

Filming Locations in the Example of the Friuli Venezia Giulia Film Commission

Abstract

As recalled in the title, "Filming Locations in the Example of the Friuli Venezia Giulia Film Commission", the subject of this graduate thesis relates to natural locations used for films set in Friuli Venezia Giulia and shot primarily outdoors.

All this thanks to the financial and operational support offered by the Friuli Venezia Giulia Film Commission to movie production companies.

The term "Film Commission" designates all those non-profit associations aiming at attracting movie production companies in their respective territories, so the surrounding landscapes can appear in their films and thus attract, in turn, international tourism. This strategy is known as territorial marketing.

By now the Film Commissions phenomenon is well rooted at the European level, in particular at the Italian level; we can count over thirty Italian Film Commissions at the region and province levels.

After a few historical notions and a presentation of Film Commissions, I analyze the financial and normative aspects, and conclude with a brief review of Italian, European and World Film Commissions.

The main chapter deals with the Friuli Venezia Giulia Film Commission, from its foundation through its development and its relationships with local institutions. A section of this chapter is dedicated to the means used by the association to attract film productions to the territory.

The FVGFC was founded in Trieste in 1999, and later has become one of the most important Film Commissions in Italy, with 101 supported productions between films, TV series, music videos and commercial ads.

In the next chapter I focus on the locations included in films set in Trieste and in the Friuli territory from the early nineties until today, starting with movies such as *Farewell to Arms*, Frank Borzage, 1928, through *The Godfather, Part II*, Francis Ford Coppola, 1974, up to the last masterpiece by Gabriele Salvatores, *Come Dio Comanda*, 2008, produced in partnership with the FVGFC and entirely filmed in Friuli.

The conclusion comprises four interviews, all somehow mutually interrelated. The first interview is with Federico Poillucci, father of the FVGFC, the second with the German author and screenwriter Veit Heinichen, then comes Giampaolo Penco, a director who also cooperates with Videost from Trieste, and finally with stage, cinema and TV actor Maurizio Zacchigna.

A detailed list follows of all films, TV series and music videos produced by the FVGFC since its inception up to the present day.

The included CD represents as a complementary and exhaustive chapter in this thesis; it contains a map of the Friuli Venezia Giulia region, with facts, trailers or stage photos from all films related with the FVGFC, classified by location and by category: film, TV series, documentary, music video.

(Matteo Caenazzo, May 2009)

Multimedia CD

This thesis includes as an attachment a multimedia CD. Through a map of Friuli Venezia Giulia, all movie productions are illustrated that took place in this territory since the foundation of the FVGFC up to the present day.

The user is presented with a map of the region; every location in which a film was shot is marked by an active button in form of a red square that gives access to the complete fact sheet.

Take for instance Trieste. The main city of Venezia Giulia has the highest number of productions supported among all the locations in the region.

By clicking on Trieste, a new window opens with three different options: film, TV series or music video. By selecting the "film" option, a list appears with all movies in which at least a portion of all scenes were shot having Trieste as their subject.

For each feature film, the title, direction, year, production company and filming locations are included; for instance, the Rive (city seashore streets) or the Carso mountains appears in some films as filming locations.

In addition, stage photographs are included that were taken during the shooting by personnel from the Film Commission; in other cases, trailers or highlights are available. *Come Dio comanda*, by Gabriele Salvatores, is an example of a feature film that was shot in 2008 in various town and villages in the Friulian territory, where the director selected backgrounds and landscapes that were suitable as sceneries for certain scenes in his feature film.

This particular entry offers a trailer and also a special interview to the director, and can be accessed from different locations, as it comprises several scenes, each of which was shot in a different place and a different way; all these territories communicate to the director a different interest to adapt the situation that is recounted by the film.

As a conclusion, this CD is intended as a demonstration of both of the number of productions supported by the FVGFC through all these years and the vastness and richness that this territory offers to all kind of direction and cinematographic projects.

Soon the CD will be available for consultation on the FVGFC website: www.fvg.filmcommission.com.

(Matteo Caenazzo, May 2009)