

BIOGRAPHY

Born in Rome and raised in Toronto, Massimo Amici began his career as an art director creating commercial work for advertising agencies including Y&R, Saatchi & Saatchi and McCann-Erickson. After that, he founded his own agency to develop strategic communication for airlines, banks, the tourism industry and several political parties.

In 2001, he directed his first short, "Acaluma", winning him the Jury Prize from Coming Soon TV. His shorts have won prizes in Italy and abroad, including Best Short Film at the Queens International Film Festival in New York.

Massimo is based in London and merges his experience in advertising and his filmmaking expertise to help brands tell their story to the world.

DETAILS

- Self-shooting director and editor
- European and Canadian citizenship, bilingual English-Italian, excellent Spanish

SELECTED WORK

CLIENT ~ PROJECT	PROD COMPANY	ROLE	LOCATION
GOOGLE ~ LAUNCHPAD	MONDO TV	DIRECTOR + DOP	LONDON
HP WORLDWIDE ~ 3D PRINTING CASE STUDIES	90 SECONDS	EDITOR	LONDON
AMAZON ~ AMAZON PAY	90 SECONDS	EDITOR	LONDON
XERO ~ CASE STUDIES	90 SECONDS	DOP + EDITOR	LONDON
UBS ~ ROBOTICS AGENDA LAUNCH	90 SECONDS	DIRECTOR	LONDON
THE MAFIA'S BANKER ~ BOOK LAUNCH	ACALUMAFILMS	DIRECTOR + DOP	LONDON + ROME
BARCLAYCARD ~ GPA ONBOARDING	90 SECONDS	DIRECTOR + DOP	LONDON
EAST LONDON CREDIT UNION ~ WALTHAMSTOW	TO MARKET	DIRECTOR + EDITOR	LONDON
REGION OF SARDEGNA ~ EU FESR FUND	GRUPPO MOCCIA	DIRECTOR + DOP	SARDEGNA
ALITALIA ~ AIRBUS REDESIGN	FILMMASTER	DIRECTOR + DOP	ROME
BARCLAYS ~ BCONNECTED SHOWCASE	90 SECONDS	DIRECTOR	LONDON
REGION OF SICILY ~ RECYCLE AD	GRUPPO MOCCIA	DIRECTOR + DOP	PALERMO
MARKET INVOICE ~ WORK CULTURE	90 SECONDS	DIRECTOR	LONDON
NAPLES ISLANDS ~ TOURISM VIDEO	GRUPPO MOCCIA	DIRECTOR + DOP	NAPLES
VANISH ~ VANISH PINK STAIN REMOVER	90 SECONDS	DOP + EDITOR	LONDON
BARCLAYS ~ WTOW GLOBAL VIDEOS	90 SECONDS	DOP + EDITOR	LONDON
MICROSOFT ~ TELEFONICA EVENT @ O2	90 SECONDS	DOP + EDITOR	LONDON
PAYPAL ~ GLOBAL BATTLE HACK	90 SECONDS	DOP + EDITOR	LONDON
EY ~ DIGITAL OFFERINGS VIDEOS	90 SECONDS	DOP + EDITOR	LONDON
JLL ~ GLOBAL CITY INSIGHT VIDEOS	90 SECONDS	DOP + EDITOR	LONDON
SCOTTISH WATER ~ TELEGRAPH	TRACC FILMS	DOP	GLASGOW
NZ GOLF OPEN ~ DAILY HIGHLIGHTS	90 SECONDS	DOP	QUEENSTOWN