IDEA GENERATION TEMPLATE

1) GOAL

(choose the objective pursued from the two options. NB- if you choose option a) you should continue with option a) for the desk and primary research, likewise for option b))

a) Valorise a location, a place, a monument, a tradition (also something that people don't know)
b) Add value to the cultural assets that CCIs already valorise

a) Valorise a location, a place, a monument, a tradition (also something that people don't know)

The primary objective is to valorise an extraordinary area such as the seafront of Santa Maria Di Castellabate and the hilltop village of Castellabate. In this place, ancient traditions, historical monuments and legends handed down are still vivid and strongly present in the daily life of its citizens. With our short film we want to show how tourists won't have any difficulty in immersing themselves and fully entering this mixture of ancient culture and timeless, territorial beauty. This is thanks to the conservation of values and the incessant handing down of our "echoes of history" and all in a natural setting where nothing is missing, from the crystal clear water of the sea to the hill decorated by the beautiful ancient village.

With our short film we want to add something more, we want to give a personal vision that allows us to connect two of the main elements to be valorised.
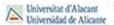
In our short film, real and imaginary characters will coexist such as the Spanish tourist, Concita and the mermaid, or the friendly bartender who represents the historical character of Gioacchino Murat. This is to emphasize the strongly mythological and historical character of this location that maintains the ancient customs and its own symbols making them contemporary. We will also pay a lot of attention to studying the traditions in order to illustrate them better and make them tangible through the filmed scenes. Another fundamental aspect is the care and professionalism in landscape shots to stage all the beauty of the territory.

2) DESK RESEARCH

(on the basis of the objective, answer one of the two points)

a) Collect information on history, archaeological assets, etc.
b) Collect information on the CCIs, customers

a) Collect information on history, archaeological assets, etc.
We conducted research on the internet and discovered that in Santa Maria, there are numerous ancient and highly prestigious buildings. One of the most famous is Palazzo Belmonte, a noble structure with a five-acre park belonging to the princes Granito Pignatelli di Belmonte, built in 1733 by merging existing buildings. Palazzo Granito is also famous, built in the first half of the Eighteenth Century by Parise Granito, overlooking the pier of Punta Licosa. King Charles of Bourbon used to stay in this building. Among the most famous historical buildings, we can also include Palazzo Perrotti and Villa Matarazzo. Castellabate, however, is also famous for its coastal towers, raised to spot the Saracen boats that approached the coast to plunder it.

The best preserved tower is the Norman-Aragonese one of the "Pagliarola" or "Perrotti", adjacent to Palazzo Perrotti. It dominates the Marina Piccola of Santa Maria. Of medieval origin, it consists of a circular tower, surrounded by a lower tower dating from the successive period.

Since 1972, its marine environments have been placed under marine biological protection to preserve its natural and environmental heritage. In 2009, the protected marine area of Santa Maria di Castellabate was established, which embraces the area between the bay of Saùco (or Vallone) and the tip of Ogliastro.

There are many tourists who flock to the wonderful beaches, the ancient village and the historical monuments of Santa Maria every year. The territory offers various choices. Depending on your tastes you can have a tailor-made holiday.

In the short film we will, therefore, insert references that accompany the potential customer/tourist towards exploring the location and choosing the services of interest. The main attractions will be named such as B&Bs in historic residences (Palazzo Perrotti), lodgings where you can taste the typical cuisine, and nooks where you can enjoy a wonderful sunset like Porto delle Gatte.

c) Investigate good practices

We took inspiration from the short films already made by other students who, like us, have been involved in the training courses organized by CONFORM which are published on the company's web page (https://conform.it/short-movie-laboratory/)

3) PRIMARY RESEARCH
(with focus group research methodology - (based on the objective, answer one of two points):

a) Collect information on history, archaeological assets from people that lives in these places
b) Collect information on the CCIs/their customers making interviews or sending e-mails to clarify information you have found in your desk research (send questions before the interview)

a) Collect information on history, archaeological assets from people that lives in these places

The name of the town derives from the castle of Sant'Angelo, built by the abbot Costabile Gentilcore on the homonymous hill. After his death, the fortress was named by the local population after its creator, giving rise to the name of the village "Castello dell'abbate"> "Castellabate.

