KYMA
storie che prendono il largo

First Edition
23-24 September 2026
Palazzo Reale Napoli



24 September

Teatro di Corte

Event registration at kymastorie.org

9:30 am **Registration**

10:00 am **Institutional Opening**
Opening remarks and introduction **Chiara Del Gaudio**
RAI Journalist

Michele di Bari
President, Neapolis 2500 Committee

Marilù Faraone Mennella
Member, Neapolis 2500 Committee

10:15 am **The Cultural Industries between the Mediterranean and Europe: Film, Audiovisual and Publishing**
Moderated by **Andrea Biondi,** Journalist, Il Sole 24 Ore

Filippo La Rosa
Deputy Director General and Central Director for the Promotion of Italian Language and Culture and Italian Territories, Italian Ministry of Foreign Affairs and International Cooperation

Massimo Osanna
Head of the Department for Cultural Activities, Italian Ministry of Culture

Federica Lucisano
President, ANICA Producers Union

Chiara Sbarigia
President, APA – Audiovisual Producers Association

Innocenzo Cipolletta
President, AIE – Italian Publishers Association

11:15 am **TREND OBSERVATORY. What Stories Will We Be Reading and Watching?**
Moderated by
Giancarlo Leone, Journalist and CEO, Q10 Media

Carlo Degli Esposti
President, Palomar – Mediawan

Enrico Selva Coddè
Vice President and CEO, Mondadori Libri

Stefano Mauri
President and CEO, Gruppo Editoriale Mauri Spagnol (GeMS)

Maria Pia Ammirati
Director, Rai Fiction

Giampaolo Letta
Deputy General Manager, Fiction and Cinema, Mediaset CEO, Medusa Film

Gabriella Buontempo
President, Centro Sperimentale di Cinematografia

12:30 pm **Voices from the Mediterranean: Turkey and Content Production in the Maghreb, from Publishing to Audiovisual**
Introduced and moderated by
Monica Maggioni, RAI Journalist

Esra Demirci
TRT 1

Alper Bozkurt
TRT 1

Publishing and Audiovisual Collaboration in the Maghreb

Dora Bouchoucha
Tunisian film producer and founder, Nomadis Images

Ginella Vocca
Director, MedFilm Festival

1:30 pm **Lunch Break – Sale del Belvedere and Courtyard**

3:00 pm **From Generation to Autonomy: GenAI, Agentic AI and the Future of Audiovisual Storytelling**
Chaired by **Silvia Calandrelli**
Director, RAI Sustainability – ESG Coordinator, RAI AI Steering Committee

Sebastiano Maffettone
Professor, LUISS Guido Carli University

Emanuele Frontoni
Professor, University of Macerata (UNIMC), and one of Italy's leading experts in applied AI

Paolo Conti
Government Relations & Business Operations, Adobe

4:00 pm **The Future of European Co-Productions**
Introduced by **Marilù Faraone Mennella**

Simona Martorelli
EBU – European Broadcasting Union

4:30 pm **The Transmedia Vision: A Book-to-Screen Case Study**
Paolo Antonini in conversation with author **Andrea Vitali** (Garzanti)

5:00 pm Preview Screening
"Una finestra vistalago"

6:45 pm **Closing Toast – Sale del Belvedere and Courtyard**

www.kymastorie.org

Ministero degli Affari Esteri e della Cooperazione Internazionale

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