



PANOTTICA CV

Panottica was born in 2015 as an internal production house at Sartoria Comunicazione, a creative studio based Modena that for more than 20 years has offered consultancy and communication services for various international brands, in order to intercept new skills, forms of collaboration and production methods in order to provide for the growing demand of visual content to be conveyed on new emerging digital channels and streaming platforms.

Our offer therefore focuses on a visual storytelling based on three types of production: video, photography and motion graphics.

The many years of experience on business communication and marketing dynamics as well as a solid network of established and emerging talents with whom to collaborate, has allowed us to build an approach methodology able to assist the client in every phase of production: from simple preliminary budget analysis and content forecast, to scripting and forming a creative team tailored to the customer, to planning and implementing the actual production with its post-production and delivery phase .

In these five years we have had the opportunity to work on various commercial projects for different types of customers including Nike, Bally, Converse, Aw Lab, Reda 1865, Philip Morris, Diesel, Netflix, Canon, Technogym, Ducati, Fendi, Tod's , Pinko, Liu-Jo, as well as four self-produced documentaries.

[Showreel](#) / [Website](#)



SHORT FILMS

2018

Title: "[The Funambolist Dream](#)"

Directed by Ines von Bonhorst & Yuri Pirondi

Production in Turin

Released: August 2018

Award:

- Best Cinematography Award at CinéFashion Film Awards 2019, Beverly Hills, L.A.
- Best Art Direction at Barcelona Fashion Film Festival 2019
- Best Direction at Porto Fashion Film Festival 2018
- Best Documentary at VI International Film Festival Golden Frame, Karkhov 2019
- Best Film at SHORT CUT Festival - Indija, Serbia 2019
- Best Film, Best Screenplay, Best Soundtrack, Best Performance at Video Festival Hombres 2019

DOCUMENTARIES

2019

Title: "[X Tutto Questo Tempo](#)"

Directed by Nicola Deemo Peressoni

Camera and editing by Paolo Freschi

Writing, production and post-production of the film base on the release of the new album

"Adversus" by well-known hip-hop duo Colle der Fomento.

The film was screened at the opening of numerous concerts during the album launch tour, in 2019.

The full version is available on Youtube.

Released: November 2019

2018

Title: "[2501](#)"

Directed by Paolo Freschi

Writing, production and post-production of the mini-documentary about graffiti artist 2501.

Released: May 2018

2017

Title: "[Cesare Leonardi: L'Architettura della Vita](#)"

Edited by Gian Paolo Viesti

Production and post production of the documentary about Cesare Leonardi, released on the occasion of the anthological exhibition, based on archived footage and interviews.

Released: September 2017



Title: "[Boogie Does Naples](#)"

Writing, production and post production of the mini-documentary about the famous street photographer, Boogie.

Directed by Paolo Freschi

Released: July 2017

MULTIMEDIA CONTENTS FOR ART EXHIBITIONS AND MUSEUMS

2019

Title: "[Thomas Stearns alla Venini](#)"

Directed by Luca Campanale

Production and post production of the video spread across a 15m installation

Inside the exhibition "Thomas Stearns at Venini" at the Stanze del Vetro in Venice, from 9 September 2019 to 5 January 2020.

Released: September 2019

2018

Title: "[Paolo Pellegrin. Un'antologia.](#)"

Art direction Paolo Freschi

Edited by Nicolò Faietti

Soundtrack di Howie B

Video introduction to the exhibition "Paolo Pellegrin. An anthology " showcased at MAXXI in Rome from October 2018 to March 2019.

Released: October 2018

COMMERCIAL PROJECTS - TV

2019

Title: "[UBI Banca x NBA](#)"

Client: UBI Banca

Art direction by Alessandro Lopez Mezzadri

Motion graphic by Francesca Borghi

Ideation, design and production of a 30 "TV spot, live on Sky Sport channels.

Released: November 2019

COMMERCIAL PROJECTS - DIGITAL CHANNELS (selection)

2020

Title: "[The Nobel Peace Prize Exhibition: Behind the scenes with Canon Europe](#)"

Client: Canon Europe

Directed by Paolo Freschi

Production and post production of the making of of "Crossroads Ethiopia" exhibition by Finnbar O'Reilly, exhibited at the Nobel Prize Center in Oslo on the occasion of the awarding of the Nobel Peace Prize to Abiy Ahmed Ali, Ethiopian Prime Minister.

Released: January 2020



2019

Title: "[Massimo Bottura x The Dalmore whiskey](#)"

Client: BRV NY agency

Directed by Ivan Olita

Local production in Modena.

Released: February 2019

2018

Title: "[Technogym Biocircuit Launch](#)"

Client: Technogym

Directed by Paolo Freschi

DOP: Fabrizio La Palombara

Set design by Laura Soprani

Ideation, art direction, production, post production and vfx.

Released: February 2018

Title: "[Woolmasters](#)"

Client: Reda 1865

Directed by Paolo Freschi

Ideation, art direction, production, post production and graphics for web series.

Entirely shot in Australia, Tasmania and New Zealand.

Released: June 2018

Award: [Special Project / Creative Awards Winner a Connections Milano 2018](#)

2017

Title: "[House of Sfera Launch](#)"

Cliente: Nike Europe / Footlocker

Directed by Grace Ladoja

Photography by Cameron Kirkland

Ideation, art direction, production, post production and vfx for European campaign.

Released: November 2017

2016

Title: "[Gyakusou FW16 Campaign](#)"

Cliente: Nike Global

Directed by Paolo Molinelli

Photography by Andrea Bastoni

Ideation, art direction, production, post production and vfx for global campaign.

Entirely shot in Tokyo, Japan.

Released: November 2016