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17th MONFILMFEST
Cinema Games without Borders in Casale Monferrato
from 19 to 27 July 2019

Premise

The Municipality of Casale Monferrato and the Cultural Association Immagina organise the 17th edition of the MonFilmFest

What is the MonFilmFest?

MON, "my", belongs to those who created it, to those who make it, to those who participate to the project as an actor or a (never passive) user;
MONdo / MONferrato, land without frontiers where cultures meet in a dialectical and non-passive dynamic; land of stories and beauty to be rediscovered and / or discovered.
FILM, the core, what is being realized, the nucleus of the CINEMA world.
FEST means CELEBRATION, FAIR, GAME and FESTIVAL, too

The centre of the project is **RELAUNCHING** the Monferrato area, land of wine, good food, culture, history, art, architecture and a possible new film location, not only for short films but for any kind of film.

MISSION: The adventure starts again every year, with our film makers and our "mission impossible":

"We must see and hear what we think.

We have to see it and grab it.

We have to fix it in the memory and in the senses.

And we must do it right away.

When we are in a mood suitable for work,
fantasy is active, is swarming with images.

To chase them and grab them

it's almost like chasing a bunch of herrings "

(Sergei Eisenstein)

The search for new stories and new talents of cinema, through "a game" that defines and determines "a way of producing".

CHARACTERIZATION: the MonFilmFest has maintained its roots and invention "Cinema games without borders", but has always sought "new characterizations":

Casale Monferrato in the middle of a large region of naturalistic and cultural interest opens up to Europe also with collateral projects that focus on young people at the MonFilmFest. Among these "Back to the future" that will bring Erasmus+ students to Casale Monferrato to tell about the emerging realities of the territory.

1. THE GAMES:

- **SEVEN DAYS FOR A FILM:** It is a game that tests the ability to produce a short film in digital video in seven days planning the storyboard, the production process, until its first

public screening. Anyone who is a director or a filmmaker can participate in the contest and submit to the festival direction a significant film from their production. The MonFilmFest offers boarding hospitality, a production center and permits to shoot on the territory, becoming co-producer of the films, together with sponsors and partners.

- MIDSUMMER FILM SHOWCASE : this section will screen a program of films during the festival week. The festival staff will be in charge of the SEARCH and the DISCOVERY of neglected or forgotten films. We are not looking for unpublished works, we will consider films produced after 1 January 2016
2. The CHARACTERISTICS of the MFF have determined the project actors who are:
 - the MFF STAFF and the INVITED FILM MAKERS (we would like to emphasise that at the MFF the film makers are not SELECTED but invited according to the features that are the soul of the MFF);
 - the territory and its population that actively participate as location managers, assistants, extras, actors. CASALE MONFERRATO, having every school type, allows the MFF to relate with the STUDENTS, who will be the real communication driving force between the festival and the city.
 - participation of local artisan companies, combining good food with the conviviality of dinner. The hospitality will be based as far as it concerns the MEALS on the participation as sponsor and coordinator of the artisan excellence "Mongetto", which has always been sponsor of the MFF. On the other hand there will be citizens opening their homes and offering accomodation. This is another node characterizing the MONFILMFEST: the locals meeting the crews
 - users of the project: the term SPECTATORS contains those who wait to act / see. The MFF wants SPECT / ACTORS and calls them to CRITICAL OBSERVATION (the audience prize) and to ACTION through all the games that involve them
 3. Location: from September to July CASA IMMAGINA, home of the organising association IMMAGINA, strada Berteu 5, Casalborgone. During the festival (from 19 to 27 July) the headquarters will be the TARTARA hall (former Pavia market) in Casale Monferrato where we will install the secretariat, seven post-production stations, a projection room, a meeting place, which will also be the venue for dinners.
 4. Search for sponsors & partners who share the spirit of the MonFilmFest

Casalborgone 2/2/2019

The artistic director, giuseppe selva,

the president of Immagina, Franco Olivero