Castellabate is an area that has been inhabited since prehistoric times, as evidenced by the stone finds found in Alano, San Marco and in the locality of Sant'Antonio (near Licosa). During the course, we spent a lot of time choosing the places and the riches to be valorised. To make these choices we talked to the local people and interviewed characters we met along the scenario of our future shootings.

Local inhabitants and fishermen told us about their customs and habits, talking to us of an everyday life of other times, with dormant rhythms and activities that follow the course of the seasons. As for the choice of personalities to be staged, we were inspired by the important characters of the history and mythology of Santa Maria who have left visible traces of their real or imaginary passage. The first character you meet is the mermaid, Leucosia, who guides the young Spanish tourist Concita through the myth of the mermaids that envelops the Cilento coast. In another scenario, we meet a nice bartender, dressed in period clothes and with a French accent that gives Concita important hints of past history. It is the transfiguration of Gioacchino Murat, a famous character to whom the plaque on the side of the main square of Castellabate "Qui non si muore" is dedicated.

The information found comes from many sources. There are many specialist books that narrate the history and characteristics of our territory. Obviously the internet was also a great source of inspiration. We were able to draw on a lot of information and interesting ideas to build our story. But as already narrated in the previous points, the most important and rich contribution was provided by the local inhabitants, extremely helpful and hospitable people who welcomed us and our film crew. The interviews were partly unscheduled but spontaneous referring to passers-by, fishermen who wove their nets by the sea and ladies intent on their daily chores, and partly scheduled such as those with the manager of the B&B located in Torre Perrotti who also hosted us for the pre-shooting phase. Before going to the location, the management staff took care of contacting various structures to visit by phone and e-mail to organize our training days as the short film was to be shot as part of the "tecnico per la valorizzazione e la promozione dei beni culturali"(technical training project for the valorisation and promotion of the cultural heritage).

4) LOGISTICS
Arrange and organise the shooting days as regards travelling issues, costs,
Avoid days with a lot of people – check if you have the permissions to shoot in a place you have chosen
(Use waivers for images/videos provided)

The organization of all actions, logistics, appointments with the structures and personalities who will welcome us will be taken care of by the CONFORM management staff for the " Tecnico per la valorizzazione e la promozione dei beni culturali" training project of the Campania Region, and all necessary documentation will be collected to support this work.

As it is easy to imagine, there are many tasks prior to the creation of the short films. To make their realization possible, an organizational apparatus has been created that will take care of the various aspects, authorizations that have been requested for the shooting of images in particular places such as churches and historical buildings, as well as waivers that have been prepared for the members of the cast and the other people involved in interviews and different kinds of filming.

The costs of these operations have been agreed in advance as part of the project …

5) THEME:

Santa Maria Di Castellabate between myth, history and contemporaneity, the valorisation of the territory.

6) KEYWORDS:

Santa Maria di Castellabate, Echoes of history, Leucosia, Gioacchino Murat, tourism, sea and history, valorisation, territory, Cilento, Campania, short film, myth, legend, hand down, culture, heritage, historical-artistic, protected area, scenic beauty, acting.

7) LOCATION:

Santa Maria di Castellabate, Borgo di Castellabate, Porto delle Gatte, Torre Perrotti, Palazzo Belmonte

8) TIME:
Epoch – realistic, unrealistic or indefinite

The short film is set in our days.

A contemporaneity is represented which, however, also reveals the times of the past that once were. The three protagonists are three young people from the Cilento who stage the myth, history and contemporaneity of the place.

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Digital
Humanist

9) 5Ws

- Who:
  Simona Bocchino - Concita, Maria Angela Romito - Leucosia (mermaid), Leonardo Festa - Gioacchino Murat (bartender)
- Where
  Santa Maria di Castellabate, Borgo di Castellabate
- What
  The valorisation of the territory by touching art, culture, history, myth and scenic beauty. Training course for the valorisation of Campania's cultural heritage culminating in the production of thematic short films with the support of a television crew.
- When
  2015
- Why
  Valorise little-known places in Campania, especially abroad, acquire knowledge and skills in the historical, artistic and territorial fields.

