

# At the 80th Edition of the Venice Film Festival

Thursday 7th & Friday 8th of September, 2023



BETTER WORLD  
Fund

“Women Empowerment”



For the Benefit of the Maria Callas Foundation

[\*\*Book Your Seats\*\*](#)

AT THE CA' SAGREDO HOTEL & LA SCUOLA GRANDE DELLA MISERICORDIA DI VENEZIA

# Manuel Collas de La Roche

President & Founder of the Better World Endowment Fund



“ The better world to which we all aspire is now within our reach. Deeply humanitarian, I am convinced that together we can move mountains by providing concrete solutions to tomorrow's challenges.

In 2016, driven by the desire to take part in this movement of awareness, I launched the Better World Fund.

**Yes, there is hope.**

Everywhere in the world, women and men are creating, innovating, and taking action for climate change, social inequalities, culture, and education. The Better World Fund's ambition is to highlight and financially support these actions that give hope.

The power of film seemed to me an obvious way to raise awareness and inspire global world citizens to act for the future of our planet.

**I need you, as they need you.**

**Thanks to you and your generosity, we are proud to have helped numerous associations and foundations** during our successful programs and events. May it be at the Cannes Film Festival, at the Venice Film Festival, in Los Angeles, Toronto, Monaco, Cairo, New York, Saudi Arabia, or even during the Expo 2020 in Dubai.

**For this Venetian edition, we have decided to honor the talented Maria Callas**, who would have celebrated her 100th birthday this year. She has used her voice and fame to raise public awareness of societal issues and to inspire other artists to act for a better world.

**Thanks to our incredibly wide press and television coverage in France and abroad**, we have made millions of people aware of environmental and societal causes.

**Therefore, I hope to see you all on Thursday 7th, Friday 8th & Saturday 9th of September, 2023, at the Venice Film Festival, participate in our rich and inspiring program and our sumptuous gala dinner showcase.** The entire team and I look forward to seeing you there with open hearts.





# The Better World Fund

## Meaningful, Optimistic & Inspiring Program to Raise Consciousness

Today, the cinema industry holds a statutory role as a vector of social, educational and environmental values. Awareness is an essential pillar of the art, as is the need to present better visibility to powerful and cause-focused films, all driven by the desire to have a positive impact on the world.

As such, since 2016, through tangible actions, prestigious international events and inspiring cultural programs, we have brought together celebrities, filmmakers and leaders from all around the world, fueled by the desire to positively influence the future of our society.

## The Better World Fund Stands Out with its Unique Disruptive Format

We are devoted to creating meaningful and hopeful programs that highlight the organizations committed to our planet as well as support them financially.

As our latest positive impact programs testify:

- **In May 2023 in Cannes**, we support The Akbaraly Foundation and the Amazônia Fund Alliance Program for the UNESCO Brazilian Federation.
- **In March 2022, within the framework of the Expo 2020 in Dubai** and the United Nations Oceans Fortnight, we focused on the preservation of our oceans.
- **In May and September 2022, at the Cannes and Venice film festivals**, our actions focused on global inequalities related to food, health and sustainability.



# Venice Edition – 2023

## " Women Empowerment for a Better World "

At the heart of the magic of Venice, in these sumptuous palaces, this edition will celebrate women. Women, the bearers of life, have the power to change the world for the better, for their children, for all of us.

Today, the representation of women on screen is essential to overcome gender stereotypes and deep-rooted prejudices.

By giving women more varied and complex roles, the cinema industry offers positive role models who challenge traditional expectations and encourage women's emancipation. This helps to create a more egalitarian and inclusive society by showing audiences that women can occupy all domains of life and have a significant impact.

In addition, the presence of women behind the camera also creates professional opportunities for other women in the film industry.

Cinema has a powerful cultural impact and can be a tool for promoting social change. It is therefore essential to continue to support and encourage the participation of women in all aspects of the film industry in order to create a more equitable and inclusive world for all.



## Ca' Sagredo Hotel



**September 7th**

Welcome Cocktail  
Starting 7 pm

## Scuola Grande Della Misericordia



**September 8th**

Masterclass starting 10 am  
& Red Carpet & Gala Dinner starting 7:30 pm

# For the Benefit of the Maria Callas Foundation

## In honor of her Centenary

**Maria Callas symbolizes a woman empowered by her talent and hard work.**

Besides her many unknown humanitarian actions, she used her voice and fame to draw public attention to social issues and to inspire other artists to act for a better world. Maria Callas left a unique cultural legacy and inspired generations of artists and music lovers.



