



20 – 21 MAY 2022

ROME

ABOUT US



The **HipHopCineFest.org**, is an event that collects movie screenings and **opportunities** for young film-makers connected to the Hip Hop world through its most varied aspects. The festival focuses on stories written, produced and directed by lovers of this universal culture, passing through all film genres included the experimental ones.

The HHCF.org aims to contribute along with its editions to the **Hip Hop Culture heritage conservation** and with its activities aims to be a **cultural trigger** for all the lovers of this world creating situations to **make, share, inspire, experiment** and **exchange**, generating so **opportunities without borders** and artistic **international exchanges**.

The **passion** and dedication that distinguish the hip hop community are values that the festival aims to share with its participants, as well as the importance of free sharing of **knowledge** and the importance of **dedication** and **effort** to achieve one's goals in the movie industry and in life in general.



THE LOCATION



The festival will be held in **Rome** in the **Pigneto area**, due east of the city centre, it is primarily associated with an alternative lifestyle and has a young and edgy feel to it. Its lively night life, vibrant street art scene make the district popular.

The HHCF is going to be located at the **Nuovo Cinema Aquila**, in Pigneto, a special place for it's history. It has been returned to the citizens and to the cultural life of the city from the hands of the organized crime. It is dedicated to Tom Benetollo, protagonist and leader of battles for peace, who died prematurely.



THE EDITION 2022



The HHCF.org focus are

CINEMA -MUSIC – LIFESTYLE - CULTURE

And are displayed through his main sections:

MOVIE COMPETITION

PANELS

ART EXPO

PARTY & SIDE ACTIVITIES



Through these activities the HHCF.org aims to promote:

INTERGENERATIONAL DIALOGUE

The HHCF.org works with universities, schools and youth centers to give space and **opportunities to future generations**, connecting them with the elders and involving them as public and active members of the organization. Moreover this year the festival is dedicating a special panel to the prospectives about cinema of the under 20s.

OPPORTUNITY CREATION

The divulgation of the narration of Hip Hop and urban stories is among the amis of the festival. All the HHCF.org activities are thought to create networking opportunities, putting together different level of professionals and passionates. Moreover to promote the best movies of the HHCF, the organization is working on common distribution opportunities and side events such projections in several cities and countries.

ENHANCEMENT OF THE TERRIOTORY

For a urban culture is mandatory to valorize the territory and this is why we decided to locate the festival on the Mucipio V in the Pigneto area creating dedicated activities as street art tour and promotion of local artists.



THE EDITION 2022

MAIN ACTIVITIES SCHEDULE

SATYRDAY 21rst

Steet art tour: 09-11.30

Movie Theater activities: 12.00-21.00

-Movie slot 1: 12.00-16.00

-Movie slot 2: 17.00-21.00

-3 Conferences: 13.00-20.00

-Art expo: 12.00-21.00

Part time: 20.30- 1.00

SUNDAY 22nd

Movie Theater activities:

11.00-21.00

-Movie slot 1: 11.00 -15.00

-Movie slot 2: 16.00 -20.00

-3 Conferences: 13.00 -20.00

-Award cerimony: 20.30 -22.00

-Art expo: 12.00-22.00

TARGET GROUPS

(day visitors, full festival visitors):

-local and international open minded and creative people (20-45 years) interestes in hip hop, urban culture, movies, lifestyle and music

-local youths and students (13-20)

-filmmakers and movie industry workers

PAST EDITION'S NUMBERS*

- 2500 minutes of streaming of the films in competition
- 1800 interactions in the Digital Art Expo
- 1000 and more views of the 16 hours of live on YouTube (conferences and awards)
- 500 tickets from 27 countries
- 400 visitors for Digital Art Expo
- 95 films in competition from 25 countries
- 30 conference speakers from 12 countries

*due the global pandemic the last edition of the festival has been held in a digital form that give the chance to HHCF.org to target to a much more international audience also due the support of many international sponsors and institutions.

MOVIE COMPETITION

The competition is open and **the subscriptions** are collected through FilmFreeway.com/hiphopcinefestroma till March the 30th 2022.

The categories in competition are:

- DOCUMENTARY (FEATURE & SHORT)
- FICTION (FEATURE & SHORT)
- MUSIC VIDEO
- BEST OF THE WEB /EXPERIMENTAL

The selected movies are going to be **streamed online** on a dedicated platform for the 2 weeks before the festival (9-22 May).

The finalists are going to be **screened during the festival** (21-22 May) in 2 sessions of 8 hours a day, divided in 2 slots of 4 hours.

The Award ceremony is going to be Sunday 22nd May.



PANELS

The **cultural side** is very important for the organization and that is why debates and side events are fundamentals for the festival itself:

6 panels, 3 a day are going to be held on a dedicated room, soon are going to be communicated the topics. Each panel is going to last between 1 hour and 1h and half.

ART EXPO

On the foyer of the Cinema l'Aquila is going to be held the art expo of various international artists



PARTY & SIDE ACTIVITIES

It can't be an Hip Hop event without a party. Saturday 21st May on a second location to be defined is going to be held a party with dj sets and performances.

Moreover the HHCF is organizing side activities as:

- Street art tour in the area
- Workshops
- Projections before the event



BE PART OF HHCF

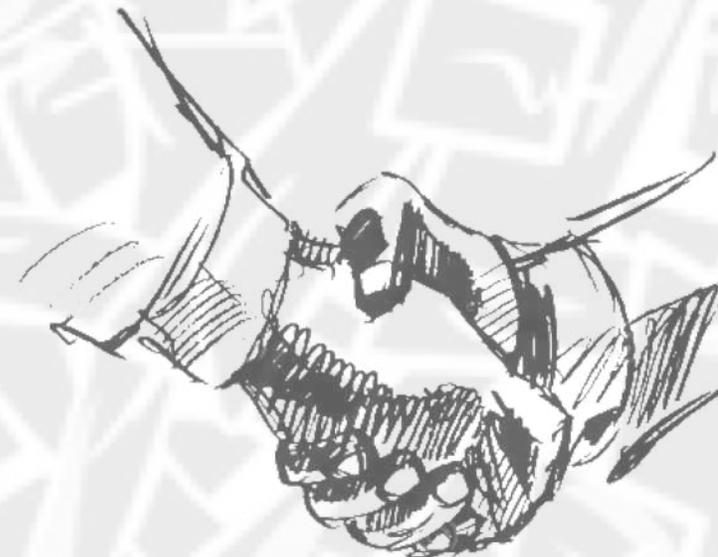
SPONSORSHIP OPPORTUNITIES

It is possible to support the **festival entirely** or on a **single section** on a various levels, that will be agreed with the third part. The aim of the festival is to **find the best solution for each sponsor** to valorize its peculiarities.

Each section has a separated budget and it is possible to become the main sponsor of it or of the entire festival. Follow the list of the section and the activities in it that can be supported and implemented by the sponsors with **in kinds and/or economical support**.

- **Movie competition:** 2 weeks of digital streaming, phisical screenings and award ceremony)
- **Panels:** contnents and guest
- **Art expo:** contnents and set up
- **Party & Side events:** street art tour, workshops, projections

All the sponsors' benefits are going to be agreed in matter of terms and details with the organization finding a **dedicated solution**.



BE PART OF HHCF

MEDIA PARTNERSHIP

We think there are many ways to contribute to the festival's success and for that we believe that mediapartnerships are **fundamental to grow the visibility** of the festival and the movie subscription call.

We are looking for support for social broadcasting and press divulgation in many ways, from the social media sharing, to reviews, to interviews, to sending of mailing list and whichever creative solution might help different audiences to join together in the HHCF.org .





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