10) 3Cs

- Characters
  - ✓ Concita, a young Spanish tourist, a young and outgoing girl discovering the beauties of Santa Maria, comes across some curious characters in the hope of having information for her stay, dressed in a young style, extrovert, Spanish accent.
  - ✓ Leucosia, a young girl from the Cilento passionate about the myths and legends of her land, depicted as the "mermaid" Leucosia. We find her at the beginning of the short film lying on the rocks of the seafront, her pose, her clothes, the marine landscape scenario, are inspired precisely by the image of the mythological being as it was depicted in ancient illustrations.
  - ✓ The bartender, a young man from the Cilento, welcomes the excited tourist, with an eccentric French accent and completely unusual clothes for his role. In fact he is wearing the historical clothes of a young Gioacchino Murat. From his words it is possible to understand various references to local historic events and guides the characters to some of the most evocative places in the locality.
- Conflict
  The characters are dropped into other roles. References and allusions are made in order to tell a story within the story. A lot is played with the costumes and with the linguistic accents of the characters. The protagonist Concita does not initially understand the words of the mermaid and goes away bewildered.
- Conclusion:
  At the end of the short film, however, the three characters will become simple young people and Concita, who in the meantime has discovered Santa Maria and repeats the words that were said to her at the beginning by the mermaid, fully understanding their meaning and references to a timeless story. The short film incorporates, in a few minutes, various decisive aspects of the culture of the place, highlights its beauties and historical and mythological charm. The staged story is capable of intriguing and stimulating the desire to discover more about the place and the characters.

11) CHARACTER
(repeat for each character that you want to include in your story)
Complete the following form to define your characters

- **Name:** name, surname and/or nickname
  - ✓ Simona Bocchino plays – Concita, Spanish tourist.

- ✓ Maria Angela Romito plays – Leucosia, mermaid of the myth of the Cilento coast and a girl from the Cilento
- ✓ Leonardo Festa plays – Gioacchino, bartender, Gioacchino Murat historical personage and young man from the Cilento.

- **Archetype:**
  - ✓ **HERO**: Concita, a young Spanish girl in the role of a tourist. She is the one who makes the journey
  - ✓ **MENTOR**: Leucosia mermaid of mythology, a girl from the Cilento who guides Concita to discover the myths and legends of Santa Maria
  - ✓ **MENTOR**: Gioacchino, bartender, Gioacchino Murat historical figure who guides Concita to discover Santa Maria.

- **Brief description: provide a brief description of the character that includes physical, character and other elements also in relation to history and its function in it**
  - ✓ **Concita** is represented as a young girl, outgoing, sociable, impatient to learn about the place. She has strange conversations with the characters she meets and does not seem to fully understand what they say. Dressed in modern clothes and characterized by her Spanish accent, she is the only character who really is what she seems. She remains a young Spanish tourist for the duration of the short film, unlike the other characters.
  - ✓ **Leucosia** is represented as a young girl. The costumes and make-up accentuate the recognisability of the mythological character of the mermaid, even her position at the moment of the initial interview with Concita, sitting on a rock in the middle of the sea, are all references to the local mermaid. Leucosia seems to say strange things to Concita, in fact, she misinterprets the questions that the young tourist asks her and begins to tell her story by referring to the other mermaids, her sisters Partenope and Ligea. She warns Concita against leaving that place before she has discovered everything she needs to know.
  - ✓ **Gioacchino** is also a young man in the role of a bartender. We see him behind the counter of a bar struggling with a coffee for the beautiful tourist, with clothing, a historical costume and an eccentric way of speaking like a nobleman with a French accent. We immediately understand that he, too, is not really what he seems but personifies the historical figure of Gioacchino Murat. He guides Concita who is looking for a place to stay and wants to eat local dishes. In the conversation with Concita he makes great references to his history linked to that of Santa Maria.

- **Function:** *role within the story*
  - ✓ Concita, tourist, interested in discovering Santa Maria Di Castellabate.
  - ✓ Leucosia, mermaid, a mythological character with the task of guiding the tourist Concita to discover the myths and legends of the place.
  - ✓ Gioacchino Murat, bartender and historical figure, with the task of recounting to Concita some historical background and guiding her for her stay in facilities such as B&B and typical lodgings.

