



**Immagina, a.c. - APS  
23rd MonFilmFest  
Cinema Without Borders in Mombello Monferrato (AL)  
July 4–12, 2025**

**Everywhere  
“This land is my land”**

Immagina a.c. APS is organizing the 23rd edition of MonFilmFest.

## **MISSION**

To discover new stories and cinematic talents through a "game" that defines and shapes a new way of production.

## **CHARACTERISTICS**

MonFilmFest has maintained its roots as “Cinema Without Borders” in Monferrato while opening itself to the world. The guidelines of our regulations honor our past and focus on narrating **from Monferrato to the world**, covering its physical, human, political, and economic aspects, along with its evident environmental challenges and resilient beauty.

## **CINEMA GAMES**

These are the tools to fulfill our mission:

### **7 Days for a Film**

A challenge to produce a film in seven days—from scripting and production planning to the first public screening. In 2025, “7 Days for a Film” will feature two distinct options, focusing on Monferrato, Italy, and the world:

- **ON-SITE**

Reserved for filmmakers invited to Mombello Monferrato to produce a film in seven days (July 4–12, 2025). Films must be set in Monferrato. MonFilmFest will provide accommodation, meals, and lodging for up to 5 people. Participants must be

self-sufficient for transportation, filming equipment, and editing tools.

- **OFF-SITE**

The game is open to all authors invited to produce a film in seven days, from July 4 to 12, 2025, wherever they are or choose to shoot. Each day, participants must post and share on their social media channels (Facebook and/or Instagram) a sequence or short story showing the day's shooting and post-production process, tagging the official MonFilmFest pages and using the hashtags:

**#MonFilmFest2025 #ComuneDiMombelloMonferrato #immagina #7giorniperunfilm #MFF23 #MFF2025 #questaterraèlamiaterra**

**Posts must be published each day by 1:00 PM and 7:00 PM.**

The MonFilmFest staff will check the posts daily to validate official participation. Compliance with deadlines is required to be eligible for the production prize.

**A video call meeting at 7:30 PM will be held daily between authors and the MonFilmFest staff, to share progress, discuss the work, and receive updates.**

To participate, filmmakers must fill out the form at [this link](#) and submit a **motivational letter** for the chosen section.

## **WHY BOTH ON-SITE AND OFF-SITE?**

Since 2022, this dual approach has allowed us to transcend provincial boundaries in favor of a cosmopolitan and borderless perspective, as reflected in the festival's subtitle.

In addition to promoting Monferrato—a region rich in art, culture, history, architecture, wine, and food—as an attractive location for cinema, the festival embraces a global vision to address environmental challenges. Many points of the **2030 Agenda** are integrated into the MonFilmFest, including:

- **Health and Well-being:** Prioritized through hospitality, inclusive production models, and participant care.
- **Quality Education:** Workshops and experimentation extend MonFilmFest's reach beyond its one-week event.
- **Gender Equality:** Full accessibility to activities and freedom of expression for everyone.
- **Responsible Production and Consumption:** Low-impact production, CO<sub>2</sub> emission monitoring, waste recycling, and the use of renewable energy (a photovoltaic system powers all festival activities).
- **Environmental Awareness:** Films highlight the planet's challenges and stories.
- **Partnerships for Sustainability:** Collaboration with local municipalities, organizations, and private companies.

The festival is powered by **youth engagement**, promoting entrepreneurial and innovative approaches.

## SHOWCASE

A curated film program runs during the festival, featuring **rediscovered films** produced after January 1, 2023. Showcase submissions are free via the Festhome platform, which offers global access to the selected films. A registration fee and service fee apply for each entry. Visit the [Festhome page](#) for details.

## Chat si gira!

Introduced in 2023, this initiative combines AI with screenwriting to produce original short film scripts in seven days. The project is open to authors writing in Italian. Register at [this link](#) by **June 1, 2025** (June 7 for Showcase submissions).

## GENERAL RULES

Participants guarantee that their works do not infringe third-party rights (e.g., copyright, intellectual property). Directors and producers are solely responsible for agreements with their cast and crew.

The organization reserves the right to amend the guidelines, publishing updates on the official website: [www.monfilmfest.eu](http://www.monfilmfest.eu).

## PRIZES

- **7 Days ON-SITE:**
  - 1st Prize: €1,000
  - 4 Production Awards: €250 each
- **7 Days OFF-SITE:**
  - 1st Prize: €1,000
  - 4 Production Awards: €250 each
- **Chat si gira!:**
  - 1st Prize: €500
- **Showcase:**
  - 1st Prize: €1,000
  - 2nd Prize: €500

## VENUE

The **23rd MonFilmFest** will take place at the **Cinema Citadel Temporary Desk** in Mombello Monferrato (via Rechezzina 4) from **July 4–12, 2025**, hosting the festival headquarters, post-production facilities, screenings, and the award ceremony.

Hospitality includes dinner gatherings with participants, organizers, and supporters, along with lodging offered by local citizens—a tradition since the festival's inception.

## **SUSTAINABILITY FOCUS**

Efforts include eliminating plastic, prioritizing digital communication, using recycled paper, promoting sustainable mobility, and producing eco-friendly festival merchandise.

**Casalborgone, December 31, 2024**

### **Artistic Directors**

Giuseppe Selva & Andrea Bonnin