



JOINED PRESS RELEASE

La Casa Rossa and RS Productions

announce the start of filming for *ZEFFIRELLI, IL CONFORMISTA RIBELLE*

Rome, 12/21/2021,

On December 20th 2021, shooting began for *Zeffirelli, the rebel conformist* - directed by Anselma Dell'Olio. The film is produced by La Casa Rossa and RS Productions and sponsored by the Franco Zeffirelli Foundation. Special thanks to the President of the Foundation, Pippo Zeffirelli, for his precious contribution to the realization of the project.

The docu-film will tell the decisive moments, the turning points, the roller coaster of a brilliant, eventful international career and the daring human existence of a great Italian artist, Franco Zeffirelli. Beautiful as a Hollywood star, from origins as the son of N. N. he has risen to global fame as a director, art director, painter, creator of cinema, theater and opera. The project will be embellished with original and vintage interviews with the most acclaimed stars who have known, admired and loved him, including Maria Callas, Elizabeth Taylor, Richard Burton, Anna Magnani, and with family members, friends and collaborators close to him. There will be clips from his films and documentaries, from his operas, and archival materials, photos, drawings and much more, they will weave an engaging story that will do justice to the person and the artist - not just "the Maestro" - in all its multifaceted and even opposing facets. His dualistic character is manifested in his vast artistic production, but also in his political choices, in his spirituality and love for mystery, in friendships and in the legendary controversies with critical opponents. This clash of opposites will offer a well-rounded portrait, with continuous ups and downs, of an artist who has promoted and honored the highest and most popular Italian culture in the great world capitals for many decades. A great protagonist object of honors, acclamations and harsh criticism even today. The documentary will be directed by Anselma Dell'Olio, author of two famous retrospectives on two great masters of the past: *Fellini degli Spiriti* on Federico Fellini and *La Lucida Follia di Marco Ferreri* which earned her the David di Donatello for Best Documentary. All this and much more is *Zeffirelli, il conformista ribelle*.

The film will be released in theaters in 2023, to celebrate the 100th anniversary of the Maestro's birth, and will be distributed by RS Productions.

LA CASA ROSSA SRL: La Casa Rossa is an independent film and audiovisual production company born in Rome in 2019. La Casa Rossa was born with the ambition to make cinema in a different, better way. The heart of our initiative is eco-sustainability, not as an abstract value, but as a daily practice and commitment. For us, care for the environment is not limited to being the subject of a documentary or a conversation. It is our essential value, our *modus operandi*, day after day in all the activities that involve us.

RS PRODUCTIONS SRL: RS Productions is a Company specialized in the production and distribution of multimedia and cinematographic contents. The Company is the owner of Web Magazine Makers, a publishing house, which licenses Rolling Stone and Variety trademarks for Italy, that owns studios and audiovisual production tools allowing the Company to develop innovative cross-media projects.

WEB MAGAZINE MAKERS SRL: Rolling Stone is a brand owned by Penske Media Corporation and licensed for Italy exclusively to Web Magazine Makers Srl (WMM). WMM aims to develop publishing activities related to the Rolling Stone brand both on the web and through special paper editions. The company has the possibility to sublicense the brand on video productions and merchandising, as well as on events and productions of any kind. The publishing activity of Rolling Stone in Italy focuses on cultural subjects and current affairs such as music, cinema, TV, politics, charts, opinions and gaming.

FONDAZIONE ZEFFIRELLI ONLUS:

The Franco Zeffirelli Foundation was born in Florence in 2017 at the behest of the Maestro who wanted to donate to his city and to the whole world the artistic heritage created in seventy years of career and composed of sketches, storyboards, models, costumes, set photos and installations. The Foundation contains the museum, the archive and the library. Inside it carries out training activities in the field of performing arts through The International Center of Performing Arts.

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