

## Vittorio Guidotti, Video & Immersive Director Bio

Vittorio Guidotti graduates in Video Production and Direction, at the IED of Rome. He moved to New York in 2011, where he worked on IMA Robot's music video "Greenback Boogie", counting over three million hits on YouTube, and created Wrong Way Pictures, a production specialized in commercials, music videos, and narrative films.

He soon experiments with video art and, in 2012, realizes video projections for the performance show "Di Me in Me" by Adriana Boriello, which debuts at the Dace Biennale of Venice.

Shortly after, he moved to London, where he wrote and directed two short films while realizing advertising for clients such as Pampers, Nivea, Heinz, Monarch Airlines, Sony, and the Football League.

His microbudget short film "Almost Sunny" won the Assurdo Film Festival, while "Is this Life?", starring Himesh Patel, premieres at the Lift Off London in 2019. His short script The Blowfish won the Fabrique du Cinema Awards, and the Los Angeles Film Awards and was selected at the Hollywood Just4Shorts.

Thanks to the collaboration with the artist Massimiliano Siccardi, Vittorio worked on the very first Van Gogh Immersive installation that debuts in Paris in 2018. The foremost show, with its enormous success, will become so popular to be imitated and used as inspiration by many other immersive studios all over the world.

In 2019 the team behind the Van Gogh show widened its market, collaborating with the Canadian production Lighthouse Immersive, and Vittorio becomes a co-author of the shows. He sings, together with Massimiliano Siccardi and Luca Longobardi, the creation of a second version of the Van Gogh immersive show that debuts at the prestigious location of the Toronto Star Building and gets soon replicated in twenty more locations all over the United States.

Many more immersive shows have been created afterward. Among them, it's worth mentioning "Klimt Revolution", "Immersive Frida", "Rome and the Vatican", "Immersive Monet", and the recent "Mozart – The Soul of a Genius".

Vittorio had the opportunity to direct several visually striking art films to be featured inside the installations, the last of which feature the amazing ballet dancer, Michail Baryšnikov.