

PRESS RELEASE

NEW PARTNERSHIP BETWEEN ITsART AND RS PRODUCTIONS

STARTING FROM FEBRUARY 4TH, EXCLUSIVELY ON ITSART, A CYCLE OF 5 DOCUMENTARIES, PRODUCED BY RS PRODUCTIONS, TO SEAL A PARTNERSHIP THAT LOOKS TO THE FUTURE

Milan February 2nd– **ITsART** and **RS Productions** announce a new collaboration for the distribution of five exclusive documentaries, which address issues that are more current than ever, with particular attention to the trends of the new generations and the changing society.

RS Productions, audiovisual and cinematographic production and distribution company, owner, together with Portobello SpA, of Web Magazine Makers, the licensee publishing company for Italy of the historical magazines “Rolling Stone” and “Variety”, will enrich and support the offer of the platform promoted by the Ministry of Culture, with an unprecedented and fresh storytelling method, capable of painting, with a creative and engaging look, an extremely realistic picture of contemporaneity.

Pietro Peligra, CEO of RS Productions, said: *“The partnership with ItsArt is an excellent tool to make our docufilms, entirely Made in Italy, known and distributed. This is a virtuous example of synergistic collaboration aimed at promoting the cultural production of our country.”*

It starts on **February 4th**, with the **documentary Fuoriclasse** - available at the link: <https://www.itsart.tv/it/content/fuoriclasse-2021/17179d56-5afb-4b8e-8fb7-13dcc76d1e6f> - which turns the spotlight on the new stars of today and tomorrow in the musical industry, expression of genres that are the most popular in Italy at the moment, such as urban and it-pop. **Fuoriclasse** tells the story of teenagers, tech savvy, that publish songs that they write, produce and record on their own, often without having a real musical training. Their stage is represented by social networks and streaming platforms. The documentary is the portrait of a generation in which pure instinct, image and media strategy coexist in a precarious balance, and aims to show lights and shadows through the testimonies of those directly involved and those of industry experts.

On February 22nd, the appointment on ITsART is with “RSVP”, a documentary that tells the story, evolution and transformation of clubbing in Milan, that is, translated from English as "going clubbing". But there is a much deeper and more cultural meaning in the Anglo-Saxon term. Clubs, discos and electronic music are a privileged point of view for reading society and its artistic, social, cultural, political and customs changes. And a city like Milan offers an interesting perspective on the changes in the country: from the 70s to the brilliant 80s, from the confused 90s to the sudden change of the last decade. In Milan, music, fashion, art,

counterculture, television, and the anomalous and special characters that orbit these worlds often find themselves converging precisely in the "free port" of the disco, a place where judgment is suspended and where trends are anticipated, also social. The documentary tells all this with a strong, deep and pop narrative at the same time, and with the testimonies of DJ promoters, club owners, night club promoters, "excellent" clubbers and historical protagonists of the Milan night life, from the 70s to today, with an eye also to the future.

A journey for the new generations to discover the relationship between sexuality and the internet. This is what the documentary **Gendernet** proposes, available, **always exclusively** on ITsART, from **March 3rd**. Girls and boys talk about their sexual sphere on social networks, some in a more playful way, others making it an art, who for informational purposes and who has even built a career on it. Sharing one's individual experience becomes a way of dealing daily with those who have a similar life path or simply for a progressive normalization of life stories much more common than we think.

On **April 3rd**, ITsART celebrates the birthday of one of the most famous Italian actresses of today, **Anna Foglietta** - godmother of the Venice 2020 film exhibition - with **The Lion's Courage**. The Lion is the symbol of Venice, but also of courage: that of a city and, in this case, of a film festival, a media event, which did not give up due to Covid 19 and the great uncertainty that dominates the global situation. Anna Foglietta is the protagonist of this tale of a Venice never seen before, deprived of tourists and general chaos. A crescendo of emotions, which between stage and behind the scenes, between what passes in front of the screen and what remains behind, draws in the viewer completely.

Finally, the last of this cycle, **Born In The Street**, exclusively on ITsART from **April 5th**. A documentary that treats the phenomenon of street art as a national cultural current which, due to the specific characteristics of each city, has taken on different connotations and developments in each urban area. This first season retraces the history of Street Art as it developed in Milan. It shows how the concept of graffiti and murals has changed and how this art has contributed to the redevelopment of suburban areas, as well as public spaces, returned to the city as places in which cultural and recreational activities are carried out today.

A collaboration, the one between **ITsART** and **RS Productions**, which also looks to the future. In fact, new productions are coming, great titles that the platform is ready to broadcast exclusively for its users.

All documentaries will be accessible from Italy, via PC, MAC, Smartphone and Tablet. It is possible to download the ITsART application from the official stores of Android, iOS, Android TV, Google TV, or from the stores of the main brands of Smart TVs (you can view the details on the compatibility of the devices in the FAQ by visiting the "Support" section of our website). To view the content, simply register for free on the website www.itsart.tv, access the catalog, choose the title and complete the order with the preferred payment method, including credit card, PayPal or the balance loaded on the ITsART profile. Payments are protected by PSD2.

ITsART is also on social networks with official profiles: [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#) and the website www.itsart.tv.

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.

ITsART: Promoted by the Ministry of Culture, ITsART was created to support the diffusion and elevation of the Italian artistic and cultural heritage in the world and is the first platform to offer a streaming service of this kind at an international level.

Available in Italy, in the United Kingdom and in all countries of the European Union, ITsART offers a vast catalog of contents and a new and original approach to the cultural offer.

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