AIC × IMAGO PANELS

Experience, craft and industry through the voices of cinematographers.

PANEL AREA PRESENTATION

SALA FELLINI / CINECITTÀ

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02	06	12	SENIOR
DAYS	PANEL / DAY	TOTAL PANELS	PROGRAMME

The highest level of professional dialogue.

AIC × IMAGO Panels is the programme of professional conversations hosted in Sala Fellini. Senior cinematographers share the choices, methods and responsibilities that define image-making today.

The starting point is always concrete: a film, a process, a technical problem or an industry change. The value lies not in opinion itself, but in the experience that makes it meaningful.

IT IS

- A high-level editorial programme.
- A dialogue between Italian experience and the international scene.
- A place for technical and industry insight.
- Direct access to the thinking of cinematographers.

IT IS NOT

- A commercial stage.
- A disguised product demonstration.
- A sequence of uncurated talks.

TECHNOLOGY ENTERS THE CONVERSATION WHEN IT CHANGES THE WORK, NOT WHEN IT NEEDS A SHOWCASE.

Founded in Rome. Open to the world.

IMAGO was founded in 1992 at AIC's Cinecittà headquarters by AIC, AFC, BSC and BVK. Bringing this dialogue back to Sala Fellini connects a historic root with today's international community.

1992

FOUNDING

57

SOCIETIES

4,000+

CINEMATOGRAPHER

01 **AIC**

National authority, knowledge of the craft and editorial responsibility.

02 **IMAGO**

International perspective, exchange among societies and a global view of the profession.

A SHARED HISTORY BECOMES A CONTEMPORARY PROGRAMME.

IMAGO INSTITUTIONAL DATA / ACCESSED JULY 2026

Experience before opinion.

A format recognised across Europe's leading cinematography events: panels, masterclasses and case studies led by professionals with direct experience of the subject under discussion.

01 **A precise question**

The panel begins with a clearly defined technical or industry question.

02 **Verifiable experience**

Films, sets, decisions, mistakes and results make the discussion concrete.

03 **Authoritative voices**

Senior AIC cinematographers and IMAGO guests bring complementary perspectives.

04 **AIC moderation**

The dialogue maintains pace, depth and professional relevance.

05 **Open discussion**

Audience questions and differing views become a valuable part of the session.

06 **Transferable knowledge**

The panel provides criteria, not promotional formulas.

NOT A LECTURE. A CONVERSATION THAT MAKES THE PROCESS VISIBLE.

Craft, language and industry.

Every theme begins with a real question and returns to its consequences for the set, the image and the profession. The programme prioritises depth, relevance and usefulness for those working in the industry.

01 **Image capture**

Sensors, formats, lenses, exposure and image construction.

02 **Light & control**

Strategies for lighting, colour, movement, efficiency and on-set control.

03 **Workflow & color**

Data, monitoring, dailies, post-production and continuity of intent.

04 **Production futures**

New processes, virtual production, AI and technologies that redefine roles.

05 **Craft & authorship**

Visual language, collaboration with the director and authorship responsibility.

06 **Industry & profession**

Market, standards, working conditions, education, access and representation.

THE CRAFT CHANGES WHEN TOOLS, PROCESSES AND RESPONSIBILITIES CHANGE TOGETHER.

Twelve panels. Two days.

Six sessions per day create a compact, recognisable programme. The sequence alternates conversations, masterclasses, case studies and round tables without overlapping editorial purpose and commercial promotion.

02	06	12	01
DAYS	PANEL / DAY	TOTAL PANELS	ROOM

FORMATS

CONVERSATION / MASTERCLASS / CASE STUDY / ROUND TABLE / Q&A

PROFESSIONAL AUDIENCE

- Cinematographers and camera, lighting, DIT and colour departments.
- Directors, producers and production professionals.
- Technology companies, rental houses and industry decision-makers.
- Advanced students and the next professional generation.

SESSION ORDER AND DURATION DEFINED BY THE FINAL EDITORIAL PROGRAMME

Visibility without influence.

Area sponsorship is entirely image-led. The partner associates its name with an authoritative, international and senior programme without participating in the editorial development of the panels.

THE PARTNERSHIP INCLUDES

- Official credit as area partner.
- Logo at the entrance, on wayfinding and on scheduled programme materials.
- Discreet presence at session openings and closings.
- Association within communications dedicated to the area.
- Recognition within institutional recap content.

THE PARTNERSHIP DOES NOT INCLUDE

- Selection of topics, guests or moderators.
- Ownership of a panel or product slot.
- Approval, veto or direction over content.
- Mandatory commercial integrations within talks.
- Conversion of the room into a showroom.

THE PARTNER DOES NOT BUY STAGE TIME. IT ASSOCIATES ITS NAME WITH THE QUALITY OF THE DIALOGUE.

WHERE CINEMATOGRAPHY THINKS ALOUD.

A room where individual experience becomes shared knowledge and that knowledge contributes to the evolution of the industry.

AIC

Editorial authority and the centrality of the profession.

IMAGO

International exchange and a plurality of perspectives.

AUDIENCE

Direct access to the experience of senior cinematographers.

PARTNER

Reputational association with the highest level of professional dialogue.

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