

MAIN TRACK • AUTOMOTIVE

CINEMA LOVES CARS.



Torino is famous for them. Film has never been able to stay away from them: the chases, the road trips, the late-night talks in a parked car. Today you make the movie. Come up with the characters, write the dialogue, build the world, the look, the sound. Everything it takes to make a film happen.

AND, OF COURSE, A CAR.

01 WHAT WE MEAN BY "A CAR"

OPTION A

THE CAR IS A CHARACTER

It talks, remembers, falls in love, refuses to start.

A car remembers every conversation that ever happened inside it: first dates, fights, a proposal, a goodbye. Now it's being sold.

OPTION B

THE CAR IS THE SETTING

Everything happens in it or around it.

At an empty charging station on Mars, two drivers have 40 minutes to wait. One of them isn't human.

OPTION C

THE CAR IS THE SPARK

It sets the story in motion, then steps aside.

A teenage girl takes her dad's car to drive to the sea before sunrise. It's the first time she's ever seen it.

HEARTFELT

COMEDY

FUTURIST

COMPETITIVE

WEIRD

DEALER'S CHOICE

WE MADE THE EXAMPLES. YOU MAKE THEM LOOK BORING.

It's Saturday and you've got the whole day: take the brief somewhere we'd never go. We genuinely believe you'll come up with better stories, stranger worlds and characters people remember. The team next to you is thinking the same thing, so go further. **Only the rules in 02 and the limits in 05 are fixed. Everything else is yours to break.**

02 WHAT YOU HAVE TO DO

- **One short film, 3:00 max.** Credits can run a little over. Shorter is fine.
- **A car appears in it**, in any role.
- **Teams of 3.** Mix your skills: story, visuals, sound.
- **Made today**, 10:00 to 17:30. Bring ideas, not footage.
- **Upload by 17:30.** Link drops at 17:00, door closes at 17:30.

03 WHAT YOU CAN DO

- **Any genre, any style:** cinematic, animation, doc, experimental.
- **Italiano or English**, or no dialogue at all.
- **Bring your own** writing, photos, sketches, voice. Edit in anything.
- **Optional bloopers reel**, up to 30s after credits. Fun, not scored.
- **Other AI tools welcome**, but Krea & ElevenLabs do the heavy lifting.

04 YOUR TOOLS



IMAGES • MOTION • VIDEO

One account per team. The captain gets access and shares the login with a fresh password, never a personal one. One shared pool of credits.

IIElevenLabs

VOICE • DIALOGUE • MUSIC • SFX

Everyone signs up with their own email. Creator plan, 1 month, on every account. No sharing needed. Your editor and other AI tools come on top.

05 THE LIMITS

- **No real brands, logos or car makes.** Invent your own.
- **No famous movie cars or characters.** Homage yes, copies no.
- **Real people only with consent.** No celebrities or public figures.
- **Original work, made today.** Nothing produced in advance.
- **Screens publicly tonight.** Nothing hateful or explicit.
- **Over 3:00 within reason** (credits). Late: no competing.

06 TIPS FROM US

ONE GREAT SCENE

beats a whole plot. 3 minutes goes fast.

STORY LOCKED BY 11:30

Still brainstorming at lunch means not finishing.

SOUND IS HALF THE FILM

Don't leave it for the last 20 minutes.

ROUGH CUT BY 16:30

So at 17:00 the upload is all that's left.

KEEP IT CONSISTENT

Same characters, palette and car design in every shot.

DELIVERY

MP4 • H.264 • 1080p • 16:9

File name: TeamName_FilmTitle.mp4

Include the title, team name, all three names and the tools you used.

19:30

Premiere & awards

€10,000+ in partner credits (est. retail value)

Best Project • Gold / Silver / Bronze in Krea credits

Best ElevenLabs Project • Best by Wave

Every creator: ElevenLabs Creator, 1 month