

Maggiore®

Press release

Maggiore in Venice supporting the Italian cinema.

Rome, 1 September 2014 - Italian film "**La vita oscena**", directed by Renato De Maria and masterfully interpreted by Isabella Ferrari and Clément Metayer, met with huge success at the **2014 Venice Film Festival**. The film was co-produced in tax credit by the **Maggiore Group** and was presented in the **Horizons section** of the festival.

Inspired by the autobiographical book of the same title by Milanese poet Aldo Nove, it tells of a tormented artistic soul, a period of crisis leading to self-destruction through to the peak of depression which ultimately serves to save him and relaunch his literary career.

The **leading Italian** short and long-term car and commercial vehicle rental firm is delighted to have believed in this film, just like the film **Miele** which received an award at **Cannes**, supporting the work's undeniable quality along with the talent and professionalism of those who worked on it; two essential elements of a wider project in which the Group has been involved for some time, linking the brand to great auteur films with the slogan **Maggiore loves Italian cinema**.

From the comfort of a cinema seat or a Maggiore car - good Italy to everyone!

Photos feature: Isabella Ferrari

and director Renato De Maria

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