

The Creative Industry in Bologna

The businesses

Bologna has **over 150 businesses** operating in the sector specialising in documentary and animation productions, as well as a number of major film companies specialising in cinema and television, such as ITC Movie, Down Town Pictures and Ballandi Entertainment. As for local television, Bologna was the first Italian city to experiment with teletext. The creative industry in Bologna features several important companies specialising in multimedia products and services, not only in the traditional field of corporate and institutional communications, but also in culture and education, art and cultural heritage, social work and participatory democracy. The foremost include Horizons Unlimited, Swan Film Europe, Adcom and Koala Games.

Employment and turnover

The territory is home to more than **1,100 individuals** including employees and permanent collaborators, as well as **1,300 independent contractors and freelance professionals**. The yearly turnover is around **340 million**.

The Bologna Cineteca

Founded in the 'Sixties, the Bologna Cineteca (the film archive) is a municipal institution whose core activity is the preservation and restoration of film. Today, the **film archive has over 18,000 35 mm and 16 mm films**. The archive has expanded rapidly over the past fifteen years thanks to an effective and focused purchasing policy aimed at owners of valuable films carrying a high risk of deterioration. As well as keeping positives and negatives of films restored by the Cineteca, the archive also collects funds from producers, film distributors and important private collectors. Of considerable importance is the **library, which contains 20,000 books and over 1,000 cinema-related periodicals**. Some of the Cineteca's most important activities include: running and scheduling 4 film theatres, organising 5 festivals and numerous educational projects aimed at the younger generations.

The Bologna festivals

Bologna hosts 22 cinema and multimedia festivals per year. The most important include the **Future Film Festival** (dedicated to animation and special effects), **Netmage** (dedicated to electronic art), **Fair Play Games**, **Gender Bender** and **Immaginaria** (gender-related festivals dealing with sexual identity), **Biografilm** (focusing on great people past and present), **Human Rights Nights Festival** (cinema and arts festival on the theme of human rights). Of particular interest are Cineteca-promoted festivals such as **Officinema** (a festival on the theme of the future with viewings of the best film-school productions from across Europe and a special focus on independent productions), **Il Cinema Ritrovato** (running some of the major international restoration projects for both silent films and talking pictures), **Le Parole dello Schermo** (dedicated to the relationship between cinema and literature), **Sotto le Stelle del Cinema** (a summer programme presenting restored masterpieces in the original languages) and **Slow Food on Film** (dedicated to the relationships between gastronomy and cinema).

Training and human resources

Bologna offers **3 degree courses** and more than **5 master's degrees** relating to the creative and entertainment sector in the University of Bologna; the Ermanno Olmi school, "**Ipotesi Cinema**", trains young writers and film critics

within the sphere of the Cineteca; an **advanced training course** for script writers organised by Associazione Lus; over **15 courses** covering the intermediary professions in the cinema and multimedia sector run by public and private organisations.