

The *designers*  
of your  
image

# *Content* summary.

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To save time, click on the chapter or section you are most interested in.

Let's start  
with a *premise*.

This PDF presentation is partially *interactive*. This means that where you see the *play* (▶) button you can click on it to be redirected to the corresponding page.

# Our *history.*

It all started in 2012, with the *birth* of Wall Screen Video Production.

We needed to *identify* ourselves as a Brand, so, in 2019, we created red\_studio.



**red** — **studio**

*Personal growth and our identity over time.*

Our team is characterised as being organic and constantly evolving. We set up red\_studio with the aim of offering photography and graphic design as part of our services, given our customers' demand for an all-round integrated service.



# Who are *we*?

Our *experience* in the sector makes us more than qualified to provide the right *image* value to companies. This is because we work with precision, allowing us to create *customised* products that meet the needs of our customer every time.

*Why entrust us with taking care of your multimedia content?*

Red\_studio is a group of young creatives operating throughout Europe, with years of experience in visual arts, film and photography.

# Who has *chosen us*, red\_studio.



RAIFFEISEN



Fontana  
IMMOBILIARISTI DAL 1926

Sotheby's  
INTERNATIONAL REALTY

DRIVER



tuttoimmobili

al Porto



bespace  
architectural things

MERBAG

SUPSI

*Some of the companies that have relied on our services*  
These are some of the important businesses in Ticino to which we are proud to have rendered our services.

# What they say *about us.*

*Tiziano  
Pedrazzoli*

*Chairman of the Raiffeisen Bank  
Executive Board*

We collaborated with Wall Screen Video for the first time and were very satisfied. Right from the start we realised we were dealing with professionals who take care of every detail. They showed openness and understanding in responding to our needs. We shared the emotions of our work during the conception and then during the video shoot. They were able to work with people who are not used to recording videos with empathy, professionalism and understanding. The end result was a huge success; what we had imagined before the video was made was achieved, perhaps even more so. Thanks to Wall Screen Video.

*Nicoló  
Verganti*

*Architect, Studio Gest SA*

I had the pleasure of working with Gianni and the Wall Screen Video team on our video presentation of the Cedrus Residence. Gianni was amazing in translating our needs and ideas into an impressive film where we were able to convey the project as we imagined it, when it was not yet ready to be seen live. The management of the time and day of the shoot, the organisation of the pre-production and the creativity with which the whole process was approached made us realise before the delivery of the video that it was going to be exceptional.

*Maximilian C.  
Schwenn*

*Founder, Baurtrust AG*

Working with Gianni Vacca is a special experience that makes each project unique. Gianni Vacca is able to construct a video, a story and convey value (something few can do), thus conveying emotion and at the same time a concrete interest for those who see it. Congratulations and we will continue this collaboration with new projects.

*Christian  
Domenghini*

*Surgeon at ARS Medica*

For those of us who work with everyday issues such as people's suffering, never visible in the eyes of others, entering this world of communication can seem difficult. Personally, I experienced it in such a natural way, surrounded by a wonderful team of people, especially Gianni who wanted to intrude on my daily life to enable him to catch even a simple nod, glance or way of acting that was not obvious to him, and proud to be able to communicate it through pictures, he made this experience an episode of my life that I will always remember with a big smile. The human depth he puts into his work, whether in medicine as in my case or in a hotel, certainly does not leave one indifferent. Many thanks to Gianni and his entire team.

*Alessandra  
Cella*

*Doctor, Cella Dental Clinic*

Enlisting the cooperation of Red Studio was a totally appropriate move. The production of the video, photos, graphics and company logo, all for our new website, showed the great qualities of WSV with top quality products that perfectly reflect our high demands. A special round of applause goes to Gianni Vacca, who uses a team of well-organised and professional collaborators to enhance his special creativity. The work was carried out in an atmosphere of spirited industriousness and our natural reluctance to be filmed melted away thanks to the experience and friendliness of the operators. We are confident that we have invested our financial resources well, and the adventure doesn't end here!

*Elvio  
Zannoni*

*Businessman, Re-Nova*

Thanks to Gianni we were able to make a promotional video that communicates to the public what our business is all about. By repairing cars with just small dents from fender-benders or hail, it was not at all easy for us to get the right communication to our audience within seconds. Gianni understood the message and came up with the perfect video for us in no time! Thank you very much!!

*Manuela  
Nicoletti*

*Ticino Turismo, Marketing  
Director*

We really appreciated the team's enthusiasm, competence and approach to work in a creative and professional manner. Excellent cooperation and pleasant communication.

*Chez  
Yvonne*

*Businesswoman / Beauty Centre*

We had the pleasure of having you with us for two full days to produce an emotional video and beautiful photos for our new website. A close-knit team, all very competent and professional! Working with you has been rewarding and fun.

*Gianluca  
Righetti*

*Fontana Sotheby's International  
Realty*

Wall Screen Video Lugano is a young, dynamic and cutting-edge company. Its creator, Gianni Vacca, is a manager with great insight, dedication and creativity. A talent in the art of video making. Fontana Sotheby's International Realty is pleased to promote Wall Screen Video Lugano among our close circle of partners.



# Who's *Gianni Vacca*.



## *The Founder and Director*

Every entrepreneur has his or her own story to tell, a story that will not only engage, but also inform, surprise, delight and impact their audience, so as to also produce measurable business goals. I am a bridge that creates the emotional leverage in the consumer with knowledge of the company. I help clients find the topic and medium that best fits their unique identity, then produce high-quality content including company videos, emotional interviews and corporate photos that meet their objectives. I am currently the Director and Filmmaker of Wall Screen Video and founder of the red\_studio brand. My main skill comes from extrapolating from a single concept or sentence, a video that will introduce you to your existing or future customers. This is the idea of cinema that I can create for you.



# Meet the *team.*



*Gianni Vacca*

*Founder / Director*

Gianni Vacca, is a very talented filmmaker and the founder of Wall Screen Video and creator of the Red\_Studio Ticino Brand. Starting out in 2012 as a video maker and photographer, he has expanded his knowledge and is today a successful entrepreneur.



*Jessica Ghidoni*

*Deputy Director / Financial*

Jessica Ghidoni created WSV together with Gianni in 2012. She now has 25 years of experience in the theatrical field and is a creative and imaginative scriptwriter, often working in the backstage part of every work, playing a very important role.



*Marco Regalli*

*Filmmaker / Editor*

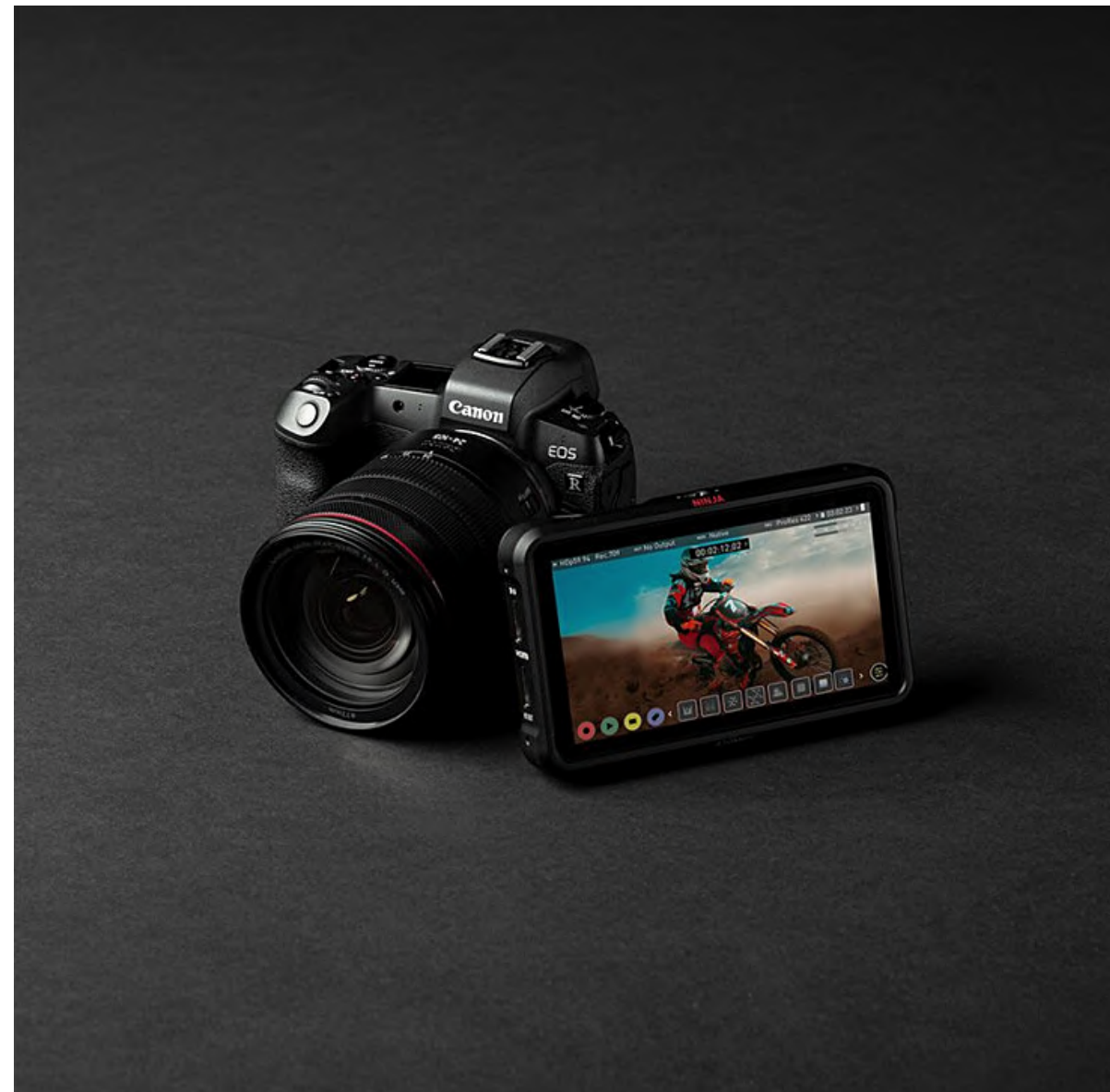
Marco Regalli, in 2017 decided to embrace photography by learning techniques in videomaking and editing. In 2020, he started collaborating with WSV with some excellent results.

# Our *services.*

Photography



Video Production



Graphic Design



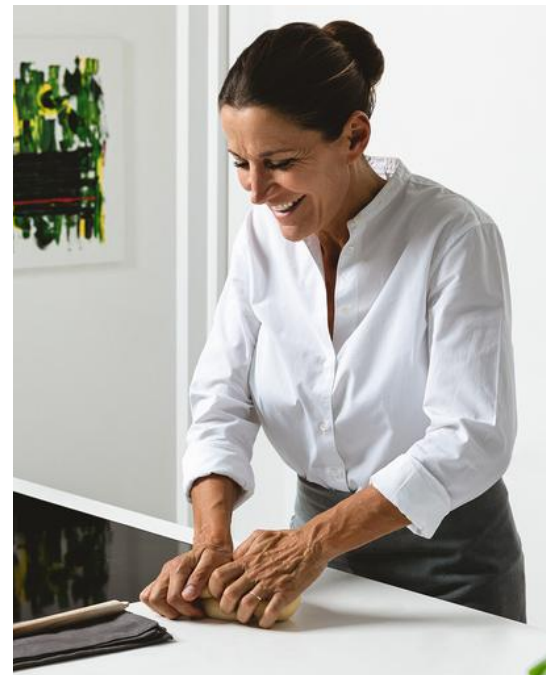
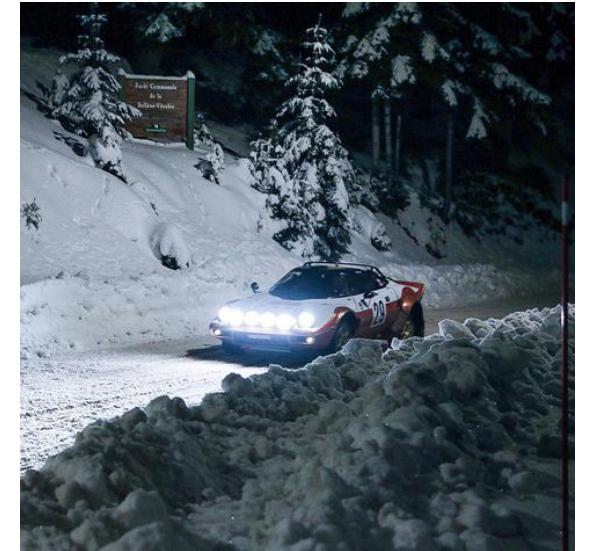
# *photography*

*/fuh·tog·ruh·fee/*

from the ancient Greek: light (φῶς | phôs) and drawing/writing/design (γραφῆ | graphè). Photography can thus be considered as writing/design OF light but also writing/design WITH light.



