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Information Agency

# SPORT MOVIES & TV

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32<sup>nd</sup> MILANO INTERNATIONAL FICTS FEST 2014

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*Barcelona (Spain), 7 May 2014. From left: Agustí Argelich, David Moner, Chiqui Sans, Maite Fandos, Tensi Graupera, Andrew Luwandagga and Maria Teresa Samaranch at Museu Olímpic i de l'Esport*

### 1) THE “BARCELONA INTERNATIONAL FICTS FESTIVAL” IS STARTING

Great success of audience for the “Opening Ceremony” of fifth edition of “**BCN Sports Film 2014 - Barcelona International FICTS Festival**” at Auditorium of the Joan Antoni Samaranch Olympic and Sports Museum. Important characters from the sport sector, politics and cinema were attended. The “Opening Ceremony” has had great moments at the presence of Deputy Mayor of Barcelona for Quality of Life, Equality and Sport, Maite Fandos President of “Fundacio Olympic Barcelona” and the 1<sup>st</sup> FICTS V. President Andrew Luwandagga. The most emotional has been the recognition of the sporting career of two Catalan athletes: the water polo player Jordi Sans, double Olympic medal and five times Olympic and the swimmer Hortensia Graupera one of the greatest pioneers and promoters in swimming. Former footballer Hristo Stoichkov will be the responsible to present the session “Sooner Football” on Friday the 9<sup>th</sup> at 8 p.m. All the sessions have free access.

### 2) THREE MILLIONS STUDENTS IN TRACK ON 10 MAY IN MILANO

The Arena Brera in Milano will host on 8-9-10 May the “Trofei di Milano - 5 Cerchi per EXSPORT” the Final Phases of sports, formative and didactic activities in schools joined by, with free enrollment, three millions students since 1964. On Saturday 10<sup>th</sup> May (9 am) is scheduled the “MAXIMARCIA OF THE 50 YEARS OF TROFEE”, opened to all participants (free entrance), at Parco Sempione (Km 2) with free enrollments and on the Facebook page <https://www.facebook.com/events/1877667835705185/?fref=ts>. At 10 a.m. the Tripod will be light up by the Olympic champion and will take place the Ceremony “I contributed to 50 years of sport at School” with Civil, Sports and Military Authorities, the Milan Prefect Mr Francesco Paolo Tronca sports Champions, etc. At 10.30 am, after the delivery of the “FICTS GUIRLANDE D’HONNEUR” by the President Prof. Franco Ascani to the World Figure Skating Champions Anna Cappellini and Luca Lanotte (achievement conquered in 2014 in Japan), will start the Final Stage of the relay race for Primary and Middle Schools of the “Trofei di Milano - 5 Cerchi per EXSPORT” joined in 2014 by 41.000 students from 227 Schools. The event is among the FICTS cultural and educational activities.

### **3) WCPMedia SERVICES: A NEW DIGITAL SERVICE FOR “SPORT MOVIES & TV”**

**FICTS** - Federation Internationale Cinema Television Sportifs has draw up the partnership with **WCPmedia Services** (<http://www.wcpmediaservices.com/>) leader in the IT industry for the audiovisual. The partnership plans to make available to producers, directors, film-makers and candidates and/or participants in “Sport Movies & Tv 2014” innovative tools web tools, media asset management and digital sending via cloud. WCPmedia Services, absolute innovation for 2014 edition, has developed and create new innovative and revolutionary tools with smart screeners applications on both web and tablet to provide to efficient, secure and elegant tools to promote the contents. WCPmedia Services offers, to all the operators enrolled to “Sport Movies & Tv 2014”, the possibility to use the platform for free deposit on cloud and send in an efficient, fast and reliable audio-visual contents candidates and showed at the Festival, saving money and time. An opportunity to benefit a revolutionary, comprehensive and innovative tools, which represents the new frontier of digital distribution and promotion of audiovisual contents. WCPmedia Services is the holistic solution of digital asset management, files management and metadata for the audiovisual industry, which incorporates the technology leader within the safest cloud architecture with security level of the Swiss banking system. A system that ensures even more safety for products loaded however that will be used by FICTS in terms of copyright protection.

