

ACTION! WHERE SHALL WE SHOOT?

A new guide to film locations for a canton increasingly *in action*.

Today, Tuesday August 13, 2019, the new Ticino Film Commission (TFC) *location guide* was presented at the Grand Hotel in Muralto, the famous building that has reopened its doors for the special occasion. An architectural jewel that, until 2006, was a reference point for the Locarno Film Festival, contributing to its success and welcoming international film stars, and that recently was the protagonist for the shooting of a short film.

Nicola Pini, President of TFC: "To achieve our goals, we have several tools, including the location guide, a public database and one available free online. This important showcase allows us to attract national and international productions to our region, generating jobs and economic benefits, as well as giving visibility to our beautiful Canton.

The market for *film commissions* is constantly growing and there is no shortage of competition. Just think that, worldwide, the commissions subsidised by public bodies exceed 300 units and currently Switzerland is creating a strong interest in this economic sector with similar events in rapid development. In the light of this information, it is essential to be able to intercept the trends of the contemporary film market and to invest in resources and innovative strategies. In the historic nineteenth-century building that still dominates the city of cinema, the Ticino Film Commission has therefore presented an innovative project for the sector aimed at strengthening the position of the region as a land of international film production.

The new *location guide* will be divided into two different parts, as Elia Frapolli, external consultant in charge of the project, explains: "We thought of working on two levels, quality and quantity. On the one hand, we have introduced a constantly evolving gallery that will capture images from social media through an artificial intelligence system, integrating them with location photos from the existing archive. A sort of iconographic mosaic that can be an immediate source of inspiration for those who visit the TFC site in search of ideas or places for a setting for their films. On the other hand, we wanted to involve sector professionals to give space to structured - and more sought-after - perspectives of locations in Ticino through a *storytelling* programme. This is how the collaboration with Erik Bernasconi, Klaudia Reynicke and Francesco Rizzi was born, three important Ticino directors who took up the challenge and told the story of the region through the eyes of a filmmaker.

Storytelling by Erik Bernasconi (known for *Sinestesia* and *Fuori Mira*), Klaudia Reynicke (currently in competition at the Locarno Film Festival with *Love Me Tender*) and Francesco Rizzi (director of the award-winning *Cronofobia*, currently on show at Locarno in *Panorama Suisse*) present Ticino through a new perspective, using a concise and effective narrative power, able to speak with their

colleagues, from director to director. Visions of railway stations, disused buildings and archaeological sites. Not only palms and picturesque houses, therefore, "because it is important to continue to propose the places where the stereotypes that characterize us are born - and are nourished - those symbols that have allowed Ticino and the whole of Switzerland to export their image abroad. But it is also necessary to show the less glossy side of our Canton, full of lived-in places and unexpected glimpses that are a real source of inspiration for filmmakers here and elsewhere," adds Nicola Pini.

The aim is therefore to show the strongpoint of the territory: its incredible variety, showing that within a handful of kilometres you can find a multitude of film sets "on a human scale". Those who come to Ticino take home not only images of enchanting and suggestive places, but also the memory of professional and committed crews, the public, municipalities and collaborative authorities, simplicity and proximity: all values that we also want to promote through the new *location guide*.

As already done for the previous version of the database and the two photo competitions launched to augment it, also this time around the TFC wants to directly involve the public and regional partners, such as entities, municipalities, associations and enthusiastic members of the public. The invitation is therefore to report the locations via their social channels through the hashtag #ticinofilmlocation or by contacting the offices of the Ticino Film Commission directly.

We start from the locations presented today with the wish to become (in the not too distant future) one of the most complete and operational databases in the industry.

Stefano Rizzi, Director of the Economic Division of the Department of Finance and Economy (DFE), also spoke at the press conference. Primarily he mentioned that the TFC is an exemplary project of regional economic policy, an important instrument of economic development that has recently allowed us to reconfirm the financial commitment for the further development of this initiative.

Link to the site: www.filmcommission.swiss

#ticinofilmlocation

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