

PRESS COVERAGE TIPS

(all editions' press coverage is available upon request)

MIFF 2000 / 1st Edition

'The city becomes an important crossroads of new trends... Cinema and multimedia technologies have finally found a meeting point... MIFF represents a new experience that takes place in one of the most peculiar and superb parts of Milan... The city of industry and business has been missing for long time a project like this: a festival able both to drive the attention to the independent cinema and to promote the image of a modern city.'

– *LA PADANIA*, October 20, 2000

'...for the first time Milan is involved in an event that promotes high quality cinema ...'

– *IL CORRIERE DI SESTO*, November 18, 2000

'...two glamorous worlds in touch: Hollywood and Milan's fashion.'

– *CORRIERE DELLA SERA*, October 27, 2000

'...a mix between world of fashion and Hollywood.'

– *CIAK*, October 2000

MIFF 2001 / 2nd Edition

'Following Robert Redford's footsteps: MIFF is in Europe what Sundance is in the USA: a place where independent cinema and filmmakers and works directed without following the standards suggested by major companies.'

– *IL GIORNALE*, October 15, 2001

'Even if it follows the Utah experience, MIFF does not forget the best tradition of the Italian cinema ...'

– *LA REPUBBLICA*, October 26, 2001

'Milan likes Sundance.'

– *FILM TV*, October 2001

'Milan is becoming the Italian Capital of cinema... the perfect place to promote cinema, filmmakers and movies...'

– *IL CITTADINO*, October 12, 2001

'Milan hosts the independent cinema. Starting from tomorrow, Milan will experience 11 days of previews and meetings...'

– *LA PADANIA*, October 17, 2001

MIFF 2002 / 3rd Edition

'MIFF represents the showcase for independent productions...It is divided into 2 sections, "Feature Films" and "Short Films" in order to provide an general overview of the world productions.'

– *CORRIERE DELLA SERA*, October 23, 2002

'Maria Teresa Ruta hosted a gala evening for MIFF Festival, the project that brought to Milan worldwide protagonists of the independent cinema.'

– *IL GIORNALE*, November 4, 2002

'...a selection of feature films and short films characterised by the harmony among cinema, technology and business... MIFF developed a new genre: faction, combination of fact and fiction...'

– *TUTTO MILANO*, October 24, 2002

'MIFF's third edition will host worldwide previews... a young project that has deserved the title of Italian Sundance.'

– *IL CITTADINO*, October 11, 2002

'Milan welcomes the festival of independent cinema that has now earned the title of 'European Sundance': the Italian version of the famous Utah festival founded by Robert Redford that every year hosts the most important players of the independent cinema.'

– *CITY*, October 19, 2002

'MIFF hosted the new faces of cinema... National and international previews and meeting with the filmmakers turned Milan into the capital city of independent movies.'

– *CITY*, November 4, 2002

'MIFF-Milan International Film Festival bridging the world of Film and Fashion...'

– *THE BUSINESS OF FILM*, May 2002

MIFF 2003 / 4th Edition

'...The passion for cinema is brought to the screen in the glamorous atmosphere of Milan'

– *CORRIERE DELLA SERA*, October 30, 2003

'...The Italian core of independent cinema...'

– *LA REPUBBLICA*, October 21, 2003

'This festival provide the audience with the opportunity of appreciating the works of many international filmmakers... A unique mix of high quality independent cinema.'

– *DUEL*, October 2003

'Milan hosts the independent cinema. It represents something new: it's neither mass cinema, nor essay cinema.'

– *IL CITTADINO*, November 6, 2003

MIFF 2005 (shifted to March) / 5th Edition

'MIFF, festival of independent cinema, turns the Da Vinci's Horse into the Oscar of Milan.'

– *CORRIERE DELLA SERA*, October 15, 2004

'...Giovanni Bozzetti underlined the importance of this event: «The objective of the International Film Festival is to define Milan as a city that can host such an important film festival».'

– *IL GIORNO*, March 4, 2005

'Peace, East and movie stars: Milan is the showcase for the new cinema. From five years on, Milan has a high quality independent film festival inspired by overseas experiences such as Sundance and Tribeca. We are talking about MIFF: a film festival that prefers solid narration and involving plots combined with new techniques, new genres and new formats (video and digital).'