### **4) SPORT, TV, CULTURE, CINEMA IN MILANO FROM 3 TO 8 DECEMBER**

Sport, tv, culture, cinema and communication will be the protagonist - **from 3<sup>rd</sup> to 8<sup>th</sup> December** that will be held in **Milano (Italy)** - to “**Sport Movies & Tv 2014 – 32<sup>nd</sup> Milano International FICTS Fest**” ([www.sportmoviestv.com](http://www.sportmoviestv.com)) worldwide event of the “World FICTS Challenge” of the Worldwide Championship of Cinema and Sport television articulated in 18 Festivals that carried out in the 5 Continents. “Sport Movies & Tv” - articulated in Projections, Meeting, Workshops, Exhibitions, Side Events, Press Conferences, Awards of prestigious guests - is a qualified international spot for Milano and its Region (towards EXPO 2015) through media, television broadcasters, networks, new media, production companies, producers, directors, Olympic Committees and Sports Federations, sports champions, radio, advertising and communication agencies that illustrate the world of sports through television and film documentaries, commercials, news reports, fiction, cartoons, etc. The entries in the “Sport Movies & Tv 2014” which is a stage of the first order for the film and television sector of the sport are open.

The **Official Rules** is available on [http://www.ficts federation.it/rule\\_spmtv2014.pdf](http://www.ficts federation.it/rule_spmtv2014.pdf).

The “**Entry Form**” is downloaded [http://www.ficts federation.it/entry\\_form.doc](http://www.ficts federation.it/entry_form.doc).

The submission can be paid directly on-line: [www.sportmoviestv.com/festival/](http://www.sportmoviestv.com/festival/)

### **5) THE FOUR FICTS COMMISSIONS**

FICTS relies on the collaboration of established and qualified professionals who, with their know-how and their contribution in the 4 Commissions help to increase the innovation and the growth of the Federation. The International Festival Commissions, with its activities, ensures the development of the “World FICTS Challenge” project (Circuit of Festivals in 5 Continents) and the achievement of excellence profiles through the consideration of new proposals, allowing the Federation to follow the evolution of the situation and to analyze the critical issues. The Market Television and Movies Rights

Commission implement the strategy for the protection of the rights of the images. Thanks to the work of the components, FICTS is the point of reference for all stakeholders, in light of changes in the television market, the multiplication of emission rights (free, satellite, digital cable, Internet, etc.) and relative prices imposed by the television market, as well as the relationship between the sporting event and the direct and indirect advertising in all its variations. The Marketing and Communication Commission deals with great commitment to the promotion of the activities of the Federation helping to find sponsors and partners. The Culture Youth and Education Commission follows the guidelines suggested by the IOC striving to spread the Olympic values of tolerance, ethics, respect, self-discipline, peace and fair play among young people.

#### **6) CINEFOOT: THE FESTIVAL DEDICATED TO FOOTBALL IN BRAZIL**

It begins the road to the FIFA World Cup which will take place in Brazil from 12<sup>th</sup> June to 13<sup>th</sup> July. FICTS takes the field with “**CINEfoot – International Football Film Festival**” ([www.cinefoot.org](http://www.cinefoot.org)) directed by Antonio Leal. The itinerant Festival organized by Conexao Culturale e da Instituto Brasileiro de Estudos de Festivais Audiovisuais (IBEFEST) in framework of the Championship of Cinema and Sport Television “World FICTS Challenge” **in Rio de Janeiro (22 – 27 May), São Paulo (29<sup>th</sup> May – 3<sup>rd</sup> June) and Belo Horizonte (30<sup>th</sup> May – 4<sup>th</sup> June)**. "Cinefoot" is the first and only film festival in Brazil and Latin America for the promotion of football films and is divided into screenings, exhibitions, discussions, workshops, videos contests, tributes etc. "Cinefoot" has been selected by the Brazilian Ministry of Sport as cultural moment for the promotion of Brazil during the FIFA World Cup. The winners will compete to the assignment of the “Guirlande d’Honneur” in the “Movies & Tv Football” Section in Milan, from 3<sup>rd</sup> to 8<sup>th</sup> December to “Sport Movies & Tv 2014”.

