



# Niccolò Lorenzo Maria Montanari

## ABOUT ME

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I'm a consultant, film festival strategist and publicist focusing on fashion, lifestyle and contemporary culture. I have built my experience in fashion film as one of the founding members of Berlin Fashion Film Festival. Since 2016 I have been working with brands, production companies and film directors in the creation and distribution of video content across a range of publications and film festivals.

## EDUCATION AND TRAINING

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**BA - 2:1 - European Languages Culture and Society**  
*Goldsmiths University of London*

Address: London (United Kingdom)

## LANGUAGE SKILLS

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Mother tongue(s): **Italian** | **English**

Other language(s):

### Spanish

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

### French

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

### Portuguese

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

### German

LISTENING B1 READING B1 WRITING B1

SPOKEN PRODUCTION B1 SPOKEN INTERACTION B1

## WORK EXPERIENCE

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**PR and Festival Strategist - Fashion Film, Music Videos, Branded Content**  
*Self-Employed* [ 07/2016 - Current ]

### Content Curator

Programming and selecting video content for film festivals and online platforms

### Content Distribution

Pitching and distributing video content across online platforms, magazines and film festivals

## **Co-Founder - Berlin Fashion Film Festival**

[ 02/2012 – 06/2016 ]

Country: Germany

### **Branding Developer**

Developing the branding, personality and tone of the festival

### **Business Planner**

Outlining the business plan for the event to ensure reliable and consistent income

### **Communication Manager**

Creating a communication strategy for the event to encompass social media, newsletter marketing, press and partnerships

### **Events Creative Director**

Creating a bespoke concept for the yearly event, including screenings, an award show, talks, panels and installations

### **Events Planner, Producer and Coordinator**

Coordinating the events team to ensure a smooth running for the participating guests

### **Lead Marketing and Press Manager**

Creating a marketing strategy to increase film submissions, as well as maintaining relationships with journalists to ensure year-round coverage of the event

### **Sponsorships and Partnerships Coordinator**

Maintaining relationships with brands and sponsors

## **Communications Manager**

***FIER management - Showroom, PR an Sales*** [ 07/2010 – 03/2015 ]

Country: Germany

### **Business Planner**

Sourcing clients and income revenues

### **Communication Manager**

Outlining the communication strategy for the agency across social media, press and partnerships

### **Events Creative Director**

Creating a bespoke concept to run during Berlin Fashion Week

### **Events Planner, Producer and Coordinator**

Ensuring a smooth running of the agency's events

## **Account Manager**

***Tribaspace - Online Tool for the Fashion Industry*** [ 11/2009 – 07/2010 ]

Country: Germany

## **Client and Sales Manager**

Sourcing new clients and handling requests across Italy, France, United Kingdom, Spain and Brazil

## **Translator and Proofreader**

Translating and proofreading content from English into Italian and back

## **CONFERENCES AND SEMINARS**

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### **Aesthetica Short Film Festival - From Visible to Viral: Fashion on Film**

[ York, UK, 02/11/2021 – 07/11/2021 ]

L'Oréal, Hugo Boss, Versace, Tommy Hilfiger, Dolce & Gabbana, Moschino, Tom Ford, Givenchy. These are just some of Luca Finotti's global clients, a director lauded by Forbes as "The Film Director Behind Fashion's Viral Videos." Finotti's impressive portfolio also includes international stars such as Lady Gaga, Gigi Hadid, Rita Ora and Monica Bellucci, and awards with Venice, Copenhagen and Berlin Fashion Film Festivals. Finotti joined us in conversation with Niccolo Montanari to discuss the secret to trending content.

