

WORKSHOP PROJECT SHEET

Anno Accademico / Academic Year 2025/2026

Titolo Workshop / Title and subtitle:

The Art of Micro and Low-Budget Filmmaking: From Conception to Distribution, Navigating Between American and European Production Models

A cura di / By:

Proposed by: Livia Barbieri
Entrepreneur: Francesca Moino

Indirizzato a / Intended audience:

-to all students

Partecipanti / Participants:

MIN 12-MAX 20

Requisiti richiesti / Requirements:

-bringing into the classroom personal laptop
-English Language

Durata e Crediti / Duration and Credits:

30 hours – 2 FC

Periodo di svolgimento / Course period:

-13/17 October 2025

Giorni, orari ed aule di svolgimento / Days, times and classrooms:

Monday 13 October from 9.00 to 16.00 (1hour lunch)
Tuesday 14 October from 9.00 to 16.00 (1hour lunch)
Wednesday 15 October from 9.00 to 16.00 (1hour lunch)
Thursday 16 October from 9.00 to 16.00 (1hour lunch)
Friday 17 October from 9.00 to 16.00 (1hour lunch)

RUFA LIBETTA – CLASSROOM G19

Breve descrizione / Short description:

Starting a career in filmmaking often means learning how to make the most out of very limited resources. Producing a first short film or debut feature on a low, micro, or even no budget is not just a challenge, it's an invaluable training ground. The secret is to apply creativity not only to storytelling and craft, but also to the production process itself: making the best use of resources already at hand, involving trusted collaborators, friends, or family, seeking partnerships with acting schools, securing free locations, and exploring all possible avenues of funding: public schemes, investors and other kind of support.

This workshop aims to provide participants with a comprehensive understanding of micro-budget production strategies in Italy and across Europe, while also looking at the American independent model. We will analyze opportunities such as Biennale College Cinema and LIM (Less is More), and present case studies of successful micro-budget films to demonstrate how limited resources can become an advantage in building creative, distinctive works.

But making the film is only half the journey. To truly reach an audience, creativity must extend to distribution. The second part of the workshop will focus on why distribution should be integrated from the very early stages of development, especially for low-budget films. Participants will gain an essential understanding of how distributors and sales agents work, how to identify and approach them, and what opportunities exist to bring a film to the market, even before it is completed.

By the end of the session, participants will understand how to transform resource limitations into strengths, and how to ensure that their film, whether short, debut, or micro-budget feature, finds its way to audiences.

Short Biography:

FRANCESCA MOINO

Francesca attained a Master-level Degree in Communication Science studying at both the University of Bologna (Italy) and at the University of California (USA). She has extensive experience as an executive across film acquisitions, sales/distribution, feature films and audiovisual production and co-production, having worked in both Italy and the UK for Hardy Pictures Ltd, DocLab, P.F.A. Film, Todos Contentos Y Yo Tambien, Paco Cinematografica.

At Minerva Pictures Group, she served as Head of Development and Consultant for TV series and documentaries. She currently works as Consultant, Freelance Producer, Delegate Producer and Executive Producer specialized in international co-productions for

Italian and international companies such as The Family Film, K+ Film, Araucaria Cine (Chile), Altreforme, Ove Possibile Media Group, Mosai.co, Cocoon Production. Francesca is a Rotterdam Lab Alumna. Among the recent projects she has worked on are: *Ipersonnia* (Hypersleep) by Alberto Mascia, starring Stefano Accorsi, and premiered at the Torino Film Festival in 2022; *Acqua e anice* (Olympia's Way) by Corrado Ceron, starring Stefania Sandrelli, and premiered at Venice Days in 2022; *Summer War* by Chilean director Alicia Scherson, starring Lux Pascal and Agustín Pardella, where she served as Executive Producer. *Summer War*, selected for the Venice Gap-Financing Market in 2023, is now in post-production.

As author and screenwriter, she co-created the TV series stories of *Nero Capitale* and *Casa Cagliostro*, both winners of Italian State Ministerial development funding - the latter also, a finalist at the FictionLab contest organized by the Turin Piedmont Film Commission in collaboration with Rai Fiction and Sky; the VR film short *Il tuo turno* (Your Turn), winner of the regional Friuli Venezia Giulia film development fund; the short film *Hai guardato nella notte* (You Looked into the Night), winner of the Italian State Ministerial selective production fund and the Apulia Film Commission Regional Fund; the TV format *Have Them Dance!*, finalist at the MipFormats International Pitch Contest at the MipTV 2014 session.