# Drawing with *light.*





# Photography and *portraits.*

*Far beyond the simplicity of an ordinary photograph.*

Our aim is to always provide a service that highlights people, their professional activities and the products or services they offer. You have to put yourself out there and direct your attention to everything that makes a company and its elements unique.

From left to right:  
Gianluca Righetti, Fontana Sotheby's Lugano  
Claudio Lo Riso, Architect  
Andrea Gianotti, Merbag Lugano/Mendrisio

  
Photography  
*Portrait*

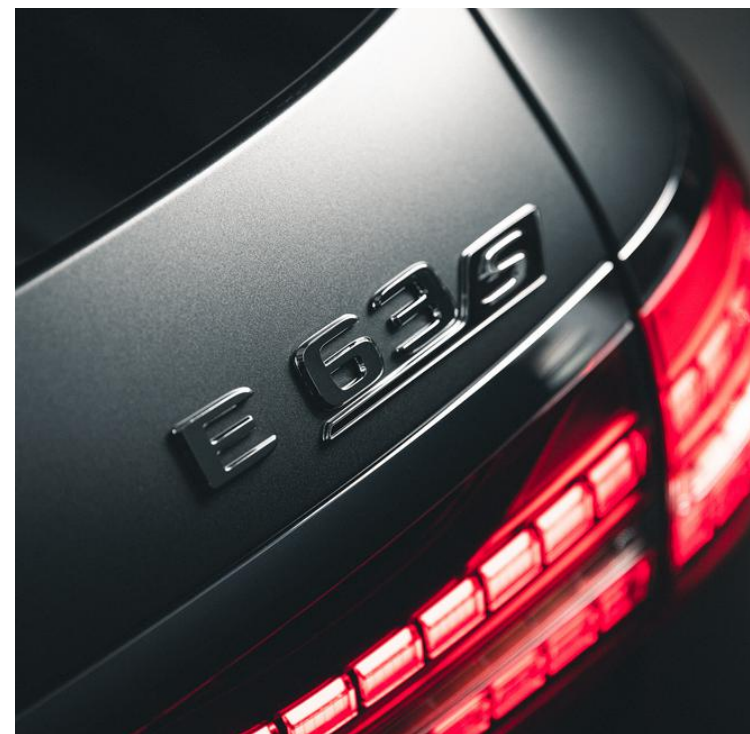








# Attention to *detail.*



*Let the detail make the difference.*

Our eyes immediately recognise the beauty of the details. You have to maximise the visual value, creating the emotion you want to convey to the observer.



# *video*

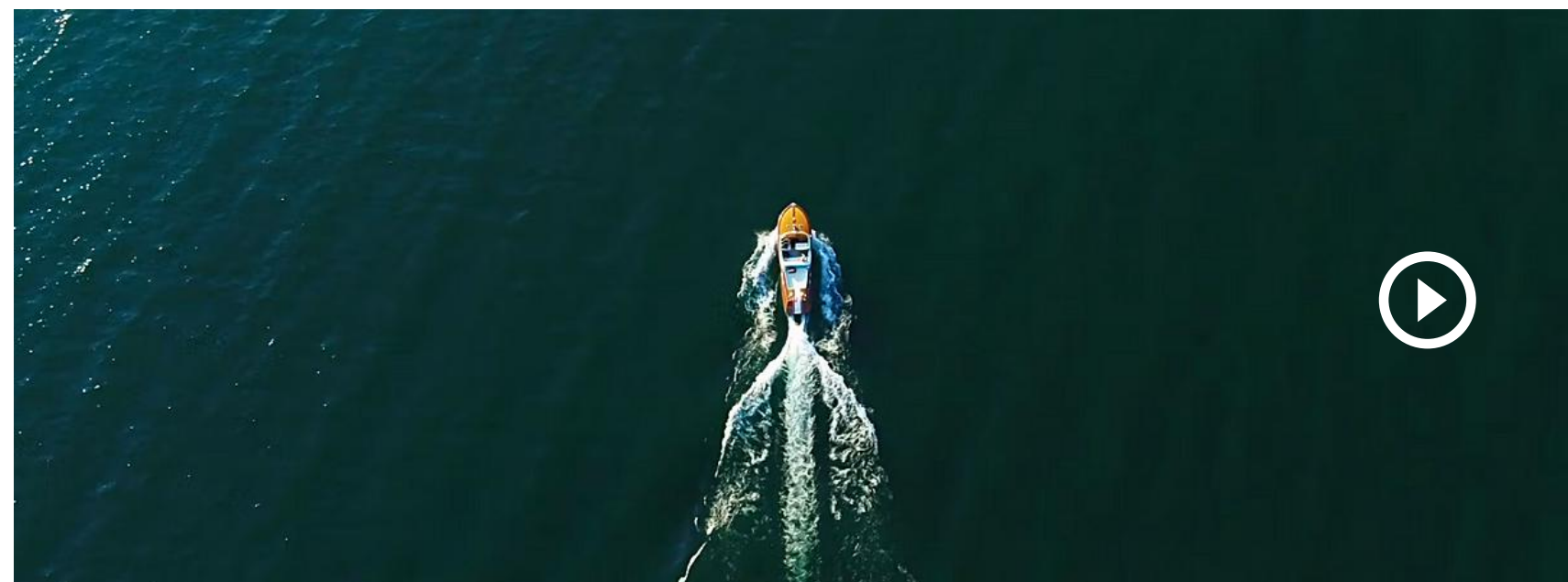
*/vid·ee·oh/*

Video (from the latin 'vidēre') is the electronic information representing images that can change over time, thus both the so-called 'fixed image' as well as the so-called 'moving image'.

# Some of our *works.*

*We let our references speak for us*

Our industry is very technical, but the result is to find in our hands, a product that can make it easier to assimilate a lot of information that, with words or texts alone, would be lost. That is why we are confident and proud to show our references and let them be used as a yardstick of what we can offer your business.



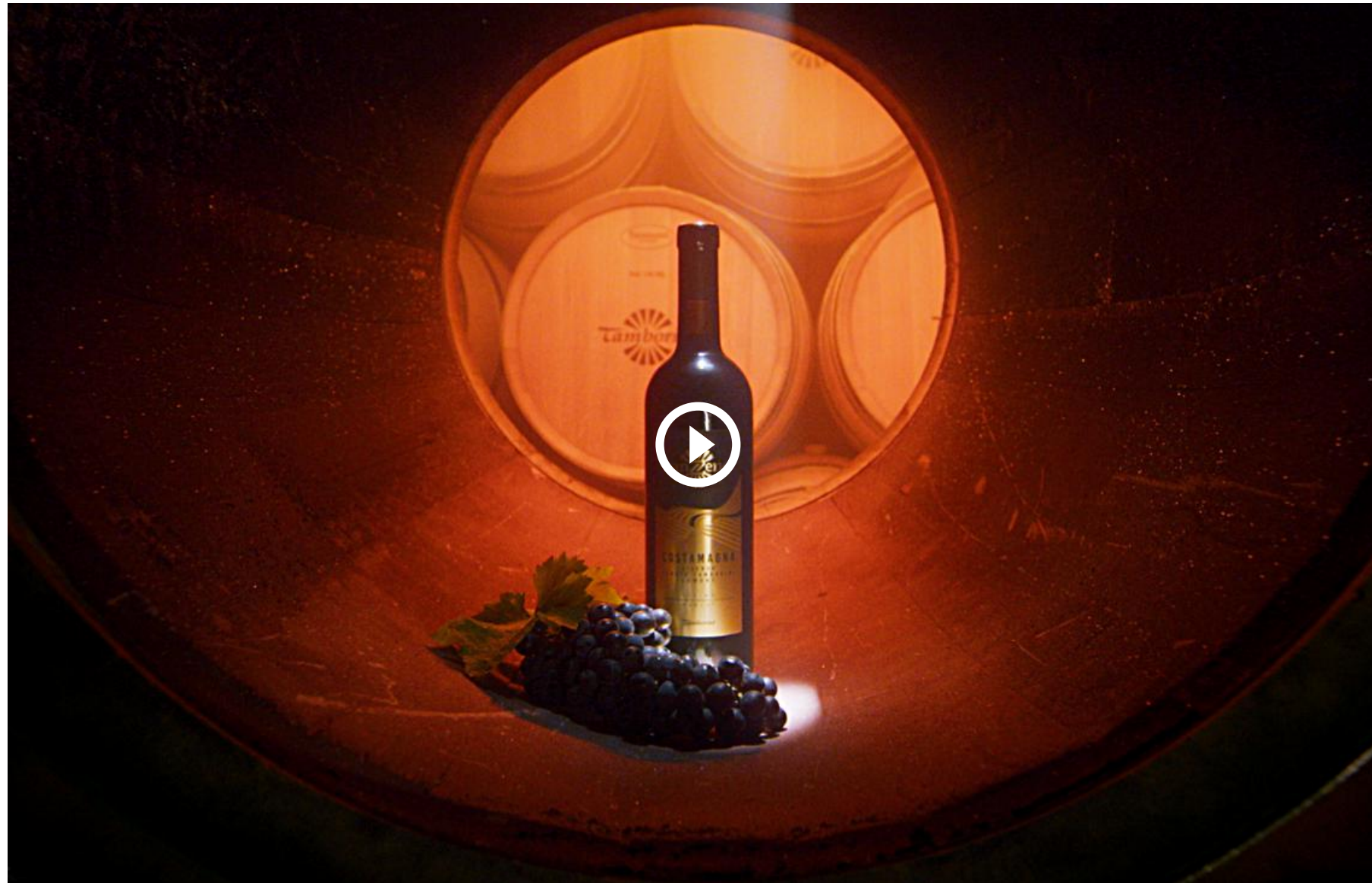
From top to bottom:  
"Cedrus Residence" Promotional spot  
"ELIGO" Emotional spot  
"Villa Palazzo Aminta" Promotional spot

