



MUSEO  
NAZIONALE  
DEL CINEMA  
TORINO

# PRESS KIT

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## ABOUT THE MUSEUM

There is no other place in Italy quite like Turin's **NATIONAL CINEMA MUSEUM**, and few in the world that can rival it. Nestled inside the Mole Antonelliana, Turin's iconic landmark, since its opening in July 2000, the museum has ranked among the ten most visited venues in the country, captivating audiences by immersing them in the universe of the Seventh Art and earning widespread acclaim both nationally and internationally.

What makes the National Cinema Museum truly stand out is the **sheer richness** of its collections and the distinctive design of its **exhibition layout**, which unfolds in a spiralling ascent across multiple levels guiding visitors through the history of cinema with a striking interplay of posters, props, film excerpts, and immersive/ spectacular, evocative set pieces. Free Wi-Fi, interactive features, and QR codes further enrich the visit with a wide range of multimedia content, turning it into a **multisensory journey** through the world of cinema. These tools ensure that the experience is not only immersive, but also more inclusive and **accessible**.

The Museum has consistently shown a strong commitment to inclusivity and accessibility. To ensure that its cultural offerings are as open and engaging as possible, it has introduced dedicated tools and pathways for visitors with visual and motor disabilities. **Braille panels** integrated into the exhibition path allow Visually impaired visitors to independently explore the museum's main sections, while the **Loges tactile flooring system** provides them with safe and continuous guidance throughout the museum spaces. Accessible digital tools, elevators, and platforms further support the removal of architectural barriers, opening the museum experience to full participation by all visitors.

Inside the National Cinema Museum stands a **tactile-visual** wooden scale **model** (1:100) of the Mole Antonelliana, specifically designed for **tactile exploration** by visitors who are blind or visually impaired. Designed with meticulous care and crafted from a variety of materials, the model uses textures to distinguish the building's different structural elements, thus allowing its architectural layers and volumes to be perceived through touch. Complementary **visual-tactile panels** featuring Braille texts, transparent reliefs, and high-contrast drawings retrace the historical phases of the Mole's construction, offering a multisensory reading experience that can also be appreciated by sighted visitors.

The exhibition design, conceived by François Confino, embraces the **vertical crescendo** of the Mole itself, at the same time responding to the distinctive features of the building that houses the museum. Within this framework Confino layered **multiple levels of interpretation**, balancing the need for a rigorous scientific approach with a spectacular, immersive presentation, conceived to capture and explore the very mechanisms of allure at the heart of cinema

The **Mole Antonelliana** stands as an extraordinary testament to nineteenth-century architecture. Construction began in **1863** under architect **Alessandro Antonelli**, originally conceived as a synagogue for Turin's Jewish community. However, the sheer scale of the building and Antonelli's continual modifications drove costs and timelines to escalate, prompting the patrons to abandon the project. Work nevertheless went on and was finally completed in **1889**, turning the building into a monument to national unity. Standing **167.5 metres** tall, the Mole was for years the highest masonry building in Europe and still towers over Turin's skyline today. Its conversion into the National Cinema Museum has highlighted both its vertical sweep and its spectacular interior, turning the monument into the perfect stage for the museum's immersive exhibition journey.

## THE MUSEUM LAYOUT

Approaching the Mole Antonelliana, home to the National Cinema Museum, visitors are greeted by the **historic wrought-iron railings** enclosing and protecting the building: a setting for temporary exhibitions, they often showcase striking large-scale images.

Dating from the late nineteenth century, the railings have undergone meticulous conservation work to restore and enhance their original wrought-iron detailing. Today they also serve as an open-air gallery, accessible to all passers-by and seamlessly woven into the urban landscape.

The museum itinerary opens on the floor dedicated to the **Archaeology of Cinema**, presenting a remarkable corpus of early devices and materials that sparked the magic of cinema. This section explores the spectacular world that delighted audiences of every age and social background before the advent of cinema - a vibrant, astonishing, and eccentric universe brought to life through Chinese shadow plays, peep show boxes, magic lanterns, and the early devices designed to animate images. The collection is further enriched by a wide range of prints, paintings, ceramics, and other rare iconographic artifacts.

