

Young Media Lab Network: To renew the proposals

Interview with Roberto Naccari, Supercinema
(Santarcangelo di Romagna, Italy),
by Vincent Leleurch

Open to young people under the age of 25, this project aims to renew the audience and make cinemas more attractive.



Orchestre Tout Puissant Marcel Duchamp © CENTRO Supercinema



Film discussion on I miei sette padri © Sala Truffaut

Why did you choose to launch this project?

This project stems from the urge we feel as cinema exhibitors to renew the way we enjoy the cinematographic product. We strongly feel the need to work on the identity of the cinema in order to make it an attractive space capable of regaining a central role within a community. Working on the brand identity of a cinema means working in terms of programming, activity planning, promotion and communication – lines of action that require highly differentiated skills that are often lacking within the organisations that manage cinemas. The Young Media Lab project aims to equip our cinemas with these skills and, in doing so, seeks to renew the proposals and the language of communication by directly involving the younger generations. The future of the cinemas will depend on our ability to renew our audiences and, in particular, to attract young audiences to our arthouse cinema proposal – and I personally believe that the direct involvement of young people in our management activity is crucial for pursuing this goal. Based on these considerations, we identified a number of cinemas that shared these needs and were already partly working in this direction, and we decided to create a network to develop this project.



Film discussion with Valerio Mastrandrea © PostModernissimo



Audience in front of Supercinema © CENTRO Supercinema

Can you describe the project?

The project aims to build a media lab composed of young people under 25 to support a network of eight cinemas operating in different territories of three Italian regions. We have identified nine professionals who will lead nine workshops open to 16-25-year-olds. These workshops will enhance their skills in graphic design, videomaking, audio editing, photography, communication and publishing, social media marketing, the use of artificial intelligence, media education, and the curation and design of film events. At the end of the workshop phase, the workshop leaders will become media lab coordinators and the youth will work on the conception, promotion and communication of six projects supported by the network.

What is the need for it in your city / country?

In our cinemas in Italy we see a gradual increase in the average age of spectators and a low turnover of audiences, especially in the arthouse sector. Often, the organisations running the cinemas rely on too few people, who find it difficult to find competent external collaborators to whom they can turn. Finally, in Italy, cinema exhibitors are not used to collaborating with each other, sharing projects and exchanging best practice, whereas the objective of renewing the ways



Audience in front of Supercinema © CENTRO Supercinema

in which the cinema product is enjoyed requires, in our opinion, a joint effort, a sharing of ideas and projects to be adapted to the different contexts in which each cinema operates.

What are your expectations?

My main expectation is that the Young Media Lab will be able to change and enrich the way our cinemas operate, becoming a true cultural enterprise capable of continuing to operate beyond the duration of the project by working alongside the cinema network and opening up to new patrons, be they cinemas, festivals or other film ventures.

What could its impact be at a local and national level?

At the local level, I believe that our project will contribute to strengthening the identity of our cinema by functioning as a means of attracting the generations

that have drifted away from the film theatre. The success of the project would demonstrate the replicability of this model in other contexts, and an ageing sector such as arthouse cinema can only be enriched by the young energies that the Young Media Lab will bring into play.

Roberto Naccari, General Manager at Supercinema (Santarcangelo di Romagna)

Name of the project:

Young Media Lab Network
Coordinator: **Supercinema (Santarcangelo di Romagna)**

Partner cinemas: **Cinema Eliseo Multisala (Cesena), Cinema Stensen (Florence), Sala Truffaut (Modena), Astra (Parma), PostModernissimo (Perugia), Cineclub Arsenale (Pisa), Cinema Teatro M. M. Boiardo (Scandiano), Cinema Astra Firenze (Florence)**