  
Some works  
*Video*

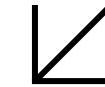


# Tamborini Spot

## "*Wine by passion*".



Tamborini  
*Emotional spot*

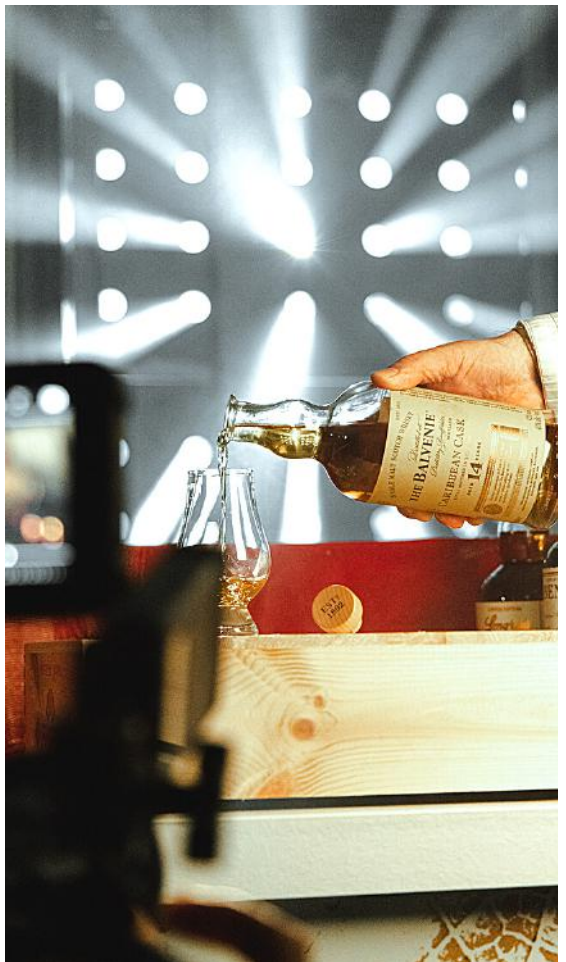
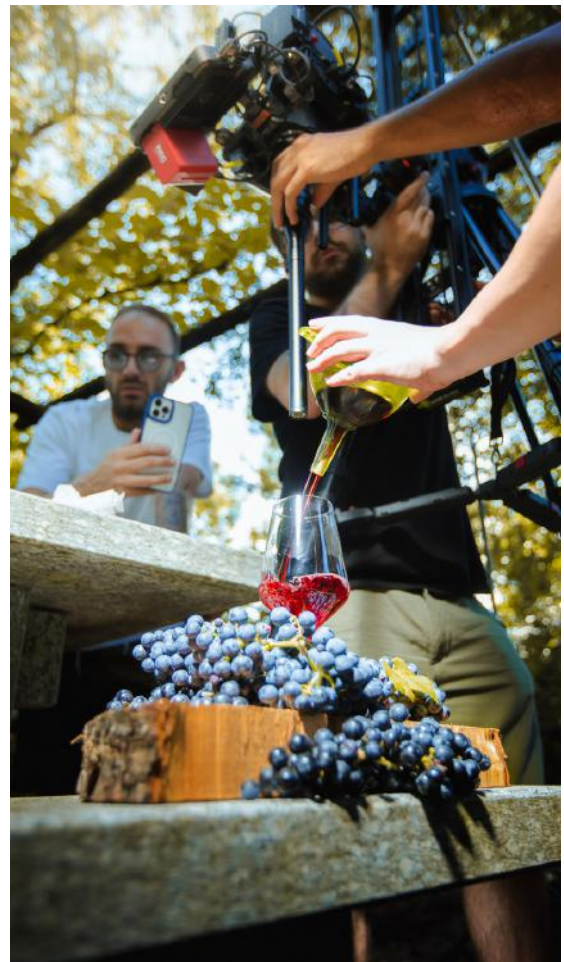


The first real Spot made for the renowned  
Swiss winery Tamborini.

*A journey through past, present and future.*

From vineyards to wine, Tamborini has been making wine with passion with great success since 1944. So our video had to encapsulate the essence and the heart of the company that combines tradition and innovation acquired over time. Our team worked in harmony with the customer to bring out a respectable product that would enhance the image and values that characterise this wonderful company.



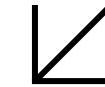




# Al Porto: "A world of delicacies".



Al Porto  
*Emotional spot*

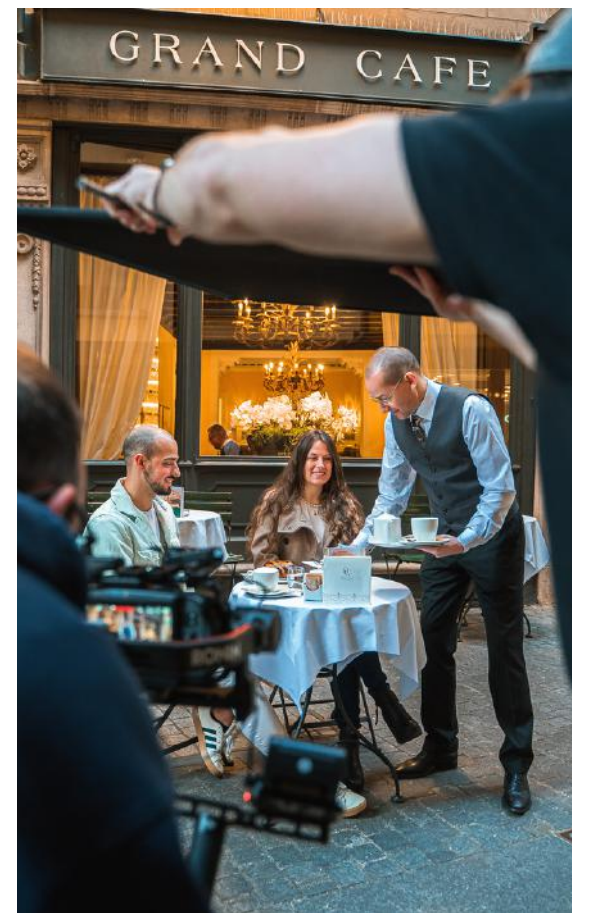


The first real Spot made for the famous award-winning Swiss confectionery company Al Porto

*Behind every company, there's a world to discover.*

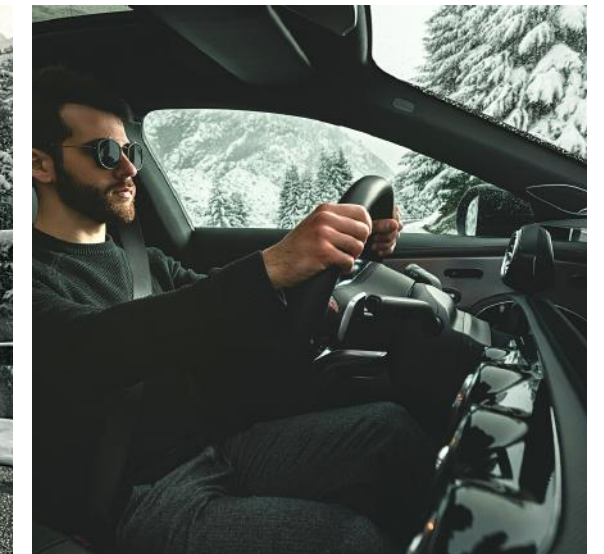
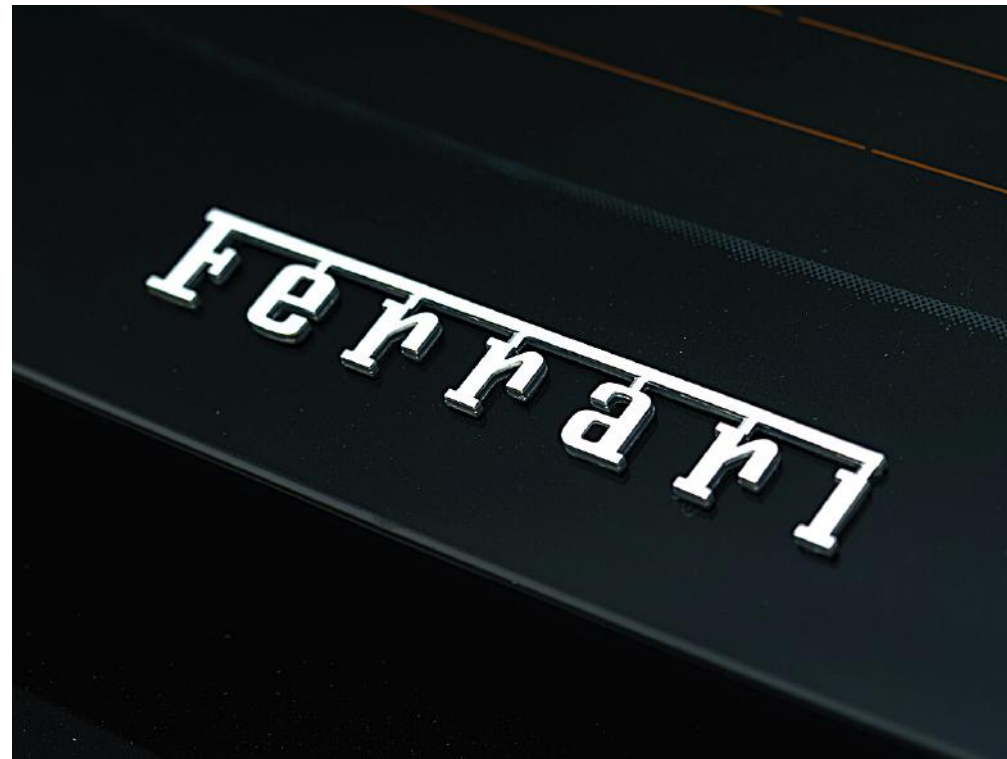
Being confronted with such an important project can be unsettling. There were many hours of pre-production and just as many hours of production, but thanks to the perfect synergy created between our team and that of Al Porto, we managed to give voice to the last 25 years of this wonderful business. The credits are proof that there is no limit to what can be achieved when working as a united team between the client and production. The spot was screened at the Palacinema in Locarno in front of more than 150 people, meeting with well-deserved success, and a new sweet, the 'Red Carpet' was created in its honour.







# Get caught up in the *emotion* of a video.



Ferrari "Red Horse"  
*Action spot*  
↙

Above, "Winter's coming"  
20" Emotional spot for Merbag Lugano

*It leaves a mark on the soul forever.*

Adrenaline, happiness, empathy, security, experience. These are all terms that can describe an emotion felt when seeing or hearing something. The emotion that pierces everything and strikes the soul is expressed in the image.

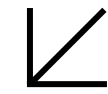


# The importance of sharing a *thought*.



Some of our works

*Interviews*



From left to right:  
Paolo Caspani, Ivan Jacoma, Luca Renzetti,  
Vera Dogini, Emanuele Gianola, Markus  
Roffler, Serkan Erel.



