

Press Release

MIA | MERCATO INTERNAZIONALE AUDIOVISIVO



GAIA TRIDENTE IS THE NEW DIRECTOR

Italy's most important market event is back in Rome from 11 to 15 October 2022

Gaia Tridente is the new Director of MIA - Mercato Internazionale dell'Audiovisivo, whose eighth edition will be held in Rome from 11 to 15 October 2022.

An expert in the media sector, Gaia has been one of the key executives of MIA Market from 2017 to 2021, appointed Head of Scripted Division, and also thanks to her knowledge and relations, MIA placed itself among the top content market event on the international scripted agenda.

"I would like to thank the President of ANICA, Francesco Rutelli, and the President of APA, Giancarlo Leone, for their trust and renewed commitment to making MIA an essential place for the Italian and international audiovisual industry. Over the years, MIA has established itself as the most important Italian marketplace in terms of number of attendees and activity results and has contributed to increasing and facilitating co-productions, distribution, and business relations at an international level. My ambition is to produce a high-quality new edition of MIA, representing a turning point that will meet the needs of the global industry' ecosystem and bringing content in all its formats and genres at the centre of the market", says Gaia Tridente.

"The 2022 edition of MIA – in the words of Francesco Rutelli, President of ANICA - demonstrates the validity of the path of the previous years, thanks to the team that has led the Market to achieve successes recognized by the entire international community. With the development and integration into MIA of all audiovisual components, as well as animation, the Market will once again confirm itself as an irreplaceable autumn appointment in the calendar of European business events. The International Audiovisual Market is the result of collective work within a system project, with the entire film-audiovisual industry and Italian creativity expressing great energy".

"We are certain - says APA President Giancarlo Leone - that the new course of the MIA will focus on confirming the points of excellence achieved so far and will have the achievable objective of making the market appointment in October an essential reference point for the national and international market for the growth and evolution of the entire sector. The support of Italian institutions for MIA is a further strength of a market that combines the great commitment of the national industry with extraordinary opportunities for the entire audiovisual market and for the growth and development of business relations between the main Italian and international players".

Gaia Tridente succeeds Lucia Milazzotto, who, after contributing to the success of MIA from its inception to the last two very successful editions despite the pandemic, left the project last October, marking the end of a cycle. Lucia Milazzotto once again deserves the gratitude and recognition of ANICA and APA.

Profile of Gaia Tridente

Ph.D in Film Studies, with a doctoral degree obtained in 2005 at the University of Roma Tre, Gaia Tridente has twenty years of experience in the audiovisual world; she spent 10 years as a member of the board of

RomaFictionFest, covering the role of Head of International Programming until 2016. Before actively contributing to MIA, Gaia Tridente also served as Director of European Relations for the Fondazione Rossellini per l'Audiovisivo from 2010 to 2011 and collaborated in the programming of the Taormina Film Fest and Europa Cinema until 2007.

Deputy Directors

Gaia Tridente will be assisted in her work by two Deputy Directors: Francesca Palleschi, in the role of Head of Film Content, and Marco Spagnoli, in the role of Head of Doc/Factual Content.

MIA MARKET

The MIA was born and continues to grow thanks to the consolidated joint venture between ANICA - the Trade Association Representing The Italian Film And Audiovisual Industry chaired by Francesco Rutelli and APA - the Italian Audiovisual Producers Association chaired by Giancarlo Leone, and the renewed support of the Ministry of Foreign Affairs and International Cooperation, the ICE Agency for the promotion abroad and the internationalization of Italian companies, with the contribution of the Ministry of Culture, the Ministry of Economic Development and the Lazio Region.

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