



ALESSANDRA DAMLIA PESCETTA

FULL-LENGTH PROFILE

The multidisciplinary work of Alessandra Pescetta goes through cinema, video-art, photography, music video and advertising.

At the base of her research there is the human body seen as a temple and its rituality.



Education

She was born in Verona region in 1966, she studied ballet and painting as a child and after the Art Diploma in Verona, in 1985 she moved to Venice to achieve a degree at the Art Academy in 1989.

Here she learned from the Maestro Fabrizio Plessi, who gave her important teachings to guide her through the video-art environment, besides the significant film education with professor Carlo Montanaro.

At the same time she kept studying ballet at the Classic Ballet School Iride Sauri and attended various modern and contemporary dance workshops.

Those were important experiences for her expressive research which will come to life in her music videos and commercials.

Experimental Video-arte

Between 1991 and 1996 she lived in Rome and Milano and she studied scriptwriting and directed her first music videos.

In 1994 she directed the experimental film *INnaturale*, with video-installations by Giovanni Albanese, critical essays by Achille Bonito Olia, Ludovico Pratesi, Cecilia Casorati, and attended international film festivals in Cork, Edinburgh and Clemont-Ferrant, the Contemporary Barcellona film festival, and various other exhibitions among which the Fondazione Bevilacqua la Masa in Venice.

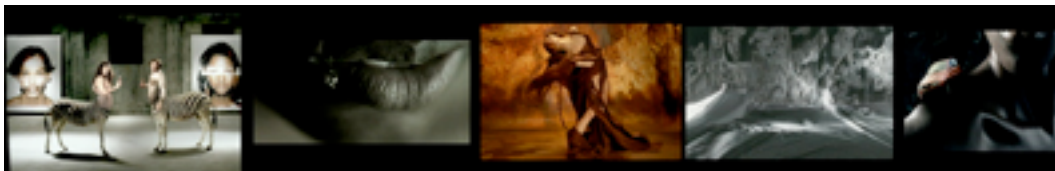
Music videos

Since 1996 she's been working as a successful music video director and directed videos for some of the most important Italian artists (Elisa, Ligabue, Subsonica, Planet Funk, Elio e le Storie Tese, Articolo 31, etc) She directed videos for foreign artists as well, such as Agnes (London) and Najwa Karam (Beirut).



Commercials

In 1999 she paves her way in the advertising world by signing with BRW & Partners, one of the major Italian production companies, directing commercials for Campari, Campari Mixx , Audi, Lancia y etc and since 2004 she's been carrying on a career as a free-lance director working with Italian and international production companies and directing commercials for Disaronno, Bvlgari, Muller, Seat Cordoba, Grisbì, Grissinbon, Seat Leon, etc.



In-depth studies

Between 2001 and 2003 she took acting and theatrical direction classes at the Teatri Possibili di Milano school, held by Corrado D'Elia. In 2005 among other internships and art in-depth courses she attended, she took part in the laboratory Fare Cinema held by Marco Bellocchio.

Main Awards

- In 2000 at the MEI (Meeting of Independent Labels) in Faenza, she won the prize for **best music video of the '90** for the song *Sangue Impazzito* by Timoria (co-direction with A.Orlowsky).
- In 2002 at Corto Potere Film Festival, "I laghi di Marte" achieves the special mention for **best direction** for the short film *Homotaurilia*.
- In 2003 she wins the Italian festival for corporate communication as **director of the year** with the commercial Campari Mixx.
- In 2003 she wins the **best direction award** at the Ravenna Corti Da Sogno Film Festival, with the short film *Ti ricordi di Fox?*
- In 2005 she wins the **bronze lion** at the Cannes Lions 52th International Advertising Festival, for the social film *CRISALIDE Reverse* about anorexia.
- She wins, in Rome, the prize for **best video art film** at CORTO.it in 2006 with *A feast for Roses*.
- In 2010 she wins the Mediastar prize for **best direction** for the commercial Grissinbon.