The Maria Callas Foundation aims to protect and promote the artistic work and memory of Maria Callas and to maintain her authentic image, according to the wishes of her family and founders. By collecting documents from all over the world, including private collections and donations, the Foundation preserves an exceptional archival collection, ensuring its continuity and presentation to the public.

- **Forty years after her death, Maria Callas continues to inspire love and fascination.**
- **There have been countless exhibitions, films, books, and biographies about her in recent decades.**

Unfortunately, authenticity in these different works is not always respected, so it was absolutely necessary to create an official institution that could represent her as faithfully as possible, since there are no longer any rights holders today.

**For the first time, today, they have decided to support an initiative and actively support the Foundation whose mission is to search and gather these archives in order to build the future Museum collection.**

# Masterclass Conference

## "From Script to Screen: Empowering Women in the World of Cinema"

The upcoming Better World Fund Masterclass on Women Empowerment will be held in Venice and moderated by **Élisabeth Moreno**, President of Women in Tech Foundation, Former Minister in charge of gender equality, diversity and equal opportunities.

The panels explore women in cinema and the significance of the industry for expression, while the individual speakers focus on the relationship between philanthropy and women entrepreneurs. This event aims to highlight the incredible achievements of women across various industries and shed light on pressing issues that affect their personal and professional lives. Get ready to be inspired and gain insights from the influential women whom we are in discussion with and who are driving change and making a difference in our world.



**Élisabeth Moreno**

### Panel: Empowerment in the Image of Maria Callas



**Rossy de Palma**



**Euzhan Palcy**

### Panel: Empowering Women in the World of Cinema



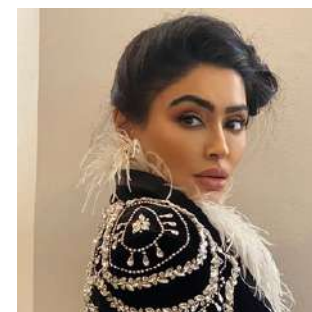
**Nadia Fares**



**Yasemin Şamdereli**



**Kiera Chaplin**



**Tarina Patel**



**Valentina Castellani**

### Individual Speakers: Empowering Women in Business



**Dr. Solanges Vivens**



**Karine Gros**



**Lorène Ferrandès**



# Special Appearances

On the 8th of September 2023, at la Misericordia di Venezia



**Isabelle Huppert**



**Rossy de Palma**



**Jeremy Piven**



**Euzhan Palcy**

# World Class Auction

## For the Benefit of the Maria Callas Foundation

During the Gala Dinner, a special auction will be held to support the Maria Callas Foundation's endeavor to establish a museum in her honor in the heart of Paris. The auction aims to raise funds dedicated exclusively to the construction of this tribute to the legendary opera singer.

The auction will be conducted by the renowned auctioneer, Julien-Vincent Brunie, International Director and auctioneer at Christie's. Active in the luxury sector for 25 years, Julien began his career in 2000 at the jeweler Boucheron where he remained until 2010 joining Christie's. Today, as the International Head of Private Sales Jewels, Julien Brunie contributes to the worldwide success of private sales at Christie's. His extensive knowledge of the luxury industry facilitates swift and discreet transactions for important collectors.

**The primary objective of this auction is to raise 300,000 euros**, which will serve as a significant milestone towards launching the inception of the Maria Callas Museum in Paris. With this substantial financial support, the Maria Callas Foundation will be one step closer to bringing this visionary project to life and preserving the memory and contributions of the legendary opera diva for generations to come.



**Julien-Vincent Brunie**

# Special Performances

At the Gala Dinner on the 8th of September 2023, at la Misericordia di Venezia



## Maria Elena Infantino

An international singer and actress with a unique connection to Maria Callas as the daughter of the tenor Luigi Infantino, whose song she performed in a tribute show for "The Godfather part 2". She has a diverse range of accomplishments, including hosting and producing her one-woman show on Edith Piaf, performances at prestigious venues like Palazzo della Cancelleria on Vatican premises, and her involvement in charitable events for ALS awareness and "Caterina's club."