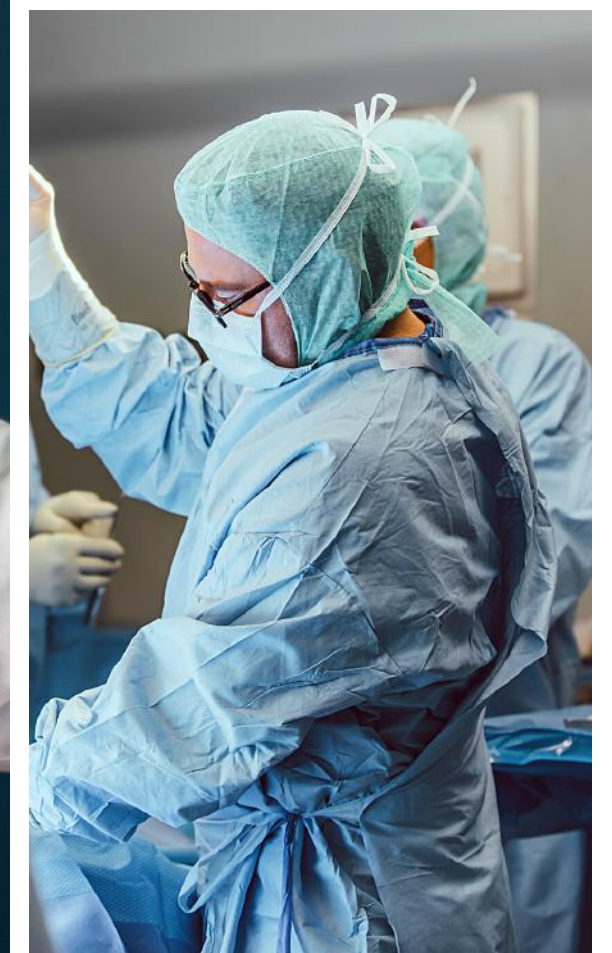
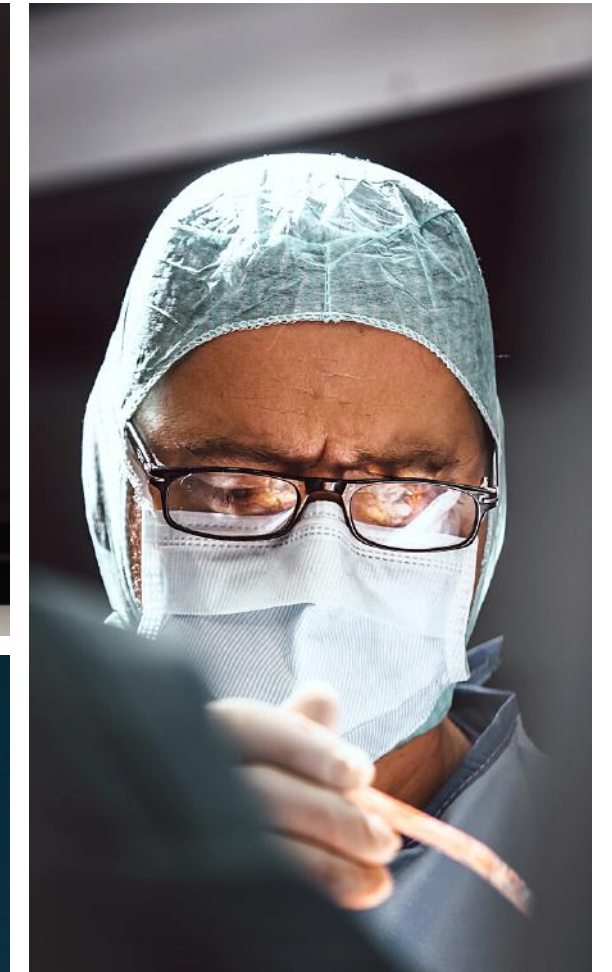
*Every company has a story to tell, let's give it a voice!*

Spoken words, when expressed with the genuineness and passion of someone on an adventure, are the basis of human emotion. The combination of words and images create the perfect pairing to convey your message.

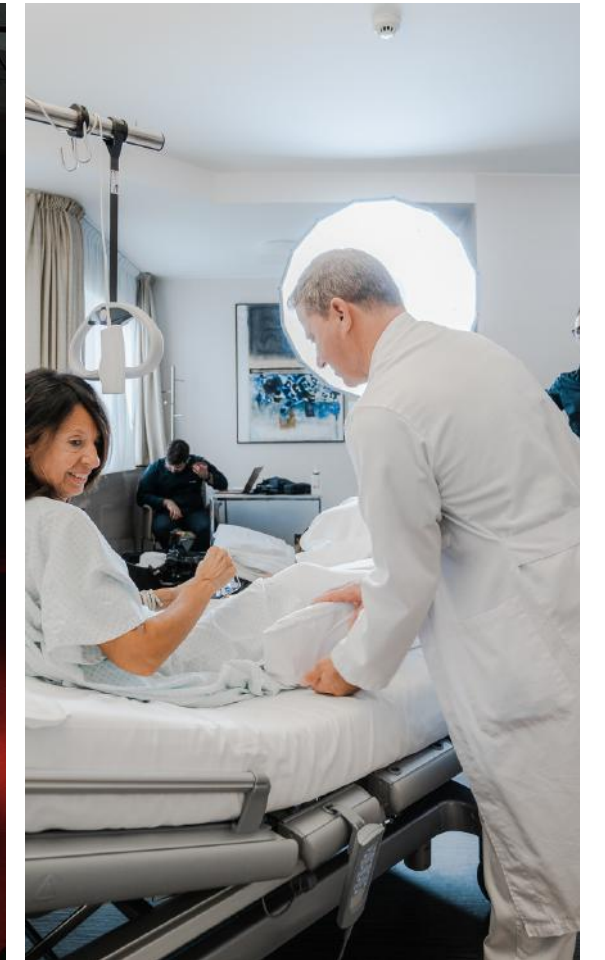


# "The shoulder" Dr. Domenghini

"The shoulder"  
*Interview*  
↙







*An emotional video to touch people's hearts.*

Having to do an operation can put a lot of doubts and uncertainties in your mind, but having a person with their message manages to convey that security of being in the hands of a professional. The bond will be created even before direct contact. This, for us, is knowing how to communicate.

Some shots showing what goes on behind the scenes of the interview filmed inside the ARS Medica in Manno.

↗  
"The shoulder"  
*Interview*

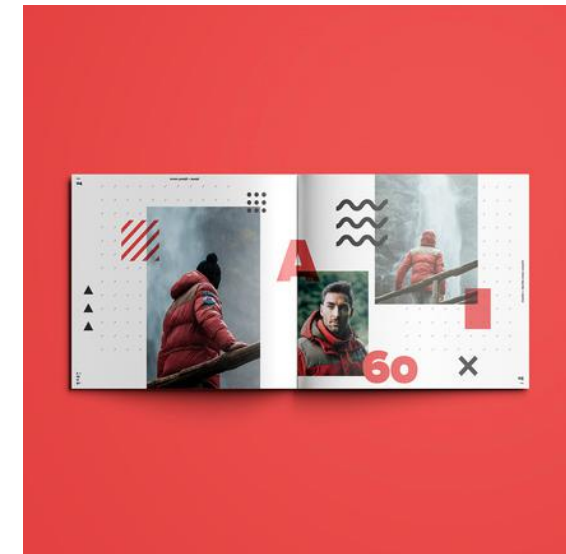
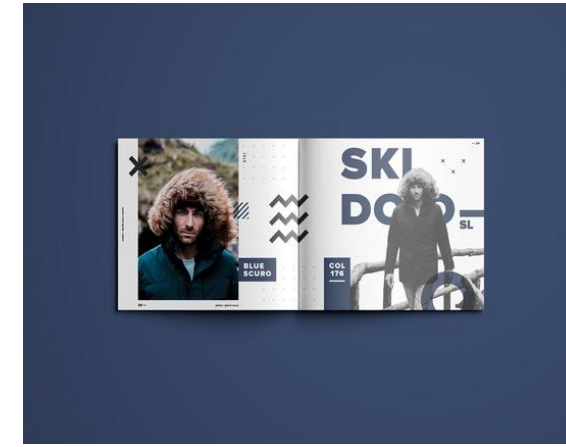
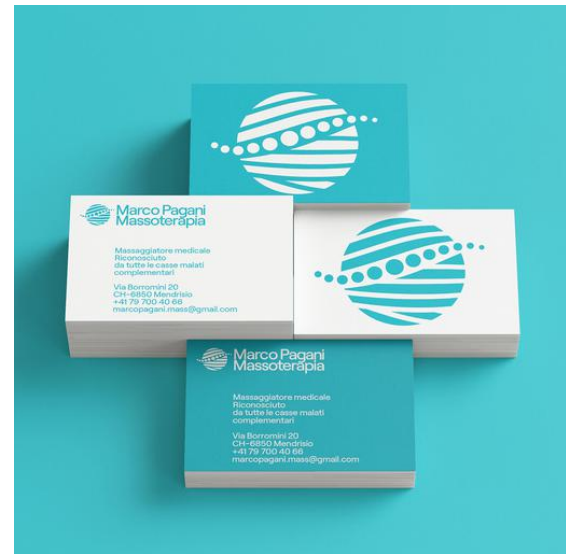


# *graphic design*

*/graf·ik-dih·zahyn/*

the set of formal characteristics (lines, colours, fonts, etc.) that define the appearance of a book, a print, a drawing, etc.; the activity intended for the production of this type of work: a magazine with a curated graphic design; thousands of people work in graphic design.

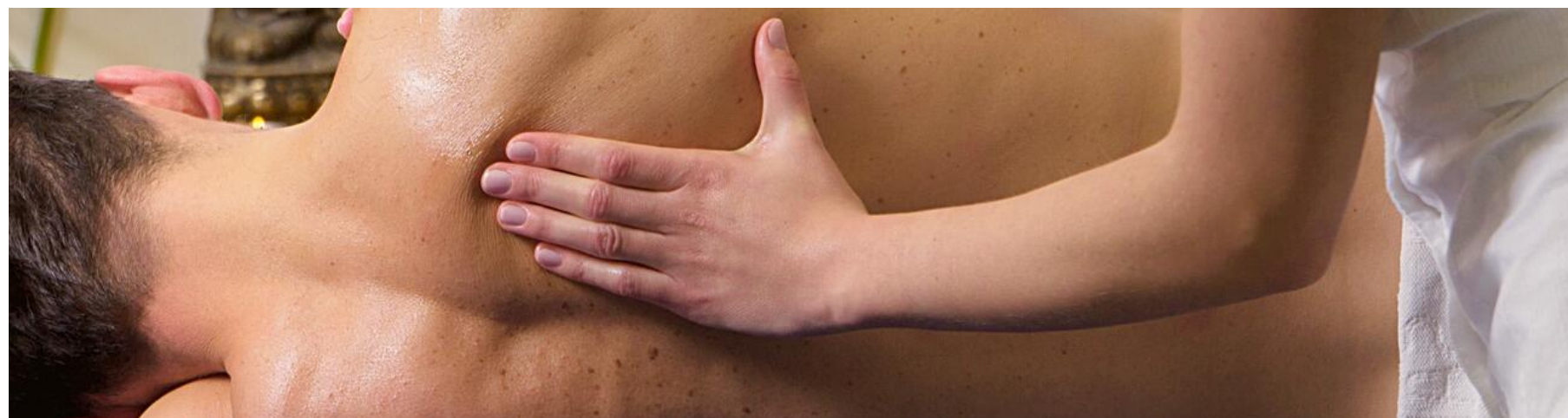
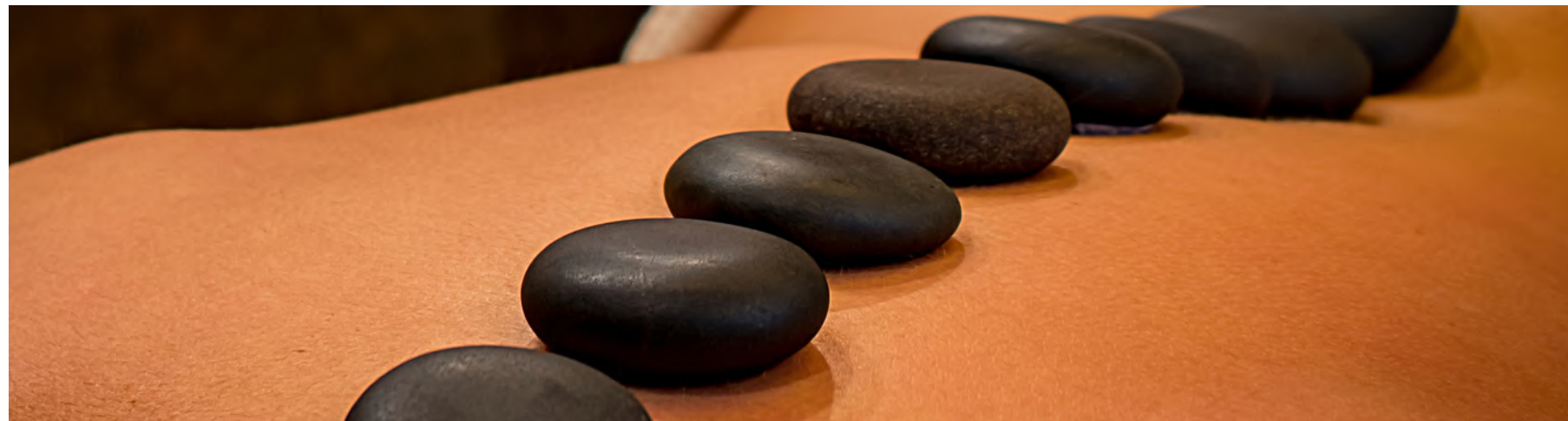
# Design & graphic desing.



