



Civica Scuola
di Cinema
Luchino Visconti



comieco
Consorzio Nazionale Recupero e Riciclo
degli Imballaggi a base Cellulosica

**Milano Film
Festival** 2019

PRESS RELEASE

A project designed in co-operation with Civica Scuola di Cinema Luchino Visconti and the Milano Film Festival

ONE MINUTE TO TELL THE STORY OF THE SEVEN LIVES OF PAPER

On October 9th, the awarding ceremony of the Competition "The 7 lives of paper" – 20 video entries explaining the value of separate paper and board collection and recycling with different techniques and approaches

Milan, September 23, 2019 – Explain the concept of rebirth that the paper and board recycling process implies in one minute is the challenge launched by **Comieco** – the **National Consortium for the Recovery and Recycling of Paper and Board Packaging** – to the young talents, both graduates and undergraduates, of **Civica Scuola di Cinema Luchino Visconti**. A mere sixty seconds to shape the **7 lives of paper** according to their own perception and creativity, and help convey the importance of appropriate separate collection as the first step of a virtuous cycle involving each and every one, from the individual citizens to the administrations.

The motion-pictures language joins the paper and board recycling process and paper and board recycling goes to the movies: the winners will be announced on **Wednesday, October 9** at the **Odeon movie theatre** as part of the Milano Film Festival agenda.

The twenty video entries were already voted over the past few weeks by a people's jury that expressed their preferences on the [Comieco website](#); these added up to the evaluation of a technical jury made up of Comieco, Civica Scuola di Cinema Luchino Visconti, the Milano Film Festival, and Carlo A. Sigon, Director and teacher at Scuola Civica.

The young talents' approaches and **ideas** range from poetic to ironical, from meditative to metaphorical, from irreverent to documentary. Shooting and editing techniques also contribute to enhance their work: from the use of the subjective and stop-motion technique to encourage viewers to engage and become the main players in the recycling process, to the sounds produced with the use of paper. The underlying theme of all the works is the utmost versatility of paper and board, which come to a new life with different shapes and functions.

*"On occasion of the Milano Film Festival, we are proud to promote and ensure visibility to the young talents of Civica Scuola di Cinema Luchino Visconti, who were able to use their creativity to convey the concept of paper rebirth through the recycling process", said **Amelio Cecchini, Chairman of Comieco**. "While Italy is achieving excellent results in terms of separate paper and board collection, and now ranks at the top of the list in Europe, the need for information on the subject is still very strong. The competing works help disseminate the culture of sustainability, which is crucial to protect our planet".*

*"Civica Scuola di Cinema Luchino Visconti did not hesitate to join in this initiative with great confidence and enthusiasm," adds **Laura Zagordi, Director of Civica Scuola di Cinema Luchino Visconti**. "It was, in fact, an opportunity for our graduates and undergraduates to test themselves on the very topical issue of sustainability by combining creativity with professional skills, while confronting with the labour world. The task of a civic school is to convey messages that may help arouse the environmental awareness of the future world citizens".*

*"Milano Film Festival is traditionally aimed at acting as a venue for research and promotion for the international high-quality motion pictures business with a close focus on young directors, an open platform in the international movie landscape for meeting and sharing, where young authors can find an opportunity for confrontation and visibility," says **Natalia Larovere, Milano Film Festival Marketing Manager**. "This is why we are proud to host to the awarding ceremony of the Competition "The 7 Lives of Paper" promoted by Comieco and Civica Scuola di Cinema Luchino Visconti, which granted young talents the opportunity to address such urgent issues as sustainability and paper recycling."*

For further information

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Comieco (www.comieco.org) is the National Consortium for the Recovery and Recycling of Paper and Board Packaging, founded in 1985 by a group of paper industries interested in promoting the concept of "environment-friendly packaging". In 1997, with the enforcement of Legislative Decree 22/97, Comieco formed a National Consortium within the CONAI system and contributed, with a strong prevention and development policy, to a three-fold increase of separate of paper and board collection in Italy, from 1 to over 3 million tons, thus meeting (and exceeding) the recycling targets for paper and board packaging waste set by the European legislation.

Founded in 1962, **Civica Scuola di Cinema Luchino Visconti** is a top-level organization providing audio-visual training. With deep local roots, it trained entire generations of professionals in all major authorial and technical roles. As evidence of the educational importance acquired over the years at national and international level, the School was named after the great Milanese director Luchino Visconti, 40 years after his death. Starting with registration for the academic year 2018/2019, the School also issues qualifications equivalent to the three-year university degree. Civica Scuola di Cinema Luchino Visconti is part of the Milan Foundation – Civic Schools, a participated entity of the Municipality of Milan operating in the field of Higher Education, and is an active member of Cilect, the world association of cinema and television schools and universities.