## Daniel Alhaiby

A remarkable figure in the realm of music, commanding expertise as a professional flutist, composer, and arranger of unparalleled distinction. His journey began in the cultural hub of Paris, where he diligently honed his craft and attained his higher degrees in flute, composition, and orchestration from the most esteemed music universities in France. Renowned across borders, he has earned rightful acclaim as one of the foremost flutists, exemplifying virtuosity that resonates on the international stage. His mastery of the flute is matched only by his ingenious ability to harmoniously interlace an array of musical genres, creating a signature style that defies convention and captivates audiences.

# With a Special Film Screening

## In honor of her Centenary

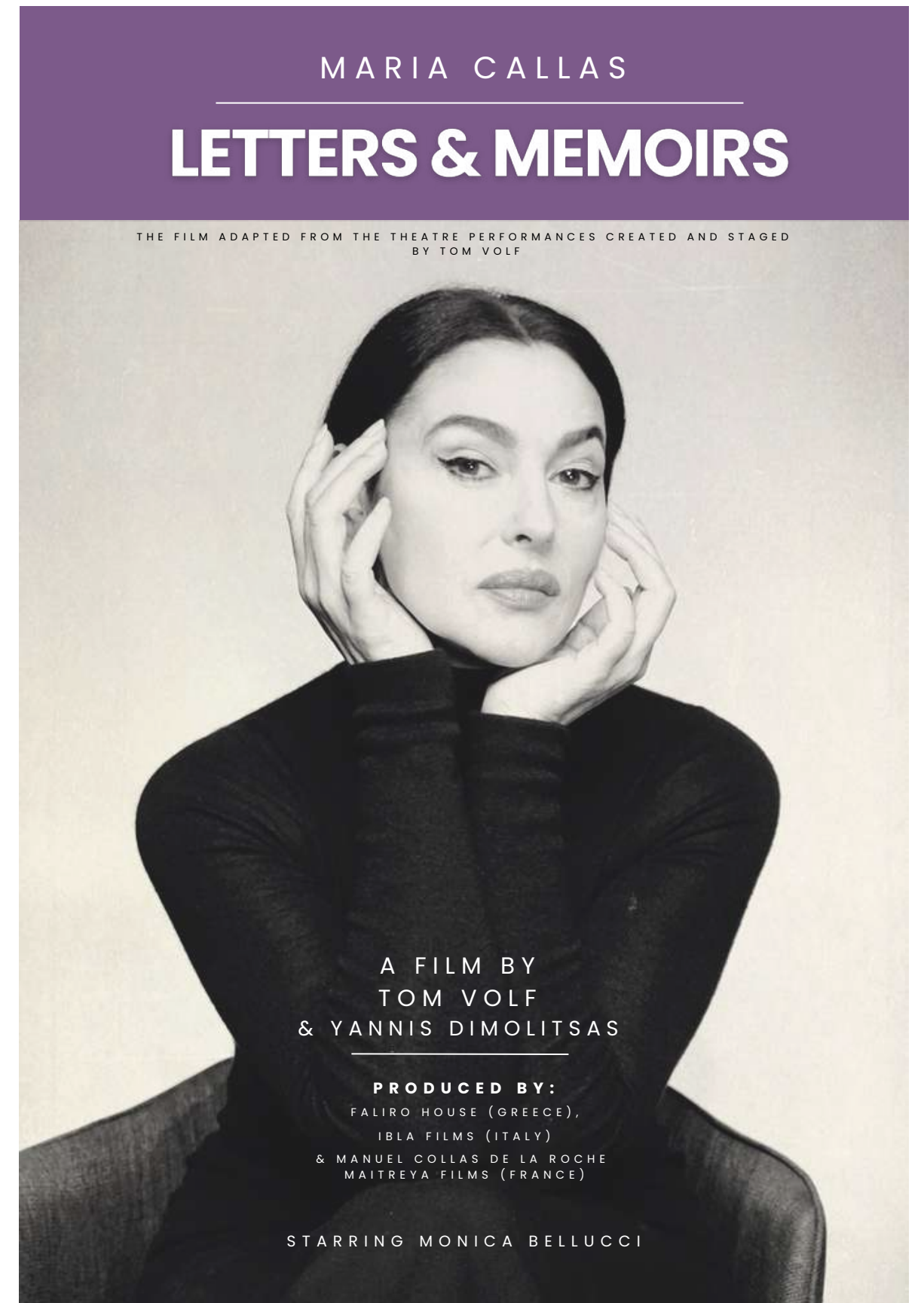
For Better World Fund, Tom Volf, a leading expert on Maria Callas, will be previewing the film he has just directed with Monica Bellucci, following the success of his last film "Maria by Callas", in 2017.

