

CAME ATTENDS THE 80TH VENICE INTERNATIONAL FILM FESTIVAL WITH THE MOVIE "72 ORE" BY LUCIANO LUMINELLI

The company headquartered in Dosson di Casier, collaborating with the director in the production of the feature film, consolidates its path of enhancing the territory through the organization of projects, sports sponsorships and collaborations with local authorities

CAME, a world-leading *Made in Italy* company in the field of integrated solutions designed for the automation, control and security of residential, public and business settings, will be on the big screen in 2023 with the movie "**72 Ore**" by the Roman director Luciano Luminelli, dedicated to the quite peculiar and at times implausible and comical happenings of a man in his 50s who involves none other than his best friend from childhood in the search for a treasure discovered in his youth, but this is only a small sample of what he will be able to accomplish through unexpected twists and turns. The screenplay is edited by the director himself and Noemi Guidi.

The Treviso-based company "lent" the director its Dosson di Casier Headquarters to shoot some scenes from the movie. In particular, the most observant will be able to recognize the company's employees among the extras, the main CAME meeting rooms, which became real sets for the movie, and some of the brand's most iconic products.

*"It was engaging and fun to be part of a film production," comments **Andrea Menuzzo, CEO and Chairman of CAME**, "we felt that this opportunity was a great chance to continue celebrating our 50th anniversary and carry on the long tradition of collaborations outside of our work area, such as the partnerships we have long established in the sports field. We are always proud to participate in initiatives that emphasize our territory, to which we remain intrinsically linked, and whose enhancement is among our goals."*

"**72 Ore**", by LudoArchedo48, is a story, full of happenings, that takes place over just three days and set mainly in the Veneto region between Treviso, Refrontolo and Casier, and in Lazio. Starring in the film are Kaspar Capparoni, Blas Roca-Rey, Corinne Clery, Debora Caprioglio, Sebastiano Somma, Magdalena Lucca, Rebecca Valenti, Jonis Bascir, Morgana Forcella, and Giuseppe Klaebisch. The movie, in addition to Casier, includes scenes shot in Castelbrando, Cison, Rome, Mentana, and Marsico Nuovo.

CAME

CAME is a leading global brand for high-quality technological solutions and products for automations, smart homes, access control and security and parking systems that can improve the lives of the people who use them and the work of professionals.

With more than 50 years of history behind it, and even longer experience thanks to the companies that now belong to it, the Group founded by Paolo Menuzzo, now President of the holding company, is headquartered in Dosson di Casier, in the province of Treviso, and owns 10 manufacturing sites in Italy, France, Spain, UK, Turkey, and Brazil. Andrea Menuzzo, son of the founder, is the Chairman and CEO of CAME S.p.A. The company has over 1800 employees, serves the market with 29 branches and more than 40 warehouses around the world, and operates in 110 countries worldwide through partners and distributors with an integrated and global vision. In 2022 it generated a turnover of 298 million Euro.

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Media Contacts:

CAME S.p.A.
Silvia Zaia - Fiorenzo Scroccaro
T (+39) 342 7791220; (+39) 347 3566803
szaia@came.com
fscroccaro@came.com

Press Office / SEC Newgate Italia
Teresa Baroni - Martina Basile
T (+39) 340 7608713; (+39) 338 9034914
teresa.baroni@secnewgate.it
martina.basile@secnewgate.it