

Google at the 83rd Venice International Film Festival of La Biennale di Venezia: technological innovation at the service of creativity

Venice, July 23, 2026 – Google announces its participation as a sponsor at Biennale Cinema 2026, with the aim of stimulating a constructive and innovative dialogue between the world of technology and creative industries.

Positioning its technological tools as blank canvases for human creativity, Google will be present at the event to actively support the evolution and growth of creative storytelling, in Italy and beyond.

Google's presence at the Biennale Cinema 2026 will be structured through a rich program of initiatives designed for industry professionals, including training activities, with dedicated sessions to explore the new frontiers of content creation together with Italian and international experts; debates and panels to discuss the impact and support of how Google is building technology not only for the film industry, but with them. There will be previews of creator content and exhibition spaces to show practical applications of new technologies; and experimentation with AI tools, which will offer the opportunity to test firsthand how Artificial Intelligence can support and enrich the creative process.

Melissa Ferretti Peretti, Country Manager and Vice President, Google Italy commented: *«Creativity is one of the most powerful engines of innovation and we are proud to be at the Biennale Cinema. We believe that technology can be an ally of creativity, offering the entire ecosystem new tools to experiment, tell stories and reach new audiences. With this project we want to contribute to the dialogue between technology and creative industries, supporting talent and new forms of expression».*

Throughout the duration of the Biennale Cinema 2026, professionals, creators and operators in the sector will be able to discover the **Google Beach – Blue Moon Lounge**, at the [Blue Moon Lido of Venice](#), a space dedicated to the meeting between technology and creativity that will host panels, demonstrations, training sessions and moments of discussion with Italian and international experts.

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