

SPECIAL THANKS TO:



FOR THEIR CONTRIBUTION TO THE AWARDS

Press release

## MIA | MERCATO INTERNAZIONALE AUDIOVISIVO INTERNATIONAL AUDIOVISUAL MARKET | MIA ANNOUNCES THE WINNERS OF THE 7<sup>TH</sup> EDITION



The **MIA | MERCATO INTERNAZIONALE AUDIOVISIVO** award ceremony has just wrapped up on the eve of Sunday 17 October, the last day of the seventh edition of an event aimed at increasing product export, co-productions and international business relations, key to the entire Italian film-audiovisual system.

The award ceremony marks MIA's direct intervention on independent projects development with a focus on supporting their access into the market and on celebrating production talent and skills thanks to the consolidated collaboration with many institutional and industrial decisionmakers.

**WarnerMedia** participates in this project for the third year with **new ideas for 2022** as announced by **Marco Berardi**, CEO Boing SpA and VP Head of Advertising WarnerMedia Italy, Spain and Portugal.

The **Lazio Region** conferred once again the **LAZIO FRAMES AWARD** on a project of the MIA sections **What's Next Italy**, **GREENlit** or **Italians Doc It Better** that best enhanced the Lazio Region and its productive potential to be highlighted through the talents and locations of the territory by means of content, impact production, possible international developments and local resources. The Prize was awarded to **MARINA CICOGNA, THE PRODUCER** directed by **Andrea Bettinetti** and produced by **Riccardo Biadene** for **Kama Productions**, with the following motivation: *"A young Roman production house that explores artistic expression in various forms. The work retraces the career of a woman like Marina Cicogna who has given voice to great filmmakers thanks to her personal and passionate journey within the universe of production and the history of worldwide cinema. The documentary fixes cinema and its history on screen as a tradition par excellence to be remembered and made known to the younger generations"*. The award was presented by the **President of Lazio Innova, Nicola Tasco**.

The **PARAMOUNT + AWARD** was awarded to the best project presented at the 2021 Drama Pitching Forum by a jury of experts nominated by **ViacomCBS International Studios**, a global leader in the development and production of premium content for all platforms, in all genres and formats, both for third parties and ViacomCBS brands and platforms. The award was won ex aequo by:

**GOLD WAR** by **Teodora Markova, Georgi Ivanov, Nevena Kertova** and produced by **AGITPROP**, with the following motivation: *"A powerful and captivating sports drama set during the Cold War that mixes history, politics, and the athletes' intimate and emotional inner world in a fascinating and original way. A compelling and nuanced tale that confronts the beauty of gymnastics to the soullessness of the regime, where athletes*

*were subjected to mental and physical pressure to prove the strength of the state machine, all for ideological propaganda. We were also impressed by the savvy use of mixed tones and by the well-measured blend of grace, lightness, and power.”*

**FIREWORKS** by **Susanna Nicchiarelli**, produced by **Fandango** and **Matrioska**, “*A series that is a hymn to fighting for freedom, a coming-of-age tale set in an important period of Italian history. The liberation of the Country by the Nazi-Fascism is told from a point of view never seen before - that of a group of untamed kids: imaginative, hopeful, and poetic at the same time. We were also enraptured by the evocative and passionate pitch*”.

A **Special mention** goes to the project **COVERDALE** by **Paula Alvarez Vaccaro**, **Aaron Brookner** and produced by **Pinball London** with the following motivation, “*A fun and fresh dark comedy that explores the destruction of all fundamentalisms with sarcasm and witty cynicism. The series has the potential to create a vast universe with multilayered characters and many possibilities for storylines. The pitch was extremely intriguing and fun.*”

The following received the awards for their projects, **Teodora Markova**, writer/creator, **Martichka Bozhilova**, lead producer **AGITPROP**, **Laura Buffoni** producer **Fandango**, **Costanza Coldagelli** producer **Matrioska** and **Paula Alvarez Vaccaro**, producer, creator, writer **Pinball London**. This prestigious acknowledgement was consigned by **Jaime Ondarza**, **Executive Vice President and General Manager South Hub**, **ViacomCBS EMEEA** e **Douglas Craig** - **SVP International SVP, Programming & Acquisitions ViacomCBS Networks International**.

