

INTERNATIONAL VIDEO CONTEST
THIRD EDITION

RIPRENDITI LA CITTÀ

RIPRENDI
LA LUCE

Milan, 15th December 2015

PRESS RELEASE

THE LIGHT AND THE CITY - TALES OF YOUTH IN 60 SECONDS

After the last years' success, the third edition of the video contest, "Riprendi-ti la città, Riprendi la luce": the 15 of December press release at the Triennale of Milan.

Today at the Triennale, we have presented **the third edition of the International Video Competition, "Riprenditi la città, Riprendi la luce"**, a short film festival organized and promoted by **AIDI** (Associazione Italiana di Illuminazione) a non-profit cultural association in cooperation with the **Fondazione Triennale**.

Among the keynote speakers at the press conference are **Andrea Cancellato**, General Manager of the Triennale of Milan; **Giuseppe Tomarchio**, City Manager of Milan Municipality; **Margherita Suss**, President of AIDI; **Joachim Ritter**, Editor in Chief PLD Magazine; **Marinella Patetta**, Lighting Designer; **Alessandro Calosci**, cinematographic producer; **Silvano Oldani**, LUCE Magazine Director; **Gisella Gellini**, professor of Milan Polytechnic and expert on Light Art.

The initiative aims to disseminate the "**culture of light**" starting right by young people, to stimulate the importance of this element in their daily life and to know and understand how young people, right through the light, interact with the city where they live, study or work.

Yet again this year **the light, young people under 30 and the cities will be the main characters, and the video will still be the means with which to tell the light**. A 60-second short video made with any tool (mobile phones, video cameras, iPhones, iPads).

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The contest, even though **international**, has like reference point two cities: **Milan** as a starting point and **Bologna** where it ends. Two cities which well represent the souls of the competition: **design and innovation** (Milan), **cultural awareness and attention to the territory** (Bologna).

The competition requires many young film makers and not only more and more fans of these means, to **represent light in the daily of space / time through their watchful eyes and their sensitivity**.

So **cities become the stage of their video shoot**, their stories, their backgrounds lighted, the colorful sets through which young people can tell their stories, their streets, their work and meeting places. A modern outlook that in 60 seconds will give us back not only the value of light in our everyday life, but to build a new and more current "palimpsest" of their dreams and hopes, of the image of our cities and, above all, what their eyes look and tell us.

Young people will be able to choose between three different ways of telling light and the cities sending their videos within March 19, 2016 in one of the three categories provided: LIGHT AND PLACES, LIGHT AND WORDS, LIGHT AND ENVIRONMENT.

In this new edition is added another **important tool to tell light and emotions: the words** in the category "**LIGHT AND WORDS**" will be, along with images, a key element of storytelling.

Great importance is also given to environmental issues with the introduction of the category **LIGHT AND ENVIRONMENT** where you tell the relationship between light and the environment seen in terms of attention on sustainability and energy saving.

For the value of the message and the themes concerned, the competition this year has the **patronage and support of important institutions and universities, such as the Ministry of Economic Development, ENEA, the CNAPPC** (National

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Council of Architects, Planners, Landscapers and Conservatives), **the Museum of Cinema in Turin**, **Assil** (National Association of Lighting Manufacturers), **Apil** (Association of lighting professionals), the **FAI Lombardia**, the **City of Milan**, the **City of Bologna**, the **Milan and Turin Polytechnic**, and the **University of Bologna (DAMS)**.

The competition is organized thanks to the sponsorship of the leading companies operating in the lighting sector, **Cariboni Group**, **Enel Sole** and **Gewiss** as **Gold sponsors**, **Clay Paky**, **iGuzzini** and **Iren** as **Award Supporter**, **Osram** and **Performance in Lighting** as **Silver sponsors**.

"The competition - says **Dante Cariboni, CEO of Cariboni Group** - allows to express a requirement that is inherent in children: the spontaneity that we lose growing up. The past years have enriched our work. We have had confirmation that the form and technology can coexist with an expression wonderful: young people are source of life and some of our products have been inspired by technology and forms, together."

Luca Moscatello, Engineering Manager of Enel Sole "Spreading culture and quality of light, offer an innovative and efficient service generating welfare for people is the mission of Enel Sole. It's very interesting to see how the theme of light is interpreted by the young contest participants. In fact, every developed work is a source of enrichment, knowledge and a new interpretation of the fascinating world of light. And that is why we are Gold sponsors of the initiative since its first edition."

"Raising the awareness young people about lighting is essential for us - says **Aldo Bigatti, Gewiss Lighting Sales and Marketing Director** - The culture of light starts from them who represent the future and we believe should be promoted an accurate information to young people, encouraging them to think, create and design. The competition fits perfectly our mission and this is why Gewiss has chosen to support it this year again."

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Media partners of the initiative are **Radio Subasio** and two important magazines that deal, at international level, themes of the culture of light and design: **LUCE** and **Professional Lighting Designers**.

“I thank sponsors and partners of the competition— declares **Margherita Suss, AIDI President, a non-profit cultural association founded in 1958** – which allowed us to continue to pursue this initiative, which is one of our most important goals, including that of significantly contributing to the spread of the “**culture of light**”, in order to improve the quality of our lives without neglecting the issue, which is nowadays felt by everyone, of energy savings. This is why we wanted to establish through the competition a **means of instant communication, able to reach young people in an empathic way, being also very attentive to the value of the contents** that will be disseminated mainly by the Universities and Training Centres who agreed with enthusiasm to collaborate on the project and to promote it within their educational seats”.

Entry to the video contest is free and takes by sending videos to the website www.riprenditilacitta.it until the **deadline of 19 March 2016**.

The videos, which will be judged by a jury made up of **representatives of the world of light and culture**, will be awarded on **9 May 2016 in Bologna in the famous Teatro Comunale**.

The jury of this third edition, a panel of exception that represents the various themes of the contest: **Margherita Suss**, AIDI President, **Marco Filibeck**, lighting designer of Teatro alla Scala, **Marinella Patetta**, lighting designer, **Nicoletta Gozo**, ENEA Lumière Project Manager, **Gaetano Capizzi**, Turin CinemaAmbiente Festival Director, **Alessandro Calosci**, cinematographic producer (among his many productions we also remember **the latest film by Leonardo Pieraccioni: Il Professor Cenerentolo**), **Marco Carminati**, journalist of cultural supplement “Domenica de Il Sole 24 ORE”, **Joachim Ritter**, Editor in Chief PLD, **Claudio Bisoni**, coordinator of the master's degree in cinema, television and multimedia

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production from the University of Bologna, **Gisella Gellini**, architect and professor of Light Art at Milan Polytechnic and **Francesco Marelli** lighting designer and jury representative of young people who will make a first job of movie selection sent by the participants.

The **awards (10 in total)** will be assigned to short films which will highlight the best scenic, aesthetic, emotional and technical potential of night lighting. Particular attention will also be given to the quality of the presentation of the works.

The awards will be divided into **three categories (LIGHT AND PLACES, LIGHT AND WORDS, LIGHT AND ENVIRONMENT)**: for each there will be two winners (1st and 2nd place) who will receive **1.500 and 1.200 euro**. In addition, there are four special awards of **€ 1.000 each (Lighting designer, Show Lighting,, Energy Saving and Special Jury Prize)**.

For more information, please contact:

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