



**PREMIO NAZIONALE MESTIERI E ARTIGIANATO DEL CINEMA ITALIANO
VII EDIZIONE 2017**

THE GOLDEN CELLULOID AWARDS

THE NATIONAL AWARDS FOR ITALIAN FILM CREW PROFESSIONALS

THE HISTORY

“*Pellicola d’Oro*”, the “Golden Celluloid” Awards, were founded in 2011 by the cultural associations ARTICOLO 9 Cultura & Spettacolo and SAS Cinema. These movie industry prizes are awarded every year to Italian film crew professionals working around the world in the following professions: Production Managers, Camera Operators, Special Effects, Set Builders, Wardrobe Supervisors, Cinema and Theatre Costume Suppliers, Head Grips and Gaffers, Story Board Artists and Stuntmen.

In 2016, a new prize was introduced for Best Leading Actress/Actor voted by the Crew. For the first time, the behind-the-scenes awards the stars.

Eleven categories of highly specialised technicians give their irreplaceable contribution to filmmaking, not only in Italy, but in every part of the world. The true backbone of every movie set.

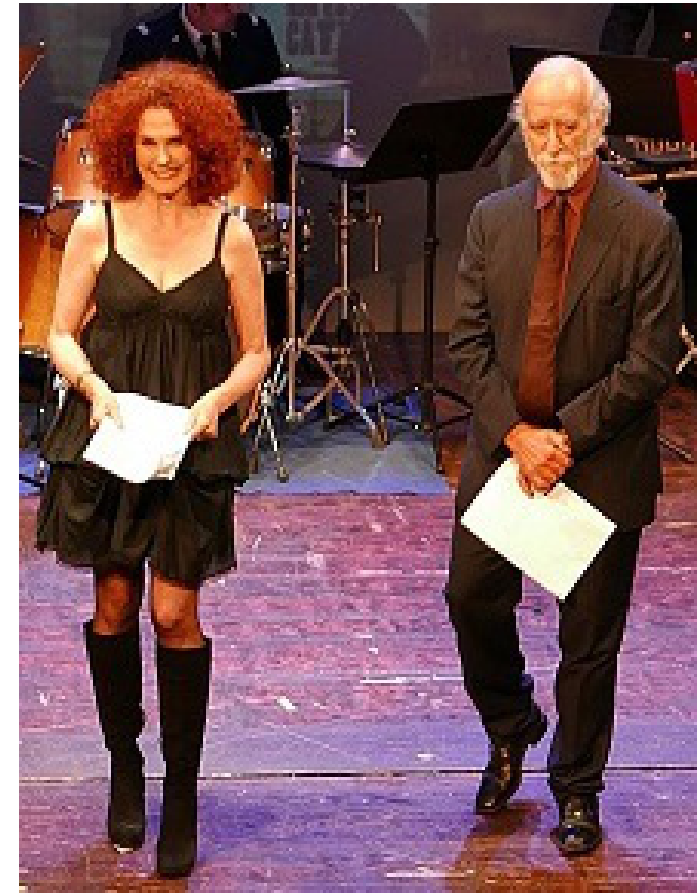
The prizes, conceived with the aim of giving full recognition and appraisal to the arts and crafts professionals behind every film production, are awarded by a jury of experts who vote via email to select sixty finalists (5 for each category). A second round of voting then takes place to establish the winner in each category.

The explicit aim of the Awards is to bring to limelight the “crafts” whose peculiar and fundamental role in the making of a movie is rarely recognised or valued. Presences who with their work contribute to the life of this “factory of dreams” known as the cinema. Their endeavours are the product of technical and professional ability, imagination and passion. The awards also feature special prizes, given to personalities or organisations that have distinguished themselves for film promotion or for their careers.

Some of the names that have received this special recognition include Manolo Bolognini, Giancarlo Giannini; Roberto Perpignani, Ugo Gregoretti; Ettore Scola; Giulio Base; Kaspar Capparoni; RAI TV, Centro Sperimentale di Cinematografia (The Italian National Film School), Rancati Arredamento, Claudio Mancini, Terence Hill, the Diamante family and the Leurini family.

