

PRESS RELEASE

CREMONINI GROUP: the new project to convert the former Trevi Cinema following the discovery of two Roman *Insulae* dating back to the II century D.C. was presented today

The Cremonini Group will create a multipurpose cultural center with the collaboration of the Soprintendenza archeologica di Roma [En: Superintendency Archeological of Rome] and the Scuola Nazionale di Cinema [En: National School of Motion Picture Arts - abb: SNC] who will therein open the Sala della Cineteca Nazionale [En: National Film Library Theater].

The excavation works started in September 1999 and which have resulted in the recovery of two Roman *Insulae* (condominiums), an interesting testimony of city planning in centuries past, have now been completed in the premises owned by the Cremonini Group situated in the former Cinema Trevi on Via San Vincenzo, only a few meters away from the renowned Fountain.

The excavations, performed under the control of the Superintendency Archeological of Rome and financed by the Cremonini Group, who in 1985 purchased the property without knowing of the treasure held therein, are an example of collaboration between public and private entities and regard an area of approximately 400 sq.m beneath the floor level of the old motion-picture theater.

The building, that is believed will be inaugurated next spring, will contain a multipurpose cultural center available to over 6 million tourists who visit the Trevi Fountain each year and will include:

- the Cremonini Group archeological museum open to visitors wishing to marvel at a suggestive example of a Roman dwelling, entering into the heart of the find, at a depth of 10 meters;
- the National Film Library of approximately 100 seats managed by the National School of Motion Picture Arts. The main purpose of the theater will be that of making the immense motion-picture heritage of the National Film Library and also that of the other Italian FIAF film libraries and national audiovisual film archives, available to the not-necessarily-specialized public, ;
- a multimedia Center with Internet, audiovisual and interactive services, and a library;
- a Cremonini Group "Foodvillage" combining the various catering propositions to satisfy the various consumption needs.

Cremonini, with over 4,300 employees, is one of the most important food groups in Europe, with activities focusing in three business areas: production, distribution and catering.

The Group, having total revenues of 2,689 billion lire (1,388.7 million Euro) in 2000, is the absolute leader in Italy for the production of beef and meat products and in marketing / distribution to food service providers, and has, furthermore, a significant presence in the catering sector and, in particular, has the leadership in Italy for catering on board trains and in railway stations.

The National School of Motion Picture Arts (former Experimental Cinematography Center [it: Centro Sperimentale di Cinematografia - abb: CSC]) is the oldest institution in the sector. The official founding date of the ECC is 13 April 1935 even if the "National School of Cinematography" was previously active (since August 1930). Born as a school of cinematography, the ECC (transformed, in 1997, from a State Agency into a Foundation and named SNC), has increased its activities during over 60 years of existence. The National School of Motion Picture Arts is organized in four sectors: Library and Publishing Activities; **National Film Library**; Training, Research and Experimentation; Cultural Production and Promotion.

The **National Film Library** is the body assigned by law to the collection (and thanks to the obligatory storage of medium and short footage films of Italian production or coproduction), to the conservation, restoration and distribution of all Italian cinematography; its current assets consist of approximately 45,000 titles.

Rome, 31 May 2001

Press Office