

ITTV International Honored by the City of Los Angeles During Inaugural Ferragosto Celebration with Little Italy of LA

Founder & CEO Valentina Martelli receives official Certificate of Recognition as nearly 300 attendees gather for the Ferragosto celebration in Los Angeles

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/EINPresswire.com/ -- ITTV

International was honored with an official Certificate of Recognition from the City of Los Angeles during the inaugural Ferragosto Celebration held at Piazza Miramare in San Pedro, recognizing the organization's outstanding commitment to promoting international collaboration through film, television and innovation.

The recognition was presented to Valentina Martelli, Founder and CEO of ITTV International, during the community celebration that ITTV

International co-created with the Little Italy of Los Angeles Association, in partnership with Disney+ and Los Angeles City Council District 15.

Presented by Councilmember Tim McOsker, the Certificate of Recognition commended ITTV International for its ongoing efforts to strengthen international cultural dialogue through the entertainment industry and specifically recognized the organization's collaborative presentation of Disney and Pixar's Luca during the Ferragosto celebration, applauding its role in bringing the community together through film while celebrating Italian culture.

The evening marked the first-ever Ferragosto celebration in Los Angeles, an initiative envisioned by Valentina Martelli and Anna Manunza, President of LiLaa, to introduce one of Italy's most



Valentina Martelli, TimTim McOsker, Anna Manunza, John De Girolamo

cherished traditions to Southern California and establish it as a recurring cultural event for the city.

Nearly 300 guests, including families with children, gathered at Piazza Miramare to enjoy the free outdoor screening of Luca, transforming San Pedro's waterfront into an authentic Italian piazza for an evening of cinema, food, culture and community. Guests enjoyed pizza, gelato and the warm atmosphere of an Italian summer while experiencing one of Disney and Pixar's most beloved films beneath the California sunset.



The Board of Little Italy and Valentina Martelli CEO ITTV

For nearly a decade, ITTV International has served as a meeting point between Hollywood and the international entertainment industry, bringing together leading studios, streamers, producers, creators and institutions through its annual forum. With the Ferragosto celebration, the organization expanded that mission beyond the industry itself, bringing Italian storytelling directly into the community and creating a new platform for cultural exchange.

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This recognition is an extraordinary honor for ITTV International and for everyone who has believed in this vision and in the power of entertainment to establish international dialogue.”

Valentina Martelli - Founder and CEO ITTV and TiE

"This recognition is an extraordinary honor for ITTV International and for everyone who has believed in this vision," said Valentina Martelli, Founder and CEO of ITTV International. "We created this celebration because we believe entertainment has the unique ability to connect people beyond borders, languages and cultures. Receiving this recognition from the City of Los Angeles during the very first Ferragosto celebration makes this moment even

more meaningful. It belongs to our partners, our supporters and to everyone who joined us in celebrating the values of friendship, community and cultural dialogue."

Martelli also thanked Anna Manunza, President of the Little Italy of Los Angeles Association, together with the Association's Board of Directors, for embracing the initiative from its earliest stages and helping transform the vision into a community celebration.

"Ferragosto has always represented family, friendship and togetherness," said Anna Manunza, President of the Little Italy of Los Angeles Association. "Seeing so many people come together to

celebrate Italian culture in the heart of San Pedro was truly inspiring. We are proud to have partnered with ITTV International on this inaugural celebration and look forward to seeing it become a cherished annual tradition for our community."

During the evening, organizers also announced that the Ferragosto Summer Screenings will return in 2027, with plans to expand the initiative into a broader series of public outdoor screenings dedicated to Italian films and audiovisual productions, further strengthening the cultural relationship between Italy and Los Angeles.



Piazza Miramare - San Pedro Los Angeles

The success of the inaugural event reinforces ITTV International's long-standing commitment to creating opportunities where entertainment, culture and community intersect, bringing international stories directly to audiences while fostering meaningful dialogue between nations.

About ITTV International

Founded by Valentina Martelli (CEO) and Cristina Scognamillo, ITTV International has become one of the leading platforms connecting Hollywood with the global entertainment industry, bringing together executives, creators, producers, broadcasters, technology innovators and institutions to explore the future of film, television and media while fostering international collaboration and cultural exchange.

Valentina M Fuentes

IbiscusMedia, Inc

+1 310-228-7668

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