– *CORRIERE DELLA SERA*, March 9, 2005

'...one of the best selections of worldwide independent cinema.'

– *CITY*, March 10, 2005

'«You can't miss this event if you love cinema» tells George... A lot of filmmakers, good films, and movie-business, from the 10th till the 20th of March at the Sundance of Italy.'

– *SOHO*, March 2005

MIFF 2006 / 6th Edition

'USA independent cinema moves to Milan and is hosted at MIFF.'

– *TUTTO MILANO*, *March 23-29, 2006*

'«Thrill, fashion and atmosphere are the principal ingredients of MIFF, Milan's Independent Film Festival. In five years MIFF has been improving both the logistics and the operative side...'

– *CORRIERE DELLA SERA*, *March 27, 2006*

'... MIFF represents a meeting place for filmmakers, stars and producers who all take part at this event and for the audience...'

– *CORRIERE DELLA SERA, March 28, 2006*

'... *Bubble* by Soderbergh-Clooney, two artists who are the long-supporters of American independent cinema, is going to be the film-event of the sixth edition of MIFF, which has been looking into the independent cinema showed by Tribeca and Sundance.'

– *LA REPUBBLICA, March 28, 2006*

'... the Italian Academy Award of independent cinema'

– *LEGGO, March 28, 2006*

'... the sixth edition of the independent film festival presents brand new titles in Italy...'

– *VIVIMILANO, March 29, 2006*

'Cinema and pop art: Hollywood stars take part at MIFF 2006...'

– *CITY, March 30, 2006*

'Two weeks full of worldwide previews with the protagonists of the independent cinema.'

– *PRIMA PAGINA, March 31, 2006*

'It is compared to Utah Sundance Festival. Everyone who loves cinema will go crazy if forced to watch the latest colossal movie in one of those cinemas with huge parking area and shopping centre. The sixth edition of MIFF - Milan International Film Festival makes the revenge true.'

– *ZERO 2, March, 2006*

'From Milan to Hollywood: MIFF strengthens its support of the international independent cinema and flies to the States. Every year all the best movies that took part at MIFF are screened in Hollywood during 'MIFF's Best' - one week "mini" festival that is hosted at the Italian Cultural Institute of Los Angeles.'

– *FOREVERONE, March, 2006*

'... the week of cinema in Milan...'

– *IL GIORNALE, April 8, 2006*

'... ten days of previews and meetings with the protagonists of the independent cinema...'

– *METRO, April 10, 2006*

'...the Italian festival of the international independent cinema...'

– *CHI, April, 2006*

'MIFF is considered the Italian Sundance and presents the best independent movies from all over the world...'

– *DIGITAL LIFE STYLE, April, 2006*

MIFF 2007 / 7th Edition

'...Small Independent films grow. A new window on Milan and ten absolute premieres, such as 'Trade' with Kevin Kline.'

– *CORRIERE DELLA SERA, March 21, 2007*

"Festival time is coming ..."

– *VIVIMILANO, March 21, 2007*

"American Independents in a film festival shop window..."

– *LA REPUBBLICA, March 22, 2007*

"March 22: MIFF kicks off..."

– *TUTTO MILANO, March 22, 2007*

"A fest of Cinema, welcome back MIFF."

– *CITY, March 22, 2007*

"...among independent and art-house films. Quality Cinema, it's time for Miff ..."

– *LEGGO, March 22, 2007*

"70 titles tell stories of the Independents cinema."

– *METRO, March 22, 2007*

"...a privileged channel to get in touch with filmmakers coming up..."

– *CITY, March 23, 2007*

"Miff opens with sport and drug dramas"

– *CORRIERE DELLA SERA, March 23, 2007*

"... 'Centravanti nato', fall of a champion. A Carlo Petrini's biographical story from his book 'Nel fango del dio pallone'. From the first scandal of gamble soccer, to the death of his 19th years old son."

