

**CAMPANIAN  
AUDIOVISUAL  
PRODUCTION  
CENTER**

**DIGITAL AND CRATIVE ANIMATION HUB**

- **The steady increase in films and TV dramas in recent years, their standards of quality, the awards, tributes and audience favor gained have brought the region of Campania to the fore of the audio-visual industry scene.**

Regional Law 30/16 “Cinema Campania”, introduced by the Regional Government of Campania in 2016, represents an effective agenda to enhance this growth and its long-term benefits, with special regard to the needs and potential of the locally-based creative, professional and business community in the audiovisual sector.

Article 13 of Regional Law “Cinema Campania” entrusts the regional Film Commission with the task of supporting the advancement of the local audiovisual sector and creating the material and immaterial infrastructures that are necessary for a long-lasting industrial development.

This mandate underpins the project for a new Campanian Audiovisual Production Center – Digital and Creative Animation Hub. It will be the first complex of its kind in the South and aims to become the second most important audiovisual industry facility in the country after Cinecittà. It will also be a cluster area for local businesses and a hub for production and experimental practice in strategic and innovation-driven areas like digitally generated imagery, visual effects and animation.





## • THE SITE



The center will be located in Bagnoli, Naples in the San Laise Park, a compound built in the late 1930s to host an education complex and which later housed the NATO headquarters for Southern Europe. This area benefits from excellent access to both public and private transport routes and the presence of several culture, leisure and entertainment attractions.



## Block D

Block D in the San Laise Park was picked out after a long search for a suitable site to house this hub. This choice was facilitated by the good overall conditions of the property, which does not require extensive restoration. Renovation works will mostly consist of functional adaptation, system upgrades, refurbishments and outfitting, according to project specifications.

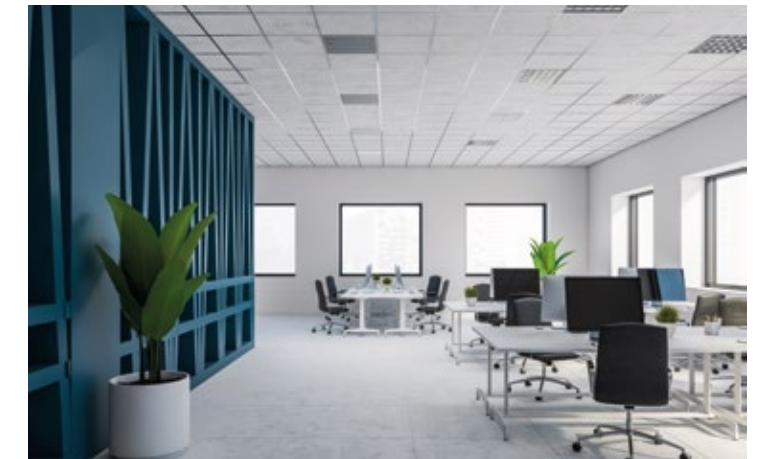
The prospect of returning a piece of architectural heritage to the local community with a new function embracing culture, entertainment and work opportunities, was key in making the choice, along with the modest investment required and the reasonable rental costs. Block D is a three-story building with a basement and total indoor area of **10.000 square meters**.





## • THE PROJECT

This project aims to boost Campania's appeal for the audiovisual industry, by improving its logistic and infrastructural facilities as well as providing a space where major national and international industry players, locally-based businesses and professionals can come together. Just as important is the aim of giving local businesses and professionals the means to attract investments, by developing their skills and their ability to innovate and act in synergy, in an environment that fosters growth through association. The project consists of **5** specific but strictly interconnected **fields of action** that correspond to as many multifunctional and integrated purposes.





1 **“Cine-Hub”**

Catering for productions during preparation and filming with temporary work solutions that match the technical and quality standards of the international audiovisual industry (offices, casting rooms, wardrobe, props and decoration workrooms).

2 **Business Incubator**

Providing a space dedicated to the vertical and horizontal integration of a diverse range of businesses, in order to strengthen the production capacity and competitive edge of the Campanian audiovisual sector.

3 **Digital and Creative Animation Hub**

Establishing a technologically advanced hub to complete locally the audiovisual service supply chain and encourage research and experimental practice in innovation driven fields of the audiovisual industry.

