UNARCHIVE FORUM *The Image Reuse Ecosystem*

UnArchive Forum
The Image Reuse Ecosystem
Second edition, Rome, 25 - 28 May 2027

PITCHING THE ARCHIVE
Call for Archives

1. GENERAL INFORMATION

The second edition of UnArchive Forum - The Image Reuse Ecosystem will take place in Rome, from May 25 to 29, 2026, alongside the 5th edition of UnArchive Found Footage Fest (May 26-31, 2027). The international Forum, promoted by the Fondazione Archivio Audiovisivo del Movimento Operaio e Democratico (AAMOD), in collaboration with Archivio Luce, Cineteca Nazionale, DOC/it, Italian Archive Producer Association, Fédération Internationale des Archives du Film (FIAF), and a number of other institutional and private partners, is dedicated to the discussion and cooperation among all actors of archive cinema and creative reuse of images. A unique space for dialogue, a platform which brings together archives, libraries, institutions, scholars, service providers for conservation and restoration, directors, archive producers, producers, curators, film schools, commissioning editors, distributors, festival programmers… the ecosystem of archive cinema. The Forum features round tables, technical panels, and case-study presentations, but its beating heart lies in two types of public pitches: **Pitching the Archive**—a reversal of common practice in which archives and libraries propose their own materials on accessible terms for artistic reuse—and **Project Amplifier,** a space for in-depth analysis, vision, and relationship-building dedicated to reuse film projects and the activation of synergies within the archive cinema ecosystem.

The public pitch sessions are held in English, unless otherwise agreed.

In addition, the Forum will host a **networking hub and exhibition stands** for archives, libraries, and service providers specializing in conservation, restoration, and reuse throughout the entire duration of the event.

2. PITCHING THE ARCHIVE

Pitching the Archive – Reversing the Process

Pitching the Archive invites up from 8 to 10 archives, libraries, or rights holders to present themselves to an audience of professionals — including directors, scholars, archive producers, producers, and commissioning editors — to promote the creative reuse of their heritage. The initiative proposes a reversal of usual image access processes, making archives the protagonists in promoting their own materials for new projects, closing the distance between those who preserve images and those who rework them, with the objective of enhancing little-known funds, stimulating direct collaborations such as joint development or co-production, and defining more sustainable licensing models. If in Project Amplifier it is authors who seek images, here archives become active partners in the production process, offering not only content but also facilitated economic conditions and new partnership opportunities. Furthermore, the meeting with other players in the sector can generate synergies for the development of common projects, also relating to the phases of preservation, cataloguing, digitalization, and restoration. This approach transforms archive consultation into a strategic converging between the availability of audiovisual materials and the needs of contemporary production, favouring a constant dialogue that aims to give new life to cinematographic and audiovisual collections, including unpublished ones.

Each selected archive will have a **30-minute slot available**, divided as follows:

- **up to 15 minutes** for the presentation of the archive or the proposed fund: history and mission of the institution, description of materials, state of conservation and digitalization, potential for creative reuse, methods of access and licensing, examples of previous use or case studies.
- **up to 15 minutes** for questions, feedback, expressions of interest, and discussion with the audience.

Presentations will take place exclusively in person and may include the screening of excerpts or audiovisual materials.
Representatives of the selected archives will also have access to the networking hub and exhibition stands, a B2B space open from 9:00 to 18:00 for one-to-one meetings with the professionals present at the Forum.

Eligibility Requirements
The following may apply:

- public and private cinematographic and audiovisual archives;
- libraries and collections of moving images;
- cultural institutions and foundations;

- rights holders of audiovisual archives, funds, or collections.

Availability to propose access and reuse conditions oriented towards collaboration is required, such as, by way of example, co-production agreements, facilitated licensing, development partnerships.

Selection Criteria
The applications will be evaluated by a commission of industry experts based on the following parameters:

- cultural relevance and creative interest of the proposed materials;
- clarity and consistency of the presentation proposal;
- potential for reuse in the contemporary cinematographic, artistic, and audiovisual fields;
- openness to innovative models of collaboration and economic sustainability;
- variety and complementarity compared to the other selected archives.