*The ultimate expression of design is guided by simplicity.*  
The design of a logo, business card or brochure, such as those illustrated above, must look good to the eye. Natural acceptance and admiration is the primary mission of design.



# Birth of a *logo*.



↖  
Creative process  
*Logo design*

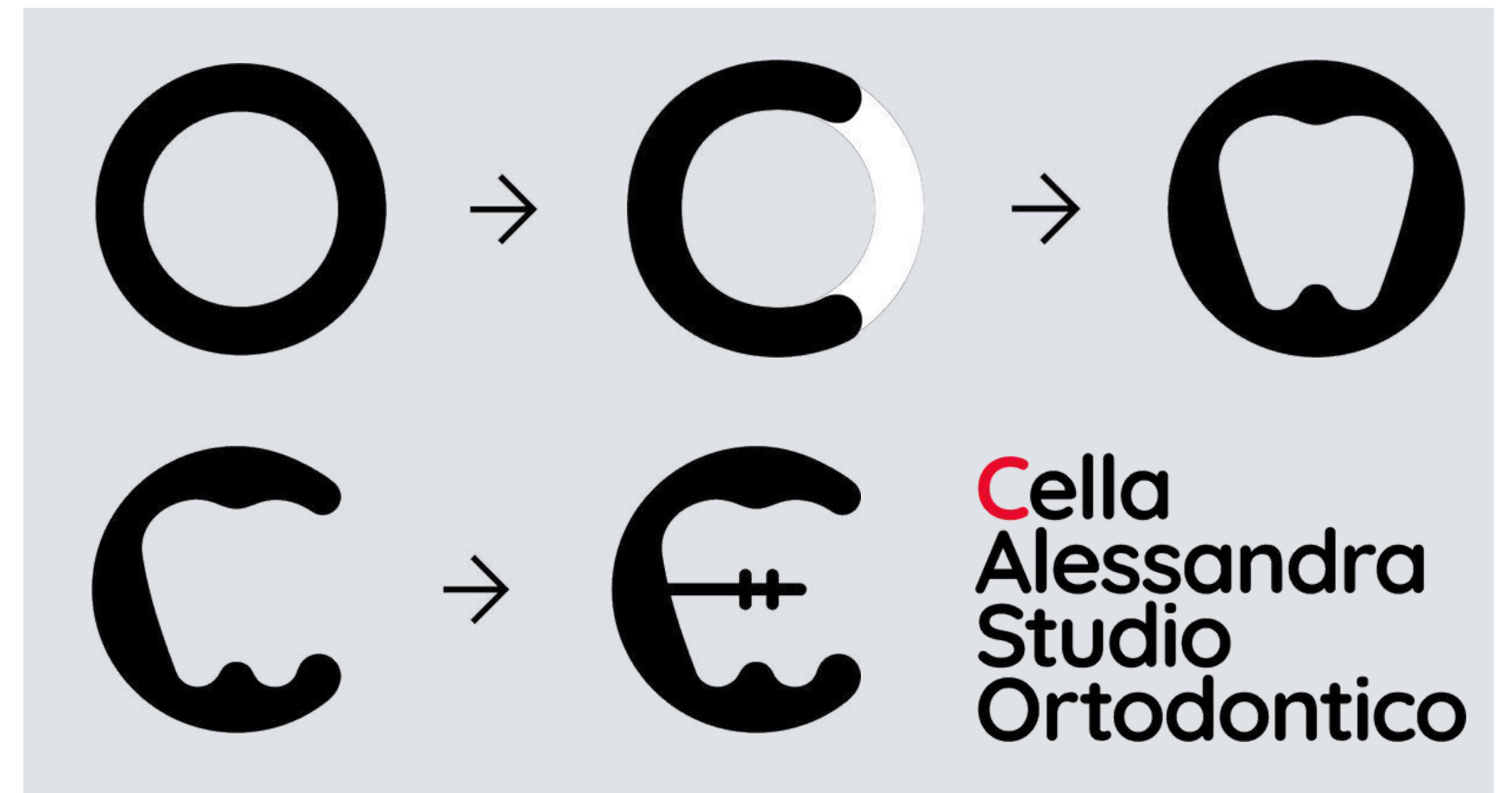
Logo created for  
Marco Pagani Massage therapy.

*Your logo, your identity*

Imagine being recognised by a simple symbol. A geometric shape that represents you and what you do. The idea of a logo is to simplify the concept of your work and make it recognisable in the most natural way possible.



# Evolution of a *logo*.

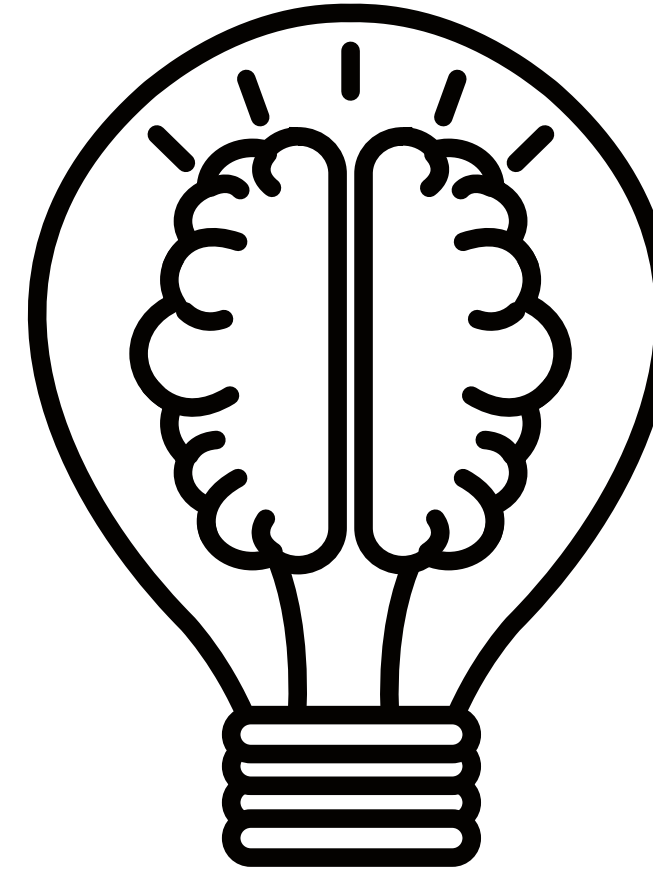


↙  
Rebranding process  
*Logo design*

Logo created for  
Alessandra Cella Dental Clinic.

*Una cosa fatta bene, può essere fatta meglio!*  
Coca-cola, Ikea, Nike e tanti altri Brand conosciuti, hanno cambiato volto del logo più volte nel corso del tempo. Rendete unico e riconoscibile ciò che fate, considerate di fare un refresh del design perché, anche questo, significa fare un passo verso l'evoluzione.

# The *creation* process.



*How does our creative process work?*

We always follow a precise process in every project, starting with a development plan, setting targets and production budgets, and then moving on to the most crucial stages of our process: pre-production, production and post-production.

# Our *method* of work.



## *Development*

This is the beginning of the process and at this stage all ideas must take shape within a project that must be developed through the raising of funds, the writing of the subject, the script and the choice of the technical cast.

## *Target e Budget*

You must ask yourself: Who would be interested in my video? With this question you establish your target group. The second question is: What is my budget? This will help us understand how to achieve the best with your possibilities.

## *Pre-production*

The backbone of a successful audiovisual product is Pre-Production. At this stage, those who will make up the crew and cast are defined and enlisted. This phase is crucial because it eliminates the waste of time and costs.

## *Production*

Director, cinematographer, costume designer, scriptwriter, actors, etc. work together to create the images that will form the video/film. The process that implements what was previously planned.

## *Post-production*

Post-production is made up of a number of different processes, covering both the visual and the sound aspects. This phase is the one that puts the pieces of the puzzle together and is crucial because it determines the final result.

## *Delivery*

Upon completion of everything, it will be our responsibility to deliver the video no later than the agreed delivery date and in the format requested by you, for publication on your web channels.

# Development, targets & *budget.*



*Let's start with the basics of our creative process.*

Before finalising the production of a project, it is a good idea to establish with the customer what their final target and budget is. These three elements are interrelated, because obviously the more articulate and ambitious the project, the more work will have to be done to complete it. By consulting with the customer, we are able to offer a product that goes well beyond expectations, respecting the customer's requirements in terms of cost.

The diagram illustrates the fact that there is no single price, there are only variables that affect the timing, quality and cost of the service.

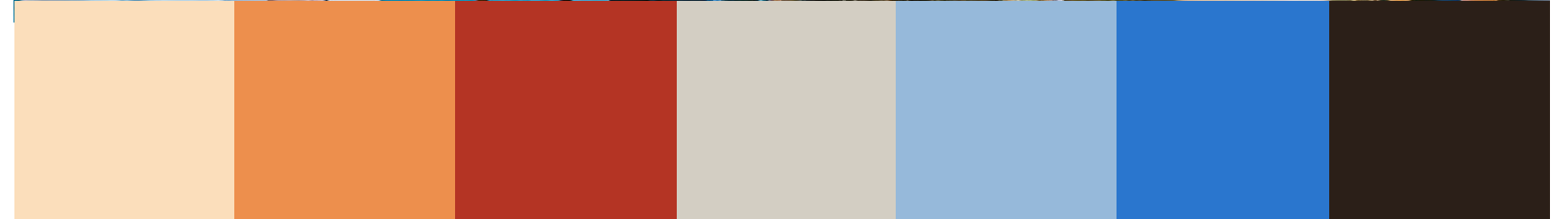
↗  
Diagram of the  
*budget*



# Pre-production phase.

*Why is this phase so important and does it make a difference?*

Preparation and planning allow us to get exactly what we want in the shortest possible time, at the best cost and without having to take away quality from the end result. The storyboard (above) gives us clarity about what will be produced on screen, and the moodboard (below) represents the purely aesthetic side we draw inspiration from.