LA CASA DEI SANTI (The House of Saints)

In 2003 she founds the art group La Casa dei Santi (The House of Saints), together with Giovanni Calcagno (actor for Mario Martone, Marco Bellocchio, Pasquale Scimeca, director and author) giving life to a common artistic path. The themes characterizing the work of La Casa dei Santi are those of classic and pre-classic myths, those paths leading to the search for a universal knowledge and that are capable of marking the meaning of modern man in the present. The languages used (Theatre, music, poetry, cinema, and video in its broader sense) are witnesses of a certain eclecticism, but also, and above all, of the will to reach a multimedia and harmonic art 'summa'. Hence the desire of La Casa dei Santi to convey a hand-crafted quality to the processes of composition and a mysterious depth to the work even when state-of-the-art techniques and technologies are used.



Cross-disciplinary activities

Alessandra, along with her art studies, since 2005 attends a Hara yoga class with the Master Giò Fronti, in Milano at the Dojo Sheegana. Since 2006 attends several psycho-genealogy laboratories held by Cristobal Jodorowsky .

Teaching activity

Since 2002 she's been involved into teaching activities and has been working at Brescia's faculty of Arts and Philosophy at the Cattolica Art Science and Technologies University. She holds a laboratory named Conception and Shooting of Commercials. In the same university in 2003 she held the laboratory of Video Art and Music Video. She also lectures several film workshops and laboratories among which:

2004, at Milano's IULM (specialty course), as part of the course of Contemporary Art, a workshop on Film Frame Composition,

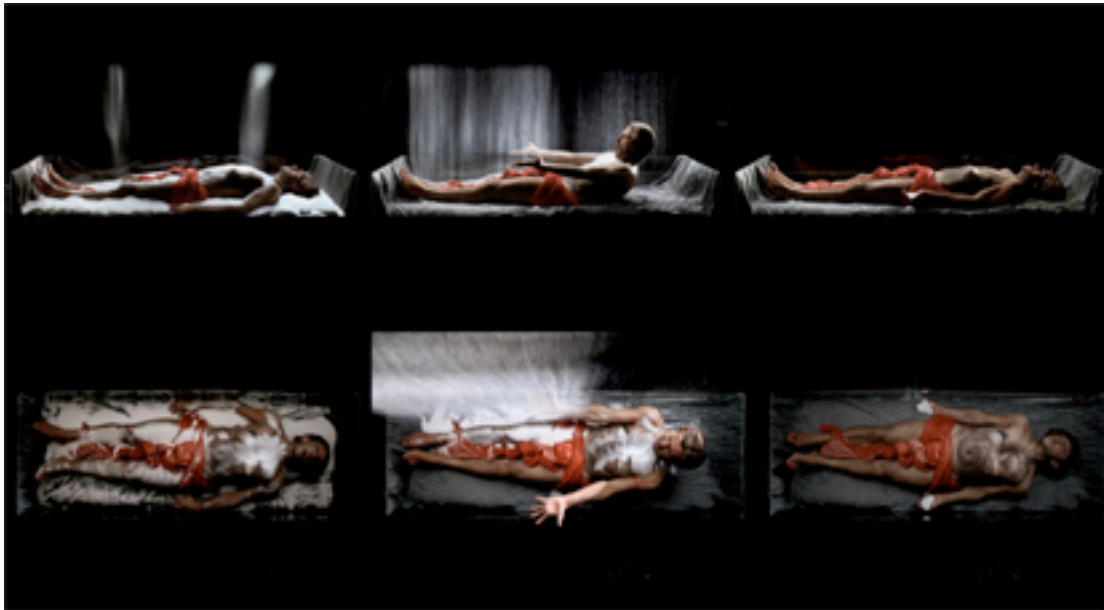
Milano State University, (humanistic communication degree),

2001, Bologna's DAMS

2008 Politecnico di Torino, (Faculty of Architecture),

2007 Rovereto's Mart Short Film Workshop

2009 and 2010: 9 days 3 minutes for the environment held in collaboration with Giovanni Calcagno at the Art Gallery of Paternò (CT) . In 2011 she held the laboratory DIGITAL VIDEO at the Cignaroli's Art Academy of Verona and the workshop Image Meditation, the conscious vision at Milano's IULM.



