



CV

GIANPIERO PURICELLA

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41043, Formigine (MO)

ITALY

Born on the 20th of
December 1983 in Modena

Director of Photography /
Cinematographer

SHOWREEL 2023:
https://vimeo.com/1004072129

SHOWREEL 2019:
https://vimeo.com/1046211602

work

2005
Graphic designer
CSI Modena (centro sportivo italiano), Modena IT

2006-2009
Motion graphic designer & Videomaker
Fuori TV, Modena IT

Fuori.tv was a web TV channel that also aired on local traditional television, featuring formats dedicated to journalistic analysis. Every piece of content was entirely produced and created by the author, making it a valuable learning experience that taught me all stages of production. During this period, I began my career as a 2D animator, building on the foundation of graphic design skills I had already acquired.

2007
Graphic designer
Apex srl, Modena IT

2007-2011
Director of Photography & Motion graphic designer
Pongofilms - video storytelling agency, Modena IT

Pongofilms is a video production company born as a spin-off of Fuori.tv, where I worked on commercial projects, social advocacy campaigns, and documentaries. It was during this time that I began my career as a director of photography.

2008-2009
Tutor at lab OFormat video
facoltà di Scienze della Comunicazione e dell'Economia di RE, Reggio Emilia IT

Oformat was a workshop for students in the New Media course, led by Professor Loris Mazzetti, author, manager, and head of RAI3. I mentored a class of students, assisting them in producing advertising content.

2009
Videomaker & Content Creator
Current TV, Milano IT

I worked as a content creator and videomaker for Current TV, an independent network founded by Al Gore and Joel Hyatt, broadcast on Sky Italia and focused on participatory journalism and sharing innovative documentaries and short films.

2010-until now
Owner, Director of Photography & Film maker
Ranefritte, Modena IT

I founded Ranefritte to collaborate with production companies and industry professionals. Over the past 15 years, I have worked with various organizations on commercial projects, film, and TV documentaries. I collaborated extensively with Indaco, a production company based in RE, managing projects primarily for Juventus FC from 2015 to 2023, and with Diaviva, a production company based in RE and MI, mainly focusing on TV commercial productions. I have gained significant experience in the Automotive and Sports industries, while also working across a wide range of other sectors.

2017
Teacher
Fondazione Fotografia Modena, Modena IT

leading a training course on audiovisual production for a contemporary art center and an advanced education school dedicated to photography and contemporary imagery.

off work

Art exhibition
2009 - Tutti P...zzi Exhibit

“AFFECTIVE COMPUTING” AI Video Sculpture, Sassuolo IT

2011 - Pitti Immagine Uomo
“NEMATODE” Video Installation, Firenze IT

2014 - HYPEROURANIOS festivalfilosofia - sulla gloria
Photography series, Modena IT

2015 - ARTVERONA (MELEPERE ART GALLERY)
Photography Series, Verona IT

Interests
Culinary arts, Sewing, Woodworking, Travel, Street art, 3D printing, Basketball, Design, DIY, Drawing, Painting.

www.ranefritte.it
https://www.imdb.com/name/nm4961151

education

1997-2002
High school diploma in Technical commercial institute
Sacro Cuore institute, Modena IT

2002-2005
Student at International Economics And Marketing
Marco Biagi Department of Economics, Modena IT
•Exams taken: 16
•CFU taken: 73/180

2010
Director of photography workshop
with Michele D'Attanasio A.I.C.
Rofilm Lab, Pescara IT

2012
L'Immagine Rivelata - Darkroom workshop
with Giancarla Ugoccioni
MACULA Centro Internazionale di Cultura Fotografica, Pesaro IT

skills

- Cinematic Lighting Design
- Camera Operation (Arri, RED, Phantom, Sony, Blackmagic)
- Visual Storytelling
- Color Grading (DaVinci Resolve)
- Lens and Composition Expertise
- Drone Cinematography
- Team Leadership & Collaboration
- Problem-Solving in High-Pressure Environments
- Set Design Coordination
- Film Photography
- Color C41 & ECN2 film Development
- Adobe Suite
- Multiplatform Content Production
- Actor Direction on Set
- BW Darkroom Printing
- Budget and Time Management

languages

ITALIAN Native
ENGLISH Fluent
FRENCH Good (have to work)

license

DRIVING LICENSE: B
DRONE LICENSE: UAS A1-A3 (NON CRITICAL OPERATIONS)

clients

I Worked on commissioned projects for:

Adidas, Ferrari, Scuderia Ferrari, Lamborghini, Pagani automobili, Ducati, JEEP, Abarth, Audi, Fiat, Philip Morris, Bugatti, Juventus FC, AS Roma FC, SSC Napoli, Atalanta BC, UBI Banca, FIGC, Lenova, Massimo Bottura, AIA Food, Santàl, Carrera, Armani jeans Milano, Dorelan, Konami, Pirelli, Fendi, RJR, Amaro Montengro, Versace watches, Eurospin, COOP Alleanza, Nautica watches, Kappa, Macron, Unicef, CYGames, Granterre, Monini spa, BPER Banca, Prime Video, Sky Group, Lucky Red, Giovanni Rana, Balocco, Italia Independent,