

THE PROJECT “PROOF. INCORPORATED” WILL BE PRESENTED AT FONDAZIONE PRADA’S CINEMA FROM 16 OCTOBER 2021 TO 19 FEBRUARY 2022

Milan, 14 October 2021 – The project “Proof. Incorporated” will be presented at Fondazione Prada’s Cinema from 16 October 2021 to 19 February 2022. Scheduled each week from Thursday to Saturday, the program will be anticipated by a special event that will take place on Friday, 15 October at 8.30pm: a talk between the social and cultural mediator Noelle Geller and editor and writer Eliot Haworth, moderated by Cornelia Mattiacci and introduced by Luigi Alberto Cippini. The talk will be followed by the screenings of the documentary *The Paradise Next Door* (2021) by Lance Oppenheim and the film *To Die For* (1994) by Gus Van Sant. The event will be open to the public upon booking by email: proofincorporated@fondazioneprada.org

“Proof. Incorporated” investigates analogies and reciprocal influences between video-journalism and film language to delve into the most recent evolution of news communication and the hybridization forms of contemporary cinematographic narration. This research project explores content from media departments of well-known international publications as well as from independent and experimental institutions, ranging across the spheres of cinema, news and narrative.

The title suggests the name of an imaginary video-journalism production company like those created since 2000, when user-generated content (UGC) began to spread increasingly widely and, in response to the crisis of the traditional press and its growing digitalization, media departments were created in the renowned newspapers and independent news platforms online. Video-journalism has significantly grown over the last decade, during which the global “digital first” strategy, also theorized by *The New York Times* in its 2014 *Innovation Report*, has spread throughout the publishing and journalism industries.

Each screening of “Proof. Incorporated” will juxtapose a film or an episode from a TV series with video-journalism content, online amateur clips or *auteur* documentaries. The proposed pairings aim to freely connect—whether by affinity or contrast—subjects, themes and visual languages found in both contexts.

Screening between 16 October to 6 November 2021 at 8pm will include: *The Paradise Next Door* by Lance Oppenheim and *To Die For* by Gus Van Sant (Saturday 16 and 23 October); *Les prostituées de Lyon parlent* by Carole Roussopoulos and *These Girls* by Tahani Rached (Thursday 21 and Friday 29 October); *The Salesman* by Albert Maysles, David Maysles and Charlotte Zwerin and *Zeitgeist: The Movie* by Peter Joseph (Friday 22 and Thursday 28 October); *Tongues Untied* by Marlon T. Riggs and *Spider Lilies* by Zero Chou (Saturday, 30 October and 6 November); *Internet Meme Ruined My Career* and *Die Verlorene Ehre Der Katharina Blum (The Lost Honor of Katharina Blum)* by Volker Schlöndorff and Margarethe von Trotta (Friday 5 November).

The first pairing—*The Paradise Next Door* (2021) and *To Die For* (1994)—revolves around a common dystopian vision of the American provinces. Lance Oppenheim, one of the youngest contributors to *The New York Times*, depicts in cinematic language the everyday life, socio-urban utopias and real-estate dynamics of the world's largest retirement community, based in Florida. On the other hand, Gus Van Sant's film, structured as a TV report with interviews to witnesses, shows the cynical and grotesque parable of an ambitious weather presenter on a local TV station in New Hampshire.

The two documentaries *Les prostituées de Lyon parlent* (1975) and *These Girls* (2006), realized more than thirty years apart, offer direct accounts of marginalized women's communities who inhabit the public space. On the one hand, French film director Carole Roussopoulos documents the protests of a group of prostitutes as they occupy a church in Lyon, while Canadian-Egyptian film director Tahani Rached follows a group of teenagers through the streets of Cairo.

An example of *cinéma vérité*, *The Salesman* (1968) focuses on the journey between New England and Florida by a group of door-to-door Bible salesmen. *Zeitgeist: The Movie* (2008) is a collage of documents on the subject of the hypothetical and controversial links between religious communities, global financial markets, and international power structures. Made originally by Peter Joseph for his music and theater performance, the video has circulated freely on the web and has become one of the most cited pieces of content in conspiracy culture.

Tongues Untied (1989) and *Spider Lilies* (2007) deal with issues of social marginalization and the development of subcultures in relation to homosexual identity. Using poetic extracts, personal accounts, raps and performances, Marlon T. Riggs depicts homophobia in the African-American community. Zero Chou, on the other hand, portrays the attraction between two Taiwanese girls, a camgirl and a tattoo artist, in a precarious context in which real facts are confused with dreamlike images and cybernetic fantasies.

During a short interview titled *Internet Meme Ruined My Career* carried out in 2015 by the BBC, Taiwanese model Heidi Yeh talks about her personal and professional crisis caused by groundless news generated by a meme that went viral on social media and subsequently spread by the press. In their 1975 film based on a Heinrich Böll's novel, Volker Schlöndorff and Margarethe von Trotta transport the theme of media pillorying into a political dimension. *Die Verlorene Ehre Der Katharina Blum* (*The Lost Honour of Katharina Blum*) tells the story of the media aggression unjustly suffered by a young housekeeper whose honor is attacked while being accused of complicity in anarchist and subversive activities.

Press contacts

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General information

“Proof. Incorporated” films and video contents will be screened at the Fondazione Prada’s Cinema (Largo Isarco, 2) from 16 October 2021 to 19 February 2022, on Thursday to Saturday at 8pm. The up-to-date screening calendar is published on Fondazione Prada website: fondazioneprada.org

The current ticket prices are: 6 euros (full) and 4 euros (reduced). It is advised to book tickets online. Tickets can also be purchased at the Cinema ticket office.

The inaugural event of the project, followed by a double screening, scheduled for Friday, October 15 at 8.30pm, is open to the public by reservation, subject to availability. Places can be booked (2 max.) by sending an email with the names of the participants to: proofincorporated@fondazioneprada.org

Viewers at the Cinema are required to show the EU COVID Certificate to gain entry. To ensure a safe and relaxed evening, please respect all hygiene and social distancing measures.