

CINEMA REUSE AND NEIGHBORHOOD REVITALIZATION IN ROME

In Rome—Italy's political and cinematic capital—there are currently 40 abandoned cinemas. City leaders and activists have seen different political, economic, and social potentials in the recovery of these spaces. This talk presents the discourses and practices of the activists who physically occupied the Cinema America from 2012 to 2014 to prevent its demolition and protect its zoning for cultural purposes. Based on findings from a survey and interviews conducted with residents, this talk examines to what extent the protest frames of the occupiers resonated with city residents.

Paolo Sorrentino presents Fellini's *La dolce vita* at the occupied Cinema America. Photo by Claudia Tombini

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MAY 14 | 2015 | 7:00 PM | EAC 1