

LAURA FERRETTI BIOGRAPHY

Laura "Lala" Ferretti (Lala Blhite) is an Italian dancer, choreographer, actress, writer and director mainly known for her work on the "Just Dance" series by Ubisoft. She has made her mark on "Just Dance" videogame since "Just Dance 4" to "Just Dance 2014".

She's born on 23rd September 1985 in Forlì, but she lived in Rome, Milan and London for working.

She has many experiences as dancer and choreographer, she worked for many artists and many brands like: LMFAO, Amii Stewart, Fedez, Fabri Fibra, Lodovica Comello, Samuel Heron, Amcat; Citroen, BMW, Coca Cola, Crodino, Tezenis, RDS tour "Step Up 4" Flashmob, Game Stop, Lucca Comics, Games Week, Macron and many others.

She took part in some Italian TV shows as: "Just Dance World Cup 2019" final on MTV Italia & Nickelodeon TV as dance judge; "Roxy Bar" - MTV as singer-songwriter; "Dance Show" - MTV, "Vuoi ballare con me" - RAI 1, "La Pista" - RAI 1 as dancer.

In 2009 she graduated in "CULTURES E TECHNIQUES OF COSTUME, FASHION AND SHOW" and she owned two brands: "Lalaeffe" and "Wisemaze". More than thirteen stores in Emilia Romagna had her accessories and she was invited as stylist at "TRL Fashion Week" for a contest that she won.

In 2011 she started working for Ubisoft in the videogame Just Dance and in 2012, producing her singer videoclips, she began to get interested in video production.

She wrote, directed, produced and edited many videoclip for her and for other singers and dancers.

"Galway Girl - Ed Sheeran" Dance Video By Arben Giga & Lala Blhite for example reached more than 100.000 views in just one week.

In 2014 she won a TV program named "La Pista" on RAI 1 with the dance company "Virality" leaded by Amii Stewart.

In 2016 she decided to leave most of her dance jobs and to dedicate her career to cinema.

She studied and formed herself a lot beginning from the screenplay writing and in 2017 she started to write a Dystopian/sci-fi TV series about dance called "7K".

She self-produced the pilot that she made with a team of professionals and in 2019 she presented it to "Fabula Pictures"

In January 2020 she signed a cinema option with the producing company Fabula Pictures.

In November 2020 she participated as author to the Mibact contest "Viaggio in Italia" in which she took the third place, getting a special mention for her project.

During the pandemic she started writing a movie called "E.L.F. GENERATION" and in summer 2021 she founded her emergent production company named "Yuna Film s.r.l." and she self-produced and directed the movie introduction teaser in collaboration with the D.O.P. Stefano De Pieri, who trusted in this project since "day 0" and with a team of professionals of "Onda Film" that believe in it, too.

Lala is a very determined woman and she strongly believes in her projects.

She's against all the forms of discrimination, she believes in human rights and in authenticity. Born as a performer, dancer and actress, she's used to be both behind and in front of the camera and this allows her to have a strong empathy with the actors who interpret her scripts, she can establish a good relationship of mutual trust with them. She's not scared about changes, because she thinks that problems and changes are mostly opportunities to make something better. So she loves to solve problems and she believes in the magic of the team work.

FILMOGRAPHY

Teaser "Generazione E.L.F."

Prod. 2021 (Not Released)

3.30 min

Fiction Teaser

Role: Director/Author/Screenwriter/Actress/Video Editing/Producer

"La Caccia" - Davide Mastrangelo

Prod. 2021 (Release: May 2022)

4 min

Fiction Short Film

Role: Actress

"7K - Seven Keys"

Prod. 2019 - (Release: September 2022)

23 min

TV Series Pilot Fiction

Role: Author/Screenwriter/Creative Director/Actress/Video Editing/Producer

"La Scelta" - Progetto "Woman in set" - "Sponsored by 16 Corto Film Festival"

2019

Fiction Short Film

Role: Actress

"Alzaia's" - Leoni Mastrangelo

2019

4min

Videoarte Short Film

Role: Production assistant

VIDEOCLIP & SPOT

“Galway Girl - Ed Sheeran - Dance Video”

2017

2.35 min

Fiction Dance Video/Short Film

Role: Co-Director/Co-Writer/Dancer/Video Editing

“Non è No - Lala Blhite - Lussorio Piras”

2016

Videoclip Fiction

3.35 min

Finalist at “Amarcort Film Festival 2017”

Role: Producer/Writer/Video Editing

“Andrea Blanc - Libero”

2017

3.30 min

Videoclip

Role: Director/Producer

“Blhite & Wack - Lala Blhite”

2017

4.18 min

Videoclip

Role: Director/Performer/Video Editing/Producer

“Gipsy- Tek Weh Your Heart - Lala Blhite feat. Keys Ajason”

2017

2.12 min

Videoclip

Role: Director/Singer/Dancer/Video Editing

Macron - Dance Plus Street Wear

2021

2 min

Spot

Role: Director

RESUME

Experience

Dance teacher – 2007-2021

AFRO, HIP HOP, WAACKING, AFRO WAACK.