#### **7) CONGRESS OF THE PANATHLON INTERNATIONAL AT RAPALLO**

The Panathlon International will organise in Rapallo - May 19 to 25 - a series of meetings and activities to learn about the world of sports, the sporting ideal, its moral and cultural values, as instruments of development and advancement of the individual and of solidarity between men. The "panathlete" FICTS President Prof. Franco Ascani will be among the speakers at the 19<sup>th</sup> International Congress "Is the Olympic flame still burning" to be attended by personalities including IOC Honorary President Jacques Rogge. On May 25, the Ordinary Assembly will take place during which Prof. Franco Ascani will illustrate the Memorandum of Understanding between Panathlon International FICTS which primary goal is to implement actions aim to the development of the "Ethics in Sport."

During the days, prestigious awards will be assigned to international renowned personalities who have distinguished themselves in the promotion of sports culture and in the organization of sporting events including International Paralympic Committee President Sir Philip Craven "for the organization," and Committee International President Norbert Müller "Pierre de Coubertin" "for the culture."

#### **8) “GENTLEMAN AWARD 2014”: 8<sup>th</sup> MAY IN MILAN**

The Marriot Hotel in Milan will host on 8<sup>th</sup> May the Ceremony for the delivery of the “Gentleman Awards 2014”. The prestigious Award – at the 19<sup>th</sup> edition – was created by Mr Gianfranco Fasan and by Federico Aloisi (GF Communication & Event organization). For the first time, it will be given to the Inter Captain Javier Zanetti the San Siro Tower in a Platinum version to remember an unforgettable career and rich of victories as well a san extraordinary example for the sport. Special Award to the Military School Teuliè, excellence of Milan and Italy for the “*the positive values of fairness and loyalty of fair play an integral part of the school curriculum for young students*”. The partnership between FICTS and “Gentleman” expects the delivery of the “Gentleman Special Award” raffled to “Sport Movies & Tv 2014” for “the works that have contributed most to the spread of the culture of Fair Play” which will take place in Milan from 3<sup>rd</sup> to 8<sup>th</sup> December.

#### **9) FICTS FOR THE CAMPAIGN “BE A GOOD SPORT: FAIR-PLAY AT SCHOOL”**

FICTS, in the field of cultural and educative activates, granted its Patronage to the Campaign “*Be a good sport: fair-play at school*” directed to upper schools’ students in order to highlight the positive and educative values of sports culture that must be aimed to youth development so that they could appreciate the true meanings of sport, ethics, fair-play, friendship, loyalty and rules. The initiative, supported also by the Italian Olympic Committee, provide for the realization, by students assisted by

their teachers, of full-length movies and short movies, spots, about a specific theme in our society. The winning videos will be showed (with a debate) – with the participation of Sports Organization (National and International) involved in fair-play contents – at “Sport Movies & Tv 2014 – 32<sup>nd</sup> Milano International FICTS Fest” in Milano from 3<sup>rd</sup> to 8<sup>th</sup> December and projected in loop on the screens during all the Festival. For further information <http://www.vivere-da-sportivi.eu/>.

### 10) “IMAGINE”: THE PERFORMANCES OF THE BEST RIDERS

An event not to be missed for all lovers of extreme sports. “*Imagine – life spent on the edge*” is a film directed by Thierry Donard with the best riders of the world who put on scene extraordinary performances among ski, snowboard, extreme surfing, speed riding and wing suit flying in the framework of breathtaking landscape. Speed actions, phenomenal challenges at high heights, great shots realised thanks to new technologies adept to sport. The eye of the camera goes beyond the limits of observation to ride breathtaking moments with the spectator. The film has been invited to participate in "Sport Movies & Tv 2014" to be held in Milan from 3<sup>rd</sup> to 8<sup>th</sup> December.

Archives: the FICTS newsletters published in 2010/2011/2012/2013 are available. Request to our Press Office: [ufficio.stampa@sportmoviestv.com](mailto:ufficio.stampa@sportmoviestv.com).



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