For three years, playing Maria Callas in the play "Letters & Memoires", also directed by Tom Volf, Monica Bellucci went from theatre to theatre recounting the diva's life based on extracts from her memoirs.



Directed By  
**TOM VOLF**

“ Unveiled sometimes as Maria, the vulnerable woman torn between her life on stage and her personal life and sometimes as Callas, the artist, a victim of her own demands and embroiled in a perpetual battle with her voice, and who, despite her loneliness in Paris in the last years of her life, continued to work relentlessly, until her very last breath at the age of 53. The fascinating and deeply moving self-portrait of the XXth Century's greatest voice.





# Booking

**Great Patron VIP Premium Table: 27,500 EUR (2,500 / Seat)**

Tables for 11 Persons Surrounding the Presidential Table in front of the stage including Exclusive Gifts - Only 10 Tables

**Great Patron Table: 22,000 EUR (2,000 / Seat)**

Premium Tables for 11 Persons located right behind the Great Patron VIP Tables for the Perfect Ambiance - Only 10 Tables

**Ambassador Table: 17,500 EUR (1,500 / Seat)**

Regular Tables for 11 Persons located further from the stage - Only 10 Tables

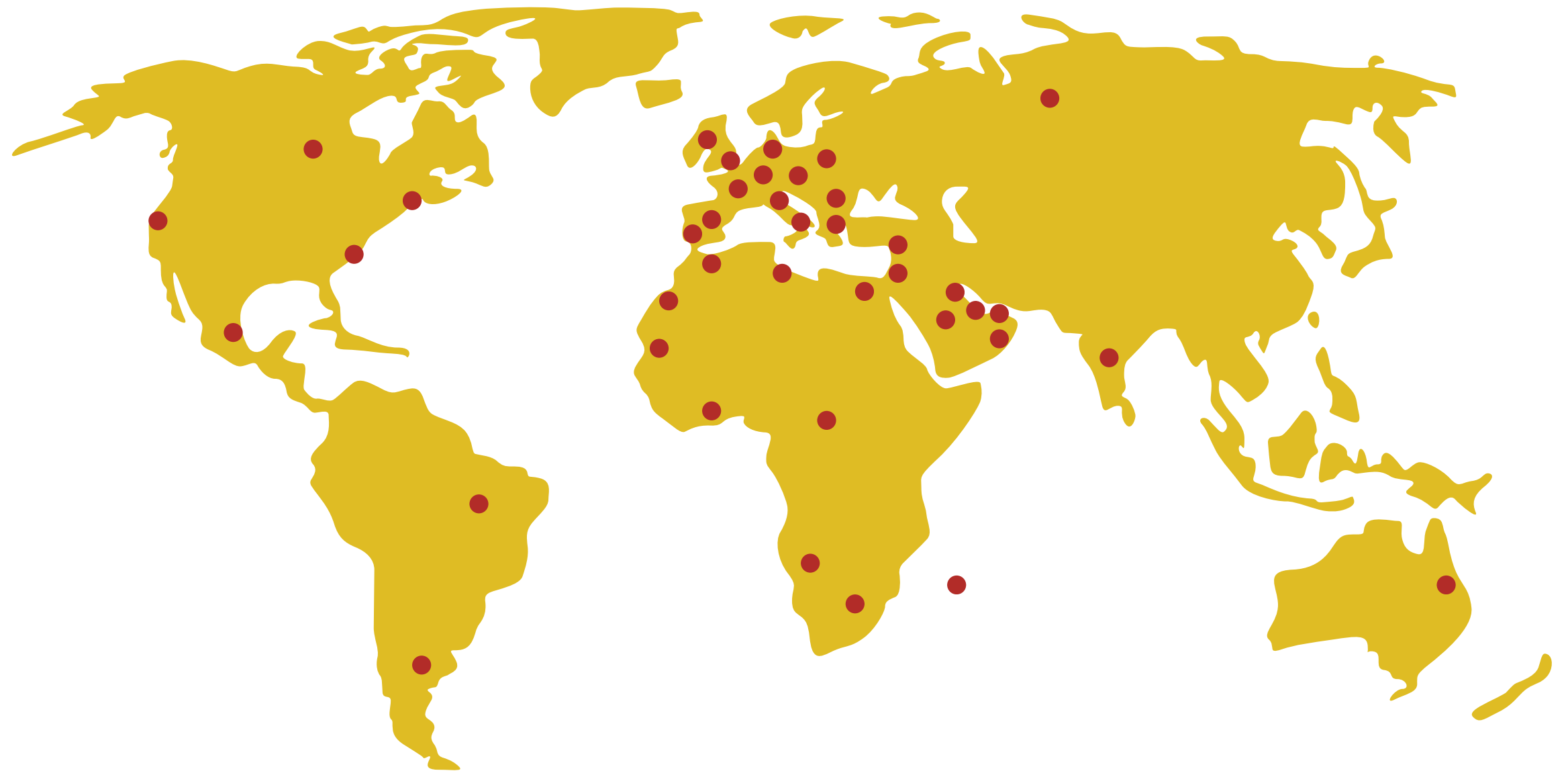
## REACH, PRESENCE AND NAMING IN ALL MEDIA ACTIVITIES