Filmography

Commercials

1999

- FRATELLI DELL'UOMO "Tears" - DLV BBDO, Milano
- CAMPARI SODA "exchange" - DLV BBDO, Milano
- COMETE GIOIELLI "Dog"

2000

- SEAT Cordoba "happy nightmare" - Bates, Milano
- RADIO 24 "mummy" - Bates, Milano
- LANCIA Y "jewel" - ARMANDO TESTA, Torino
- CHL "new life" 1999 - DLV BBDO, Milano

2001

- CLICK BORSA "happy birthday" - DLV BBDO, Milano
- GEOX, DLV BBDO, Milano

2002

- GUTTALAX "little ball" - SAATCHI & SAATCHI, Milano
- Lega Nazionale PER LA DIFESA DEL CANE "wedding dress" - J.W.THOMSON, Milano
- TISSOT "helmets" - YOUNG & RUBICAM, Milano
- TISSOT "bride" - YOUNG & RUBICAM, Milano

2003

- CAMPARI MIXX "Mixed world" - DLV BBDO, Milano
- BVULGARI eau blanche - OGILVY, Milano
- ALFA ROMEO "Sun" - RED CELL, Milano
- HQ "trial" - GHL, Milano
- ROTARY "Swimmingpool" - CAYENNE, Milano

2004

- LG TELEFONO MOBILE, Mumbai
- NESCAFE' CAPPUCCINO "Foam fortune telling",
- NESCAFE' CAPPUCCINO "Tha words frome those days",
- NESCAFE' CAPPUCCINO "Want" - MC CANN ERIKSSON, Tokio
- ANTICA ERBORISTERIA "spyder" - DLV BBDO, Milano
- MORELLATO "Mirror" - IN-ADV, Milano
- PROTEZIONE CIVILE "Close-up" creativi Maurizio Marani e Enzo Sterpi
- EGO DE LONGHI with NESPRESSO SISTEM "Waiting" - MAX INFORMATION, Bologna

2005

- LINES PETALO BLU "idea" - ARMANDO TESTA, Torino
- AISHTI "games couples play" - LEO BURNETT, Beirut

- EXUBERANCE DTC, JWT , Milano
- DIVANI & DIVANI by NATUZZI – “Java Domino” JWT , Milano
- ASS.FORUM CRISALIDE “Reverse” ” LEO BURNETT, Milano
- ASS.FORUM CRISALIDE”balance” LEO BURNETT, Milano (no-profit about anorexia)
Winner of Bronze Lion at the International Advertising Festival at Cannes 2005
- COGNAC MARCELL , ukraine

2006

- HAAGEN DASZ - J.W.THOMSON, Tokio
- VERMOUTH CINZANO SODA, “centauro” DLV, BBDO
- DIVANI & DIVANI by NATUZZI “Java Domino” JWT , Milano
- GRISSINBON, “alice” con Carolina Kostner, JWT, Milano

2007

- AIA AEQUILIBRIUM, DDB Milano
- YOGURT TOTAL FAGE, REPUBLIC, Milano
- HAAGEN DASZ - J.W.THOMSON, Tokio
- NEUTROMED, Alv, BBDO, Milano
- MULLER, “creme de creme” PHOENIX ADVERTISING, Torino
- ARDO ELETTRODOMESTICI, LEADER, Milano
- SEAT LEON “fingers” GREY, Milano
- DISARONNO “momenti che contano davvero” ARMANDO TESTA
- LG MICROWAVE

2008

- MULLER, PHOENIX ADVERTISING, Torino
- GRISBI, Milano AD
- LIEVITAL, PHOENIX ADVERTISING, Torino

2009

- DON CAFE, “the Obsession” LEO BURNET, Romania
- GRISSINBON, con Caroline Kostner, FABIO ANZANI, Milano