The visit then continues into the **Temple Hall**, the vibrant heart of the Mole, where visitors can watch projections on two large screens, usually conceived as complementary to temporary exhibitions. Around the central space, nine **Chapelles** celebrate the cult of cinema: here major themes and prospective trajectories of the seventh art unfold through a dynamic interplay of scenographic installations, images, objects, photographs, and posters drawn from the Museum's extensive holdings.

The visit continues up the grand staircase located in one corner of the Temple Hall, providing access to the **Cinema Machine**, an engaging pathway that illustrates the principal phases of film production. Through stage props, design sketches, costumes, scripts, photographs, and video projections, visitors discover the processes of production, special effects, and the language of cinema itself.

On the upper level, the **Poster Gallery** recounts the history of cinema through a selection of its finest posters, all drawn from the Museum's collections.

Originating at the summit of the staircase, the **Helical Ramp** extends within the Mole Antonelliana, unfolding like a cinematic reel to the base of the dome. It is undoubtedly one of the Museum's most compelling environments and serves as the main venue for **temporary exhibitions**.

Located within the Temple Hall, **CineVR** constitutes the **first permanent Italian screening room devoted exclusively to virtual reality**. Its uninterrupted daily programming features works specifically designed and realized through VR techniques. Access to the Museum provides complimentary viewing of immersive audiovisual experiences, both linear and interactive, facilitated by state-of-the-art head-mounted displays, notably the Pico G3 4K and Oculus Quest 2 models.

Starting **2025**, the National Cinema Museum inaugurates the **VIDEO ROOM**, a permanent space within the Temple Hall of the Mole Antonelliana. The room is conceived as a locus for critical engagement with cinema and contemporary audiovisual languages, accommodating creative projects that investigate narrative form, modalities, and platforms.

Conceived in response to the demands of an era characterized by deep technological and cultural contaminations, the Video Room functions as a dedicated observatory of the contemporary imaginary, now permeated and saturated by audiovisual representation.

The **VIDEO GAME ZONE** is among the very first permanent spaces in Italy - and worldwide. within a museum institution entirely devoted to video games. Located in the Temple Hall, it offers an immersive exhibition pathway that invites visitors to step into the universe of gaming and to explore the full

creative process behind it, from conception to development. The display highlights the increasingly close dialogue between two languages that, at first glance, might appear worlds apart.

As the visit draws to a close, the **reception level** opens onto a generous **space reserved for temporary exhibitions**. Here, the monumental structure is reimagined through a new lighting design that enhances its architectural features. The interplay of forms, light, colour, and shadow allows visitors to perceive both the airy elegance and the commanding grandeur of Alessandro Antonelli's architectural vision.

The reception level also hosts the Museum's **bookshop**, a dedicated space where visitors can browse a selection of cinema publications, exhibition catalogues, posters, collectibles, and design objects inspired by the world of the seventh art. The bookshop serves as an extension of the museum experience, inviting guests to delve deeper into its themes and to take home a personal keepsake of their visit.

On the reception floor, visitors can access the **panoramic elevator** which travels in a single span through the soaring dome of the Mole Antonelliana to a height of 85 meters. At the summit, the "**Tempietto**" offers a spectacular 360-degree view across the city. This vantage point can also be reached by joining a guided tour of the **dome's inner walkway** - an exclusive experience that unveils one of the hidden marvels of Turin's most iconic monument.

Finally, in the dedicated conference hall, a large **LED wall** plays on loop a video installation that traces the intertwined legacies of two visionaries who, in different centuries, shaped the Mole Antonelliana and the National Cinema Museum. **Alessandro Antonelli**, the bold 19th-century architect, and **Maria Adriana Prolo**, the pioneering historian and collector of the 20th century, guide visitors through the extraordinary stories of the Museum and the building that houses it. Their narratives unfold through rare archival materials drawn from the Museum's collections and from other leading institutions.

