



Associazione Villammare Film Festival – Golfo di Policastro  
Via Irace - Vibonati (SA)

## Villammare Festival Film&Reel

### Contest “Film&Reel” 2025

#### 1. Contest:

The competition is part of the Villammare Festival Film&Friends event scheduled from 22 to 29 August 2025 in Villammare (SA).

#### 2. Theme:

Participants must create a cinematic Reel, which re-proposes with the fast language of this young and social technique, a scene, a story with a cinematic flavor that combines the languages and characteristics of the two worlds. The theme is free: it can be an original content, a creative reinterpretation, a comedy, a thriller, an animation, a socially engaged subject...

#### 3. Reel duration:

The video must be no longer than 1 minute

#### 4. Hashtags and Tags:

Publish your Reel on Instagram with the hashtag #Film&Reel2025 and tag our account @villammarefestival. This is the way to participate!

#### 5. Terms of Participation:

The contest is open to all young people between the ages of 16 and 30. It is possible to participate with more than one Reel.

#### 6. Judging Criteria:

Among the elements considered for the selection of the finalist reels there are creativity (how original and unique the Reel is), cinematographic quality (interesting use of the video camera, editing and scenography), emotion and impact (the ability to arouse emotion or surprise in a few seconds), the mix of languages (reels + cinema)...

#### 7. Deadline:

Participants can publish their Reel on Instagram until June 28th.

#### 8. Prizes:

There will be two prizes: one social, awarded to the most voted reel on Instagram; and one awarded by a young jury. The one chosen with the unquestionable judgment of the jury will be awarded a prize of 500 euros that will be delivered to the winner



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on the final evening of the Villammare Festival 2025 scheduled for August 29th in Villammare.