From top to bottom:  
Storyboard created for the production of the Raiffeisen Bank 2021 Christmas Spot  
Some stills from the web create an idea of the look we would reconstruct  
Colour palette used as a reference in post production

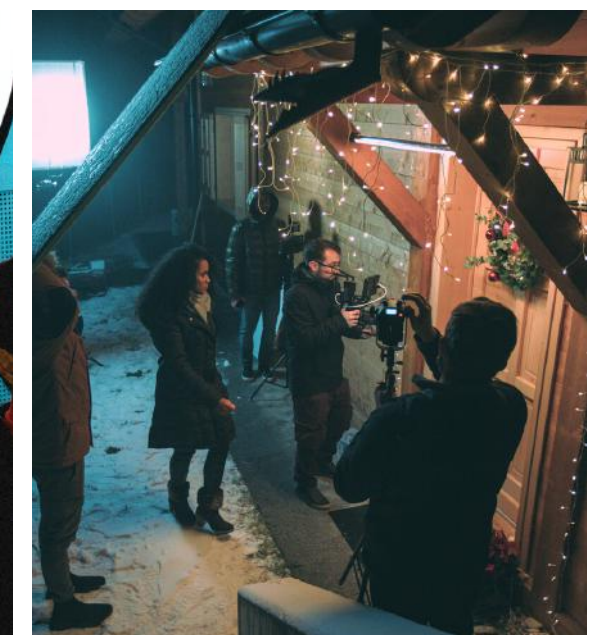
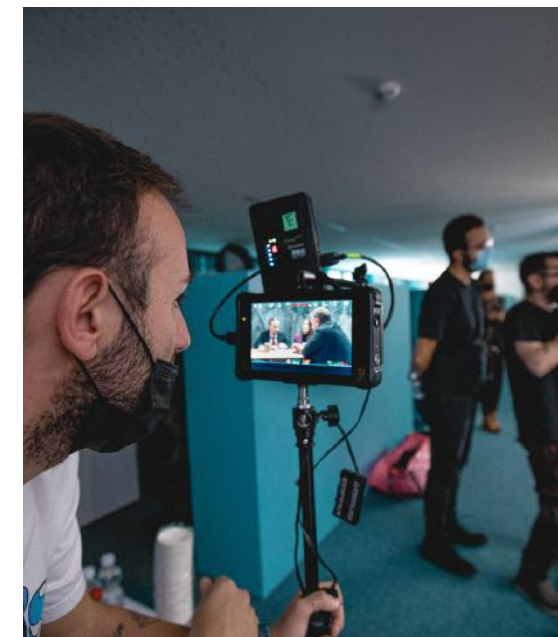
  
Raiffeisen Bank,  
*Christmas spot*



# The *production* phase.

*What happens on the other side of the lens?*

Our team, even in action, always puts 100% energy and passion into it because we are a team and our target is to complete every job on time and on budget while meeting the expectations of our customers. The effectiveness of the production phase is directly proportional to the pre-production phase, so it is essential that the team is coordinated and knows how to deal with all kinds of unforeseen events and situations.



Behind-the-scenes images of the TV spot for Raiffeisen Bank

↗  
Some  
*backstage images*

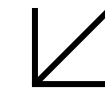


# The *final* product.



Raiffeisen Xmas spot 2021

*TV Spot*



TV spot broadcast on RSI and Teleticino  
made for the Raiffeisen Bank Group

*The achievements of our customers are our pride.*

Respecting deadlines is crucial for us. We know how valuable time is, and we always want our customer to receive the commissioned material at the best quality and on time.

We love challenges because they allow us to face difficulties and help turn ideas in reality. This project was not easy, but thanks to teamwork, passion and our bond with the client, we managed to meet expectations and even exceed them. We are very proud of this commercial that was broadcast on RSI and Teleticino.

“Something done  
*well*, can be  
done *better*.”

Gianni Agnelli

Some *successful*  
projects. →



# The birth of the *Borsa Immobiliare* Documentary.

"Birth of the BIT"  
*Documentary*  
↙





# Fontana Sotheby's, *"Real Estate"* video.



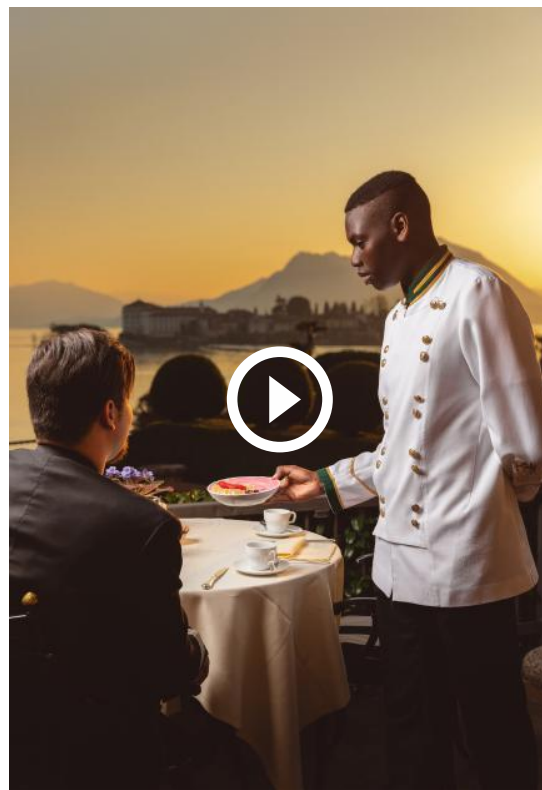
Video per Fontana Sotheby's International Realty  
*Real Estate video*

*Selling real estate has never been easier.*

Real Estate is truly a very interesting and very large market and our long-standing collaboration with Fontana Sotheby's has led us to make many videos to showcase their properties. Real estate videos increase the chances of being contacted by new buyers, and the possibility becomes a reality when you put yourself out there.



# "Villa Palazzo Aminta" immersed in luxury.



"Villa Palazzo Aminta"  
*Promotional Ad*

*Let your next customer want you.*

The purest desire is what is born in us when we look at something we want with every cell in our body, but do not yet have. We are not only talking about history, emotions and flavours, but also about unique experiences that have no comparison. So let your future customers fall in love with what you have to offer, even before they have decided to contact you.



# "*Tutto Immobili*" TV Spot.



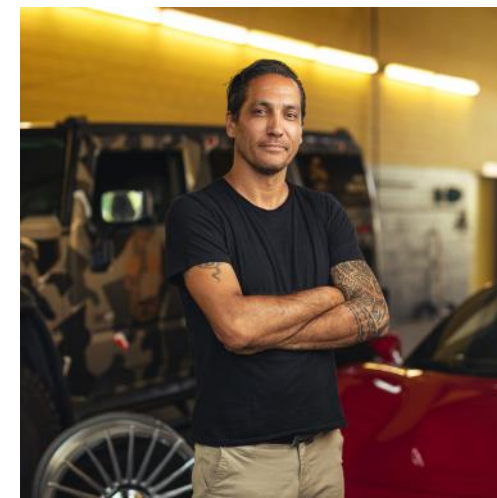
↙  
20" Promo for Tutto Immobili  
*TV Spot*

*You only need 20" to express your message loud and clear.*  
Changing homes is certainly not easy. It is time-consuming, but when you have an expert by your side everything becomes easier. Tutto Immobili, in this TV ad broadcast on Teleticino, communicates this message simply and directly.



# "Who revolves around us"

## Agom Driver Pirelli



"Who revolves around us"  
*Documentary*



*Give voice to what represents your work, including customers.*  
This is how to give your company, your partners and, in this case, your customers a voice. Testimonies that lend great solidity to the excellent service offered every day by Agom Driver Pirelli throughout Switzerland.



# "#contilo" social media video made for Tilo

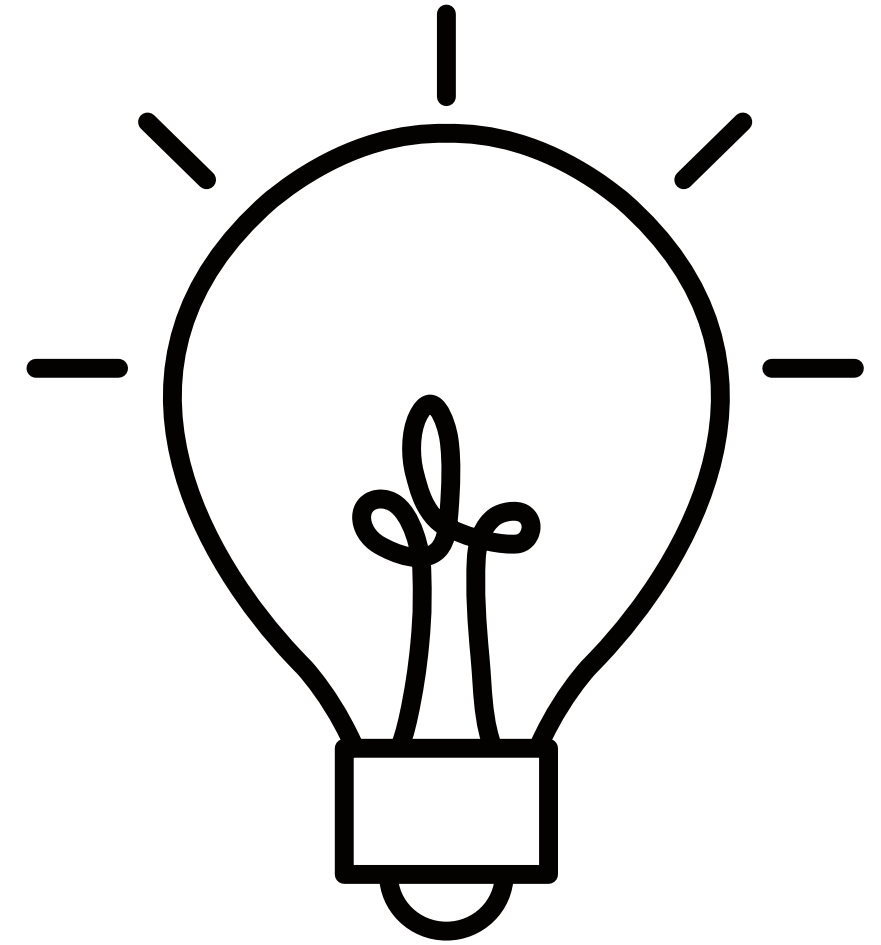
*Capturing attention on social media has never been easier.*  
The world is changing. More and more trust and attention are being placed on things that make people talk. Nothing communicates more easily than a video showing you how easy, convenient and useful it is to effortlessly take a train to many destinations. This is the message that Tilo has launched with 5 videos on social media targeted to all age groups with the hashtag #contilo (#withtilo).



↗  
"#contilo"  
*Social spot*



“When the  
*lightbulb* was  
invented,  
it brought  
hard times for  
*candle* sellers.”





# The new way to *communicate*: social media.



*You must be active on all fronts and in step with the times.*

Communication tools from ten years ago no longer work. Something has to change because the digital market has done so and so have the people. Social media and online audiovisual platforms open up avenues that were previously unreachable or too expensive. Many do not consider the communication potential of a social media page and all too often they don't exploit it properly. But that doesn't mean it doesn't work! Having a fishing rod in our hands does not make us fishermen.



# Let's talk about *numbers*.

*8,69 million*

*Swiss population in January 2021*

From 2020 to 2021 the population grew by +0.7%. 50.4% are women and 49.6% are men. 74% of the population resides in urban centres, while only 26% are in rural areas. The constant growth of the young population is directly reflected in the constant growth of users.

