

Press Release

The Film Corner International Conference

MIC-Museo Interattivo del Cinema/ Cinema Oberdan, Milan, 9-10th november 2017

THE FILM CORNER INTERNATIONAL CONFERENCE

The Film Corner International Conference will take place on **2017, November 9th and 10th** at the MIC-Interactive Film Museum and the Cinema Oberdan in Milan (Italy). The conference is part of the Project *The Film Corner. Online and Offline activities for film literacy* promoted by Fondazione Cineteca Italiana together with a consortium of European organisations and institutions and co-financed by the European Commission within the *Creative Europe* programme. The conference will take place in the context of the X edition of the **Piccolo Grande Cinema Festival**, the film festival addressed to young audiences promoted by Fondazione Cineteca Italiana.

THE FILM CORNER. AN INTRODUCTION

The Film Corner. Online and offline activities for Film Literacy project aims to design, release and test an online platform for Film Literacy, exploiting the opportunities available through web 2.0 and thus developing innovative crossmedia approaches to teaching appropriate to the digital era in order to raise the levels of film literacy of young audiences across the European Union.

The platform consists of an interactive environment with interactive didactical resources with which the users can engage and thus develop their film literacy skills. The pedagogical resources will focus on generic Film Literacy skills explored through a number of EU national and non-national films.

The project involves 5 European institutions in 4 EU countries: **Fondazione Cineteca Italiana** (Milan, Italy) as coordinator; **The Film Space** (London, UK); **The Nerve Centre** (Derry, Northern Ireland); **Jugoslovenska Kinoteka**, the National Cinémathèque of Serbia (Serbia, Belgrade); **University of Milano Bicocca**-Dipartimento di Scienze Umane per la Formazione Riccardo Massa (Milan, Italy).

ABOUT THE CONFERENCE

The Film Corner International Conference is open to the public and addressed to professionals and trainers of film education, media education, information and communication technology as well as gaming professionals. Participation is free and the deadline for subscription is **October, 10th**. Find the application form at this link: <http://thefilmcorner.eu/conference/application>.

The main issues to be discussed during the conference will be:

- *Launch of The Film Corner platform*
- *Methodologies for film education and audience development in the digital era*
- *The role of cinémathèques in promoting film education strategies*
- *Integration between online and offline Film Literacy actions*
- *Crossmedia educational and promotional platforms in the digital film market*

Find the provisional programme and further informations on *The Film Corner* official website and facebook account:

www.thefilmcorner.eu

<https://www.facebook.com/TheFilmCorner/>

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