

Press release

Corfu, February 14, 2019

CIAK: Lights, camera, action!

Infoday in Corfu

13 February 2019, Ionian University

The Info Day in the framework of the CIAK ("Common Initiatives to Acknowledge and Valorize the Tourism Potential of the Program Area through Cinema") project was held with great success on Wednesday, February 13, 2019. In the context of the event, the project actions that are being implemented were presented in detail, with emphasis on the Memory Greece – Italy Call, which aims to finance 10 short film productions, the script-writing seminar, scheduled for three weeks in Corfu, Ioannina and Bari, and the forthcoming animation festival to be held in the city of Corfu.

More than **120 participants** had the opportunity to ask questions related to the above actions, but also to interact with the internationally renowned, **award-winning director Alexandros Avranas**, who spoke about the contemporary reality in the field of directing under new director perspectives and provided the forum for a very constructive dialogue.

CIAK project, funded for around 900.000 euro by Interreg V-A Greece-Italy Programme 2014-2020, aims to promote the territory of the involved regions (Regions of Ionian Islands, Western Greece and Epirus in Greece and Puglia Region in Italy), through initiatives linked to the cinema and audiovisual sector. The valorization of the natural and cultural heritage through short movies, documentaries, fiction, animations about the common story of Italy and Greece will improve the touristic attractiveness of the area by supporting a cross-border community composed of the creative industry operators.

Apulia Film Commission Foundation is the lead beneficiary of this project in cooperation with four greek partners, the Region of Epirus, the Region of Ionian Islands, the Region of Western Greece and the Ionian University – Research Committee. Associated partner is Puglia Region Department for Economy of Culture, Tourism and Valorization of Territory.

Ionian University is a CIAK project partner, represented by the department of audiovisual arts, that is responsible for the organization of the planned educational activities starting in 2019, as well as of theme-specific festivals.

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Interreg V-A Greece-Italy Programme is an European Territorial Cooperation Programme that aims to help public institutions and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries. Interreg V-A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.

Project partners



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