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32nd MILANO INTERNATIONAL FICTS FEST 2014

FIFA WORLD CUP BRAZIL 2014: ADVANCED HI-TECH

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12 July 1966 World Cup “Jules Rimet” in England with Pelé - 12 June 2014 FIFA World Cup in Brazil

1) FICTS IN BRAZIL FOR FIFA WORLD CUP 2014

Kick off for the FIFA World Cup which will start on June 12 at the Corinthians Arena in Sao Paulo with the inaugural match between Brazil and Croatia. FICTS is present in Brazil with the “Cinefoot World Cup Tour” event dedicated exclusively to audiovisual football. The itinerant Festival, organized by Antonio Leal, FICTS Member in the International Festival Commission, CINEfoot has been endorsed by the Brazilian Ministry of Sports to be part of the Official Agenda of the Federal Government to promote Brazil during the 2014 World Cup. After Rio de Janeiro, Sao Paulo and Belo Horizonte, the “Cinefoot World Cup Tour” will stop in 12 cities that will host to the world’s greatest football competition.

2) BRAZIL 2014: HI-TECH ON THE FIELD

Shooting in 4K, cameras for the phantom goal, demonstrations in the field of neuroscience: the “FIFA World Cup Brazil 2014” will be the most technology ever with an array of hi-tech resources never seen until now. The media coverage is impressive thanks to the 37 cameras on the field that will follow every match. The real innovation of the Brazilian World Cup will be the goalcontrol-4D technology, which will have the task to judge in an objective and unquestionable so-called “phantom goal” in real time. The official film of the FIFA World Cup Brazil 2014 and three games of the tournament (including the final) will be shot in 4K technology.

3) PATRONAGE OF UNESCO TO “SPORT MOVIES & TV 2014”

The Italian National Commission for UNESCO - United Nations Educational, Scientific and Cultural Organization - gives patronage to "Sport Movies & Tv 2014" worldwide event that will be held in Milano (Italy) inserted in the 18 Festivals (in the 5 Continents) of the Worldwide Championship of Cinema and Sport television "World FICTS Challenge". Prof. Giovanni Puglisi, President of the Italian National Commission for UNESCO has sent an official letter to FICTS President Prof. Franco Ascani in which recognizes "the high value of the event for the promotion of sport values".

4) "TV SPORT EMOTIONS - THE BEST TV SPORT CHANNEL OF THE WORLD 2014"

Milano (Italy) will host on December 7th in the framework of "Sport Movies & Tv 2014 – 32nd Milano International FICTS Fest" the final event of the Program "TV SPORT EMOTIONS" with the "Awarding Ceremony" a Programme launched by FICTS - as "International Federation of Sport Television" - among the 1.133 sports television channels of the world. Eurosport, CCTV, RAI, Channel One, SVT, African Sports Network, Rahe Farda Radio & Television are some of the International Television Networks which joined the "TV SPORT EMOTIONS". The FICTS initiatives, with specific programs for sport and the sports world, recorded a wide participation with significant prospects for the future under the slogan "Culture through Sport". The Tv Sport Channels that would like to join free to the Program (*within 30 September 2014*) can visit the website [here](#).

5) PROJECT "EXSPORT: SPORT, CULTURE, TOURISM FOR ALL"

"EXSPORT: Sport, Culture, Tourism for all" is a Project divided into four areas of interest scheduled from October 2014 to October 2015 in different stages in Milano. The first phase is represented by "Sport Movies & TV - Milano International FICTS Fest" the traditional appointment organized in Milano from 3 to 8 December. The second - from October 2014 to May 2015 - is "Trophies of Milano" interscholastic sports activities and training for 50.000 students of 300 Schools. From 1 to October 18 2015 will take place the "The Worldwide of television, cinema and sport culture" for the winners of the 18 Festivals in as many countries that will take place in the 5 Continents among the 113 countries affiliated to the FICTS. "EXSPORT For All" is planned for the entire period of EXPO Milano 2015 from May 1 to October 31. The Project consists of international events - articulated in Screenings, Exhibitions, Workshops, Awards, Sports, Culture and Tourism Associates - for which there is a significant media coverage. There are already 92 international tv networks that have joined.

