

Elena Gipponi (IULM Libera Università di Lingue e Comunicazione), *Colour in Italian home movies: examples and case studies from 1930s to 1960s.*

Amateur cinema and home movies were the early test-beds of colour for the masses. As a matter of fact, colour films were first distributed for consumer market in their small formats (16mm, 9.5mm, 8mm) and later for the professional business (35mm). Analysing the passage from black and white to colour in a set of colour films from Italian private collections from 1930s to 1960s, it is possible to highlight some common ways of socially using colour as a new technological and dramatic tool.