Application Procedures

Applications must be submitted no later than 28 February 2027 to forum@unarchive.it
The documentation, which must be drawn up in English, includes:

1. Data of the Holder and the Archive (max 2,000 characters)

- Name of the Archive / Library / Fund: (Official name).
- Contact person: Name, role within the organization, and contacts.
- Presentation of the Entity: Brief profile of the institution or the rights holder
- Type of subject: (Public archive, Private archive, Commercial library, Foundation, Collector, etc.).

2. Characteristics of the Holdings (The Offer) (max 3,000 characters)

- Extent and Formats: Quantitative and qualitative description of materials (e.g., number of hours/reels, original formats 16mm/35mm/video, state of digitalization).
- Thematic/Chronological Scope: Indicate the historical period covered and the main themes treated by the proposed fund or collection.

- Rights Status: Specify if the entity is the sole owner of the rights (or licensee) and if the materials are already usable for commercial/creative reuse.
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3. Proposal for Collaboration (Objectives) (max 3,000 characters)

- Partnership Models: Indicate the forms of collaboration sought (e.g., co-production, development partnership, facilitated license agreements for independent films).
- Service Availability: Specify if the archive offers research support, internal post-production, or special rates for reuse cinema.
- Case Studies (Optional): List brief examples of recent productions that have already used the materials from the fund.

4. Content and Vision (max 3,000 characters)

- Profile of the presented collection: Description of the specific corpus intended to be "pitched"
- Enhancement Notes: Why is this material relevant for contemporary production? What is its unpublished creative potential?
- Video Link/Showreel (if available): A demonstrative edit, a selection of clips, or, in the absence of digitalization, a portfolio of photographic documentation to view samples of the material.

If selected, the fee for taking part in the pitches for the second edition is €300, which entitles the participant to an exhibition stand within the Networking Hub and accreditation to UnArchive Fest and UnArchive Forum for two representatives of the selected organisations.

Terms of Participation
Selected archives commit to:

- guarantee the physical presence in Rome of at least one representative during the dates of the Forum;
- provide textual and visual materials for the event catalogue and the Forum's social channels;
- independently cover travel and accommodation expenses.

The organisation reserves the right to change dates, times, activities and venues where necessary, and will notify participants promptly of any changes.

3. CONTACTS

UnArchive Forum Office Email: forum@unarchive.it.

4. DATA PROCESSING AND INTELLECTUAL PROPERTY

Processing of personal data (Art. 13 EU Regulation 2016/679 – GDPR) The Data Controller is the **Fondazione Archivio Audiovisivo del Movimento Operaio e Democratico (AAMOD)**, based in Rome, Via Ostiense 106 – 00154 Rome, email: eventi@aamod.it, website: www.aamod.it. The Data Protection Officer (DPO) can be contacted at the email address: dpo@aamod.it – PEC: leonardosrl@interfreepec.it.

Personal data provided by participants will be processed exclusively for purposes related to the management of applications, evaluation by the commission, organization and promotion of **UnArchive Forum 2027**, publication of submitted materials (synopses, bios, stills, logos) on the official website, in the catalogue, and on the event's institutional channels, as well as for any administrative and accounting obligations required by applicable law.

The processing is based on Art. 6(1)(b) GDPR (pre-contractual measures), Art. 6(1)(c) GDPR (legal obligations), and Art. 6(1)(f) GDPR (legitimate interest of the Data Controller in promoting and documenting the event).

Data will be processed using IT and paper-based tools in compliance with the principles of lawfulness, fairness, transparency, and security, and may be communicated to parties involved in the organization of the event or entrusted with technical and administrative services. If digital platforms with servers located outside the European Economic Area are used, the transfer will take place in compliance with Arts. 44 et seq. GDPR.

Data will be retained for the time necessary to manage the 2027 edition and, where applicable, for the periods required by civil and tax law; published materials may be retained for the event's documentary and archival purposes.

Data subjects may exercise their rights under Arts. 15–22 GDPR by writing to eventi@aamod.it or to the DPO; it is also possible to lodge a complaint with the Italian Data Protection Authority (www.garanteprivacy.it). Providing personal data is necessary to participate in the selection process; participation in this call implies acknowledgment of this privacy notice.