

***i*-MiBAC Cinema**

The first institutional application for smartphones devoted to the world of the cinema for the 67. Mostra Internazionale d'Arte Cinematografica della Biennale di Venezia

The General Direction for Cinema of the Ministry for the Cultural Heritage and Activities presents "*i*-MiBAC Cinema", a project realized in cooperation with the General Direction for the Valorization of the Cultural Heritage for the fans of Italian and international cinema, to rediscover the Italian cities, starting from the most famous movie sets, in search of original, fascinating theme itineraries (from Fellini's Rome, to the towns of Italian comedy, to the sets of Neorealism, the locations of the spaghetti westerns, etc.).

Thanks to the collaboration with the Biennale di Venezia, "***i*-MiBAC Cinema – 67. Mostra Internazionale d'Arte Cinematografica – La Biennale di Venezia**" is the first completely free application of the project, created to guide all the visitors to the 67th International Venice Film Festival, explore its history, learn about the stars, buy tickets, find the Venetian locations and sets where so many memorable scenes were shot, and more!

These are the main sections, most of which do not require an internet connections for viewing:

- **Biennale di Venezia – 67th International Film Festival**: all the news about the event, with a database of special awards, biographies of the stars; plots of the films in competition; all the movies that have won the Gold Lion since 1932, a map of the theaters where showings will be held, etc.

The contents of these sections, presented in English and Italian, are organized by the Biennale di Venezia.

- **Mobile ticket**: for the first time, you can buy your tickets from your smartphone to watch the movies in competition at the Venice Film Festival, and go directly to the gate instead of waiting in line at the box office.

- A click on the MiBAC logo at the lower right gives access to other interesting functions. "**Ciak si gira**" (Lights-Camera-Action!), to follow the film itineraries and experience the excitement of the Venetian sets; "**Shake**", you can discover a lot of little-known facts about the 67th Film Festival and movies made in the city; "**Girare Venezia**" (Getting around Venice), you can watch the first commercial for the "*i*-MiBAC Cinema" project starring two young actors who reinterpret celebrated sequences filmed on the lagoon.

You can download "*i*-MiBAC Cinema - 67. Mostra Internazionale d'Arte Cinematografica - La Biennale di Venezia" free from the App Store, at www.beniculturali.it and www.labiennale.org.

The "*i*-MiBAC Cinema" project, developed and coordinated by Artchivium S.r.l, is sponsored by the Ministry for the Cultural Heritage and Activities, for the purpose of promoting the development and spread of Italian cinema and the national film industry.