



PRESS RELEASE

AIDAC (Italian Association of Audiovisual Script Translators and Adaptors) has been dealing with dubbing since 1976. Not only does AIDAC protect the authors of the Italian versions of films dialogues, but it is also trying to enforce rules that will make it possible to maintain high qualitative standards in every phase of the dubbing process, in order to safeguard the original works and their authors.

Furthermore, AIDAC promotes the dubbing of Italian and European works in foreign languages, so as to give these products the chance to get a wider distribution in foreign markets. The fact that the most important and necessary policies in this sector are not in force after 30 years is due to a guilty lack of interest, shortsightedness and silence.

- The silence of critics, who obviously prefer to get rid of this matter in the name of a linguistic and interpretative purism, instead of trying to understand such a complex translation process, which would be normal for any other creative work.
- The lack of interest of the original authors, who want to keep on ignoring that their works are known, appreciated and sold abroad thanks to dubbing, instead of demanding a high quality dubbing.
- The shortsightedness of institutions, so much willing to talk about defending the cultural differences and safeguarding the language, but just as much cautious when they are offered the instruments to put their words into practice. These instruments could, in fact, upset the cultural homologation process, that, however, institutions declare to fear, and could put at risk local economic interests.

In such a critical context of silence, lack of interest and short-sightedness, there is an "industry" that has hardly any artistic purpose left and whose only concern is having a product in the shortest time possible and at the cheapest price possible. Such product is humiliating for the skill and the creativity of the professionals of this sector. The cinematographic industry, adopting such policies, ignores the need of training specialised translators and encourages instead people without any talent and any specific educational background to work in this field.

In order to give back to dubbing the dignity that it deserves, it is necessary to establish a direct relationship between authors and their script adaptators, who should be respectively given clear responsibilities but should be freed from the illiterate power of a market that for almost a century has not been able to abandon the wrong equation art=improvisation.

Furthermore, as this matter concerns all the dubbing countries, AIDAC strongly suggests the creation of a "European Agency for dubbing" (a project already brought to the attention of the European Commissioner for Culture, Viviane Reding) that, besides drawing up common rules and standards, promotes and finances the circulation of dubbed European audiovisuals so as to increase their competitiveness.

AIDAC supports these ideas, because we firmly believe dubbing is something serious.

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