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**FOR IMMEDIATE RELEASE**

## **ARRI opens office in Rome**

- **With its new office in Rome, ARRI continues to promote and support the Italian film and audiovisual industry**
- **Premises in the heart of the capital where industry professionals can learn more about ARRI technologies and test equipment**
- **At the opening ceremony, more than 100 guests from the Italian film industry celebrate this important milestone**

**May 5, 2023; Rome** – ARRI opens a new office in Rome to further promote and support the film and audiovisual industry in Italy. To celebrate this important milestone, an opening ceremony took place on May 3, 2023. More than 100 guests from the Italian film industry, including cinematographers, producers, directors, business partners, postproduction and rental professionals gathered together to toast the new premises. The event was also attended by members of ARRI's global management team.

"It is with great pleasure that we celebrate the opening of the new Rome office. The Italian film industry has an incredible heritage that needs no introduction. ARRI already has a long history in Italy. ARRI's new presence in the Italian capital shows the will to be an integral part of this community to bring support to our loyal customers and users who have been working with our tools for a long time," says Christian Richter, General Manager Sales & Solutions EMEA at ARRI.

Natasza Chroscicki, as Managing Director ARRI France & ARRI Business Development Director MED-Benelux-NA responsible for ARRI Italy, adds: "We also open our doors to the next generations of filmmakers and share knowledge



by hosting demos, workshops, and trainings in these new premises. After the challenging times of these recent years and the necessity of remote work, this office will finally serve as a homebase to the young and vibrant team of ARRI Italy. Here, they will be able to physically connect with each other and with customers to grow our presence in this active market.”

In the past years, Italy has become a favored shooting location for major international productions due to the incredible variety of beautiful locations as well as available production services and skilled local crews. Therefore, ARRI's presence in Rome is even more important given the growing international demand.

Situated in a prime location in the heart of Rome's Prati district, close to numerous production and postproduction houses, the new company office covers an area of 120 square meters and consists of a meeting room, a creative space/show room, and a large warehouse. Industry professionals are able now to deepen their knowledge of ARRI products, including cameras, lenses, stabilization systems, lighting, and electronic and mechanical accessories. The office also features a dedicated space that can be used to host regular workshops and master classes to keep industry professionals up to date on ARRI technology.

**About ARRI:**

“Inspiring images. Since 1917.” ARRI is a global player within the motion picture industry, employing around 1,600 staff worldwide. Named after its founders August Arnold and Robert Richter, ARRI was established in Munich, Germany, where the headquarters is still located today. Other subsidiaries are in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of the business units Camera Systems, Lighting, Rental, and Solutions, as well as the subsidiary Claypaky, all dedicated to connecting creativity and future technologies for moving images and live entertainment. ARRI is a leading designer and manufacturer of camera and lighting systems for the film, broadcast, media, and entertainment industries, with a worldwide distribution and service network. The portfolio includes digital cameras, lenses, camera accessories, archive technologies, lamp heads, and lighting accessories. Along with offering exclusive technologies, ARRI Rental's first-class services and equipment provide camera, lighting, and grip packages to professional productions around the world. ARRI Solutions offers high-quality virtual and traditional production infrastructure solutions and efficient, integrated workflows to a broad range of studio operators, producers, and enterprises. Claypaky fascinates audiences worldwide with cutting-edge live entertainment and stage lighting.

In recognition of its innovative contributions to the film and television industries, ARRI has been honored with 19 scientific and technical awards from the Academy of Motion Picture Arts & Sciences and six Engineering Emmys from the Television Academy and the National Academy of Television Arts & Sciences.

For locations and more information, please visit [www.arri.com](http://www.arri.com).