

cinema centrale



ITALY

THE SHOW MUST GO ON

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A screening room at the Cinema Centrale, Turin.

The uncertainty and fragility of the culture industry

"I feel like an actor who has to endure a role rather than perform it," explains Gaetano Renda from the Cinema Centrale in Turin. The Covid emergency has highlighted the fragility of the Italian cultural system: cinema and theatre represent an important industry but are sectors that are often neglected by the country's institutions.

As well as substantial economic losses, the jobs of the many professions such as technicians, administrators and artists are at risk. Serious questions remain concerning the potential long-term effects, which could include a desertification of entertainment, the loss of a nationwide presence or even untamed deregulation.

Cinema and theatre, in fact, do not perform only an artistic function, but also a social one: their venues are often bastions of creativity, coexistence and integration within communities. "We have transformed this phase into a moment of experimentation," explains Corinne Baroni of the Teatro Coccia, "we are working with a perspective of playing with technological innovations, with the language, with a multidisciplinary form. Perhaps this is the solution: involving the public and guiding them towards greater interaction."



Cinema Nazionale, Turin. Lorenzo Ventavoli, owner.



Teatro sociale di Valenza, Valenza (near Alessandria).



Teatro Coccia, Novara. Theatre director Corinne Baroni poses at the empty theatre during a break in filming *Cassandra, in te dormiva un sogno*, which is being broadcast via stream.



Teatro Regio, Turin.



Emilano Bronzino, artistic director at the Casa del Teatro youth theatre, Turin.



Turin, Cinema Maffei, a former adult cinema, is being renovated thanks the association Cinema Teatro Maffei A.P.S. which is repurposing the venue as a multifunctional cultural space.



Cinema Romano, Turin. Projectionist Claudio Botta has worked for 25 years at the same cinema, he is due to retire soon.



Teatro Gobetti, part of the Teatro Stabile circuit in Turin.



San Pietro in Vincoli, Turin. Beppe Rosso, director of Acti Independent Theatres.



Cinema Ambrosio, Turin.

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