2010

- DON CAFE, “Selected” LEO BURNET, Romania, with Maia Morgenstern
- PARMIGIANO REGGIANO, with Giuliano Razzoli, TRIBE COMUNICATION

Music videos

1993

- ARTICOLO 31 “Strade di città” *BestSound/Blue Flower*(co-director Alex Orlovski)
- INSIDIA “Parla Parla” 1993-*Omar Gru* (co-director Alex Orlovski)

1994

- TIMORIA: “Sangue impazzito” co-director Alex Orlovski (MEI-award for best video of the 90s) *Polydor-Mi*
- ELIO E LE STORIE TESE: “Noi siamo i giovani con i blue jeans”- *Barleyarts* (co-director Alex Orlovski)
- ELIO E LE STORIE TESE: “Aborto”- *Barleyarts* (co-director Alex Orlovski)

1996

- ROSSO MALTESE “Mosche Libere”-*Baracca e Burattini*
- MODENA CITY RAMBLERS: “Clan Banlieue”- *PolyGram*
- LIGABUE: “Leggero”1996- *WEA Mi*

- 99 POSSE : "Non c'è tempo"- *BMG Roma*
- GERARDINA TROVATO "Il sole dentro"- *Sugar Mi*

1997

- LIGABUE: "Il giorno di dolore"*WEA Mi*
- ALEXIA "Number one"-*Robix*

1998

- AGNES: "Hole in my head" - *Island records London*
- ELISA "A feast for me"- *Sugar Mi*
- ARTICOLO 31 "La Rinascita" -*Ricordi*
- ELISA "Cure me"- *Sugar Mi (exhibited in 2006 at the Academy of Fine Arts Beijing)*
- 99 POSSE : "Quello che" -*BMG Roma*
- LA PINA : "In media ci sto dentro"- *PolyGram*
- LA PINA : "Parla Piano"- *PolyGram*
- MADRE BLU "Rejko"
- GEMELLI DIVERSI: "Un attimo ancora"- *BMG Ricordi*
- NAJWA KARAM: "Magroumy"- (*per mercato Libanese*)
- AVION TRAVEL " Dormi e sogna"- *Sugar Mi*

1999

- ELISA: "Gift"- *Sugar Mi*
- ALESSANDRO GRAZIANO: "da due ore non ti amo più"- *Virgin*
- LIGABUE: "Metti in circolo il tuo amore" *WEA Mi*
- LIGABUE: "L'odore del sesso"- *WEA Mi*
- ENRICO RUGGERI: "Anna e il freddo che ha"
- FILIPPA GIORDANO "anyway" - *Insieme Sugar*
- ESTRA: "Vieni"- *CGD Mi*
- NEGRITA "Mamma Mae -"*PolyGram*
- GEMELLI DIVERSI: "Ciò che poteva essere- *BMG Ricordi*
- MARINA REI: "Un inverno da baciare"(3D)- *Vergin Mi*
- LA CRUS "Un giorno in più"- *WEA Mi*
- SUBSONICA "Liberi tutti"

2001

- ESTRA: "Sei così semplice"- *CGD Mi*
- NAJWA KARAM: "Ana min"-(*for the Lebanese market*)
- OTTOOHOM "Telecomando" 2001- *Nun, Milano*

2004

- PLANET FUNK "Gli uccelli"- 2004- *Nun, Milano*

2009

- THE RECORDS "Clouds are moving"-

2010

- LUCA GEMMA "L'educazione Sentimentale"
- JESSICA BRANDO "Di Che Colore E' Il Tuo Cuore"

ART video

1994

- **INnATURALE** (16mm) dur.11'

Short films

2000

- **TI RICORDI DI FOX?** (35mm), dur. 20'.00, Prod. BRW
(festival Anteprimannozero, Bellaria 2001- Imola festival, 2001
Genova film festival 2002 -TTV festival, 2002, Braunschweig film festival, Corti da
Sogno (**best direction award**), Ravenna 2003