OFFICIAL "JUST DANCE" DANCER AND CHOREOGRAPHER –2012-2014

DANCER AND CHOREOGRAPHER FOR "**JUST DANCE 4**" e "**JUST DANCE 2014**" (Videogame by **UBISOFT**)

2021

- Founder YUNA FILM SRL
- Author "Generazione E.L.F." screenplay
- Producer and Director "Generazione E.L.F." Teaser
- Director spot **Macron** - Dance Plus
- Testimonial Macron - Dance Plus
- Actress "La Caccia" directed by Davide Mastrangelo

2020

- Author - Special mention **MIBACT** contest - Viaggio in Italia -
- Author - TV series "7K" - "Opzione" with "**Fabula Pictures**"
- Actress and author - web series "Casa Ciops"
- Actress and author - "Videorubriche **Conad**"

2019

- Judge of "Just Dance World Cup 2019" final on **MTV Italia & Nickelodeon tv**
- Author - Creator tv series "7K"
- Actress pilot tv series "7K"
- Actress short movie project "Women In Set" sponsored by "**16CORTO**"
- Dancer @ **Festival del Fundraising**

2018

- Performer as Singer -songwriter & Dancer @ "Afreeka Best Dance Camp" Paris
- Performer as Singer- songwriter & Dancer @ "Black Roots" Italy
- Judge @ "TIB" talent selection - Milan
- Performer as Singer -songwriter & Dancer @ "Afro Best Skills" Italy
- Afro Waack teacher @ "Dancehall with a star" - Milan
- Performer as Singer -songwriter & Dancer @ Afreeka Best Dance Camp Paris

2017

- Dancer for **TEZENIS** new opening Ravenna
- Dancer for **Lodovica Comello** videoclip "50 shades of colors"
- Dancer for **Samuel Heron** videoclip "YA"
- Winner AFRO BEST SKILLZ Choreography with AFRO KIN Crew
- Singer-songwriter, dancer, choreographer and art director of videoclip "BLHITE & WACK" Prod. by Lussorio Piras
- Afro Waack Teacher @ M.O.B (Moma on the Beach) event

2016

- Singer-songwriter, dancer, choreographer, wardrobe fashion stylist and art director of videoclip "NON è NO" Prod. by Lussorio Piras
- Singer-songwriter, dancer, choreographer, wardrobe fashion stylist and art director of videoclip "A VOLTE CAPITA" Prod by Enrythm
- Dancer and Co-choreographer for Gianluca Capozzi videoclip "Sulo cu tte"
- Dancer for Laura Bazzucchi videoclip
- Singer for Paul Carpenter - Two Traveling Souls
- Afro Waack Teacher @ M.O.B (Moma on the Beach) event
- Afro Waack Teacher @ J.O.A. (Jam of Afro) event
- Afro Waack Teacher @ **D.I.F (Danza in Fiera)** event

2015

- Dancer and Choreographer for **BMW** show (new X1 launch) with BlaBlaBlhite & Inequalities Crew
- Dancer for **Coca Cola @ Expo Milano**
- Singer Songwriter for "The Groove Jackers"- Higher
- Dancer @ **Game Stop** Conference for **Ubisoft**

2014

- Dancer @ **Games Week** - Italy for **Ubisoft**
- Dancer @ "This Time Is For You Back" - Michael Jackson Show @ "Teatro Nuovo" - Milan
- Dancer @ **MTV Awards** 2014 - Firenze for "**Crodino**"
- Dancer @ "La Pista" **RAI 1**, Winner with Virality & **Amii Stewart**
- Dancer, choreographer for "**Amscat** - El mundo loco" Official Videoclip
- Singer-songwriter, dancer, choreographer, fashion stylist and art director of videoclip "Jungle Of Words"
- Singer-songwriter for LBJ- "Play on Your Way" Tradelove remix

2013

- Dancer for **FEDEZ** @ Just Dance 2014 Press Conference
- Dancer of RUDEYE Agency (London /U.K. Agency)
- Dancer @ "Leicester Square Theatre" in London for "Pineapple Studio" Show
- Dancer @ "**SENSATION WHITE**"
- Dancer for **FABRI FIBRA**
- Dancer @ **Games Week** Italy
- Dancer @ **Lucca Comics & Games**
- First Place @ "**EXPRESSION**" international competition, cat. Duo with Arben Kapidani

2012

- Singer-songwriter, dancer, choreographer, fashion stylist and art director of videoclip "LALA-IT'S U, NOT ME"
- Dancer at **RDS Tour**, "**STEP UP 4**" Flashmob
- Dancer for **LMFAO** in Rome.
- Dancer of "DS3 Crew" by **Citroen**.

2003-2011

- Choreographer for "Alice in Wonderland" show, directed by Arturo Cannistrà
- Choreographer for "Show Time" (La Compagnia dell'Anello)
- Dancer for italian Tour "**Herbal Essences**"
- Stylist for my own brands: "LALAEFFE" Accessories and "WISEMAZE" street wear
- Dancer @ VANQUISH 51, Street bar in Milano Marittima
- Stylist @ **TRL Fashion Week**
- Dancer @ "Vuoi Ballare Con Me" - **RAI 1**
- Singer and dancer @ "**Tim Tour 2004**" with Irene Grandi , Articolo 31, Le vibrazioni, Raf, Piero Pelu', Tiziano Ferro, Luca Carboni, Francesco Renga, Neffa, Delta V, Paolo Meneguzzi, Velvet, ecc..
- Dancer @ "**Dance Show**" - **MTV**
- Singer and dancer @ "I Miti della Musica" by **Red Ronnie** at "Motor Show" in Bologna
- Singer and dancer @ "**Roxy Bar**" **MTV**

Education

2009 Graduation in "CULTURES E TECHNIQUES OF COSTUME AND FASHION"

1999–2004 Diploma di maturità quinquennale presso il Liceo scientifico Fulceri Paulucci De Calboli.