MOV 19
FINAL REPORT

With the patronage of:

Movement Entertainment are glad to share with their supporters the extraordinary results of Movement Festival 14th edition: the contemporary music and visual arts festival, that together with KFF holds the European Commission patronage, has once again confirmed itself as the main Italian autumn format.

PROGRAM AND ATTENDANCE

The program spread between 28th October and 3rd November, involving 30 artists across 5 different venues. Six dates on the table: the Politechno® seminar at the Politecnico di Torino, two Club Episodes, the Superga Night, the Turin Art Party at the Musichall in collaboration with Square Design and the 31st October Main Show. The latter registered +60% on a like-for-like basis in the audience who came from 38 countries. The season started with the extraordinary collaboration with the Saatchi Gallery in London and the new format Movement Unlimited on the Skyway Monte Bianco

TERRITORY AND TOURISM

Movement consolidated its bonds with the territory through the collaboration with the most qualified industrial partners in Torino, with 150 suppliers, the employment of over 220 human resources and the tight interaction with local tourist operators. Movement Hospitality System® promoted +900 overnight stays in local hotels and carried +4.000 guests with the subway and Torino Taxi.

The estimated positive outcome on the territory is 8 million euros.

MEDIA AND COMMUNICATION

45 accredited media operators. The partnership with the major European sector media spread and qualified the cultural message on 30 Italian and 25 international newspapers. The Instagram page reached 21,5k followers, Facebook 97k with a reach of +5million users since January 2019.

TECHNOLOGY

Movement perfected the exclusive use of the Paycard for digital and cashless payments through an RFID chip, to manage economic transactions and human resources at the Festival.

SAFETY & SECURITY

Deep cooperation with police forces who contributed to the best development of the event. Movement benefited for the 14th consecutive year of the precious assistance of the 118 Emergency Service and the Neutravel and P.I.N. projects.

MOVEMENT

THANKS FOR THE SUPPORT

SINDACA E CITTÀ DI TORINO

Emergenza Territoriale 118, Progetto Itinerante Notturno di ASL Città di Torino, Progetto SAR - Neutravel di Regione Piemonte, Arma dei Carabinieri, Guardia di Finanza, Polizia Municipale, Polizia di Stato, Vigili del Fuoco

WITH THE PATRONAGE OF	European Commission, Regione Piemonte, Città di Torino, Torino Chamber Of Commerce, Circoscrizione 8
CULTURE	Museo del Risparmio, Politecnico di Torino
MAIN PARTNER	SEAT, Kappa, Nastro Azzurro, Jägermeister, Burn
FASHION	Superga
SOUND	Pioneer DJ
MEDIA	La Stampa, Billboard, BasicPress, DJ Mag, Mixmag, ResidentAdvisor, Tsugi
COMMUNICATION	Smiling Sisters, Circulate, Measure PR, SMCEurope
GYM	Palestre Torino, Train Up
FINE DRINKING	Barz8, Campari Academy, Taittinger
HOSPITALITY	NH Hotels
MOBILITY	Sagat - Torino Airport, Flixbus, GTT, Taxi Torino
ACCOUNTING	Studio Ferrero, Studio Pagella
BANKING	Banca del Piemonte, Banca Reale
VENUE	BasicVillage, EDIT, Lingotto Fiere