

Under the High Patronage of the Italian President of the Republic

XI Euromediterranean Conference on Cinema

PROMOTION OF THE CULTURAL HERITAGE AND NEW DIGITAL CREATITIVITIES

PRESS RELEASE

**OCCAM presents the XI Euromediterranean Conference on Cinema
on the occasion of the 62nd Venice Film Festival**

Milan – OCCAM, the Observatory on Cultural and Audio-visual Communication, created in 1997 by UNESCO, is pleased to inform that the **XI Euromediterranean Conference on Cinema** will take place in Venice, at the **UNESCO Headquarters**, and in Venice Lido, at the **Palace of Cinema**, on **September 9th**, during the Venice Film Festival.

The Conference will focus on “Promotion of the Cultural Heritage and New Digital Creativity”. The countries of the Mediterranean basin are depositories of a huge cultural wealth also at the cinematography level, thus the aim of the Conference is that of individuating forms to preserve and increase all the works of the past through new digital technologies, so that this immaterial heritage can be known and available to the next generation and increase its value.

In this dramatic moment for the Mediterranean, threatened by terrorism and clandestine immigration, it’s crucial to spur the spirit of Barcelona, because the disregard of an organic policy of Mediterranean integration can be regarded as one the most evident causes of this drama.

Not a clash of civilisations but a melting pot: these words have to be no more a rhetoric slogan but a policy line for political and governmental leaders. People expect to escape from this situation. In this Conference, we want to give our contribute launching a common digital working platform that will let the archival patrimonial, audio-visual materials enrich the actual scorching of contents of the broadcaster systems, together with the opening to the young people, that creates new ways of communications through new technologies.

The XI Euromediterranean Conference of Cinema aims to focus on this subject to find, thanks to the contribution of its prestigious participants, the prospective of cohabitation between the necessity to safeguard the Mediterranean cultures and the permanent drift toward innovation.

The Conference, that since eleven years represents one of the most interesting cultural moments of the Venice Film Festival, was first held in 1995 it the ambit of the celebrations of the Centenary of Cinema and on the eve of the signing of the Charter of Barcelona. As in the past, the event is organised under the High Patronage of the President of the Republic Italian and with the Patronage of RUNIC, UNESCO and the European Parliament.

For more information:

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