

“Come andavamo al cinema?”

2019 : Competition for students of Italian language and culture

This competition is run by CineRicordi (Oxford Brookes University). CineRicordi (www.cinericordi.it) is an online archive that documents the history of cinema-going in postwar Italy through a combination of oral histories and archival materials. The archive features 160 video-interviews with ordinary cinema-goers from across Italy and over 300 artefacts, which were crowdsourced from private collections

Introduction

In the 1950s, cinema-going was the most popular pastime in Italy. In the early part of the decade, there were some 8,000 cinemas in cities, towns and provinces across the country. This was significantly higher compared to nowadays when recent figures estimate that the number of cinemas throughout Italy has fallen to 1,725. Despite this dramatic reduction in the size of Italy’s cinema network, the practice of cinema-going continues to be a popular leisure activity, and thanks to hugely popular films like *Quo vado?*, *Perfetti sconosciuti* and *Lo chiamavano Jeeg Robot*, Italian audiences are once again growing with figures for admissions in 2016 showing an increase of 6.1%. Beyond just being a form of entertainment, cinema-going is an important social activity which can provide us with a better understanding of broader cultural issues, particularly when viewed in a historical context.

In 2013, the Italian Cinema Audiences project was launched with the aim of gathering oral history data about the experiences of people who attended the cinema in the post-war period. The project has collected memories in the form of questionnaires and video-interviews from over 1,000 participants in eight different urban and rural areas across Italy (Rome, Milan, Turin, Naples, Florence, Bari, Cagliari and Palermo and the surrounding provincial areas). The memories gathered by the Italian Cinema Audiences project form a rich archive and educational resource, which can help younger generations to engage with their history and cultural heritage in particularly vivid ways.

In 2018, we launched the CineRicordi which allows users of all ages to learn more about the history of cinema-going in post-war Italy. Through a series of dynamic maps that reconstruct the historic cinema networks of Rome, Bari, Milan, Turin, Naples, Florence, Bari, Cagliari and Palermo, users will be able view participant interviews and browse collections of

personal artefacts, cinema-related memorabilia and relevant archival materials.

Aim

The aim of this competition is to raise awareness of the CineRicordi archive as a teaching resource that can be used to illuminate discussions about post-war Italy and issues such as national identity, censorship, education, gender and urban development; while also encouraging students to engage with its contents in a range of creative ways.

Prize

The winner will have his/her activity uploaded on the Cinericordi website, will receive £250 in Amazon voucher and will be invited to present his/her project during the final Cinericordi event.

Participants

The competition is aimed at students of Italian language and culture throughout the UK and Ireland

Competition guidelines

Participating students may submit an individual or group entry under one of the following categories:

1. Tales of cinema-going

Write a story (either in English or Italian), inspired by the testimonies of one or more of the interviewees featured in the CineRicordi video gallery. The story must be linked to a cinema, a film, an actor / actress, a city, or any episode narrated by the CineRicordi interviewees. Minimum length of the story: 3,000 words. Maximum length: 5,000 words.

2. Oral history project: Interview an Italian person in your community or university about their experiences of going to the cinema. Interviews can be presented in video, or audio and must be a max of 10 min in length.

The work can be submitted in Italian or English

Additional resources

In addition to the content available on CineRicordi, the following films and documentaries can be used as supplementary resources:

-Bellissima (Luchino Visconti, 1953)

-L'uomo delle stelle (Giuseppe Tornatore, 1995)

- Nuovo cinema paradiso* (Giuseppe Tornatore, 1999)
- Protagonisti per sempre* (Mimmo Verdesca, 2014)

Most popular films among Italian Cinema Audience respondents:

- Gone with the Wind* (Victor Fleming, 1939)
- Roma città aperta* (Roberto Rossellini, 1945)
- Ladri di biciclette* (Vittorio De Sica, 1948)
- Ben Hur* (William Wyler, 1959)

Competition deadline

Completed entries should be sent to Daniela Treveri Gennari (dtreveri-gennari@brookes.ac.uk) and Sarah Culhane (culhanes@tcd.ie)

The closing date for completed entries is 30th June 2019

The winning entries will be announced in 15th July 2019