KYMA
storie che prendono il largo

First Edition
23-24 September 2026
Palazzo Reale Napoli



|preview|

23 September

Teatro di Corte

Free admission, subject to availability

5:30 pm **Registration**

6:00 pm **Institutional Opening**

Opening remarks and introduction **Chiara Del Gaudio**
RAI Journalist

Michele di Bari
President, Neapolis 2500 Committee

Antonio D'Amato
President, Seda International Packaging Group, President, Fondazione Mezzogiorno

Vittorio Genna
President, Unione Industriali Napoli

6:30 pm **30 Years of Un Posto al Sole: The Economics and Storytelling of a Territory**

Chaired by **Antonio Parlati**
Director, RAI Naples TV Production Centre

The Economics of a Long-Running Series: Local Economic Impact and Product Placement
Andrea Biondi
Journalist, Il Sole 24 Ore

How Do You Write a Series That Has Been Running for 30 Years?
Sergio Brancato
Sociologist, writer and screenwriter; Professor, University of Naples Federico II;
President, Accademia di Belle Arti di Bologna

Production and Territory
Francesco Pinto
Former Director, Rai 3 and RAI Naples TV Production Centre

The Future of Un Posto al Sole
Elisabetta Stellato
Head of Production, Fremantle Italy
Ivan Carlei
Deputy Director, Rai Fiction

Video screening: The Production Machine Behind Un Posto al Sole - Produced by RAI

7:30 pm **Meet the Cast and Production Team: Stories and Anecdotes from the Set**
with **Chiara del Gaudio**
Interviews with the cast of the series

Video screening: 30 Years of Un Posto al Sole - Produced by RAI

www.kymastorie.org

Ministero degli Affari Esteri e della Cooperazione Internazionale

A project selected by the Neapolis 2500 Committee and co-funded by the Italian Ministry of Foreign Affairs and International Cooperation

NAPOLI MUSA · NAPOLI CITTÀ MONDO · FONDAZIONE MEZZOGIORNO

In collaboration with Unione Industriali Napoli

With MED Dialoghi Mediterranei

Main Partner INTESA SANPAOLO

Under the patronage of Rai

Media Partner TGR

Special thanks to Palazzo Reale Napoli