



LUCE INSTITUTE TO SPONSOR ISCHIA GLOBAL FILM & MUSIC FEST

Lacco Ameno (April 28) The Luce Institute, in order to help foster professional contacts among leading international entertainment producers, live musical performances and exclusive film previews, is joining as a sponsor of Ischia Global Film and Music Fest July 13-18.

Luciano Sovena, the new general executive manager of the Luce Institute, said, We believe a lot in the force of this initiative and in its potential. The market of the cinema is global. ♦ He said the Institute will help promote the Ischia event at the Cannes Film Festival in May with the objective of bringing to Ischia in July leading European producers to discuss the new technologies and means of distribution for audiovisual entertainment, including the internet and universal mobile telecommunications service (UMTS).

The Institute also is supporting creation of an archive of the golden years of film production on Ischia, when the island was a destination for leading international film stars.

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