## THE COLLECTIONS

The National Cinema Museum holds an **extraordinary heritage**, unique in the world, comprising **over 3,250,000 items**. Recognized as one of the most significant collections worldwide, it encompasses motion pictures, archival records, photographic materials, technical apparatus and art objects, posters, film memorabilia, printed volumes, and sound recordings.

The holdings are organized into three principal thematic domains: the archaeology of cinema, photography, and film history

The Museum's holdings comprise:

- 2.500.000 photographs
- 540.000 posters and promotional materials
- 5.600 periodicals
- 34.100 silent and sound films (predominantly on film stock, 900 in digital format)
- 20 colour sample catalogues
- 53.000 films on other media
- 66.250 books
- 19.500 archival documents and files
- 14.000 devices, art objects, and prints pertaining to the archaeology of cinema
- 12.500 technical apparatus and equipment
- 9.500 cinema memorabilia items
- 4.700 discs and sound recordings

The Museum's collections are distributed across multiple sites throughout the city.

The “**Bibliomediateca**” (**Library/Mediatheque**) stands among Europe's most distinguished documentation centres devoted to cinema and photography. It welcomes the public with a Reading Room, a Video Library offering access to hundreds of films, and a Sound Archive.

The **Historical Archive** preserves unique materials vital to the history of cinema, including thousands of unpublished paper documents that record the lives and work of directors, screenwriters, actors, and technicians across both Italian and international silent and sound cinema.

A significant portion of this heritage is entrusted to the **Museum's Vault**, a secure and carefully monitored space designed to protect the most delicate and historically valuable materials. Within its climate-controlled environment, the Vault houses a carefully curated selection of **vintage photographs, rare film posters, and iconic artifacts** that embody the legacy of cinema. The Vault not only safeguards these treasures but ensures their endurance over time, allowing for ongoing study, cataloguing, and restoration. meticulous research, cataloguing, and restoration.

The “**Cineteca**” (**Film Archive**) preserves the Museum's film heritage across all formats, supported by a state-of-the-art restoration laboratory, equipped for recovery, restoration, and ongoing condition monitoring of archival prints.

Ranging from Giovanni Pastrone to Werner Herzog, the collection spans diverse eras and filmographies, while documenting the pivotal role of Turin's film industry in the early 20th century, when the city was a major hub of Italian cinematic production.

For many years, the National Cinema Museum has been a key destination for **major donations and acquisitions of archival** from leading figures in film history. In addition to cataloguing and preserving these materials, the Museum is committed to enhancing their value through major initiatives and cultural events, both locally and internationally.

## THE MUSEUM ACTIVITIES

The National Cinema Museum in Turin is one of Italy's foremost cultural institutions and among the most internationally recognized in the field of cinema. More than a simple exhibition space, it is a dynamic center of cultural production, research, and education.

Alongside its temporary exhibitions, the Museum fosters a vibrant program of screenings, retrospectives, and events that enrich both the local cultural landscape and the international scene.

Among its signature activities is the **recovery** and **restoration** of rare or lost films, with particular focus on Italian and Turin silent cinema. These projects, carried out in collaboration with the Cineteca di Bologna and international partners and showcased at major film festivals, have been met with wide acclaim from both critics and audiences.

The Museum also serves as a hub for research and knowledge-sharing, promoting advanced studies on film history and the **preservation of audiovisual materials**, complemented by an editorial program that **includes catalogues, essays, and scholarly publications**. Equally central is its educational mission, with programs and workshops designed for **schools, teachers, and young audiences**, fostering a critical and creative awareness of the audiovisual language.

**InTO Cinema** is the National Cinema Museum's digital platform, created to **expand remote access to its cultural and cinematic offerings**. Designed to engage school audiences and beyond, both nationally and internationally, the platform provides free registration and opens the door to a wide range of content: masterclasses, live-streamed lessons for students, conversations with directors, actors, and other film professionals, dedicated resources for teachers, multimedia materials for schools, virtual experiences, and exclusive digital content on the Museum and its temporary exhibitions.