6) SPORT, TV, CULTURE AND CINEMA IN MILANO FROM 3 TO 8 DECEMBER

Milano (Italy) will host, from 3rd to 8th December, "Sport Movies & Tv 2014 – 32nd Milano International FICTS Fest" worldwide event at the end of 16 Festivals of the Worldwide Championship of Cinema and Sport television "World FICTS Challenge" that carried out in the 5 Continents. Absolute innovation for 2014 edition of "Sport Movies & Tv 2014" is the digital submissions of productions that will participate in the Festival thanks to the partnership between FICTS and WCPMedia Services (<http://www.wcpmediaservices.com/>), Swiss enterprise leader in the IT industry for the audiovisual. WCPmedia Services offers to all the participants, the possibility to use, the platform for free deposit on cloud and send in an efficient, fast and reliable audio-visual contents. It also provides the smartest and the most secure environment to control your film material anywhere, anytime at any stage of production, promotion, sales and distribution. "Sport Movies & Tv 2014" is a privileged place of meeting for authors, media, television broadcastings, world-wide Networks, houses of productions, majors, producers, directors, filmmakers, Olympic Committees and Sports Federations, advertising and integrated communication agencies.

The **Official Rules** is available on <http://www.ficts-federation.it/rulespmtv2014.pdf>.

The "**Entry Form**" is downloaded <https://wcpapp.wcpmediaservices.net/wcpApp/free/festival/festivalForm>.

The submission to "Sport Movies & Tv" can be paid directly by website www.sportmoviestv.com/festival/

7) FICTS MISSION: "CULTURE THROUGH SPORT"

FICTS (Federation Internationale Cinema Television Sportifs, joined with 113 Nations), recognized by the IOC - International Olympic Committee, aims to spread the knowledge and diffusion of sport movies and videos that, in different languages and different production forms, contribute to the development of the artistic and cultural trends in tv and movies world (www.sportmoviestv.com). FICTS promotes - through sports culture – the understanding and mutual respect of different civilizations,

cultural diversity, responsibility and social inclusion, equal opportunities, the rights of persons with disabilities. The aims are: to promote the quality of sports images; encourage producers to broadcast their images to emphasize the Olympic spirit; to promote and to increase the development of the Olympic values and the sport culture through the real usage of the power of sport image in partnership, and with free submission for members of the Olympic Family, for the International Federations, for the National Olympic Committees, for the Olympic Museum, for the Olympic Academies: to encourage young people to use their creativity to become creators and consumers of sports content through modern technology, promote meetings and collaboration among all those engaged in creative work in the field of sport through Festivals, Meetings, Conferences, Congress, Conferences and Events, with specific initiatives (*School and Young people, Education, Research, Archives, Exhibitions, Publications, etc.*), to collect, to organize and to spread information among members and other organizations to convey their views and decisions, to continue the meeting and cooperation of those who work creatively in sports broadcasters, stimulate and promote the study, discussion and awareness of cultural productions related to these media.