For the fourth year in a row, **National Geographic** is back to sponsor the prestigious **NAT GEO Award** for Best Pitch, confirming once again the vocation of MIA’s Unscripted Category to pinpoint projects that combine solid artistic and productive qualities with commercial potential. The winner project this year was **ODYSSEY: BEHIND THE MYTH** by **Massimo Brega** and produced by **Camilla Tartaglione** for **KEPACH PRODUCTION** with the following motivation, “*An engaging historiographical project deeply in line with the research and exploration values of the National Geographic brand. We believe that applying modern methods of investigation to studies and telling the story of Odyssey in a popular and at the same time authoritative way, can help to better understand the past and consequently the present, taking into account that as we all know, this story is one of the most important of our history, a true pillar of our civilization. We rewarded the ambition and courage of Massimo, Camilla and their team because the story of 'Odyssey: Behind the Myth' has great potential to become a documentary of great impact, capable of narrating the wonderful journey of Ulysses, which is basically the history of man, to a wide-ranging global audience.*”

**Paola Acquaviva**, **Programming sr. Manager Factual** for National Geographic consigned the award to **director Massimo Brega** and **producer Camilla Tartaglione (Kepach)**.

The lineup titles of the category **C EU SOON** competed for the **SCREEN INTERNATIONAL BUYERS’ CHOICE AWARD**. The award consists of a special press coverage that the prestigious British newspaper will dedicate to the winning film throughout its life cycle, from production to theatrical release and future debut in festival circuits. The winner is **Māsas (Sisters)** by **Linda Olte**, produced by **Fenixfilm** and **Albolina** won the award that was received by **director Linda Olte** and **producere Matiss Kaza** and consigned by journalist **Melanie Goodfellow** of the Screen International.

MIA 2021 is proud to host once more the **CARLO BIXIO AWARD** promoted by **APA**, **RTI** e **RAI**, realized with the patronage of **SIAE** and the support of banking company **Cordusio**, also awarded the **Medaglia del Presidente della Repubblica**. The Carlo Bixio Award, now in its tenth edition, is aimed at young people under 30 who present a seriality project without gender limits that focuses on the values of novelty, originality, creativity and internationalization that have always been endorsed by the Award. The two promoting broadcasters alternate, and this year RTI is giving away the awards for the serial concept and screenplay categories.

The winners are:

The **Carlo Bixio Award for Best Screenplay** was won by **KNIVES** by **Giacomo Caceffo** and **Marco Colombo**.  
*“For the narrative construction, the attention to dialogue, the in-depth depiction of the characters, the care for detail, which reveal the authors’ talent in building a world - that of high-level cuisine - which although very popular is here portrayed in a lively and modern manner, to the point of being unprecedented.”*

The **Carlo Bixio Award for Best Serial Concept** was won by **PIANTE GRASSE** by **Elisa Pulcini, Alessandro Logli** and **Francesca Nozzolillo**, with the following motivation, *“For the rich and varied narrative structure and for the many amusing and utterly human ideas that describe the tragicomic adventures of the protagonist family, the Marianis, deranged occupants of a former hotel on the outskirts of Rome, very incorrect and borderline but linked by stainless feelings of affection and solidarity; tenacious in defending themselves from external aggressions but rich in vital saps... just like succulent plants.”*

To the winners respectively ten thousand and five thousand euros against a contract with RTI.

The banking company **Cordusio** supports the project for the second year conferring one thousand euros and the **CORDUSIO per i Giovani** plaque on the project **CONIGLI NERI** by **Domenico Davide Angiuli**. This is the motivation, *“Environmental blogs, eco-terrorism, a clandestine community lost in icy woods and winter landscapes. These are the original and wisely treated elements, the backbone of a story that mixes action and crime genres through well-built characters and dry and brilliant dialogues in a completely new and evocative setting like that of the Austrian mountains.”*

The awards were consigned by the **President of APA, Giancarlo Leone, Gabriella Campenni Bixio, President of the Award, Daniele Cesarano, Fiction Director of RTI – Gruppo Mediaset** and **Emanuele Malaspina of the banking company Cordusio**.

The seventh edition of MIA took place in Rome from October 13 to 17 in the unique settings of the city center's historical venues of **Palazzo Barberini, Cinema Moderno, and Cinema Quattro Fontane**, and on the MIA Digital platform online.

MIA was formed and continues to grow thanks to the consolidated joint venture between **ANICA – l’Associazione Nazionale Industrie Cinematografiche Audiovisive Multimediali** presided by **Francesco Rutelli** and **APA – Associazione Produttori Audiovisivi** chaired by **Giancarlo Leone**, with the renovated support of the **Ministry of Foreign Affairs and International Cooperation, ICE (Agency for the promotion abroad and the internationalization of Italian companies)**, and with the support of **MiC (Ministry of Culture), Ministry of Economic Development, Lazio Region, MEDIA program of the European Union**. Partnerships were confirmed once again this year with **UniCredit, Apulia Film Commission, and Fondazione Cinema per Roma**, adding new commercial supporters for 2021, such as **Fastweb**.




**RAI and Variety** are the official media partners of **2021 MIA MARKET**.

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