On 25 July 2016, Pellicola d’Oro crossed the borders to award Portuguese technicians in Lisbon and is currently organising further awards for crew technicians in other European countries. For this reason, “La Pellicola d’Oro” Awards can count on some significant patronages from institutions and show business associations. These include The High Patronage of the President of the Italian Republic 2013, the Directorate for Cinema of the Italian Heritage Ministry, The Metropolitan City of Rome, Latium Regional Council, the David di Donatello Awards Film Academy, ANAC (The National Film Writers and Filmmakers Association), AGIS (General Italian Association for Entertainment) and Centro Sperimentale di Cinematografia (Italian National Film School).

Enzo De Camillis – Art Director “La Pellicola d’Oro” Awards



The Big Event

Since their birth, the Pellicola d'Oro Awards have represented an important event for Italian arts and crafts in the cinema world, not only strictly in the national outlook, but also undoubtedly from the European and worldwide perspective, with special regard to the divulgation of our Made in Italy.

The awards ceremony is an appointment not to be missed not only for the main figures behind movie sets and for those in the cultural and communications world but also, and above all, for everyone else in the film universe, from great actors to great filmmakers, from journalists to entrepreneurs. The ceremony also represents a great opportunity for businesses that decide to take part, with their brands benefiting from a placement and visibility unequalled throughout the rest of the year. The presence of the press and media attention guarantee the brands participating in the event several opportunities offered by a unique and exclusive event.

The constant evolution of the awards year after year has led us, after some productive research, to propose this recognition in other European countries. We discovered, in fact, that there are no other regular annual awards for film crews, for the arts and crafts of cinema, anywhere else. Hence our decision to export our event, bringing the La Pellicola d'Oro Awards to Lisbon, Portugal.

And immediately afterwards, to Sofia in Bulgaria, awarding career prizes to technicians who have stressed with their professional qualities the high-level craftsmanship of Bulgarian cinema.



The Pellicola d'Oro in Lisbon

The following films were screened, thanks to **NOS Distribuzione**, between 14-15 July at the Nos Alvaláxiai Cinema: Alessandro Rak's *The Art of Happiness*, Song'e Napule by the Manetti Bros, Stijn Coninx's *Marina*, António Pedro Vasconcelos' *Amor Impossível* and finally the docufilm *Un Intellettuale in Borgata* by Enzo de Camillis.

In the evening, at the splendid **Pestana Palace Hotel**, actress **Serenella Andrade** hosted the ceremony. The organisers handed commemorative plaques to **Paulo Trancoso** (President of the Portuguese Film Academy), **Pandora da Cunha Telles** (President of the Portuguese Producers Association) and to the Sponsors (**NOS distribuzione – EMVIAGGI – ITALY Caffè**).

Pellicola d'Oro Trophies were then awarded to the following movie professionals: MARIA GONZAGA, Cinema and Theatre Costume Supplier; CANDIDA VIEIRA, Production Manager; JOAQUIN AMARAL, Head Grip; JOSÉ TIAGO, Camera Operator, and to the Actor JOÃO PERRY.



“La Pellicola D’Oro” in Sofia

On 15 November 2016, at the **Lumiere Cinema**, Bulgarian technicians who have stressed with their professional qualities their national cinema culture received awards for their careers.

A Committee of Honour was present at the ceremony, consisting of:
Sedma Shishmanova - Programme Director at BNT, Bulgarian National Television
Neil Atanasova President of the Italian-Bulgarian Cultural Association “La Fenice”
Enzo De Camillis - President of “La Pellicola d’Oro”
Francesco Martono De Carles - Film Producer

The following film professionals received **Pellicola d’Oro** trophies:

Georgi Georgie Boyanov	- Stand-By Prop
Valentin Liubomirov Popov	- Gaffer
Maria Stoyanova wueatJKa	- Wardrobe Supervisor
Emil Zdrafkov Petkov	- Head Grip
Valsil Dikov	- Special Effects
Gianfranco Pierantoni	- Film Producer