4 **Skills Development Schemes**

Offering basic and advanced professional on-the-job-training in all fields of the audiovisual service supply chain available in the hub.

5 **Social Media Library Study Center**

Developing a Public History project to map the recent social history of local communities through institutional and domestic film archives, starting from the records of the San Laise Park’s history and the distinctive heritage of the Bagnoli district.



**10.000 Sq. Mt.**

**4 levels**

**More than 100 work spaces**



**Level 4**

- Co-working areas and meeting rooms
- Screening room
- Color grading and audio mix room
- Render farm
- Animation labs
- Classroom and workshop areas

**Level 3**

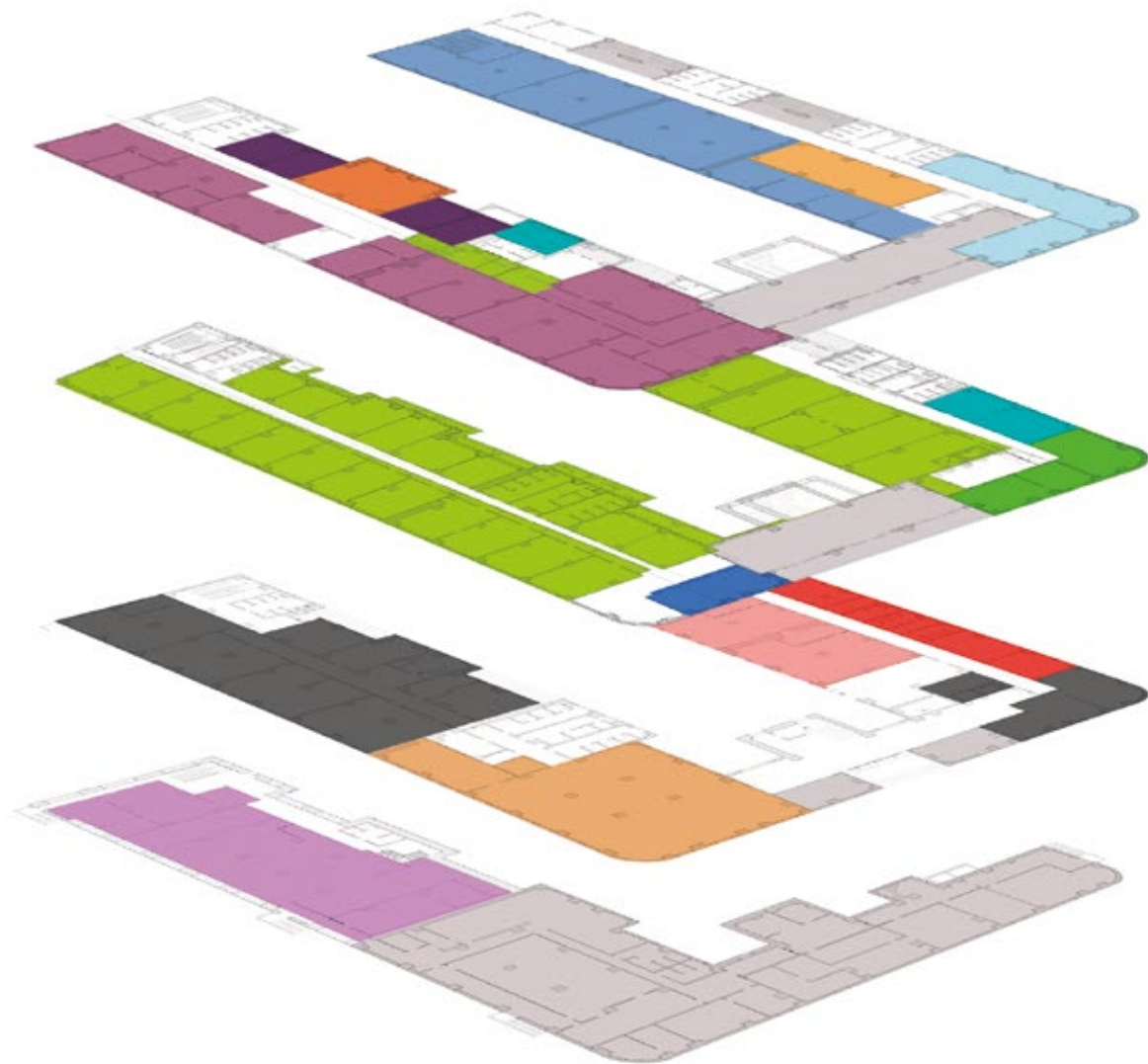
- Media Library Study Center
- Communal areas and exhibition spaces
- Audiovisual business incubator
- FCRC offices
- Multifunctional areas
- Casting rooms

