

Interview with Isabelle Nobio (EU MEDIA Antenna Grand Sud)

“The Media Cluster is a unique place for cooperation between the sound and image businesses”.



Isabelle Nobio

Is this a way of rewarding the region for its efforts to expand cinema and audiovisual activities within its boundaries? In any case, the European Commission chose Marseille – after Strasbourg and Paris – as the location for its third MEDIA Antenna in France in 2008. It has set up its headquarters in the centre of the Belle de Mai industrial wasteland Media Cluster on April 27 2009, ...It is an incentive to cooperation between businesses, participants, projects and ambitions Its manager, Isabelle Nobio, has plenty of arguments!

> Why did you want to open a MEDIA Antenna in the Provence-Alpes-Côte d'Azur region?

Isabelle Nobio: Our region has traditionally been chosen for many films, but it is also a particularly innovative and creative environment. We are lucky in that we have an environment with many international festivals and trade fairs, technical and technological facilities, and an active and competent business sector. Since there were only two information offices for the MEDIA program in France (one in Paris and one in Strasbourg), it seemed logical to open another in the South of France. This is why we opened the Grand Sud MEDIA Antenna.

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For further information

www.mediafrance.eu the MEDIA Antenna site

<http://europa.eu/scadplus/leg/fr/lvb/l24224a.htm> MEDIA 2007 (2007-2013), European program for support to the audiovisual sector

Media, user's instructions (to be downloaded)

Attachment: [MEDIA Mode d'Emploi Mai 2009 FR.pdf](#)

> **More specifically, what is the purpose of the MEDIA Antenna, and particularly its European coverage?**

Isabelle Nobio: The MEDIA Antenna located in Marseille is the South region's information office for subsidies offered by the European program to support the audiovisual sector: MEDIA 2007 (2007-2013). Its roles are to:

- inform and advise professionals about opportunities offered by the MEDIA program and other European supports for audiovisual,
- offer technical assistance for setting up candidate files,
- encourage networking of professionals in the South of France and the Euro-Mediterranean area.

> **How does its recent installation on the Belle de Mai Industrial Wasteland Media Cluster facilitate its deployment?**

Isabelle Nobio: The implantation on the Media Cluster is consistent with the logic to increase efficiency between businesses. The Cluster is a unique location for cooperation between the sound and image businesses. Being as close as possible to cinema and audiovisual professionals allows us to offer a genuine local service in every sense of the term. The new premises include the MEDIA Antenna and the Regional Film Commission within a space intended to welcome professionals and in which regular events can be held. The official inauguration took place on April 27 this year.

> **What are your plans for the next year and how will regional players fit into them?**

Isabelle Nobio: The Antenna is a place at which professionals working in the South of France can obtain help with service, and the objective is to identify and report on the needs of participants so that tools and proposed actions can be tailored. The year 2009 will be marked by actions designed to increase the awareness of professionals in the Provence-Alpes-Côte d'Azur region and adjacent regions. This may be in the form of information days like those recently held in Arles or Marseille, and workshops on specific themes in the context of markets such as Cannes and the Sunny Side of the Docs.

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> **What synergies could there be between the different local economic players including Provence Promotion?**

Isabelle Nobio: Our intention is to work in partnership with the different institutional and professional players. This cooperation will naturally be in the form of an exchange of information and good practices. Ad hoc partnerships could also be envisaged in the framework of more targeted actions. Furthermore, by revealing a region's cinema and audiovisual talents, the MEDIA Antenna is consistent with the ambition of increasing the attractiveness of regions, particularly in Europe, which is another of Provence Promotion's missions!

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