The Big Event in Rome



The Big Event in Rome



Visibility for Institutional Media Partners

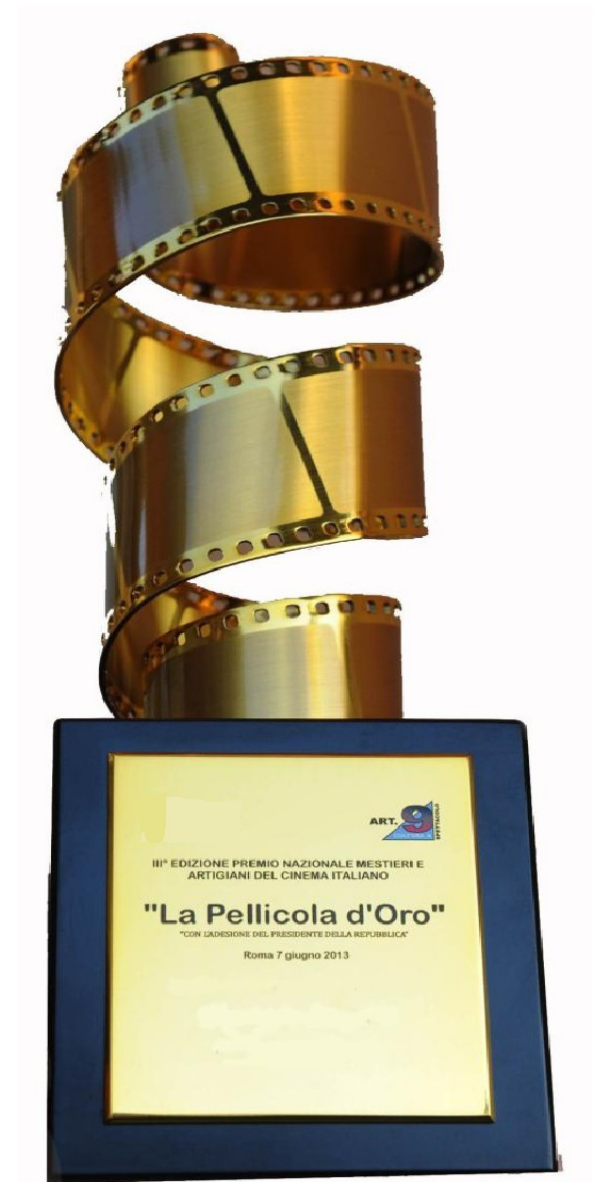
Opportunities

Brand placement and visibility in every promotional action;

RESERVED AREAS for PRs, journalists and specialist media;

Reserved seats for your customers;

Inclusion of your company's promotional material in the press kits.





BRANDING La Pellicola d'Oro

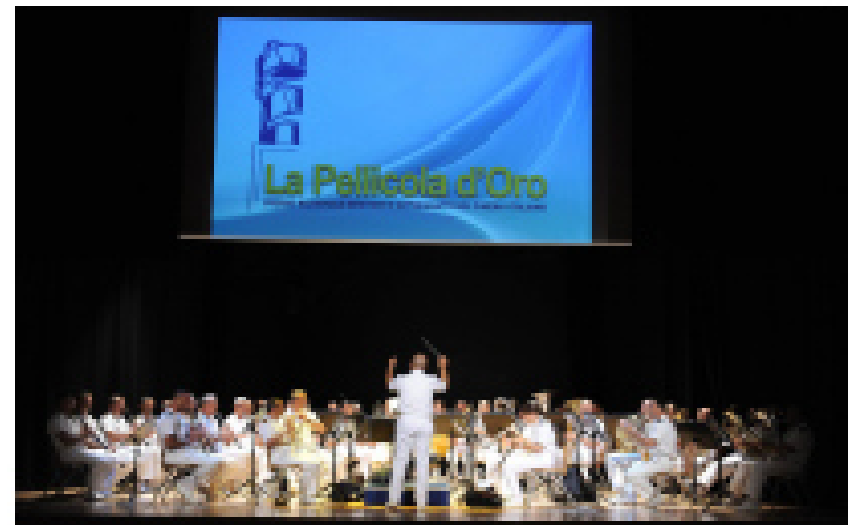
A great opportunity with the personalisation of the main Pellicola d'Oro 2017 statuettes.

Place your brand on the statuette packaging.

A company representative may also personally award winners during the event.



Visibility of our partners



Visibility of our partners



Visibility in Europe: The Pellicola d'Oro in Lisbon



Visibility in Europe: The Pellicola d'Oro in Sofia

OFFICIAL CATALOGUE

POSITIONING OF THE COMPANY LOGO in the catalogue for the public and the jury



Package opportunities including

MAIN SPONSOR

Signature of the Award
Logo on Red Carpet Backdrops
Press Conference
30 Reserved Seats

CO-SPONSOR

Logo on Red Carpet Backdrops
Press Conference
20 Reserved Seats

TECH SPONSOR

Signature of the Award
10 Reserved Seats

SPONSOR PLUS 50 Reserved Seats

SPONSOR REGULAR 50 Reserved Seats

SPONSOR BASIC 10 Reserved Seats