**Level 2**

- Wardrobe, props and set decoration workrooms
- Wardrobe storerooms and laundry facilities
- Office space for production and direction departments
- Refreshment areas

**Level 1**

- Celluloid film restoration and archive lab
- Server room and storage room





## • **THE PROJECT'S OBJECTIVES**

- 1 **Attracting an increasing number of audiovisual productions to be filmed in Campania**
- 2 **Boosting the capacity of locally based businesses and professionals to meet the demand for services and skills**
- 3 **Advancing the business and innovation potential of the regional audiovisual sector**
- 4 **Increasing the direct and indirect impact of audiovisual production on the local economy**
- 5 **Building up the impact of audiovisual production on employment levels in the region**
- 6 **Upgrading professional skills through on-the-job training**
- 7 **Promoting the value of the local archive heritage through the Social Media Library**



## • **FINANCIAL SUSTAINABILITY**

The management model of the Campanian Audiovisual Production Center is based on its multifunctionality. The overall management costs for the facility will be almost entirely covered by revenues from the supply of a range of services devised to meet the complex needs of both the productions attracted to Campania and those originating in the region. This management plan is based on the analysis of data relating to the number and characteristics of productions filmed in Campania in recent years. The growing number of these productions as well as their proportions, have driven up demand for such services.

In the time span between 2005 and 2020, i.e. the fifteen years since FCRC started operating, the overall impact on the local economy of audiovisual production amounts to more than 300 million euro, a large percentage of which was spent on logistics and facilities (office space, props and wardrobe work rooms and storage space).

# TIMELINE

2019

**JULY**

**Procedural kick off**

Regione Campania, Fondazione Banco di Napoli (known as Campania Welfare today) and FCRC sign a Memorandum of Intent for the use of the property

**NOVEMBER**

**Funding**

Regione Campania earmarks resources from the Complementary Operational Plan POC 2014-2020

**DECEMBER**

**Feasibility study. Finance confirmed**

On the basis of a first draft of the feasibility study, the project qualifies for funding totaling € 1,500,000.00, within the framework of the Regional Strategic Plan for Culture and Heritage

2020

**JULY**

**Additional finance confirmed**

The project qualifies for additional funding amounting to € 1,000,000.00, bringing financial coverage up to a total of € 2,500,000.00

**SEPTEMBER**

**2nd draft of the project**

A new version of the project is drafted on the back of increased financial coverage

**OCTOBER**

**Definitive Plan**

A definitive plan of the functional adaptation and refurbishment works in compliance with public procurements law is drafted

**DECEMBER**

**Public tender preparations**

All documents necessary to launch a public tender are drafted

2021

**FEBRUARY**

**Public tender**

An integrated public call for bids for executive planning and functional adaptation works is published

**APRIL**

**Additional finance eligibility**

The project is singled out as eligible for financing through the Development and Cohesion Fund, pending approval by the CIPESS

**JULY**

**Outcome of the public tender call**

The association of ATI Sodema-Euroelektra Srl and architectural and engineering project management firm Di Girolamo Engineering Srl wins the tender

**NOVEMBER**

**Executive planning**

After statutory requirements controls on the winning bidder are carried out, drafting of the executive plan begins

2022

**JANUARY**

**Regulatory obligations**

Applications are filed with the Cultural Heritage Superintendency for the city of Naples and other local authorities to obtain permits and clearance of the executive plan

**MAY**

**Additional finance confirmed**

Eligibility for financing through the Development and Cohesion Fund is confirmed. Financial coverage is brought up to € 4,200,000.00

**JUNE**

**Executive planning upgrade**

A new executive plan is drafted with regards to additional finance as well as changes required by the Cultural Heritage Superintendency and other regulatory bodies

**JULY**

**Worksite kick-off**

The worksite is set up

2023

**NOVEMBER/DECEMBER**

**Delivery**

Functional adaptation and refurbishment works are expected to be completed



