

Prix Italia 2021

73rd International Media Competition
for Radio, TV and Web



**Rebuilding Culture and Entertainment.
Media's Role for a New Start**
Milan, 14 – 18 June 2021

14.06.21 Monday

11:00-12:30 Teatro alla Scala | Piazza della Scala

Prix Italia Opening Ceremony

Presenter: **Barbara Capponi**, Rai TG1 news Journalist

Maria Elisabetta Alberti Casellati, President of the Senate of the Italian Republic

Giuseppe Sala, Mayor of Milan, Chairman of Teatro alla Scala Foundation

Marcello Foa, Rai President

Dominique Meyer, Teatro alla Scala Artistic Director

Graham Ellis, Prix Italia President

Annalisa Bruchi, Prix Italia Secretary General

Attilio Fontana, President of Lombardy Regional Government

Italian language, sign language

streaming on www.prixitalia.rai.it and on RaiPlay

14:50-15:10 Stelline Foundation | Corso Magenta, 61

Rai Regional News Special Prix Italia 2021

| Rai Lombardy news live coverage.

Presented by: **Maria Rosa Monaco**

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15.06.21 Tuesday

10:30-12:30 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

Is International Cooperation the Future for Media Productions?

Panel

In the digital age, coproductions have become crucially important for Broadcasters and Broadcaster Associations, as systematic cooperation is “the” key strategy to be competitive in a global media landscape where the OTTs have huge financial power. This panel will showcase and discuss some of the most successful coproduction models and strategies among broadcasters in Europe, Asia and elsewhere.

Introduction and Moderator:
Monica Maggioni, Rai Journalist

Speakers:
Simona Martorelli, Director International Relations and European Affairs Rai;
Claudio Cappon, COPEAM Secretary General; **Noel Curran**, European Broadcasting Union (EBU) Director General; **Henrik Hartmann**, Nordvision Secretary General

*English language, simultaneous translation
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Film to Fiction:

New Ways to Produce and Consume Culture

Panel

The boom of streaming services has dramatically reshaped the audio-visual ecosystem and affected the film industry. Seriality and new ways of serial writing are more important than ever. Boundaries between factual and fictional storytelling are increasingly blurred. Traditional distribution models have become often obsolete. What are the key elements to create new synergies between broadcasters, streamers and festivals? How to catch the attention of highly selective audiences in front of big and small screens, and how to best serve creatives to find the widest possible outreach for their stories?

Introduction: **Malgorzata Szumowska**, Film Director, Screenwriter and Producer

Moderator:

Alberto Romagnoli, Rainews24 Deputy Director

Speakers:

Gianni Canova, Rector of Università IULM; **Paolo Del Brocco**, Rai Cinema CEO; **Simone Emmelius**, Senior Vice President International Fiction - Coproduction and Acquisition ZDF; **Susanna Nicchiarelli**, Film Director; **Trudie Styler**, Actress, Film Producer and Director

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15:30-17:30 Stelline Foundation, Sala Chagall | Corso Magenta, 61

European Public Service Media and Social Cohesion

Online meeting organised by Rai Research and Development

How is the concept of "social cohesion" traditionally understood in the different countries and by the different public radio, television and multimedia services? What new priority challenges in terms of cohesion and social inclusion has the pandemic underlined to Public Service Media? How to ensure social cohesion and the inclusion of all diversities in the new digital ecosystem, where the "public spaces" through which easily access content and services of general interest are limited? Participants in the debate will take their cue from the results of the research, the first of its kind in terms of content and methodology, carried out between the end of 2020 and the beginning of 2021 by the Rai Research Department and published in the volume: *Social Cohesion. The challenge of the radio, television and multimedia public service*, distributed by Rai Libri.

Participants:

Flavia Barca, Coordinator of the book "*Social Cohesion*"; **Graham Ellis**, Prix Italia President; **Matthew Hibberd**, University of Italian Speaking Switzerland; **Claudia Mazzola**, Director of Rai Research Department; **Giacomo Mazzone**, Eurovisioni Secretary General; **Paolo Morawski**, Deputy Director of Rai Research Department; **Tommaso Pedicini**, Radio Colonia/COSMO WDR Editor in Chief

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16:00-17:30 Stelline Foundation, Sala Bramante | Corso Magenta, 61

Rai New Season Preview

Rai Premium presents **"Dio Mio" (Il Racconto della Vita)**

Produced by: **Rai Premium / Rai Vaticano**
Director: **Carlotta Bernabei**

"Dio mio". It's the cry of pain in the face of adversity, suffering, weakness. Not necessarily aimed at the Almighty. Eight famous personalities tell their stories. From the TV host, to the football player, the entrepreneur, the nun. Stories that convey a message of hope, trust and encouragement, because when the pain is over there is always an "after" where to find the "solution".

17:00-18:00 Stelline Foundation, Sala Manzoni | Corso Magenta, 61

Rai New Season Preview

Rai Cultura presents **"Il suono della bellezza"**

A Rai Cultura production
Curator: **Francesca Nesler**
Director: **Marco Odetto**

Cast: Teatro dell'Opera di Roma Orchestra conducted by Maestro **Daniele Gatti**.
Soprano: **Rosa Feola**, Basso: **Roberto Lorenzi**, with special guest Étoile **Eleonora Abbagnato** and Soloist **Giuseppe Schiavone**.

Rai Cultura and the Teatro dell'Opera di Roma joined for 'The Sound of Beauty', a musical tribute dedicated to the Galleria Borghese. Maestro Daniele Gatti will conduct the Orchestra of the Opera House in neoclassical art and in the music that most belongs to it, taking inspiration from the most significant artworks hosted by the Gallery. Featuring the Soprano Rosa Feola, the Basso Roberto Lorenzi, the Étoile Eleonora Abbagnato and the Soloist Giuseppe Schiavone. TV direction by Marco Odetto, musical direction by Elisabetta Foti.

