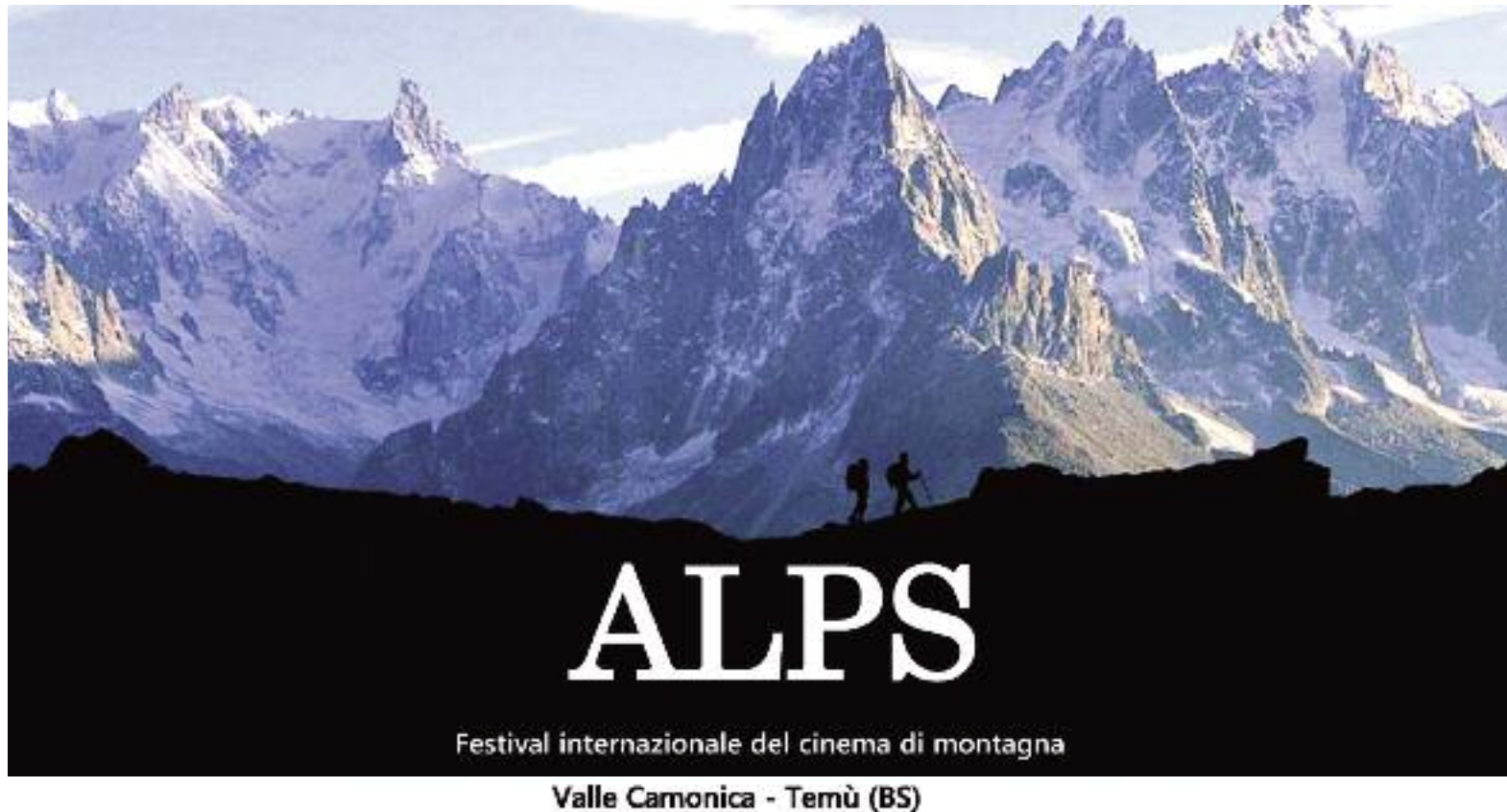
Swiss Mountain Film Festival has encountered a growing success, proving to be able to involve different targets.

Editions: 5

When: 8th – 13th August 2016

Where: Rondo Congress Center in **Pontresina** (Switzerland)

Estimated public: 2,000



“Alps” is an International Cinematographic Festival dedicated to the Alps. The first edition will take place in the province of Brescia, Val Camonica, one of the largest valleys in the central Alps.

The location seems to be perfect for this Festival which treats themes as the valorization of the mountain’ environment.

“Alps” promotes two contests: cinematographic and photographic. These are dedicated to the world of the Alps, meant like environment, traditions, culture and people.

There is also one section in the two contests referred to all the other mountains, so-called “Highlands of the world”.

It’s a unique occasion to attract a great public, mountain and cinema lovers which will attend the screening of the movies in competition and the collateral events linked to the theme of mountain.

Editions: 1

When: 30th August – 3rd September 2016

Where: Cinema Alpi, **Temù** (Brescia), Val Camonica

Estimated public: 1,500

MILANO MOUNTAIN FILM FESTIVAL



In collaboration with Edelweiss Association, Montagna Italia Association organizes “Milano Mountain Film Festival”, the unique International Cinema Festival dedicated to mountain in Milan.

The event promotes a cinema contest addressed to directors and producers which could subscribe their movie or documentary about exploration, alpinism and culture of mountain.

Screening will be held in Milan, at Cine Teatro Arca.

Festival promotes also a Photo Contest.

During last evening, the authors of the best movies and photographs will receive a prize.

Editions: 5
When: 25th – 29th October 2016
Where: Cine Teatro Arca in **Milan**
Estimated public: 1,500

FESTIVAL DELLE ALPI - events simultaneously in the Alps



“Festival delle Alpi” was born with the aim of valorization of the Alps.

Montagna Italia Association, with the collaboration of Italian Alpine Club-Regione Lombardia, decides one week end in which all countries located in the Alps are invited to organize events about culture of mountain, excursions, alpinism, climbing, trekking, dinner or lunch in shelters, environment, valorization of nature, farming.

All these events become part of the official program of “Festival delle Alpi”,

printed and distributed in 50,000 copies in all countries of the Alps.

The most important event is the National Conference dedicated to a specific theme linked to mountain, different every year, with the presence of Authority and experts in the field.

Editions: 6

When: 18th - 19th June 2016

Where: **all countries in the Alps**

Estimated public: more than 200 events, about 100,000 people



Spirit of the mountain

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EX FESTIVAL, A CIRCOLO DI CULTURA MONTAGNOLA ITALIANA

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