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## **CINECITTÁ STUDIO MODERNIZATION YIELDS POSITIVE RESULTS**

### **Studio Innovations Customize Client Support and Maximize Tax Benefits**

ROME – (June 18, 2012) Cinecittá Studios' multi-year plan to implement far-reaching changes in the studio's operation has proven to be an unqualified success. One of the most dramatic shifts in Cinecittá's business model was to move away from being a large, monolithic state-owned entity. The Studio has now been transformed into a series of specialized, more agile, companies working together to streamline each client's production process.

General Manager Giuseppe Basso has successfully executed a series of vital changes to the studio operations. Basso is well known for his creation of the successful Cinecittá Shows-Off Event and the opening of the Cinecittá museum. The ongoing exhibition has welcomed more than 100,000 visitors in the past year, introducing them to the magic of moviemaking Italian style. Walking the streets of Cinecittá, where Martin Scorsese's *Gangs of New York* was shot, guests explore the ancient facades of Ancient Rome, and the piazzas and streets of Medieval and Renaissance towns and cities. The unique tour is carefully choreographed to avoid interfering with production companies shooting at the studio.

Basso has also reorganized and expanded the studio's marketing division, creating a team of dedicated professionals who provide services for both domestic and international productions. With clients ranging from photographic shoots and video clips to commercials, TV and feature films, the newly created team, headed by board member Carole Andrè-Smith, is poised to support and satisfy every client's need.

Additionally, under Basso's direction, Cinecittá has established an Executive Production Service. Based at the celebrated facility, the Service counsels producers so that they may take maximum advantage of the of the tax benefits available in Italy. Basso confirms that with the support of Cinecittá Studios, productions can access up to 52% of benefits when all exemptions, credits, and rebates are tallied.

While its inimitable 75-year tradition of artistry and exceptional range of production services continue to underscore the work at Cinecittá, the campaign for modernization is making it easier and more cost effective for

clients from across the world to experience one of filmmaking's most venerable locales.

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