



CELTIC-NEXT



Proposers Brokerage Day

11th September 2025, Aveiro

Pitch of the Project Proposal

CINEMA FUTURO



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The future of cinema in Europe



The main benefit of the project is an innovative and complete vision for the re-qualification of the cinematographic panorama.

The project aim to renew and keep modern the European cinemas also operating a transformation of cinema spaces into cultural centers and multifunctional spaces.

The main benefit is the realization of new spaces at disposal of citizens and target groups to discover an innovative way to realize cinemas and to project cinemas into the future.

The added value of the project is the reconstruction in digital and innovative way the cinema spaces to give people a 3dimensional view to be inside the innovation. This will be made using modern technologies for the new constructions and spaces in the respect of the new lines for the environmental and wellness impact.

The participation in the project is a key to modernize cinemas all over Europe

Organisation Profile

SCREENLIGHT Srl is an Italian organization active in the field of cinema and communication.

It exists since 2012 and it deals with management of visual communication with professional led solutions.

The most important positioning of the company is in the information technology related to the modernization of the European cinemas through the intervention in cinema spaces to implement high –tech and informatic management.

Proposal Introduction

Innovation, Community, Education — Building a Sustainable Ecosystem.

This project offers a holistic vision to revitalize the European film industry, focusing on three key pillars:

Regeneration and modernization of existing cinemas

Introduction of the Cinebus, a mobile cinema bringing films to underserved communities

Establishment of a high-level academy specializing in Virtual Production.

The initiative aims to address post-pandemic challenges through a sustainable, inclusive, and forward-thinking approach — promoting culture as a driver of economic growth and social cohesion.

Proposal Introduction

The goal is to revitalize the cinematic experience, making it more accessible, technologically advanced, and deeply rooted in European cities and towns. Market analysis reveals a sector undergoing a post-pandemic recovery, with box office and attendance increasing in 2025 compared to 2024, although still below pre-pandemic levels. The "desertification" of movie theaters, with over 2,000 closures in the last twenty years, has created a significant cultural void, especially in small towns. However, audience interest in the cinema experience outside of home remains high, with a growing appetite for cultural events and immersive technologies.

Partners



The consortium is at this stage is composed by 4 Italian partners and a Belgian partner. Should be fine find a network with some others European countries especially that with a need to modernize the cinemas.

Screenlight (Lead Partner) - Patrizia Mazzone: Screenlight SRL is a Rome-based company specializing in cutting-edge audio and video services for events and productions. Over the years, it has built deep expertise in professional LED solutions, positioning itself as Italy's leading provider for *Virtual Production.

It's the only company in the country equipped with a LED wall specifically engineered for cinematic shooting—delivering optimal technical performance for high-end productions. With the highest number of virtual productions completed nationwide, Screenlight stands as the benchmark for immersive, next-generation film making

Cine I Italia - Pete Maggi and Nicolò Maggi: Cine I Italia is a film production and distribution company based in Rome. The company offers comprehensive services for the production of audiovisual products, including production plans, budgets, financial plans, location selection, permit management, logistics, tax credits, and tenders (regional, national, and European). Pete Maggi is a film producer and distributor, and the founder of Cine I. Their entrepreneurial contribution will be crucial for the functional redevelopment of existing theaters and for the Academy's direct connection to the needs of the industry.

Partners

Nema FX - Nicola Sganga: NemaFX is a visual effects company with a multidisciplinary team of architects, digital artists, and engineers focused on user experiences with cutting-edge technologies. Nicola Sganga is the CEO and founder of NemaFX. He has over seventeen years of experience in the film and television industry and has won two David di Donatello awards for best visual effects. He is active in forums and masterclasses on Virtual Production and is associated with training centers in Computer Graphics and Virtual Reality. His expertise will be crucial for technical solutions in Virtual Production and as a key figure in the Academy.

Studio Anonimo ATP by Massimiliano Sturiale: Massimiliano Sturiale is a renowned Production Designer with an extensive filmography. He has received David di Donatello and Nastri d'Argento awards for Best Production Design. His experience transforming screenplays into unique visual worlds will be essential to the design of both the regenerated cinemas and the "Cinebus," ensuring the spaces are aesthetically innovative and functional to social and cultural objectives. His participation in masterclasses confirms his role as a key teacher at the Academy, bringing a valuable practical and creative perspective.

Partners



Smart Project Agency

Smart is a marketing agency that creates business opportunities through the experience and knowledge of its members. Led by its CEO, Dr. Marina Bresciani, the company aims to provide a concrete and effective response to the many unmet requests from small and medium-sized businesses for assistance in Europe, in positioning their businesses, and in obtaining state aid for co-financing from the European Community.

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