2001

- **HOMOTAURILIA** (s16mm) dur. 20'.00, Prod. Altamarea film
Corto Potere, 2002 -I laghi di Marte 2002 (**achieves the special mention for best
direction**) -Valdarno Cinema Fedic, 2002 -TTv festival, 2002 - Venice Circuito off,
2002 (menzione speciale miglior regia), Milano film festival 2002, Festival Opere
Nuove. Festival di Clemont-Ferrant 2002

CASA DEI SANTI-PRODUCTIONS

short film

2011

- **MORTE PER ACQUA**, coproduct with Luca Pancaldi- first episode of a trilogy
- Written by Claudio Collovà

2009

- **GUARDA LE STELLE**, Co product with Rai Gulp and Nicole Bianchi.

2004

- **IL SANTO DEL GIORNO**, 35mm , dur.20'

Performance

2011

- **STRANIERO DI SICILIA**, Gibellina, Festival Orestyadi
- **GILGAMESH**, di colui che tutto vide- Capo d'Orlando, Festival Le Porte del
Sacro
- **ECLIPSE**- Performance
- **ABITANTE DELL'IO** Performance/Video-Act

2009

- **GILGAMESH**, study.
- **PERVIGILIUM VENERIS**, video poem poetr, inspired by the homonymous
poem
- 2007
- **VICIOUSNESS IN THE BEDROOM!**

- **UNREAL CITY**

2003

- **GLI DEI IN BOCCA**, inspired by the Bacchae of Euripides

Art-videos/video-installations

2011

- **LIVING WILL HUNTER**, Mixed technique – photography and digital painting
- **SAKURA**, digital, dur. 1'.30- tribute to Japan – Noh theatre with Monique Arnaud

2010

- **PERVIGILIUM VENERIS- the mystery of spring-** Mixed technique

2008 -2009

- **EPIGRAMMA II (MINERAL MOTHER)**, 35mm, dur. 3'2009
 - **EPIGRAMMA III (ABITANTI DELL'IO)**, 35mm, dur. 3'
- trilogy of compositions dedicated to the analysis of the human microcosm.

2007

- **MEDEA**, digital, dur. 11' video installation for voices and bodies opposed (2channels audio video) inspired by the tragedy of Medea and Jason
- **EPIGRAM I (REFINING)**, 35mm, dur.11'- (2 channels audio video)

2006

- **LA PIZIA**, 16mm, dur. 3' dedicated to the priestess of Apollo.
 - 2005
 - **LA FESTA DELLE ROSE**, 35 mm, dur. 3'
- inspired by the legend of Penthesilea, queen of the Amazons.

Video-publications

2006- **Video in Italy**, Anthology of Italian video art (edited by Bruno Marino).
Rarovideo double DVD

*EXHIBITION, screenings, performances
meetings*

2011

- *Gibellina, Festival Orestyadi*
- *Capo d'Orlando, Festival Le Porte del Sacro*
- *Milano, Dojo Sheengana Hara Yoga*
- *Pilastro, Verona ARTFARM*
- *Vicenza, stamperia d'Arte Busato, edited by Sotirios Papadopoulos*
- *Milano, Blow-up Box, performance and video-installation*

2010

- Paris, **VISIONAIRS GALLERY**-exhibitions
- Acireale, CT- *Magma Festival del Cinema* -short retrospective

2009

- Catania, Zo - centro culture contemporanee

2008

- Mantova, **Vergilius d'oro 2008**, exhibition edited by **Marco Noire contemporary art and Fortunato D'Amico**, Church of Santa Maria della Vittoria. Video Artists Collective, *La casa dei santi (Mulabanda)* with Olivo Barbieri, Masbedo, Shoja Azari
- Catania, Zo - centro culture contemporanee

