

MEDIA RELATIONS

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FERZAN OZPETEK FOR THE ENEL DIGITAL CONTEST

The famous film director will preside over the expert panel of the contest dedicated to showcasing films made by young filmmaking talent. The biggest new development in the fourth edition of this competition, is its extension to films from anywhere in the world, the creation of a new prize, and its "appearance" in Second Life

Rome, 19 October 2007 – **Ferzan Ozpetek** will chair the panel of experts judging the **Enel Digital Contest**, the internet contest for young video makers promoted for the fourth straight year by Enel and the Associazione Amici del Future Film Festival. The film director of *Saturno Contro*, one of the most innovative talents of the Italian film industry, will be supported by a panel of experts from the world of cinema and culture: **Massimo Cristaldi**, film producer, **Laura Delli Colli**, journalist and President of the National Italian Film Journalists' Union, **Mario Morcellini**, Dean of the Faculty of Communications Science of the University of Rome "La Sapienza", **José Salcedo**, film editor, **Gloria Satta**, journalist of the newspaper "Il Messaggero", **Giovanni Bietti**, musicologist of the National Academy of Santa Cecilia and **Gianluca Comin**, Director of External Relations of Enel.

"The Future of Energy" is this year's theme, and contestants are invited to reflect - to take an approach whether serious, or ironic or set in science-fiction – on what will happen to the quest for respect of the environment and sustainable energy in a near or distant future.

Internet, as always, will play a crucial role in the contest: the short films of the aspiring film makers, in addition to being subject to the judgment of the expert panel, will also be screened online and voted upon by an **Online Jury**, made up of viewers on the Internet.

The 2006/07 edition presents some **important innovations**: for the first time the **contest has been extended to films from anywhere in the world** as well as to the **world of music** and, once again for the first time, has made its way into the virtual universe of **Second Life**.

After the huge success that previous contests in Italy have enjoyed, with a growing number of participants and tens of thousands of online voters, the organizers decided to broaden the horizons of the initiatives: **Gianluca Comin**, Enel's Director of External Relations explained that *"Extending the Enel Digital Contest to films submitted from anywhere in the world is the natural progression for a contest which is now quite well-known and appreciated in our country. Moreover, this innovation reflects Enel's identity: a company which is increasingly aiming at expansion abroad in order to become a great multinational company in the energy sector"*.

The absolute novelty of this edition of the contest is also the creation of a **Special Prize for the Best Soundtrack** in collaboration with the **National Academy of Santa Cecilia**: this new recognition, awarded by the representative of the Academy, Maestro Bietti, showcases the fully-fledged artistic capacity shown by the contestants in an essential aspect of the creation of any audiovisual work.

Since this contest for young talent is played out on the web, we could hardly fail to include an 'a way in' to the virtual world of **Second Life**. So, in Enel Park, the hugely popular Enel island, you can sit in the Auditorium and, until the 31st of October 2007, watch the entire program of film clips which have been submitted in the latest edition of the prize, consult the new contest announcements in the Welcome Point and the Energy Bar, as the works in this new edition are screened and followed.

The initiative has received the sponsorship of: the Accademia Mediterranea di Arti Visuali, Academy of Fine Arts of Bologna, the University of Bologna, Istituto Politecnico of Milan, the European Institute of Design of Milano, the Department of Communications and Spectacle Sciences of the Università Cattolica del Sacro Cuore of Milan, NUCT (Scuola Internazionale di Cinema e televisione), Università IUAV of Venice, the European Academy of Cinema and Television Griffith 2000, the National Academy of Santa Cecilia.

The **deadline for entering the contest is October 31, 2007**, while that for the submission of the works themselves is set for December 31. Contest information, as well as rules and regulations are available at **www.enel.it/digitalcontest**.

The prizes of the fourth edition of the Enel Digital Contest:

Prizes to be awarded by the Export Panel Jury

Prize for the Best Production: 5,000 Euros
Prize for the Best Creative Idea: 1,500 Euros
Prize for the best Editing: 1,500 Euros
Special Prize for the Best Soundtrack: 1,000 Euros

Prizes awarded by the Online Jury

First Prize: 3,000 Euros.
Second Prize: 1,500 Euros.

For further information contact:

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