



PRESS RELEASE

Milan, 29 April 2013

**13TH EDITION OF MIFF AWARDS – ALL PREMIERES WILL BE FREE!**

**Free admission to all screenings for the 2013 Milan International Film Festival, introducing this year *Green Weekend*, dedicated to the theme of Expo 2015.**

**Milan, May 2013** –The 13th edition of the MIFF Awards will open its doors to all Milanese from May 8 to May 18 with the slogan “MIFF BRINGS THE PARTY INTO TOWN“, offering free admittance to all film screenings.

“Our slogan is both in line with the Italian Cinema Week, whose dates coincide with the MIFF (Anica’s offer is 3-Euro tickets, the MIFF’s offer is free tickets), and it sums up this festival’s identity, whose mission is to promote cinema with no compromise nor commercial aims”, observes Andrea Galante, founder of the Film Festival award.

This year’s predominant color will be green, as *Green Weekend*, from May 10 to May 12, when the Auditorium Giovanni Testori of Palazzo Lombardia will host an entertaining and informative series of events focused on sustainability and environment.

A new entry of this 2013 edition will be represented by “*Green Screen*”, a pro-environment section in line with the theme of Expo 2015 and with the program of *Expo days*, a series of manifestations scheduled in May, leading the path towards the World Exposition.

This year the *Green Carpet*, launched during MIFF 2012 for the screening of Chris Paine’s film *Revenge of the electric Car*, will take place in piazza Città di Lombardia and will celebrate five movies exploring sustainability: *Coal Rush*, directed by Filippo Piscopo and Lorena Luciano, revolving around the industrial pollution of drinking water in America’s East Coast; *Ecopia – Intelligent Building Sustainable Living*, directed by Christian Vinkeloe and Daisy Weisbrodt, about climate change and futuristic architecture; *GMO OMG*, by Jeremy Seifert, exploring crop variation and the consequences of GMO food; *New Project the Moo Man*, by Andy Heathcote, the story of a farmer’s fight against the system of food production and mass distribution; and *Parole sostenibili*, by Marco Dazzi, about the myriads of meanings of the word “sustainability”.

The peak of the *Green Weekend* will then be the *Green Spirit Award*, an international prize awarded to a celebrity, a film or a company for an artistic or commercial idea / initiative supporting the sustainable development of our planet.

Further information:

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