



PRESS RELEASE

FIRST MEETING ON DEC. 18, 2020.

Work has started for inaugurating the Centro Studi Amadeo Peter Giannini

The first meeting was held on December 18 to start the Centro Studi Amadeo Peter Giannini that the Genova Liguria Film Commission, chaired by Cristina Bolla, decided to establish in order to honor the 150th anniversary of the birth of the banker of Genoese origins, whose parents emigrated from Favale di Malvaro.

Amadeo Peter Giannini dedicated his life to visions of the future, working beyond the limits set by the logic of profit with the aim of satisfying the needs of the poorest. He helped people achieve dreams that seemed utopias, asserting the principle that “a banker must consider himself a servant of the people and a servant of the community”. He revolutionized the banking world by establishing the Bank of Italy, the first example in history of lending money to the working class, which outcast him from finance, and then he created the Bank of America which became the most important bank in the world. He was at the center of numerous innovations and he also financed the construction of the San Francisco Golden Gate Bridge. He was also the main creator behind the birth of the cinema as we know it today, giving it the impulse and productive energy that revolutionized its destiny, making it the seventh art. Without him and his foresight, for example, Walt Disney would not have been able to produce any cartoons and geniuses such as Charlie Chaplin or Frank Capra would never have been able to fully express their talent, leaving us with absolute masterpieces. His work was essential for creating the world of Hollywood and the cinema.

The establishment of the Centro Studi Amadeo Peter Giannini, whose first meeting of the Member Committee was held at Villa Durazzo Bombrini, was one of the first actions that the Genova Liguria Film Commission decided to carry out to promote our city. It also comprises a panel of experts and involves members of all the institutions and associations that promote Genoa and Liguria in Italy and in the world. It is a container of ideas, projects and activities to support those who want to pursue a career in the audiovisual area.

The members of the Scientific Committee are:

For the Municipality of Genoa, the Councillor for Economic Tourism Development and Territorial Marketing Laura Gaggero;

For the Metropolitan City of Genova, the Councillor Franco Senarega;

For the Region of Liguria, Daniele Biello (Department of Culture) and Francesco Caso (Department of Economic Development);

The Mayor of Favale di Malvaro, Ubaldo Crino;

Anna Maria Saiano, U.S. Consular Agent Genoa, Consular Agency of the United States of America

Cristina Priarone, President of the Italian Film Commission

Brian Boitano, US Olympic Athlete

For La Compagna Franco Bampi;

For Consulta Ligure G.B. Guido Robba;

For the Association Liguri nel mondo President Mannini;

Giorgio A. Chiarva, writer

For Confartigianato Liguria Luca Costi;

For the production sector Michele Rovini, director, and the Ezio Landini, producer;

The members of the Board of Directors and Executive Board are:

Cristina Bolla, President;

Claudia Oliva, Vice President;

Giorgio Oddone, Board Member and responsible for the coordination of the members of the scientific committee;

Roberto Lo Crasto, Board Member and Simonetta Porro (President of the Association #unamanonelcerchio) Secretary.

In order to study the possibilities for relationships with the European Parliament, also Sonia Sportiello was involved.

“I am very happy that we have created the Centro Studi Amadeo Peter Giannini, which honors the figure of one our great fellow countrymen, and to be part of it by taking on an operative and project-oriented role – declares Laura Gaggero, Councillor for Economic Tourism Development and Territorial Marketing -. Genoa is becoming more important in the area of audiovisual production, because it is an ideal set and thanks to the successful work that the Genova Liguria Film Commission is carrying out in order to bring the production of films and TV series as well as advertisements and music videos to the area.

All of this is growing the entire service sector and the professionalism of our territory often used to support foreign productions that have recognized their high value. We are on the right track, but we want to continue growing by focusing on training and skills. The location offer must be increased by multiplying the occasions for economic development and those for making Genoa known, making it a destination for film tourism, also creating ad hoc routes. From this point of view, and in spite of the current difficulties, the success of the “Petra” miniseries is already being acknowledged. Amadeo Peter Giannini was an exemplary person whose visions for the future were combined with an entrepreneurial capacity, and we want to continue to work and reach ever higher goals, using him as an example».

The Centro Studi Amadeo Peter Giannini aims to create a bridge between Liguria and the United States, in particular with Los Angeles. From the point of view of audiovisual productions and the implementation of strategic marketing activities, it intends to promote the Ligurian territory, also on an international level, as a “cinematographic” destination, a location for TV series and films and create partnerships with our companies in the industry. Training tools will be created and the “Premio Amadeo Peter Giannini” award will be established to promote the new generations. Work groups will be created for the study, research, development, planning, internationalization and many others still being defined.

“We are particularly proud of our collaboration with the Municipality of Genoa and all the partners we have involved in CSAPG, says Cristina Bolla, President of the Genova Liguria Film Commission and the Study Center.

The creation of this Study Center is one of the actions we consider to be very important for promoting the territory, the city and its audiovisual companies. It will be a fantastic growth opportunity also from the point of view of professional training for people already working in the industry as well as those, especially young people, who want to start a career in this area”.

For this reason, the Film Commission is collaborating with Cif (Professional Training Institute) and Scuola Edile (School of Construction) for a scenography project. The students taking the course are involved in a project for the scenographies of the Centro Studi Amadeo Peter Giannini, with inauguration at the end of February.

Genova Liguria Film Commission has increased its focus on attracting audiovisual production companies, thereby generating a progressive and considerable increase in productions that use the territory of Genoa as a location for filming, both in numeric terms (number of productions, with an annual increase of 15-20%) as well as quantitative terms (days of filming, +20% in 2019 in comparison to the previous year). The Commission is working continuously to promote and provide support services to productions, which has resulted in a constant increase in the number of productions in Liguria and, in particular, in Genoa. Also during the lockdown of previous months and the current situation, the Foundation is managing audiovisual projects that have been scheduled for some time and generated by

the intense activities for promoting the territory, making Liguria a set for all seasons, starting from the launch of the brand “Liguria Terra da Fiction – Liguria Land of Fiction”, which is producing optimal results.

The Centro Studi Amadeo Peter Giannini is headquartered in the same building as the Genova Liguria Film Commission: Villa Durazzo Bombrini in via Muratori 5 in Cornigliano.