

Daitona: Meet the most innovative Italian production company

Submitted by Valentina Signorelli, University of East London

Founders Lorenzo Lazzarini (b.1993), Valentina Signorelli (b.1989) and Lorenzo Giovenga (b.1989) created Daitona on 26 February 2016. Thanks to their unprecedented transmedia approach, in 2018 Daitona won the *ANGI Award - Associazione Nazionale Giovani Innovatori (National Association Young Innovators)* as the most innovative production company of the year. The company has produced a variety of successful projects, including, but not limited to short and feature films, documentaries, web video contents commercials, advertising campaigns, branded TV shows and even VR experiences!

Fiction

The company's first feature film *Daitona* stars Ornella Muti and Pietro De Silva. It was awarded five international prizes at Italian, Spanish and Serbian festivals. It was distributed theatrically on 29 June 2019. This film was part of a transmedia promotional campaign which included a YouTube vlog, with the participation of popular youtubers and influencers as project ambassadors, as well as the publishing of a book.

The second transmedia project, a short film-VR experience-Instagram Social Story *Happy Birthday* was presented as part of the 76th Venice Biennale in 2019. It stars influencer Jenny De Nucci alongside Fortunato Cerlino and rapper Achille Lauro. The project was written by Valentina Signorelli, Gualtiero Titta and Piero Brundo and was directed by Lorenzo Giovenga. Daitona has curated both the creative and executive production of this project.

Non fiction

Where is Europe? (2017), written and directed by Signorelli focuses on the migration crisis at the Mediterranean border. Filmed onboard NGO rescue vessel 'Aquarius' it was screened in over 20 festival around the world, including the prestigious Washington Migration Film Festival, winning five international prizes.

While *Where is Europe?* focused on the future of Europe, docu-film *Ansera Trace The Future*, written and directed by Giovenga and Signorelli (2016) investigated the fascist past of Italy through the eyes of an 87-year old female protagonist. This hilarious road-movie won the audience award at the 2016 Sguardi Altrove Film Festival in Milan - the most important feminist film festival in Italy. It was screened in Germany and the United Kingdom. Its DVD edition sold out in only a few days before being officially purchased by German VOD platform Kinoflammern.

Historical drama *Gemma di Maggio* (2014), written and directed by Giovenga and Giuliano Giacomelli, starring Franco Nero, explores the events of the 'Marocchinate', a mass rape conducted by the allied troops in 1944 not far from Rome. The short film was screened in over 20 festivals around the world, winning multiple prizes.

Commercials

With over 40 commercials produced, Daitona had the chance to work with key international partners including Action Aid, Rosato Jewels, Vodafone, Swiss Krono, Italo NTV as well as Metro Cash and Carry.

TV shows

Daitona was in charge of the executive production of all ten episodes of the first season of the branded TV show *Drink me Out* (Signorelli and Giovenga, 2019), which was broadcasted on

national channel La7D. With Martini as the main partner, the programme travels around Italy in search of the best cocktail bars.

Upcoming projects

Daitona is currently completing two key projects: *Intolerance*, (2020) written and directed by Giovenga and Giacomelli, is the very first film entirely shot in Italian sign language. *Cyprus: Border Island* (expected 2021) written and directed by Signorelli, follows two women from the opposite sides of the world's last divided city capital: Nicosia...before inviting them to swap their lives.

The official catalogue is available at: www.daitona.it/en

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