

I: How much does the fact that screenings take place in historic venues owned or managed by the FAI and/or the Ministry influence your potential participation in such an event?

P1: It has a very strong positive influence, as it adds cultural value that fully justifies a school field trip. For students who are often hyperactive or easily distracted, being in a historic location can make the experience more memorable and less dispersive. At the same time, it is important that the environment does not feel too rigid, otherwise it could alienate more energetic students.

P2: Not much. Why should it? Am I going there to watch the film or to see the historic venue? If there were a guided visit before or after the screening, then it would make sense. Otherwise, why should it matter? I am watching the film, not the place—the film can be seen anywhere.

P3 responds thoughtfully: "For me, the location isn't just a place for the event, but a significant part of the experience. Just knowing that it's a place protected by public authorities gives me the sense of a high-quality, reliable, and valuable service. Furthermore, as a parent, I'm also happy that my daughters can experience historical sites in a natural way, without experiencing them as something boring or imposed, as often happens when we visit museums or historic buildings. It's certainly a fun experience for children, but if there's the opportunity to introduce them to art, it also has an educational value."

P4 focuses on the emotional aspect: "Historical sites are fascinating to me; in fact, when I was younger, I traveled a lot just to visit them. Today, I'd like to pass this passion on to my daughters. Then, the fact that a cinematic event takes place in a historic villa or a cultural site immediately makes it different from any other release, justifying, in my opinion, a greater investment of time and money.»

P7: "I would say it has a moderate influence on my decision. Knowing that the location is managed by FAI or the Ministry makes the event more attractive and gives it a kind of cultural or historical prestige, which I appreciate. However, it wouldn't be the only factor I consider—I would also think about comfort, accessibility, and whether the film and technology feel engaging. So it adds value, but I would need the other elements of the experience to be compelling as well."

P8: "Yes, it definitely influences me a lot. Knowing that the location has recognized cultural and historical value makes the experience feel more meaningful and significant. It's not just about watching a movie—it's about being part of something that is connected to history and heritage. I feel that the setting would make the event more special and memorable, and it would also give me confidence that the experience is well organized and carefully curated. In a way, it adds a sense of trust and reassurance that I am attending something valuable."

P9: "For me, it definitely increases my interest. When an event is associated with institutions like FAI or the Ministry, it adds credibility and a sense of prestige. It feels more like a high-quality, thoughtfully designed experience, rather than just a casual cinema screening. I think knowing the event is backed by such organizations would make me more willing to participate, because it signals attention to detail, cultural relevance, and careful management."