8) "WORLD FICTS CHALLENGE" CALENDAR: THE NEXT 2014 FESTIVALS

Archived with critical acclaim and audience the Festivals organized in *Oaxaca* (Mexico) from 1 to 4 March, in *Barcelona* (Spain) from **May 7 to 10** and *Rio de Janeiro* (Brazil) from **May 22 to 27**, the next stages of the Championship World cinema and sports television "World FICTS Challenge" will be. *Beijing* (China) will be the seat of the "*Beijing International FICTS Festival*" held in the framework of "10th Beijing International Sports Week" from **8 to 18 August**. *Tashkent* (Uzbekistan) will host from 14 to 16 September the "*9th Tashkent International FICTS Festival*" while in *Matera* (Italy) will take place **September 19 to 21**, the fourth edition of the "*Matera International FICTS Festival*". *Lipetsk* (Russia) will host from **23 to 26 September** the "*11th Atlant International FICTS Festival*". *Kingston* (Jamaica) will be seat on 26 - 28 September of the "*Jamaica International FICTS Festival*" and the "*Banja Luka International FICTS Festival*" will be held **October 13 to 15** in *Banja Luka* (Srpska Republic). In *Kampala* (Uganda) is scheduled for **October 14 to 16** the "*8th Kampala International FICTS Festival*". *Liberec* (Czech Republic) will host the "*17th Liberec International FICTS Festival*" from **October 14 to 17**. *Los Angeles* (USA) will host "*All Sports Los Angeles Film Festival*" from **8th to 11th November**. From **15 to 18 November** the city of *Samara* (Russia) will host the "*6th Samara International FICTS Festival*" and in *Baku* (Azerbaijan) will take place the second edition of "Baku International FICTS Sports Film Festival" from **18 to 21 November** on the occasion of the **43rd General Assembly of the European Olympic Committees**. The "Samaranch Memorial Museum" in *Tianjin* (China) will host, **October 7 to 12**, the "*Tianjin Worldwide Final of Championship of Cinema and Television Sport*". In *Milano* (Italy), from **3 to 8 December**, will take place "*Sport Movies & Tv - 32nd Milano International FICTS Fest*" at the end of the 16 Festival in the 5 Continents.

9) "6th SAMARA INTERNATIONAL FICTS FESTIVAL" IN RUSSIA: THE NEW DATE

Samara (Russia) will host – from 11 to 14 November 2014, the "Samara International FICTS Festival" organized, in the framework of the Worldwide Championship of Cinema and Sport Television "World FICTS Challenge", by the International Sport Movie Festival led by Dr Shamil Tarpishchev, IOC Member and President of Russian Tennis Federation. The program of the Festival will include the Russian and International competitions. Yakov Shatkhin is the General Director of the Festival, Executive Director is Stanislav Stepanets and the Art Director is Said Torpishchev. Deadline submissions is 31st August. Info on www.sportmoviestv.ru.

10) SPORT CULTURE IN BAKU (AZERBAIJAN) FROM 18 TO 21 NOVEMBER

Baku, capital of the Republic of Azerbaijan, will host – from **18th to 21st November 2014** - the "**2nd Baku International FICTS Sport Films Festival**". The International event – organized by Ministry of Culture and Tourism of the Republic of Azerbaijan in collaboration with the Ministry of Sport and Youth and the Azerbaijani Olympic Committee – it's part of the "World FICTS Challenge" Worldwide Championship of Cinema and Sport Television. The "**2nd Baku International FICTS Sport Films Festival**" will take place at the "*Nizami Cinema Center*" multifunctional cinema (*the largest theatre in the South Caucasus*) which will also host the Opening and Awarding Ceremonies. The Festival – organized in the same period of the **43rd General Assembly of the European Olympic Committees** -

will be a promotional moment for sport in Azerbaijan on the eve of the first edition of the “European Games” that will take place in June 2015.



Olympic and Paralympic champions together with Italian NOC President Dr Malagò

11) 100 ANNIVERSARY OF THE ITALIAN NATIONAL OLYMPIC COMMITTEE

Celebrated in Rome the 100 anniversary of the Italian National Olympic Committee (9-10 June) to which attended the FICTS President Prof. Franco Ascani, Member of the IOC Commission for Culture and Olympic Education. Dr Giovanni Malagò President of Italian National Olympic Committee and the President the International Olympic Committee Thomas Bach has welcomed the President of the Italian Republic Hon. Giorgio Napolitano. Together with the National and International Institutions there were: 16 International Olympic Committee Members, 130 Olympic and Paralympic Italian gold medals, 61 Presidents of National Olympic Committees, 12 Presidents of International Federations.

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



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