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The Better World Fund plans to reach viewers on a Global Scale by livestreaming segments of the Event and conducting interviews with Esteemed Guests and Invitees from the red carpet. The stream will include the content of the prestigious awards ceremony along with post-event content to highlight the importance of our partnered Charity Foundations and Sponsors.

## TOTAL MEDIA COVERAGE in Over 53 Countries

Cannes 2023 Across the Globe – Press, TV & Live Stream



## Our Partners

Venice 2023



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PERSONALISED LONGEVITY



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# REACH, PRESENCE AND NAMING IN ALL MEDIA ACTIVITIES

We distribute pre & post press releases to worldwide media outlets, working together with our Spanish, English & French PR & Communication Companies to ensure top coverage of our events.

## Our Media Partners

Venice 2023 Across the Globe – Press, TV & Live Stream





# HERFLIX – Live Stream Data

Cannes 2023 Across the Globe – Live Stream



Impressions	Reach	Link Clicks	CTR
1,857,888	1,152,837	50,162	2.70%

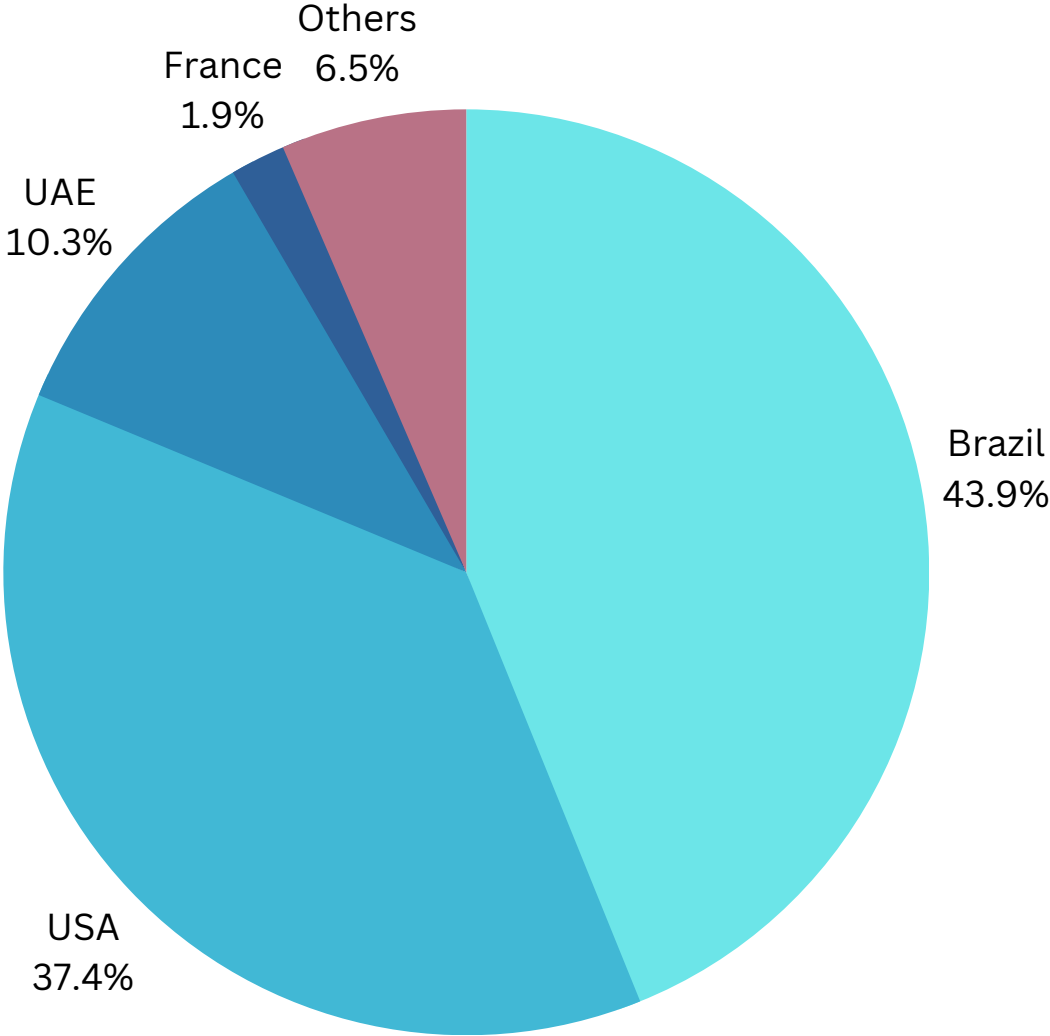


## Live Stream Viewership

- 46,824 Viewers

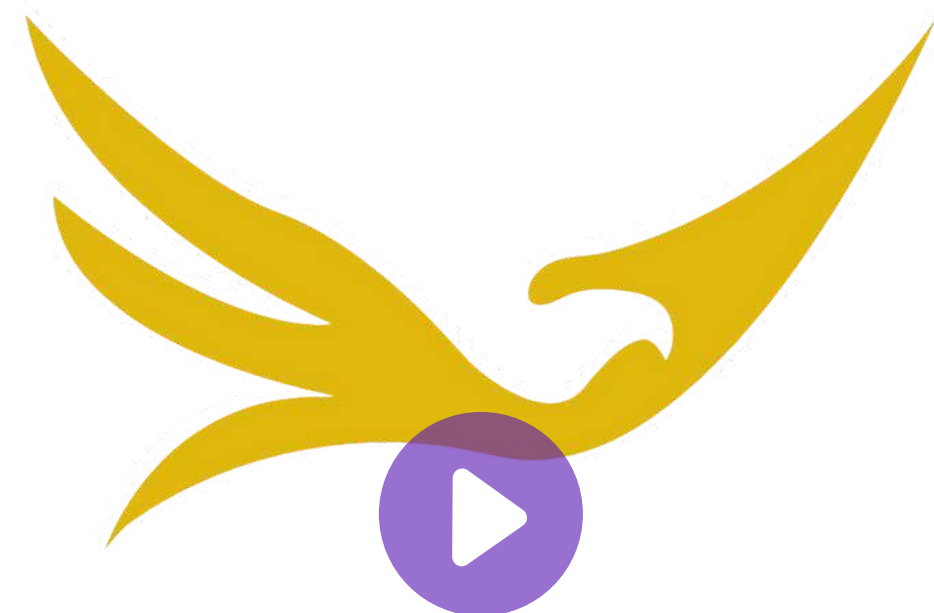


## Demographics in Over 53 Countries



# Our last edition in Venice

LA MOSTRA - 7th, 8th & 9th of September 2022



**BETTER WORLD**

Fund

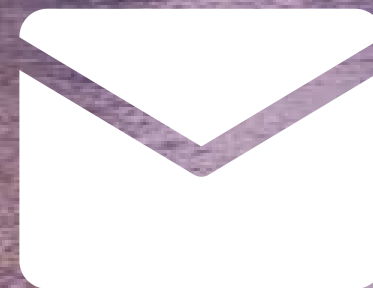
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