

CELEBRITY NEWS August 22, 2019

ITTV Italian TV Festival Brings Focus to Italy's Best Creators, Producers, and Talents



The Italian Tv Festival

The first ITTV Italian TV Festival is coming to Los Angeles!

The festival, which kicks off September 19 at Soho House, will feature panel discussions, trailer debuts, and awards, followed by a red-carpet experience and a Hollywood-style poolside bash at The London West Hollywood.

The event, spearheaded by Good Girls Planet and Marco Testa Los Angeles, aims to bring attention to lively Italian TV production and grow relationships between Italian and American TV creators and talents.

Valentina Martelli, CEO of Good Girls Planet, the start-up she founded with Francesca Scorcucchi and Cristina Scognamillo, said in a statement, "Italian TV series and TV/web content productions (documentaries, scripted and unscripted films, web series, animations) are conquering the international audiovisual market. This is the perfect moment for Italy to open showcase its full capability."

Marco Testa, the President of Armando Testa Group, added, "For our advertising agency, this Festival provides a great opportunity to go beyond the traditional route and work outside of the box. Our agency successfully worked on product placement in film and, for the past few years we have done some experimental work with U.S. production companies on 'branded content' for TV. Therefore the Festival will be a great way to promote and support 'Made in Italy' products."

Some of the noteworthy discussions include "Opening Boundaries," which focuses on how the audiovisual market has become more international.

For more, visit ITTVFestival.com!