



PRIX 2024

“Loud and Clear”

From 1 to 4 October 2024 – TORINO

THE 76th PRIX ITALIA RETURNS TO TORINO

The City where Italian Radio and Television took their first steps

All the numbers of an increasingly global and engaging competition

The Prix Italia 2024 returns to Turin, the city that has hosted it the most in its 76 years of history, where the voice of Rai Radio took its first steps a century ago. Four days from 1 to 4 October, as part of the celebrations for Rai 70/100.

Over 250 programmes in competition with an extraordinary participation of more than 80 broadcasters from all continents. The Jury, composed of over 80 experts and professionals from all over the world selected by the broadcasters of the Prix community, is already reviewing the productions entered in the Radio&Podcast, TV and Digital sections. The awards ceremony will be held on 4 October at the end of a festival week that will offer, among others, RAI preview screenings of the Fiction, Cinema, Documentaries and Kids channels, events and conferences, all free entrance for the public.

Torino, therefore, returns to host the Prix Italia after 7 years, in a completely renewed guise, thanks to the collaboration with the City of Turin and the Piedmont Region. The Prix hub will be the Rai Tv Production Centre, with a studio set up for the occasion, where it will be possible to watch programmes such as *Unomattina* and *Paparazzi*, two of the central moments in the dense live schedule, which goes on from the Rai Museum of Radio and Television with programmes such as *Radio anch'io*, *Caterpillar*, *Numeri Uni*, *Hollywood Party*, *Tutta la città ne parla*.

There will be also special events in other city locations of great cultural interest, such as the National Museum of Cinema, the Massimo Cinema, the Nuvola Lavazza, the Accademia Albertina, the University of Turin, the Film Commission of Piedmont-Turin. The Rai International Award, chaired by the Director of France Culture Emelie de Jong, has chosen an evocative slogan with great symbolic value for the 2024 edition: "Loud and Clear". When Guglielmo Marconi, one of the most visionary Italian scientists of all times, sent the message "Can you hear me?" across the Atlantic Ocean, his fellow assistants received it unequivocally and replied: "Loud and Clear".

"The way was paved for the birth of modern broadcasters that still today, with their strong reputation and reliability, make up the community of our Competition – states Chiara Longo Bifano, the Prix Italia Secretary General. From smartphones to satellites, from radio to Tv up to wireless connections: today we ask ourselves what the world of communications would have been like without the extraordinary genius of Guglielmo Marconi".



"Loud and clear" is the message that still ontologically defines public service broadcasters today. Languages change but the message and contents remain central. Rai once again confirms itself as a reference point for quality entertainment on a global level.