- *Hierarchy: indicate if it is a main, secondary or background character to the narrative*
  Concita tourist, protagonist.
  Leucosia mermaid and Gioacchino Murat co-stars (or secondary characters).

- **Features:** *indicate the information we are given about him/her and the attributes that characterize*
  him/her, like his/her social group of physiognomic elements
  See point three…

- **Evolution:** *indicate if he/she is a static or dynamic character*
  Concita is a static character, she does not transform herself but remains in her role as a Spanish tourist.
  Leucosia transforms from a mermaid of mythology to a girl from the Cilento.
  Gioacchino transforms from Gioacchino Murat a historical figure, to a bartender and a young man from the Cilento.

- **Age**
  Concita - 29 years of age,

Leucosia – 25 years of age,
Gioacchino - 30 years of age

- **Sex**
Concita - woman,
Leucosia – woman,
Gioacchino – man
- **Race**
- **Height**
    Concita – 1.70
    Leucosia – 1.78
    Gioacchino – 1.88
- **Weight**:
- **Body size**
Concita, thin, slender.
Leucosia, lean, slender.
Gioacchino, thin and slender.
- **Nationality**
Concita – Spanish
Leucosia – Italian
Gioacchino – French/ Italian
- **Eye colour**
Concita – brown
Leucosia – green
Gioacchino – brown?
- **Hair colour**
Concita – blonde
Leucosia – chestnut brown
Gioacchino – chestnut
- **Birth place**
Concita – Spain
Leucosia – Naples
Gioacchino - Labastide-Fortunière France
- **Key phrase**
Concita:
(Beginning) - Hola Chica, dónde puedes comer?
(End) - El Mar? I know well…….the sea.
Leucosia:
-The sea? Oh, the sea was my home, did you know?
How many afternoons have I spent singing and playing with my sisters Partenope and Ligea….
-Since that day I have lived here, in this small stretch of sea!
Gioacchino Murat:
Oh mon dieu de la France! The Bourbons have attacked us! The Spaniards!
- **Additional elements** (*E.g.. clothing, habits, hobbies, talents, fears or other useful information for the purpose of narration*)
    - Concita, elegant and Spanish clothing, short black dress with low neckline, red accessories, loose hair on her shoulders and red lipstick on her lips, shoes with high heels.

- **Leucosia**, white cotton outfit with a longuette skirt and short top, no shoes, she has a fisherman's net on her shoulder, she has a shell earring in her left ear, long dark hair loose on her shoulders, natural make-up.
- **Gioacchino Murat**, wearing a white lacy shirt and decorated in the noble way with a grey waistcoat over it.

The three characters eventually appear dressed in modern clothing.

- **Events**: *indicate the actions of which they are protagonist, the way in which they influence the story, the characters or their evolution, the events that influence them and the way in which they react to them.*
  - <u>Concita</u> is the protagonist, she leads the way for the other characters to touch on the topics we want to deal with. At the beginning of the short film, she appears confused and bewildered, but in the end she enters fully into the local consciousness and she is able to give indications to a foreign tourist like a real local girl.
  - <u>Leucosia</u> is the mysterious mermaid that speaks of the mythology of mermaids. At first she appears strange, she tells her story to Concita who has a hard time following her.
  - <u>Gioacchino</u> is the bartender who plays the historical character of Gioacchino Murat, he tells his story and tells Concita where to eat and sleep in Santa Maria.

12) SCRIPT (max 500 words)
Take into account conflict, resolution, …
I ACT Presentation/Turning point 1 – II ACT Evolution CLIMAX - Turning point 2 - III Resolution)

Concita, a Spanish tourist, arrives in Santa Maria di Castellabate.
A little bewildered, but at the same time anxious to visit this magical place, she ventures through the streets of the town asking for information from strange local characters who tell her anecdotes, myths, stories and legends .... Concita does not initially understand what the words of these characters mean but in the end they will all find themselves completely transformed to experience again and again a timeless story.