– *IL GIORNALE, March 23, 2007*

"Tonight the 'European Sundance' kicks off: shorts and features films in competition. Life Achievement Leonardo's Horse Award goes to Mario Monicelli. Miff 2007, kicks off between Independent cinema and social issues."

– *IL MERIDIANO, March 23, 2007*

“Independent Cinema with Miff. Up to April 2nd, films, documentaries, events, readings. Life Achievement Leonardo’s Horse Award for Monicelli and an homage to cartoonist Cavandoli.”
– *LIBERAZIONE, March 29, 2007*

“MIFF, the movies help the brain.”
– *LIBERO, March 29, 2007*

“Laboratory of the brain. Miff awards healthy sport in charity. With Zanetti at San Carlo theater”
– *IL GIORNO MILANO-METROPOLI, March 29, 2007*

“Corporate Companies adopt the movie business”
– *IL RIFORMISTA, March 31, 2007*

MIFF 2008 / 8th Edition

“Cat walks of Independents at the festival”
– *LA REPUBBLICA, April 4, 2008*

“What ever it takes, Miff, the indie film festival resists and launch invisible directors”
– *DNEWS, April 4, 2008*

“...MIFF bets on movies for the brain”
– *IL GIORNO, April 6, 2008*

“To maintain high quality of titles in competition in the name of Independent cinema”
– *METRO, April 7, 2008*

“A week of events among parties and Independent cinema”
– *LIBERO, April 9, 2008*

IN EIGHT EDITIONS THE MEDIA THAT FOLLOW HAVE BEEN TALKING ABOUT MIFF (in alphabetical order).

the following channels and tv networks;

ANTENNA 3
CANALE 5
CNN
COMING SOON TV
ODEON TV
RAI 1
RAI 3
TELELOMBARDIA
TVM
RAISAT
RETEQUATTRO

TELENOVA

the following radio networks:

CIRCUITO MARCONI
DISCORADIO
GAMMA RADIO
NOVA RADIO A
ONDE ROSSE
RADIO 101
RADIO CITTÀ DEL CAPO
RADIO DONNA
RADIO ITALIA
RADIO LOMBARDIA
RADIO MONTECARLO
RADIO PADANIA
RADIO POPOLARE
RADIO REPORTER
RADIO STUDIO PIÙ
RADIO SUPERHIT
RADIO TRIS
RADIO 24
ROCK FM

the following websites:

WWW.A-L-I.BIZ
WWW.ACTINGNEWS.IT
WWW.ADVEXPRESS.IT
WWW.ANSA.IT
WWW.AINTITCOOL.COM
WWW.AMISURADUOMO.IT
WWW.ATM-MI.IT
WWW.AWN.COM
WWW.BABILONIAMAGAZINE.IT
WWW.BENICULTURALI.IT
WWW.BICOCCA-E.ORG
WWW.BLOG.MOVIEECO.IT
WWW.BOXSHOW.IT
WWW.BUZZOFLA.COM
WWW.CAPITOLOPRIMO.IT
WWW.CERCATURISMO.IT
WWW.CIAOMILANO.IT
WWW.CINEBAZAR.IT

