

Crossovers: Films and Documentaries as Tools for Social Research

20-21 April 2023, University of Bolzano-Bozen

unibz

The Conference

'Crossovers' is a term used in film and fiction to describe situations in which two or more characters, ambience, or objects from different fictional contexts, merge and interact in a novel setting. It is like a superhero falling for madame Bovary, or, for that matter, the social sciences engaging documentaries and films as tools for research and dissemination. Crossovers will overlap with the **Alpenländische Produktionsworkshop** (ZeLIG School for Documentary & IDM – South Tyrol Film Commission) and the **Bolzano Film Festival Bozen**. Discussion will address, filmmaking as a research tool and a means to teach the social sciences: minorities, conflict, inequalities, and sustainability will be investigated through the universal language of film. A special focus will be dedicated to audience design & development, that is, on strategies instrumental to creating audiences for independent films & documentaries (as vehicles of democratic ideas and mores). The idea is that audience development and audience strategy are not marketing tactics but rather social & political tools for shaping democratic publics. The seminar is part of an ongoing effort, by Unibz (in cooperation with IDM - Film Commission South Tyrol, the ZeLIG School for Documentary, and Filmclub), to explore non-canonical, expanding means of research and dissemination of ideas.

The Participants

Isona ADMETLLA, World Cinema Fund (Berlinale); Marta ANDREU, Producer; Vincenzo BUGNO, Bolzano Film Festival Bozen; Niccolò CASTELLI, Solothurn Film Festival; Roberto CAVALLINI, Producer Albolina Film; Silvia DAL NEGRO, Unibz; Sergio FANT, Trento Film Festival; Roberto FARNETI, Unibz; Nicolò GALLIO, film consultant & tutor; Heidi GRONAUER, ZeLIG School for Documentary; Thomas HEILER, Nordische Filmtage Lübeck; Daniele IETRI, Unibz; Verena MARCHIOTTO, Kikero; Eleonora MASTROPIETRO, Università di Milano & director; Gayatri PARAMESWARAN, Nowheremedia Berlin; Hanna REIFGERST, Nordische Filmtage Lübeck, Young Audience Program; Nicoletta ROMEO, Trieste Film Festival.

The event is sponsored by **iDM Film Commission Südtirol** and supported by **Filmclub**

Thursday 20 April, 10:15 — 19:30
[Unibz, room D1.01]

10:15 Introduction

Roberto Farneti & Daniele Ietri, *Audiences and Democratic Publics*

11:00 Talks

Mapping Languages and Landscapes

Chairs: Roberto Farneti & Silvia Dal Negro

Gayatri Parameswaran & Heidi Gronauer, *ESoDoc*

Eleonora Mastropietro & Daniele Ietri, *mapping and documentaries*

13:00 Lunch

14:00 Talk

Film Labs & Film Development

Chair: Daniele Ietri & Eleonora Mastropietro

Marta Andreu & Roberto Cavallini

15:00 The conference will convene at the Bolzano Film Festival Bozen (Cinema Capitol)

15:15 Keynote 1

Marta Andreu, *Filming landscapes*

15:15 Screenings (Bolzano Film Festival Bozen), *Piccole Lingue Doc*

17:45 Film *Le mura di Bergamo*, by S. Savona (ITA. 2023, 137') with Unibz Studium Generale & Bolzano Film Festival Bozen

Friday 21 April, 10:15 — 24:00
[Unibz, room D1.01]

10:15 Introduction

Verena Marchiotto, Kikero *Students' (film) audiences*

10:30 Keynote 2

(IDM Jour fixe): **Nicolò Gallio**, *What is Audience Design?*

11:45 Keynote 3

Isona Admetlla, *Audience strategies for Film Festivals*

13:15 Lunch

14:30 Talk

Vincenzo Bugno, Niccolò Castelli, Sergio Fant, Thomas Heiler, Nicoletta Romeo *The audience strategy of small and medium film festivals*

16:00 Talk

The future of (young) audiences

Chair: Roberto Farneti & Hanna Reifgerst
Isona Admetlla, Nicolò Gallio & Birgit Oberkofler

17:30 Final remarks

Roberto Farneti & Daniele Ietri

18:00-24:00 The day's program will continue at the **Centro Trevi** (with the **film**: *Herthilde Gabloner/Maria Gardena: La donna che visse due volte*, by M. Delli Guanti)