*8,42 million*

*Active online users in January 2021*

The number of active users in 2021 increased by +1.8% compared to 2020 with a stable 97% incidence. 10.42 million mobile connections were registered which is 120% more than the population (this figure is due to the fact that some users have multiple devices)

*7,10 million*

*Social media users in January 2021*

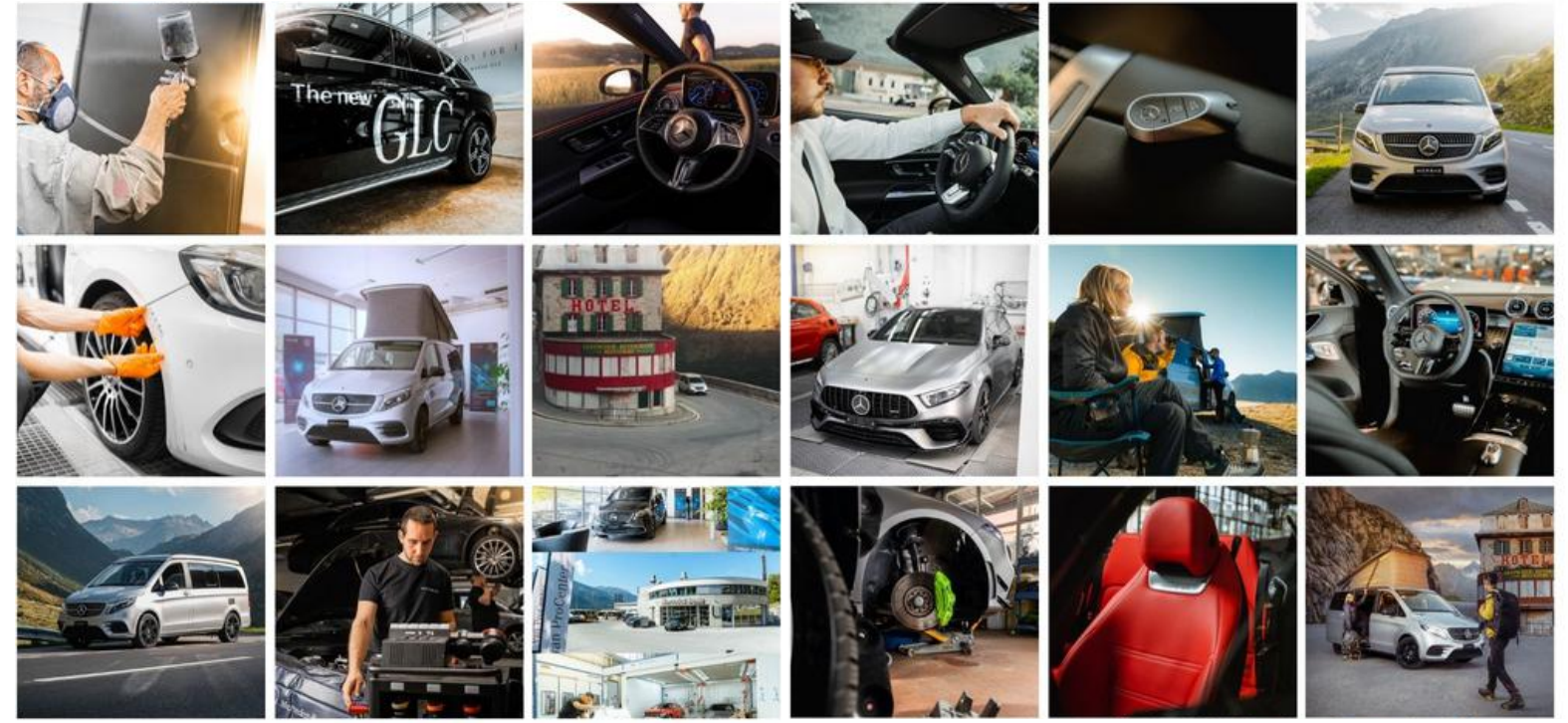
Compared to 2020, there was a +13% increase of users on at least one social media channel. The number of users in Switzerland in 2021 is equivalent to 81.8% of the total population on Swiss soil. Imagine the numbers we are talking about worldwide.

*Let's make sense of the statistical data in hand.*

One only has to compare these 3 figures to realise how much communication potential there is to be exploited in the market. When we talk about social media, we are not referring to just one in particular. There are several with different purposes, but once a plan of action is made and an advertising campaign is established, the possibilities of reaching millions of users are there for all to see. Remember that these are just the figures for Switzerland.



# Managing social media.



Feed Planning concept

## Fasi di Lavoro



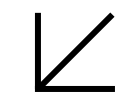
## Seguire il trend



Seguire la tendenza favorisce la visibilità.  
 Un rapido showcase della macchina a ritmo di musica dove la cosa che rende forte questi video è il fattore "vedo non vedo". Bisogna mostrare dei contenuti accattivanti, i dettagli e lasciarli percepire all'occhio così da creare interesse a volerne vedere ancora.

## Instagram presentation Editorial Plan

From the introduction presentation on social media, created for MERBAG Ticino.



## Passato..



## ..e Futuro



## An action plan for new media.

We take care of every aspect, even the presentations of our projects, to make communication easy and straightforward with our customers. Social media is very complex, but our experience in the industry will grant you access to this world of endless possibilities for expansion, so that you can understand it and use it to your advantage.



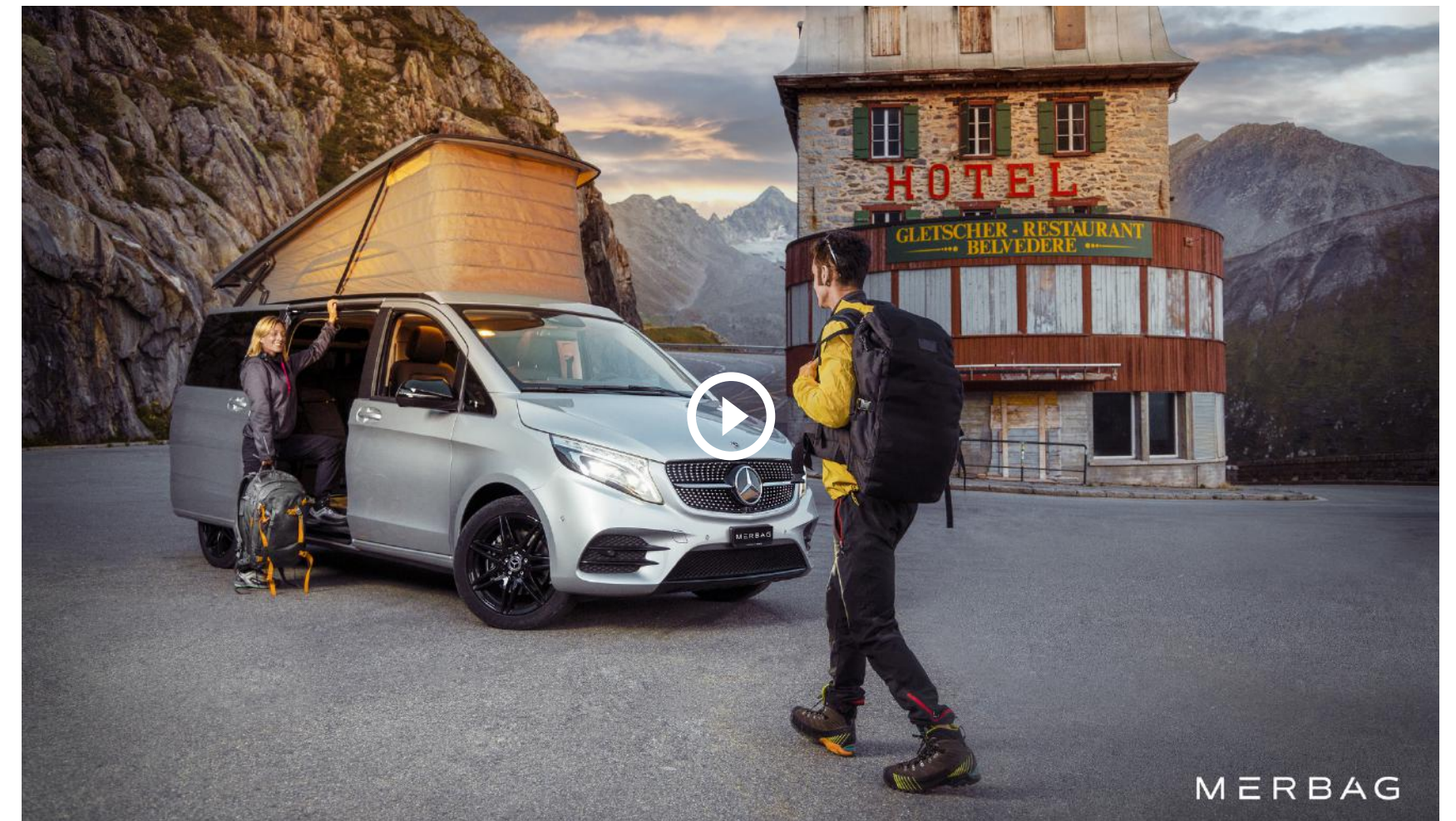
# We are *Merbag*.

*In step with social media, from Instagram to YouTube.*

We are proud of what we have produced in cooperation with the Merbag Ticino group (Lugano, Vezia and Mendrisio offices). Two close-knit teams full of creative ideas make the difference.

Videos of Merbag Ticino created for Instagram and YouTube.

"Test drive new SL"  
*Youtube video*

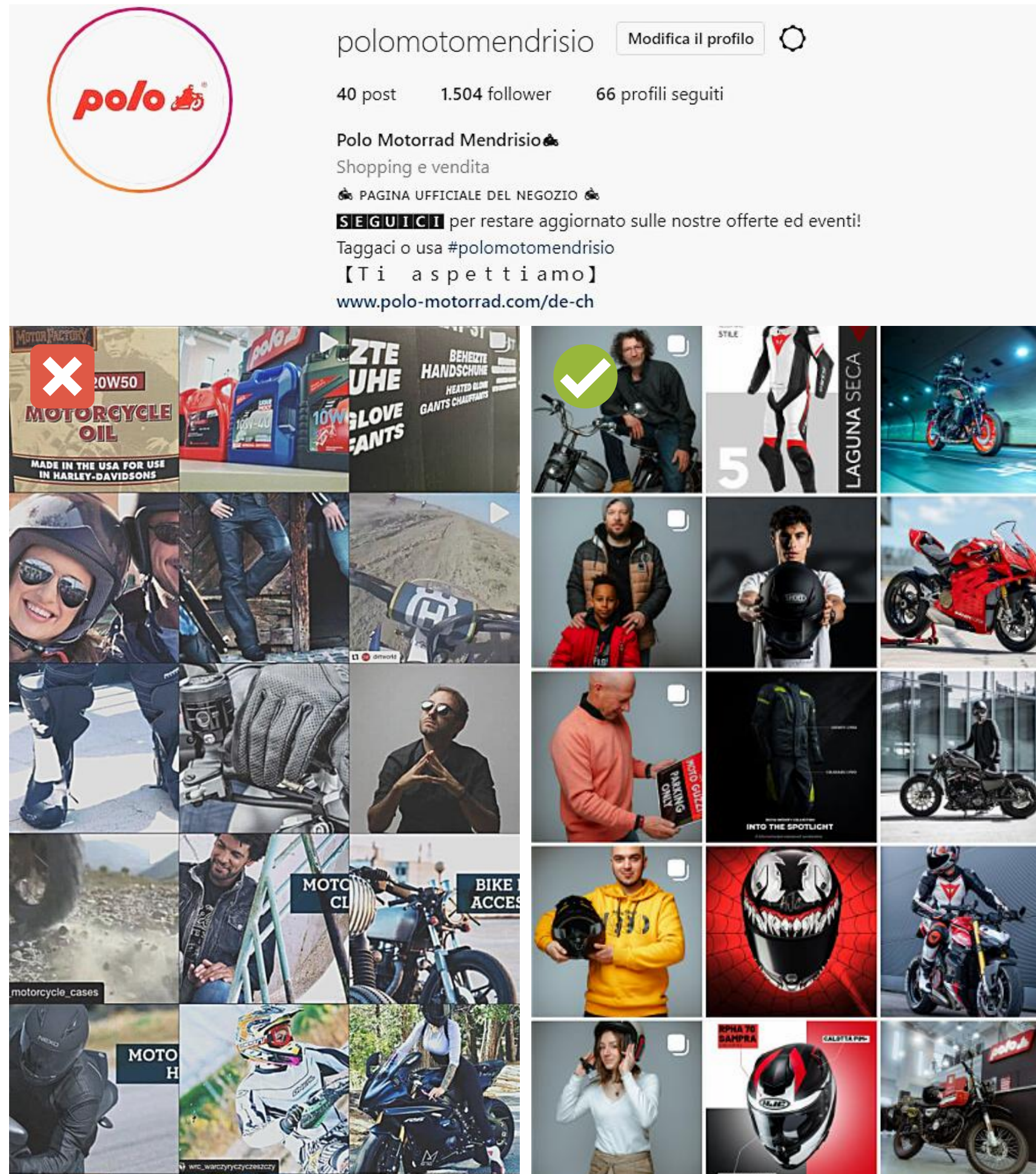




# Some of our references.

*Your image is always at the centre.*

Communicating in the right way on social media will allow you to expand your network and create stronger ties with your end consumer. This is an example of how we completely revolutionised the image of one of our customers.

