



## **MIA 2025 UNVEILED.**

### ***Global Partnerships and New Initiatives.***

### ***Projects selected for Scenari Transalpini announced.***

**Cannes, May 20th, 2025** - On May 19th at the Italian Pavilion in Cannes, the international audiovisual community gathered for the unveiling of the next and eleventh edition of **MIA | Mercato Internazionale Audiovisivo** - promoted by **ANICA** (Italian Association of Film, Audiovisual and Digital Industries) chaired by Alessandro Usai, and **APA** (Italian Audiovisual Producers Association) chaired by Chiara Sbarigia, and directed by **Gaia Tridente** - to be held in **Rome from October 6 to 10, 2025** .

The panel, moderated by **Gaia Tridente**, featured a lineup of global industry leaders: **Frédéric Lavigne**, Artistic Director of Series Mania; **Cia Edström**, Head of TV Drama Vision at the Göteborg Film Festival; **Jérémie Kessler**, Director of European and International Affairs at CNC; and **Roberto Stabile**, Head of the International Department, Cinecittà/DGCA.

The most significant developments of the 2025 edition were presented, with a particular focus on the programs and initiatives that reinforce MIA's **international dimension**.

It also was an opportunity to highlight the commitment of the partners behind **Scenari Transalpini** - the initiative by Institut français Italia in partnership with MIA and Villa Medici, in collaboration with Cinecittà, with the support of the DGCA-General Directorate Cinema and Audiovisual of the Italian Ministry of Culture, the CNC-Centre national du cinéma et de l'image animée - that fosters collaboration between the French and Italian audiovisual industries supporting the development of audiovisual works.

During the panel, the 6 **projects selected for Scenari Transalpini 2025** were announced as follows: *The clan of the Marseillais/Il Clan dei Marsigliesi* produced by Giorgio Gucci and written by Alessandro Fabbri (Italy); *The White Queen/La regina bianca* by Sara Loffredi and Alberto Ostini (Italy); *Ex Tenebris Lux* by Giacomo Arrigoni (Italy); *La linea verde* by Elio and

Chiara Cassaghi (France); *Lake Como* by Hanna Ladoul and Marco La Via (France); *O Sole Mio* by Marguerite and Thérèse Quadrelli (France).

**Apollo Series**, a new training program developed in collaboration with Series Mania Institute and Nordisk Film Market/TV Drama Vision, was also introduced.

The session offered a comprehensive overview of MIA's professional programs, including the **Co-Production Market**, which opens up new co-production opportunities for industry professionals; MIA's **Content Showcases**, including **C EU Soon**, which, also for this edition, will see the **Screen International Award** assigned; and a new edition of **SHOOT THE BOOK**, in collaboration with Scelf and Institut français Italia aimed at strengthening the literary adaptation market by nurturing dialogue between authors, publishers, and producers interested in adapting literary works.

MIA 2025 will host delegations from several countries. Among these, thanks to an agreement with the **Cuban Institute of Cinematographic Art and Industry (ICAIC)**, representatives from **Cuban institutions** and from the brand new **Cuban Film Commission** together with film industry professionals will attend. This will be an opportunity to foster new international cooperation, with the aim of facilitating future co-productions.

MIA is supported by the **Italian Ministry of Foreign Affairs and International Cooperation**, **ITA-Italian Trade Agency**, with the contribution of **Creative Europe MEDIA**. It also receives support from the **Italian Ministry of Culture**, the **Italian Ministry of Enterprises and Made in Italy** and the **Lazio Region**. The official sponsor of MIA is **Unicredit**. MIA enjoys the patronage of **Eurimages**.

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