<https://intocinemamuseum.com/event-intocinemamuseum>

Among its many initiatives, the National Cinema Museum presents a series of high-profile **Masterclasses** with leading voices from the Italian and international film world. These encounters create a rare space for direct dialogue with filmmakers, actors, screenwriters, and other professionals, offering audiences and film lovers inspiring moments of insight, reflection, and dialogue on the many facets of cinematic art.

In 2000, the National Cinema Museum established the "**Stella della Mole**" accolade, its highest distinction, awarded to prominent figures of Italian and international cinema for their role in promoting creativity and raising the visibility of auteur filmmaking.

This prestigious honour reflects the Museum's commitment to celebrating the protagonists of contemporary cinema through official events, Masterclasses, and opportunities for dialogue with the public.

The **dome of the Mole Antonelliana** has at times been celebrated through breathtaking **video mapping displays**, its architecture cast in a new light with striking artistic projections. These multimedia installations, conceived for cultural and institutional events, turned the Mole into a dynamic narrative surface, strengthening the connection between historical heritage and contemporary visual languages.

## CINEMA MASSIMO

Cinema Massimo, the National Cinema Museum's own **multiplex** cinema, stands just a short walk from the Mole Antonelliana. Sala Uno and Sala Due are devoted to first-run films, with a focus on auteur cinema, while Sala Tre operates as a cinémathèque, offering an ongoing program designed to explore and promote film culture, from silent classics to contemporary works, through retrospectives and tributes.

Cinema Massimo also serves as a stage for major cultural events and the most important film festivals in Turin.

For details on hours, ticketing and admission fees: [www.cinemamassimotorino.it](http://www.cinemamassimotorino.it)

## FILM FESTIVALS AND THE TORINO FILM LAB

Three major international **film festivals** are hosted by the National Cinema Museum: the **Torino Film Festival**, **Festival CinemAmbiente**, and **Lovers Film Festival**, alongside **TorinoFilmLab**.

Established in 1986 by Ottavio Mai and Giovanni Minerba, **Lovers Film Festival** carved out a pioneering space for LGBTQ+ cinema, giving it visibility and recognition. Today it stands as Europe's oldest LGBTQ+ film festival and one of the longest-running worldwide. Each April, the Festival distinguishes itself with a bold and carefully curated program that embraces contemporary queer cinema while maintaining a vibrant dialogue with the international film community.

[www.loveff.com/it/](http://www.loveff.com/it/)

Founded in Turin in 1998 by Gaetano Capizzi, **Festival CinemAmbiente** was created to showcase outstanding environmental films and documentaries from across the globe.

Held in early June, it has established itself as a landmark event devoted to environmental cinema. Beyond the festival dates, CinemAmbiente remains active throughout the year, promoting film and environmental culture through a wide range of initiatives.

[www.festivalcinemambiente.it/it/](http://www.festivalcinemambiente.it/it/)

Established 1982, the **Torino Film Festival** (TFF) has grown into a landmark event for emerging and independent cinema, firmly positioned on the international calendar in the second half of November. With a mission to champion new artistic voices, the TFF promotes diversity and innovation, drawing each year a vibrant community of filmmakers and cinephiles.

[www.torinofilmfest.org/it/](http://www.torinofilmfest.org/it/)

Launched in 2008 at the initiative of the National Cinema Museum in Turin, **TorinoFilmLab** (TFL) was conceived as an international incubator for emerging filmmakers, with a special focus on directors and screenwriters developing their first or second feature. Since its inception, the Lab has been built around four key pillars: training, project development, funding, and distribution - and each year it hosts the *TFL Meeting Event*, a co-production market held in conjunction with the Torino Film Festival.

Over the years, films nurtured within TFL have gone on to win major awards at leading festivals worldwide, confirming its role as a vital platform for new voices in cinema.

[www.torinofilmlab.it/](http://www.torinofilmlab.it/)