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21:15-23:00 Arianteo/Anteo Palazzo Reale | Piazza Duomo, 12

Rai Cinema presents **"Miss Marx"**

a film by **Susanna Nicchiarelli** with **Romola Garai Patrick Kennedy**, a **Vivo film**
production with **Rai Cinema** and **Tarantula** in co-production with **VOO** and **Be tv**

Brilliant, cultured, free and passionate, Eleanor is the youngest daughter of Karl Marx: among the first women to approach the themes of feminism and socialism, she participates in workers' struggles, fights for women's rights and the abolition of child labour. When she met Edward Aveling in 1883, her life changed forever, overwhelmed by a passionate love but a tragic fate.

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16.06.21 Wednesday

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EBU Radio Committee Meeting

Working group

10:30-12:30 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

The Magic of a Live Audience and the Boom in Digital Services: Is This Our Future?

Panel

Performing Arts and other live events have recently been threatened in their very existence. Digital tools and formats have quickly helped shaping alternative ways to enjoy culture and to perform in front of an audience, with surprising results in terms of innovative quality and outreach. But can the experience in front of a screen ever substitute the participation in a real event? How can we make sure the desire for real performances will survive in the hearts and minds of the audience? How to make best use of the tools and formats of Digital Culture to prepare the re-birth of live theatre performances and events, cinemas and festivals in the post-pandemic world?

Moderator:

Barbara Stefanelli, Vice Editor-in-chief of Corriere della Sera

Speakers:

Marcello Foa, Rai President; **Luigi Gubitosi**, TIM CEO and General Director; **Dominique Meyer**, Teatro alla Scala Artistic Director; **Vanessa O'Connor**, Director of Member Relations and Communications, European Broadcasting Union (EBU); **Cristiana Capotondi**, Actress, remote connection

Video contribution:

Laura Pausini, Singer

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course credits for journalists

14:00-16:00 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

Young university talents at Prix Italia – Rediscover the roots and plan the future

YLAB Event

Presenter: **Carlo Gentile**

Italian language, streaming on www.prixitalia.rai.it

14:50-15:10 Stelline Foundation | Corso Magenta, 61

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16:30-17:30 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

Journalism Under Threat – How Can It Survive the Crossfire

BBC Lecture

Noel Curran, European Broadcasting Union (EBU) Director General

Introduction: **Marcello Foa**, Rai President

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18:30-20:00 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

“A première vue”:

**COPEAM presents a selection of short films
by young Mediterranean directors**

*English language, simultaneous translation
streaming on www.prixitalia.rai.it*

21:15-23:00 Arianteo/Anteo Palazzo Reale | Piazza Duomo, 12

Rai New Season Preview

Rai Fiction presents **“Sorelle per sempre”**

Written by **Andrea Porporati, Mauro Caporiccio**, with the collaboration of **Maria Porporati** and in consultation with the **Alagna** and **Foderà** families.

With **Donatella Finocchiaro, Anita Caprioli, Claudio Castrogiovanni, Francesco Foti**

Director: **Andrea Porporati**

Produced by **11 Marzo Film** in collaboration with **Rai Fiction**

Born in the same hospital, same day, same time and switched at birth. It happened in Mazara del Vallo (Sicily) in the early 2000s. Later came the truth: the two families raised and loved the other's daughter. Psychologists, Juvenile Justice, common sense suggest a new exchange to the four parents. The blood bond versus the heart bond. Only love without barriers will be able to save everyone, to be born again.

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Prix Italia General Assembly

For member broadcasters only

English language, Italian translation

11:00-12:30 Stelline Foundation, Sala Leonardo | Corso Magenta, 61

Festival “Rai per il Sociale”

Press Conference

The Prix Italia will also be the stage for the presentation of the first Festival “Rai per il Sociale”, scheduled from 2nd to 4th July in Spoleto, within the Spoleto Festival dei Due Mondi. An event organised in collaboration with ASviS and dedicated to the important topic of sustainability, which will be analysed in its different forms over the three days: environmental, economic, social. Representatives of Italian and international institutions, of the business and trade union world, voices of the third sector, and experiences of solidarity will meet. Numerous public service ‘names’ will have a conversation with them.

Moderator: **Dante Fabiani**, Rai Press Office

Speakers:

Paola Carruba, Artistic Director of the Festival “Rai per il Sociale”; **Marcello Foa**, Rai President; **Giovanni Parapini**, Director of the Festival “Rai per il Sociale”; **Pierluigi Stefanini**, President of ASviS; **Monique Veaute**, Artistic Director of the Spoleto Festival dei Due Mondi

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14:00-17:00 Palazzo Lombardia, sala 4 | Piazza Città di Lombardia, 1

EBU Legal and Policy Committee Meeting

Working group

14:50-15:10 Stelline Foundation | Corso Magenta, 61

Rai Regional News Special Prix Italia 2021

| Rai Lombardy news live coverage.

17:00-19:00 Palazzo Lombardia, Auditorium Testori | Piazza Città di Lombardia 1

Prix Italia Award Ceremony

Presents: **Livio Beshir**

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■ Rai Lombardy news live coverage.

The Prix Italia **events** are open to the public, subject to availability with accreditation and in compliance with national and Rai measures in place to contain the spread of the Covid-19 epidemic.
The **working groups** meetings are behind closed doors.
At the **Rai new season previews**, members of the cast and production will be present