WWW.CINEBLOG.IT
WWW.CINECLICK.IT
WWW.CINEGIORNALISTI.COM
WWW.CINELIFE.IT
WWW.CINEMA.LOSPETTACOLO.IT
WWW.CINEMADELSILENZIO.IT
WWW.CINEMOTORE.IT
WWW.CINEMOTOREONLINE.IT
WWW.CINEMOVIE.INFO
WWW.CINEMAAVVENIRE.IT
WWW.CINEMAINDIPENDENTE.IT
WWW.CINEMAINVISIBILE.IT
WWW.CINEMAITALIANO.INFO
WWW.CINEMUP.COM
WWW.COMINGSOON.IT
WWW.COMUNE.MILANO.IT
WWW.SCIENZEDELLACOMUNICAZIONE.COM
WWW.DELCINEMA.IT
WWW.E-DUESSE.IT
WWW.EUROPLEXCINEMA.IT
WWW.FICE.IT
WWW.FILMITALIA.ORG
WWW.FILMCOMMISSIONHQ.COM
WWW.FILMFESTIVALTODAY.COM
WWW.FILMFESTIVALS.COM
WWW.FILMUP.IT
WWW.FUORISCHERMO.IT
WWW.GQ.COM
WWW.HIDEOUT.IT
WWW.HIGHLAND-NEWS.CO.UK
WWW.ILCORTO.IT
WWW.ILGIORNO.IT
WWW.ILMERIDIANO.INFO
WWW.ILNUOVO.IT
WWW.ILQUOTIDIANODELCINEMA.IT
WWW.IICLOSANGELES.ESTERI.IT
WWW.IICUSA.ORG
WWW.INDIEWIRE.COM
WWW.INVERNESS-COURIER.CO.UK
WWW.LADYSILVIA.NET
WWW.LASESTINA.IT
WWW.LIFEGATE.IT
WWW.LOMBARDIACULTURA.IT
WWW.LOMBARDIASPETTACOLO.COM
WWW.LOMBARDIAINRETE.IT
WWW.LOSPETTACOLO.IT
WWW.JGCINEMA.IT
WWW.K-CODE.COM
WWW.KATAWEB.IT
WWW.KINEMATRIX.NET

WWW.MARKETPRESS.INFO
WWW.MASTERVIAGGI.IT
WWW.MENTELOCALE.IT
WWW.MESSAGGERIEMUSICALI.IT
WWW.MICSO.IT
WWW.MILANODABERE.IT
WWW.MILANOSTYLE.COM
WWW.MILAUNGE.IT
WWW.MOVIEMAKER.COM
WWW.MOVIESQUIZ.IT
WWW.MULTIPLAYER.IT
WWW.MTV.IT
WWW.MYMOVIES.IT
WWW.NEWSCALENDAR.COM
WWW.NEWS.CINECITTA.COM
WWW.NEWSITALIAPRESS.IT
WWW.NEWSPETTACOLO.COM
WWW.NOCTURNO.IT
WWW.NOKOSS.IT
WWW.PIANETABILE.IT
WWW.PILLBOX.IT
WWW.PRESS.WIDE.IT
WWW.PUNTOELINEAMAGAZINE.COM
WWW.QUARTOPOTERE.COM
WWW.SECRETUM-ONLINE.IT
WWW.SENTIERISELVAGGI.IT
WWW.SHORTVILLAGE.COM
WWW.SUPEREVA.IT
WWW.SKE-NET.COM
WWW.RECENSITO.NET
WWW.SIAE.IT
WWW.SOTHIS.NET
WWW.TAMTAMCINEMA.IT
WWW.TICKETONE.IT
WWW.TOLUCANTIMES.COM
WWW.TGCOM.IT
WWW.THR.COM
WWW.TRIBEMILANO.COM
WWW.TROVACINEMA.IT
WWW.TURISMO.COMUNE.MILANO.IT
WWW.2NIGHT.IT
WWW.UNDO.NET
WWW.VARIETY.COM
WWW.VIRTUALMILANO.COM
WWW.VIVIMILANO.IT
WWW.VOCEDITALIA.IT
WWW.XTVWEBCHANNEL.IT
WWW.YAHOO.IT
WWW.YESMILANO.IT
WWW.YOUMARK.IT

the following magazine and professional news:

AUTO OGGI
BEST MOVIE
BOX OFFICE
CIAK
DAILY MEDIA
DUEL
FILM TV
FILM TV NICK
FLY MAGAZINE
L'ITALO-AMERICANO
HOTDOG
JACK
MATCH MUSIC
MEDIA FORUM
MOVIE MAKER
NEWS SPETTACOLO
PRIMAFILA
PUBBLICITÀ ITALIA TODAY
PUBBLICO TODAY
SPORT WEEK
THE FILM FESTIVAL MAGAZINE
THE HOLLYWOOD REPORTER
TTG ITALIA
TUTTO DIGITALE
TV SORRISI E CANZONI
VARIETY
VIDEOTECNICA
WHAT'S UP
ZERO 02

the following publications:

INTERNATIONAL FILM FESTIVAL SUMMIT
ISTITUTO ITALIANO DI CULTURA
TRADE HOME ENTERTAINMENT

...and many others