

CURRICULUM VITAE

(In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document)

Informazioni personali

Name: La Ferrara Marco
Address: Via Lorenzo Gentili, 31 Forlì 47121 - Italy
Phone number: 3347099594
Email: laferrara.marco@gmail.com
birthdate: 19/08/1991
website: www.lumelab.com
Patente B / equipped with car



Work Experience

30/01/2016 - present

founder and partner of Lumelab SNC - www.lumelab.com

work portfolio:

- Creation (conception - production and post-production) of a television commercial for the institutional campaign promoted by ISMEA and the Ministry of Agricultural, Food and Forestry Policies "Fruits and vegetables in schools". The commercial was broadcast on the RAI television circuit and RAI Play – Rome
- Creation of two 10" TV commercials / intros for the 2021 Black Friday – Comet campaign, broadcast on national channels, Sky – Publitalia – Cairo Group. Project created for the Roberto Romani agency and Expansion Group - Rimini
- Creation (conception - production and post-production) of a television commercial for the institutional campaign promoted by ISMEA and the Ministry of Agricultural, Food and Forestry Policies "Oil on the Table - The Masterpieces of Extra Virgin Olive Oil". The commercial was broadcast on the RAI television circuit and RAI Play – Rome
- Creation (conception - production and post-production) of a series of mini videos designed in various formats for the social campaign of the new 2022 collection of the Shoe® brand of the company Free srl - Forlì
- Creation (conception - production and post-production) of a communication campaign on sustainable mobility through the creation of four mini-videos with the participation of the actor "Giuseppe Giacobazzi". The project was implemented thanks to funds from the Ministry of Infrastructure and Transport. The production was commissioned by the Municipality of Ravenna in collaboration with ITL - Ravenna
- Creation (conception - production and post-production) of 3-episode web-series for the promotion of extra virgin olive oil as an Italian excellence. The episodes were filmed in Umbria, Puglia and Sicily. Creation of a TV commercial for the "Oil on the Table" promotion campaign. The production was commissioned by the Ministry of Agricultural, Food and Forestry Policies and by ISMEA - Rome.
- Creation (production and post-production) of a fashion promotional video for the presentation of the Arena Icons FW20 collection. Video made for the Menabò Group agency - Forlì
- Realization (conception - production and post-production) of a tourist promotion video of the Museum of the Great Rivers of Rovigo and the Museum of the Southern Lagoon of Chioggia as part of the European project INNOCULTOUR + 3

specific promotional videos of the European project INNOCULTOUR. The production was commissioned by the Veneto Region - Venice.

- Creation (conception - production and post-production) of tourist promotion videos for the Municipality of Ravenna, as part of the European project INTERREG Locations. The production was commissioned by the Municipality of Ravenna - Ravenna.
- Video production in graphic animation, for the Emilia-Romagna Region for the promotion of the European project ADRION. The production was commissioned by the Emilia-Romagna Region - Bologna.
- Motion graphic creation, for the network television program 4 "Ricette All'Italiana". The production was commissioned by MeProduction for Mediaset - Rome.
- Creation (conception - production and post-production) promotional spots for the "Christmas in Padua" 2018 and 2019. The production was commissioned by the Yak agency and the Municipality of Padua - Padua.
- Creation (production and post-production) promotional spot and social interviews for the Italian women's volleyball team for the championship in Japan. The production was commissioned by the C&M Media Service agency, DHL and the National Volleyball Federation - Lake Garda.
- Production of DISNEY and MARVEL promotional spots as DoP & post-production. The production was commissioned by the C&M Media Service agency and Disney - Lake Garda.
- Realization (concept - production and post-production) of various video productions and video animations for ISKO. The production was commissioned by the Menabò agency and ISKO - Forlì.
- Video reportage and interviews "Concert With Refugees UNCHR - Visarno Arena, Florence 2016" The production was commissioned by UNCHR - Florence.

03/2015 - 01/2016

New Time Srl - Television studios - Forlì

As: director - editor - 2D and 3D graphic animation for the production of commercials, broadcasts and TV content.

01/2014 - 01/2015

Punto Net - Training and development - Ancona

Classroom teaching of: video editing, vfx and motion graphics at Punto Net professional training courses

Education and Qualifications

Film-maker diploma: specialization in direction and screenplay two-year course
Centro di Formazione Cinematografico Nazionale, Rome - Italy (106/110)

High School Diploma
Liceo Artistico Adolfo Apolloni, Fano - Italy (82/100)

Skill

Production:

Director – Video Operator & steady operator - Focus Puller

Post-Production:

Editing - Compositing - Color correction - Green Screen & rotoscoping - Motion graphic 2D/3D - 3D animation

Excellent knowledge of software:

After Effect - Premiere Pro - Photoshop - Illustrator - DaVinci Resolve Studio - Cinema 4D - Octane

Languages:

Italian: Native speaker knowledge / English: School knowledge..

Declaration of truthfulness of the data declared pursuant to articles 46 and 47 of Presidential Decree 445/2000.

Consent to data processing pursuant to Regulation (EU) No. 2016/679 or GDPR (General Data Protection Regulation, in force throughout the European Union since 25 May 2018).