



## **Fare Cinema 2019 Italian Film Festival in Los Angeles**

Maria Klein (June 12, 2019)



Organized by the Italian Cultural Institute of Los Angeles the initiative Fare Cinema comes to LA June 13th, 2019. With its purpose of spreading Italian Cinema, the event, which takes place annually, focuses on the various professions of the film industry.

The second edition of a special event dedicated to Italian film industry professionals is coming to Los Angeles. Fare Cinema has put together an initiative to educate the global public on Italian talent in filmmaking.

“As part of the initiative, over 100 Italian cinema ambassadors will travel the globe to talk about the professions of filmmaking,” says the Italian Cultural Institute of Los Angeles.



Franco Eco, a composer, theater director, artistic director and music producer, will be giving masterclasses in Los Angeles on the link between the musical language and the technical and expressive experience of the cinematographic art.

The inspiration for this lecture comes from Walter Benjamin essay's *The Work of Art in the Age of Mechanical Reproduction*. Stemming from this theme, the lesson will later outline a potential route the evolution of cinema and film music will take through the new media.

From the experiences of accomplished professionals, the audience has the opportunity to learn about the work of Italians who have made an indispensable contribution to the art and industry of film, in Italy and abroad.

This free admission event aims to stimulate the interests of an international public and increases the chance for recognition of Italian TV and films abroad.

This initiative represents what Fare Cinema likes to call an "integrated approach, or rather, the bringing together of all the tools used to create a culture that values all elements of Italian excellence around the world." Cinema is the knot that ties together every aspect of Italian identity. It combines art, culture, poetry and values in one.

Created by the Italian Ministry of Foreign Affairs and International Cooperation in collaboration with the Italian Ministry of Cultural Heritage and Activities, ANICA and Luce Cinecittà. In LA this event is presented under the auspices of the Consulate General of Italy in Los Angeles.

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