



Comune di Guardia Sanframondi
Provincia di Benevento



Titolo: Cinema and Media in Guardia

*During the 1950s and 1960s, Guardia Sanframondi was chosen to be the set and location for filming three important movies in the history of Italian cinema. In **1953**, **Augusto Genina** chose the Basilica Santuario dell'Assunta as a set and the Guardiesi people as part of the cast for filming some scenes for the movie "**Maddalena**", based upon the play by Madeleine Masson: *Servant of God*. The story unfolds during the day of Good Friday and narrates how the village women-folk are unable to decide upon a choice for a girl who could play role of the Madonna. A country gentleman from the town is intent on make a public mockery of the parish priest, Don Vincenzo. So, he makes sure that a young prostitute, called Maddalena, is chosen for the role. Main characters of the movie were played by the actors Maria Torren and Gino Cervi.*

*In **1955**, for the movie "**La Bella Mugnaia**", **Mario Camerini** the hamlets of Guardia Sanframondi, Castelvenere, Cerreto Sannita, San Lorezello, Amorosi, Rignano sull'Arno, Tivoli and the river Aniene where chosen as sets and locations for filming this movie. The movie is based on the Spanish novel "*Il Cappello a tre punte*" by Calderón de la Barca and is set in the Naples of the 700s, during the Spanish domination. In the scenes filmed here, the character of the Governor shows an interest and inclination towards a miller's wife, but she refuses his advances. However, the miller is convinced that his wife has nevertheless betrayed him. The miller decides to take his revenge by finding his way into of the governor's wife's bedchamber. Even if adultery never takes places, the four main characters portray the anxieties and worries of supposed infidelity, throughout the entire movie. The actors of this movie were Vittorio De Sica, Marcello Mastroianni, Sophia Loren and Yvonne Sanson.*

*In **1961**, **Mario Camerini** once chose the lands of the Samnium for his new movie scenario: "**I Briganti Italiani**" with the actors Vittorio Gassman, Ernest Borgnine, Bernard Blier and Rosanna Schiaffino. The movie was partly filmed in Cerreto Sannita, but also in Guardia Sanframondi and Foci. The movie put the spotlight on to the Unification of Italy. The main character of this film is a young Bourbon corporal who tries to enlist in the army of Piedmont, but unfortunately, he is enlisted by the brigand Sante Carbone.*

*In **2014**, Guardia Sanframondi, together with San Lupo, was chosen as the set and location for the horror movie **Janara**. The director Roberto Bontà Polito, together*



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with the actors Alessandro d'Ambrosi, Laura Sinceri, Gianni Capaldi, Noemi Giangrande and Rosaria De Cicco tell the story of young couples who are closely connected to the legend of the Janare (Witches of Benevento).

From 2012 to 2017, the New York Leopard Film, USA tv production team has stopped off to record episodes of the HGTV tv show **House Hunters International**, in Guardia Sanframondi on numerous occasions. The town's historical center is always a good location for this genre of show. The show recounts the reasons why so many Americans have chosen to live in Guardia Sanframondi. The show's viewers are given the opportunity of seeing the splendid landscapes in and around the town. The production team have interviewed the Scottish artist Claire Galloway who lives in Guardia and some other prominent people from the town. Thanks to this show, Guardia has become a destination for many foreigners, many of whom have since decided to make Guardia their residence. About 211 of the town's houses have been bought by our overseas resident.