2007

- Roma **"Il tempo grande culture, omaggio a Marguerite Yourcenar**, Museo Centrale Montemartini, adited by Laura Villani,
- Venezia: **"Medea inganno e dignità"**, museo Diocesano
- Gardone Riviera **"Notturmi Dannunziani"**, percorsi segreti, edited by Marcello Riccioni

2006

- **Video in Italy** , Arte Fiera- Parma edited by Bruno di Marino
- **Elettroshock**, Central Academy of Fine Arts, Pechino. Edited by Bruno di Marino and Lara Nicoli. Video from the 70s to today
- **Art & Food** , Arte Fiera- Parma. Edited by Laura Villani
- **L'Arte della Videoarte**, Rainews 24, Odd times within the program, conducted by Carlo de Blasio and curated by Francesco de Vitis. Anticipation of DVd Video in Italy (edited by Bruno Marino) and. Rarovideo.
- **Palais Des Beaux Arts, Lille** (Francia). Edited by Bruno di Marino.
- **Food & Art**, collaterale a Cibus, Church of San Ludovico, (Edited by Laura Villani).
- **La linea d'ombra**. Festival of youth cultures, Salerno (Edited by Bruno di Marino).
- **MART, Museum of Contemporary Art of Trento and Rovereto**. On the occasion of the exhibition on The Dance of the Avant, New stage for dance music videos and advertising. review works
- **City Sweet City**, edited by Laura Villani, sidebar of ArtePadova;
- **Illusioni di architettura e di arte** cantiere mt55, Vicenza
- Reggio Calabria, film festival, **tavola rotonda dal videoclip al grande schermo**, moderator: Bruno Di Marino

2005

- **Videoclipped The Radio Stars**, MEI-Fandango Festival of the music video Rome. Guest of the evening show video clips and video art.

- **La videonotte** (edited by Valentina di Prisco). Anteo Spazio Cinema, Milano. A series of short films and music videos
- **Donne al Cinema**. A series cinematography. Edited by Circuito Off a series cinematography. Trieste
- **Kin8tto. LE MAGNIFICHE SETTE – donne dietro la cinepresa**. Archivio del Genova Film Festival. Palazzo Ducale, Genova. Exhibition of Homotaurilia.
- **Frames, Nove Sguardi d'Autore**, (A series cinematography edited by Bruno di Marino). Basilica di Massenzio, Roma. Exhibitions
- **Giovani e Banditi**, (edited by Lorenzo Vitalone). Cinema Gnomo, Milano. Solo exhibition
- **Mondi Paralleli**, (edited by Bruno di Marino). La Linea d'Ombra, Salerno Film Festival. A series cinematography

2004

- **Italian Creatività at the Crossroads**. Shots congress Milan, Politecnico di Milano.
- **Pilastro Art Farm**. Pilastro di Bonavigo (vr) Group exhibition of art edited by Yolanda Martini
- 2003
- **Colazione con il Corto**. Spazio Anteo, Milano , short films
- **Colazione con il Corto**, Nuovo Cinema Olimpia, Roma

Short films

- **Circuito Off**, collaterale alla Mostra Internazionale d'Arte Cinematografica di Venezia, Hotel Excelsior - Lido di Venezia. Exhibitions Homotaurilia

2002

- **Invideo**, Museo di Roma in Trastevere. Videoteca di Archeologia e Storia dell'Arte, exhibition Innatutale
- **Speciale Meeting delle Etichette Indipendenti 2002**, Faenza (edited by di Daniele Paletta). Music videos

2001

- **Sintonie**, Festival dei Suoni al Femminile 2001. Verona. Solo exhibition
- **Rock Targato Italia 2001** (edited by Domenico Leggeri). **best music video**

Mei , Meeting delle etichette indipendenti di Faenza 2001. Edited by Domenico Liggeri) best music video of the '90 *Sangue Impazzito*.

2000

- **Televisione e Musica**. Università Cattolica di Brescia, survey works
And Meeting with students
- **Brescia music Art** (edited by Domenico Liggeri)
Solo exhibitions music video and video art.