

Experiences › Italy › 2 days › Rome

EXPERIENCE

Cinema as a factory

What producing inside a plant means when the product is a film. Two days in Rome among soundstages, company archives and an accelerator, watching how commissions, spaces and crafts are managed.

It is the only Italian experience in the catalog whose main education service also works in Spanish.

Fact sheet

01

DAYS

2

CITY

Rome

RECOMMENDED
SEASON

all year from 8 January

GROUP

15 to 20 participants

LANGUAGE OF THE
VISITS

Cinecittà: Italian, English, French and **Spanish**

PRICE

Quotation on request

Itinerary day by day

02

Day 1 — The plant

In the morning, Cinecittà. A 90-minute guided visit of the studios: the soundstages, the permanent sets, the exhibition route. You go in with an education service that also works in Spanish, and that changes the quality of the questions a group manages to ask.

Early afternoon, Studio EL, inside the same complex. It is a virtual production environment: you see how a production that twenty years ago would have built a set today replaces it with a screen and a graphics engine, and what that substitution means in staff, time and fixed costs. The visit is booked by the day before at the latest and takes groups of up to 20 people.

Late afternoon, a two-hour working session: the production plan for a shooting day, reconstructed backwards from the cost of the day.

Day 2 — The archive and the accelerator, the same question two centuries apart

In the morning, the Birra Peroni Historical Archive and Museum. The company documents of a national brand can be consulted for study and research purposes, and a university group falls under that heading. It is a concrete lesson in how the history of a company is read in its documents and not in its official story.

In the afternoon, LUISS EnLabs, above Termini station. It is the accelerator born from the co-investment between LUISS Guido Carli and LVenture Group, 5,500 square meters. You ask how they select, what they require of a founding team and how many are still there after a year.

Closing session, an hour and a half. A written comparison between the two models seen: the industry that produces to order and the company looking for a product. The question is a single one: which of the two survives a year without revenue.

Alternative for the second day, if the group works on urban subjects: **Centrale Montemartini**, the old Roman power station now turned into a museum, where machines and sculptures share the same room.

What you visit

03

Place	What it is	Status
Cinecittà si Mostra , Rome	Guided visit of the studios, 90 minutes, education service in four languages including Spanish	Bookable
Cinecittà, Studio EL	Virtual production environment inside the studios, up to 20 people	Bookable
Centrale Montemartini , Rome	Industrial archaeology, a former power station	Bookable
Birra Peroni Historical Archive and Museum , Rome	Company archive open for study and research	On request
LUISS EnLabs , Rome	Accelerator, co-investment of LUISS Guido Carli and LVenture Group, 5,500 m ²	On request

What is included and what is not

04

Included: the guided visit to Cinecittà and Studio EL, the access requests to the Peroni archive and to LUISS EnLabs, admission to Centrale Montemartini if chosen, three and a half hours of guided working sessions, the materials, one person from the Istituto with the group and the certificate of participation.

Not included: flight, transfers, lodging, meals, urban transport, personal travel insurance.

The season, and why

05

Rome works **all year from 8 January**: it is a business city, the visits are indoors and the Roman winter stops nothing. Not before the 8th, because companies are closed.

Never on a Tuesday. Cinecittà closes on Tuesdays, and Cinecittà is the reason this experience exists. A two-day itinerary is built so that Tuesday falls outside it.

August is not recommended: the offices and the accelerator are half empty, and the best part of the second day, which is talking to somebody, does not happen.

Logistics and capacity

06

Cinecittà is on metro line A, with its own station; the rest of the itinerary moves on urban transport. Studio EL takes **up to 20 people** and Cinecittà works with groups **from 15**: those two numbers define the size of the experience.

The recommended group is **15 people**: it reaches the group rates without going over the access limits, which here run from 15 to 20. Above 20, Studio EL is done in two slots and half the group loses the first part of the afternoon.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

→ **For groups**

→ **Request a quotation**

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