



Press release

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**First event in the program to celebrate Autogrill's 25<sup>th</sup> anniversary: two directors create a montage of scenes from famous films set in Autogrill**

## **Autogrill in daily Italian life: 25 years of spontaneous references in music, cinema and words. Two shorts from well-known directors debut at Spoleto**

Spoleto, 6<sup>th</sup> July 2002 - To celebrate its 25<sup>th</sup> anniversary, Autogrill has drawn on an original source of material which is unique in the Italian business world: the countless spontaneous references to the company in literary and artistic works (songs, films, books ...) produced in a quarter of century of Italy on the move.

The Autogrill references have been identified thanks to the assistance of hundreds of Italians who took part in the recently ended Autogrill competition 25 years in music, cinema and words, which began in March (the prizes were three trips around the Autogrill world: from Milan to Madrid and Athens, from Atlanta to Kuala Lumpur, from the USA to Canada, from Australia to New Zealand).

Participants simply had to send in the name of a song, film or book whose stories and emotions are linked to an Autogrill.

**In the film category**, movies named by the public included *Pane e Tulipani* directed by Silvio Soldini, *Tre Uomini e una Gamba* with Aldo Giovanni and Giacomo and *Bianco, Rosso e Verdone* by Carlo Verdone.

The wealth of archive material and the support of Cinecittà Holding was sufficient to convince two young but already well-established directors (a German and an Italian) to create two original shorts consisting of montages of sequences from the films shot on Autogrill premises.

Florian Gallenberger (who has already won an Oscar for the best live action short) and Andrea Traina spent two days at Cinecittà working on two 10-minute shorts, which will debut today, 6 July, at the Festival dei Due Mondi in Spoleto. The films will be shown at 6 o'clock this evening on the Festival Terrace.

**In the music section**, ten of the most successful songs containing references to Autogrill (*Uno in più* and *Rotta per casa di Dio* sung by the 883, *Certe Notti* by Ligabue, *Autogrill* by Guccini, *Lupo solitario DJ* by Marco Ferradini, *Pronto, buongiorno è la sveglia* by the Pooh, *TIR* and *Preghierina* by Francesco Baccini, *Funkytarro* by the Articolo 31, *E vai!!!* by Gigi D'Alessio) will be made into a summer compilation available for purchase at all Autogrill outlets. Autogrill will donate proceeds to Telethon, a non-profit body with which it set up important ties last year.



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In the words section, *Il bar sotto il mare* by Stefano Benni, *Un giorno dopo l'altro* by Carlo Luccarelli, *La prima sorsata di birra* by Philippe Derlem, *101 ragioni per dimenticarti all'Autogrill* by Penelope Peck are just some of the books named by the public. All the titles are best-sellers, which at a certain point in the story set the scene in an Autogrill. Autogrill intends to produce an anthology of the main references, complete with photographic illustrations, which is expected to be available by Christmas.