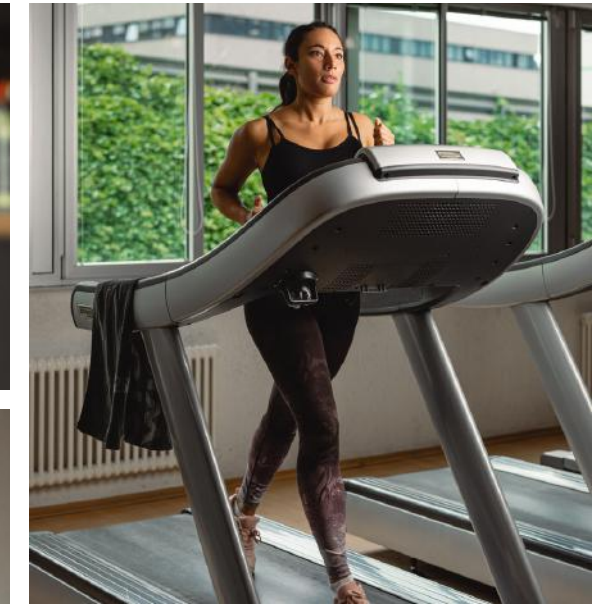


↗  
Polo Motorrad Mendrisio  
*Graphic design service*

On the right is a comparison of the Instagram profile identity before and after our service.



# Quality Fitness *instagram.*



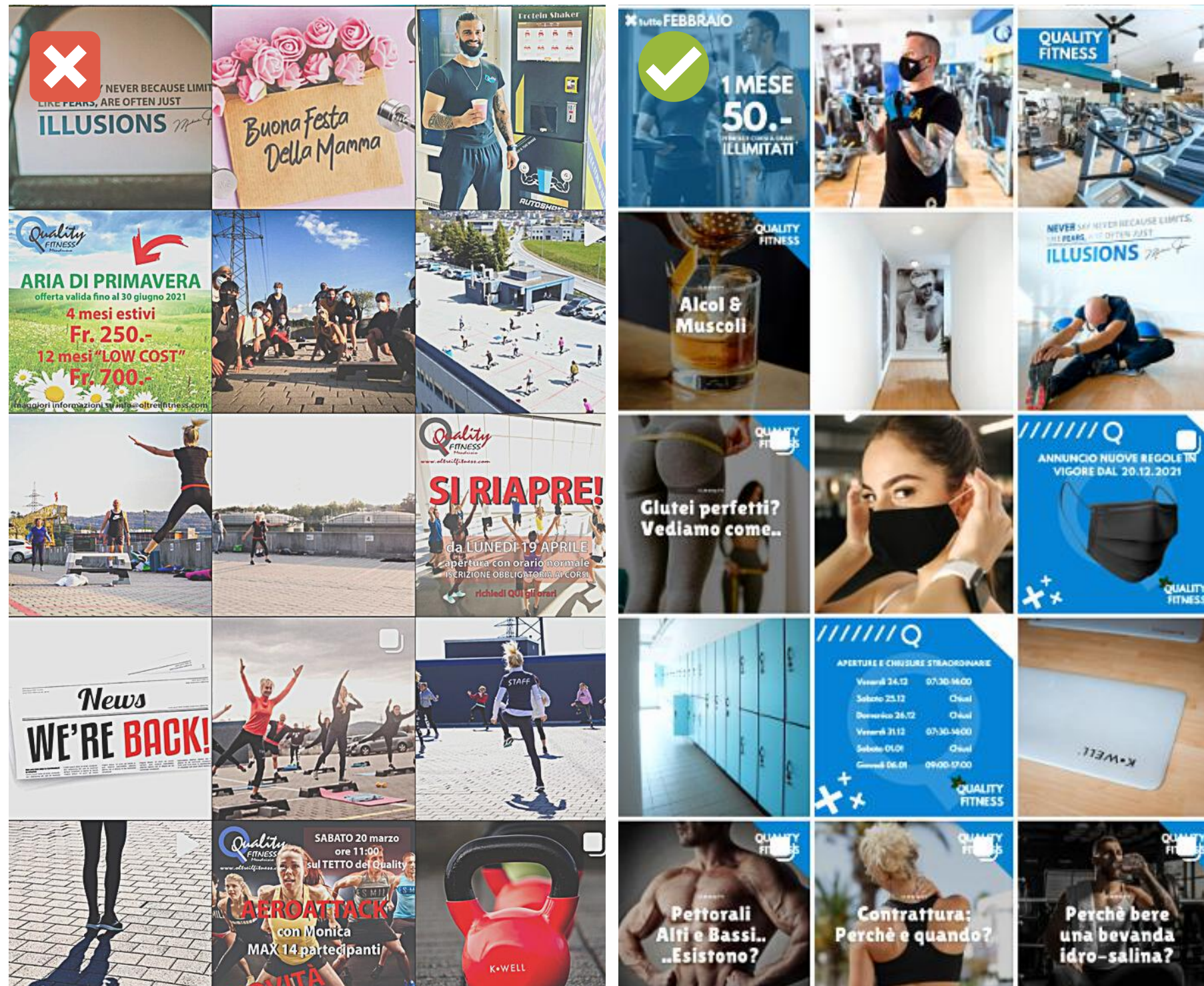
↗  
20 Years of Quality  
*Social media videos*

Photoshoot for the Quality Fitness  
website and social media.

*Communicating in the right way, with the right tools.*  
Your social media, as we analysed from worldwide data, is your most accessible business card. Given its immense potential, why neglect it?



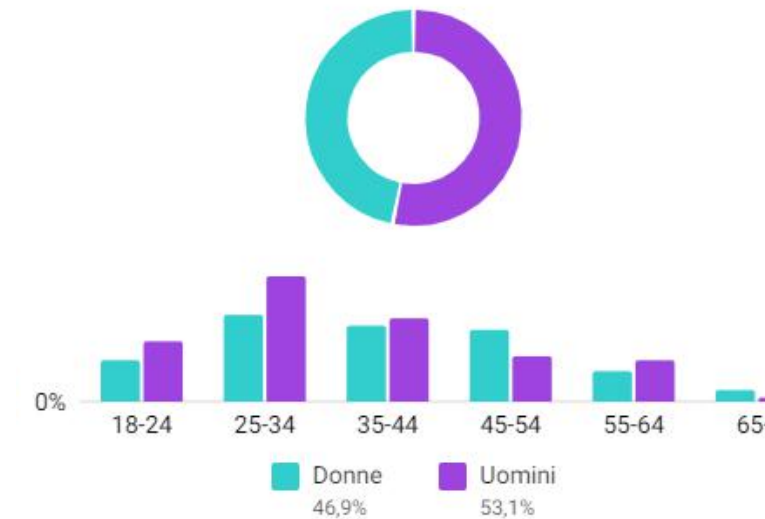
# We make the difference.



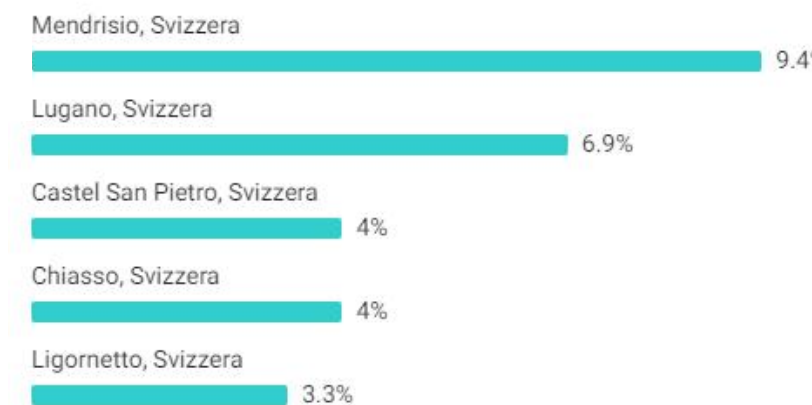
Follower di Instagram ⓘ

276

Età e genere ⓘ



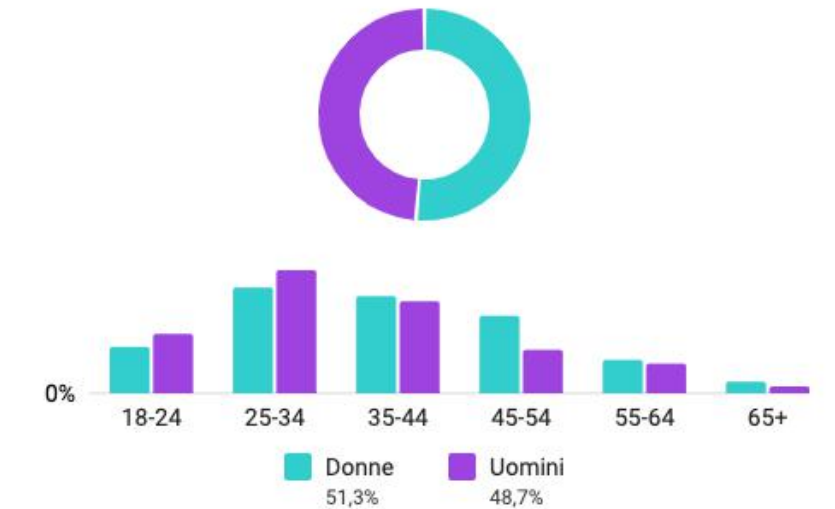
Città principali



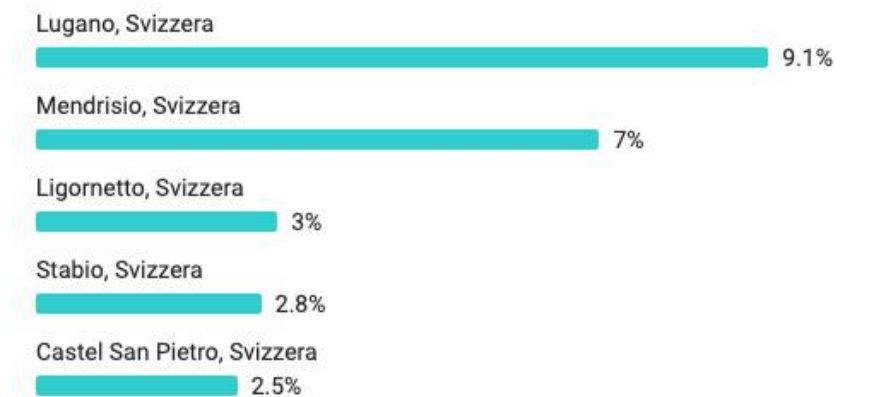
Follower di Instagram ⓘ

669

Età e genere ⓘ



Città principali



*We analyse your statistics for organic growth.*

By curating aesthetics, text communication and content planning, you can organically achieve exceptional results. Add the possibility of sponsorship of content, and this potential will no longer be limited.



Don't lag  
behind,  
*look ahead!*

*Be a part of evolution and change.*

The future is upon us. It can't be avoided. Today's market and its customers are becoming more and more oriented towards social media and image-making and they are becoming more scrupulous and critical in determining what is interesting. So, will you be one of the entrepreneurs looking to the future, or will you be left behind like others?



"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to *change*"

Charles Darwin



# Thank you for *attention.*



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