

MAYONESE SRL

Company Profile for Film Commission Emilia-Romagna

- **Headquarters:** Parma (Emilia-Romagna)
- **Founded:** 2016
- **Activities:** Audiovisual production, branded content, documentaries, commercials, corporate content, and events
- **Website:** www.mayonese.com

1. About

Mayonese is an independent audiovisual production company founded in Parma in 2016. Over the years, it has developed a production model capable of managing all phases of an audiovisual project internally: concept creation, writing, pre-production, production, post-production, and distribution.

The company operates both in Italy and abroad, creating productions for companies, authorities, institutions, and international organizations.

2. Mission

To tell the stories of people, businesses, territories, and innovation through audiovisual productions capable of combining narrative value, cinematic quality, and communication goals.

3. Areas of Activity

- Commercials
- Corporate films
- Documentaries and branded documentaries
- Employer branding
- Event coverage
- Automotive and motorsport
- Yachting and luxury
- Industrial and technological productions
- Social media and digital video content

4. Production Capacity

Mayonese coordinates an established network of professionals consisting of directors, directors of photography, camera operators, sound engineers, editors, colorists, motion designers, producers, and production managers.

The structure is fully equipped to handle lightweight productions, multi-location productions, and international productions.

5. Equipment

Availability of proprietary professional equipment alongside continuous access to national rental partners.

The technical inventory includes digital cinema cameras, professional lenses, LED lighting, audio systems, gimbals, drones, and dedicated post-production workstations.

6. Clients

Throughout its activity, Mayonese has collaborated with national and international companies and organizations, including:

- Dallara
- Cranchi Yachts
- Florim
- Chiesi
- Conad
- Davines
- Microsoft
- Unilever
- Poste Italiane

7. Selected Productions

- **DALLARA GROUP:** Continuous production of corporate, motorsport, engineering, and brand content.
- **CRANCHI YACHTS:** International video productions dedicated to the nautical and luxury sector.
- **CHIESI GLOBAL RARE DISEASES:** International documentary production focusing on scientific research and innovation.
- **FLORIM:** Productions for international events, trade fairs, and corporate communication.
- **PARMA, IO CI STO!:** Documentary and institutional content dedicated to local territorial development.

8. Roots in Emilia-Romagna

Mayonese operates permanently in Emilia-Romagna and carries out productions in the provinces of Parma, Reggio Emilia, Modena, Bologna, and Piacenza.

The company regularly collaborates with local professionals, suppliers, locations, and businesses, contributing to the promotion of regional excellence through audiovisual language.

9. Added Value for Film Commissions

- Experience in managing productions within the local territory.
- Network of qualified professionals.
- Strong logistical and production coordination capabilities.
- Experience with national and international clients.
- Strong bond with the Emilia-Romagna business ecosystem.

10. Contacts

Mayonese Srl Parma (PR) www.mayonese.com

References:

- Sebastian Corradi - *CEO & Creative Director*
- Luca Martinelli - *Co-Founder*