

Jessica Morelli, photographer, giving life in 1991 to the photography studio Intraprese Fotografiche located in Ferrara (Italy), has made advertising and corporate-industrial photography the focus of her work.

From 1984 to 1990 she collaborated with several photographers in Ferrara and Milan. In 1988 she moved to Milan where she majored in Photography at the Istituto Europeo di Design, in 1990 she graduated with a thesis on industrial photography. Founding partner of Fondo Internazionale Orvieto Fotografia.

In 2002 she was awarded the QIP (ITALIAN PROFESSIONAL QUALIFICATION) and QEP (Qualified European Photographer) for Advertising Photography. In 2007, the QIP for Industrial photography. Today, thanks to the pattern of research and efforts in terms of investment and training, her studio is a reliable point of reference for quality and professionalism.

"Creating an image of a product or service that can give it the proper value becomes the natural and indispensable consequence of the efforts that led to its birth. My job is to take a subject, to understand it, to exalt its character, to transmit its feelings and emotions; my instruments are light, shadows, shapes and colors. "

For more than 15 years, training throughout the country for professional photography and post-production of the image, Docente IPP (Italian Professional Photographer), on the relationship with training says:

"... training for me means studying, understanding and sharing what I do every day for my work, or what a colleague may put in front of me, creating a challenge. I love training because for some mysterious reason I can concretely convey what is needed and receive much inspiration in return. "

Since 2011 she has provided a Youtube channel that focuses on sharing and enhancing video tutorials on Photoshop, Indesign, Lightroom and photography in general. For 10 years, she has been developing and implementing training projects for introducing photography to schools, with experiences for children and teenagers aged 6 to 20. In commercial work and in training, she also work on personal and research projects.

"Photography for me is a way of being and living your life, it allows you to observe and narrate what surrounds you from a privileged point of view, it accompanies your moods, it creates relationships that often hold special encounters ".