

I400CALCI

RIVISTA DI CINEMA DA COMBATTIMENTO

i400Calci.com (literally *The 400 Kicks* - a wordplay based on the film *The 400 Blows* by François Truffaut) is an on-line magazine dedicated to **action and horror films**.

Updated by a rich team of writers who share an exceptional cultural background as well as a penchant for humour (as testified by their ironic *noms de plume*), it focuses on reviews of the latest film releases in Italy and abroad. Its well informed critical stance and its groovy, quirky writing style informs all content on a number of regular columns. The staff is mostly based in Italy, with one member based in London.

Listed below are some of the most considerable columns of the magazine:

Reviews: the foremost column on the magazine.

News: rumors, previews, news from the sets of films currently in production.

Interviews: we have spoken to the likes of Oren Peli (*Paranormal Activity*), Park Chan-Wook (*Old Boy*, *Sympathy for Mr. Vengeance*, *Thirst*), Claudio Fragasso (*Palermo Milano Solo Andata*, *Troll 2*), Sigourney Weaver, James Cameron, Robert Rodriguez, Vin Diesel, Jason Statham, Jackie Chan, Arnold Schwarzenegger.

Festival: fresh and up to date reports from the main film festivals such as Venice Film Festival, Cannes Film Festival, London Film FrightFest, International Film Festival of Rome, International Film Festival Rotterdam (IFFR), Far East Film Festival of Udine, Ravenna Nightmare.

Domestic Violence: DVD and Blu-Ray releases in Italy and abroad.

Blog: a personal space for each author to expand and comment on film news, for in-depth analysis or to point out fun facts.

AWARDS AND MEDIA COVERAGE

Having won the Italian Web Awards in the category of Best Cinema Website for three times (in 2010, 2012 and 2015) and being shortlisted every year, i400Calci.com got the attention of the Italian media.

i400Calci.com was mentioned on popular Italian press magazine like **Vogue**, **Liberazione**, **Vice Magazine**, **Il Post** and curated columns for paper mags Total Film Italia and PIG Magazine.

It is also often mentioned on radio programs on national channels and is looked to as a model of knowledgeable critique by several blogs dedicated to comics.

i400Calci.com has even created their own version of the Oscars: *the Sylvesters*. In 2012, one of the contributors appeared on live TV to give a *Sylvester prize* to actor Peter Dinklage.

FACTS AND FIGURES

With a large amount of daily visitors, a stunning active fanbase and its quirky writing style, i400Calci.com has become an increasingly important reference point for Italian film buffs.

In July 2012 the magazine has launched one of the first Italian social TV experiments: **#400tv**, a weekly event involving a home screening of films chosen by the staff and commented by viewers on live tweeting; every Tuesday night **#400tv** became a Trending Topic on the Italian Twitter charts and peaked in a double live event in Rome and Milan. i400Calci.com hosts the **#400tv** event every season, collecting hundreds of mentions and followers from Italy and abroad.

In July 2013, members of the editorial team played a multimedia DJ set based on horror and action film soundtracks at **SoloMacelloFest** in Milan. Over the last few years, the magazine has hosted contributions by many of Italy's most important bloggers and journalists; in 2010 it has also released a charity online music compilation called *Fight Night*; it featured unreleased original tracks kindly donated by composer Pino Donaggio (of *Carrie*, *Dressed To Kill*, *Don't Look Now* fame) and indie bands like Teeth of the Sea, Calibro 35 and Julie's Haircut.

Lucky Red Distribution has recently used excerpts from the review to *Lo Chiamavano Jeeg Robot* (They Called Him Jeeg Robot) during convention *Giornate Professionali di Sorrento*, a major event for film distributors and exhibitors.

i400Calci.com has also curated the DVD leaflet for the *Sharknado* boxset released by **Minerva Pictures** and produced special video content for **SkyCinema** and its digital tools to introduce the film. The magazine is now collaborating with **VIACOM** for the launch of **Paramount Channel** and its website, running a monthly column.

The magazine has presented several film screenings at Italian festivals or special events such as **Paesaggi Sonori** and **Cinema in the Family**. The editorial staff is often called to participate to related events and festivals such as **Lucca Comics and Games 2015** or the **Star Wars Conference in Cinema Postmodernissimo, Perugia** to introduce the brand new chapter of George Lucas' saga and the acclaimed documentary "The People VS George Lucas".

SOCIAL RESPONSIBILITY

i400Calci.com is proud to have helped the reconstruction of the Emilia region after it was badly damaged by an earthquake in May 2012, by selling branded T-shirts (in collaboration with Italian music label **42Records**) and donating all revenue to local schools. In numerous occasions, i400Calci.com has financially supported anti-Mafia NGO **Libera** through merchandise sales.

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