



Attachment - Title of the Award

SHORT FILM MDFF AWARD 2014

Award for an original cinematographic project with the theme of the culture of design and architecture

Theme

Milan. Places where we eat.

Contest timing

11 April - 30 June 2014.

MiCue Milano Design on the occasion of the Second Edition of the Milan Design Film Festival (MDFF) is promoting a theme award aimed at selecting original cinematographic projects supporting creativity and geared to enhancing collective sensitivity towards the culture of design and architecture. The prize is supported by the contribution of 3D Produzioni, Alessi and the SAE Institute of Milan.

The projects - presented as unpublished storyboards, in order to make an audiovisual film of maximum 10 minutes – will be selected by a jury. The theme contest, **"Milan. Places where we eat"** is meant to embrace design, architecture and food habits. All this set in one city: Milan, the coming seat of EXPO 2015. The places chosen dedicated to eating can be either public or private and must narrate our behaviours at table and our relationship with food. The contest is aimed at directors, video-makers, screenwriters and all those, whether Italian or not, who intend to try their hand at an audiovisual work.

Granting and presentation of the Awards will take place after the 10 participants chosen will do a live showing of their projects during the MDFF, between 9 and 12 October 2014.

The Awards

SHORT FILM MDFF AWARD. The prize, given by a jury, is meant to cover the costs of producing the complete work for a total value of 15 thousand Euros. The film will be presented during the Third Edition of the MDFF in 2015.

AUDIENCE SHORT FILM AWARD. It is the prize that will be awarded by the public and consists in a study grant offered by the *SAE Institute Milan* and totally covering the fees for the 2015 Course of *Motion Graphics*.

The jury

A jury of experts and professionals in the audiovisual, architecture and design fields will select the 10 finalists.

Antonella Dedini, architect and curator of Milano Design Film Festival; **Silvia Robertazzi**, journalist and curator of Milano Design Film Festival; **Porzia Bergamasco**, journalist and independent free-lance curator; **Letizia Cariello**, artist; **Lionello Cerri**, managing director of Anteo S.p.A.; **Didi Gnocchi**, director of 3D Produzioni; **Maurizio Nichetti**, film director and creative director of Centro Sperimentale di Cinematografia (Lombardy); **Patricia Urquiola**, architect and designer, **Alberto Zontone**, architect - Studio Urquiola; **Vincenzo Cuccia**, head of Film Department - SAE Institute Milano.

To participate

The inscription form for the Award and the rules will be published in a downloadable version from 11 April to 30 June 2014 on the following sites: milanodesignfilmfestival.com, 3dvideo.it, alessi.it, milano.sae.edu, spaziocinema.info.

Within the 30 June 2014, the storyboard has to be sent by registered letter to:

MILANO DESIGN FILM FESTIVAL AWARD, at MiCue Milano Design S.r.l., Corso Magenta 76, 20123 Milano, Italia

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