[https://issuu.com/aesthetica\\_magazine/docs/aesthetica-short-film-festival-2021](https://issuu.com/aesthetica_magazine/docs/aesthetica-short-film-festival-2021)

### **ASVOFF: Diversity and inclusivity in fashion films with Luca Finotti, in conversation with Niccolo Montanari**

[ Paris, 03/12/2021 – 07/12/2021 ]

Luca Finotti is a creative and film director who has directed fashion films for Nike, Versace, Dolce & Gabbana, and Giorgio Armani. Along with publicist and Festival Strategist Niccolo Montanari, they address the challenges we face as a society when it comes to inclusivity and diversity.

<https://continuumdecom.com/wp-content/uploads/2021/05/05-05-2021-ASVOFF-13-Press-Release-Melissa-Alibo.pdf>

### **Aesthetica Short Film Festival - Rankin: A Career Retrospective**

[ York, 06/10/2019 – 10/11/2019 ]

Rankin is one of the UK's key cultural icons. He has been instrumental to the launch of seminal magazines Dazed & Confused, Hunger and AnOther, and boasts a star-studded portfolio including David Bowie and Kate Moss. He has worked with the world's most celebrated influencers and figures. In conversation with Fashion Film Consultant Niccolo Montanari, hear about how the brand has developed.

[https://issuu.com/aesthetica\\_magazine/docs/e-asff\\_2019\\_programme](https://issuu.com/aesthetica_magazine/docs/e-asff_2019_programme)

### **Aesthetica Short Film Festival - Bespoke Branding: Fashion on Film**

[ York, 06/11/2019 – 10/11/2019 ]

Fashion film is innovative. It can tell almost any story and it transcends traditional forms of marketing and brand awareness. In a world increasingly driven by content, the fashion industry is responding to key trends as well as social-driven video with bespoke, cinematic content. Fashion Film Consultant Niccolo Montanari led a discussion with representatives from British Vogue, Jil Sander, The Blink Fish and designer Sadie Clayton to discuss identity on film and sharing a sense of voice with millions of viewers.

[https://issuu.com/aesthetica\\_magazine/docs/e-asff\\_2019\\_programme](https://issuu.com/aesthetica_magazine/docs/e-asff_2019_programme)

## **Aesthetica Short Film Festival - Fashion on Film: insights from British Vogue**

[ York, 07/11/2018 – 11/11/2018 ]

Vogue is undoubtedly the world's most recognisable fashion publication. Minnie Carver, Video Producer for British Vogue, and Jack Howard, Senior Creative Producer for Condé Nast, joined Niccolò Montanari for a curated screening of original films and discussion. This groundbreaking session provided an overview of fashion on film, analysing its rise as a genre and its role in establishing a consistent brand identity within contemporary culture.

[https://issuu.com/aesthetica\\_magazine/docs/e-asff\\_programme](https://issuu.com/aesthetica_magazine/docs/e-asff_programme)

## **Aesthetica Short Film Festival - Filmmaking as a Tool: Fashion and Branding**

[ York, 07/11/2018 – 11/11/2018 ]

Fashion Film Consultant Niccolò Montanari was joined by Ananda Pellerin (Nowness), Tom Ivin (i-D), Raquel Couceiro (SHOWstudio) and Luke Toyne (Maker Projects) in an exchange of approaches, techniques and experiences in filmmaking. Touching on the development of individual concepts and the creation of bold and dynamic campaigns, they discussed the cultural relevance of film and its impact as a tool for marketing wider content.

[https://issuu.com/aesthetica\\_magazine/docs/e-asff\\_programme](https://issuu.com/aesthetica_magazine/docs/e-asff_programme)

## **Aesthetica Short Film Festival - A Fashion Film Retrospective: Milestones and Considerations**

[ York, 08/11/2017 – 11/11/2017 ]

Fashion film consultant Niccolò Montanari (formerly of the Berlin Fashion Film Festival) will provide an overview of what is fashion film and how far it has come over the years as a genre. Welcoming SHOWstudio's Head of Fashion Film Raquel Couceiro to discuss the topic, the talk highlights outstanding examples of fashion films in order to explore the wide range of content that falls under this accelerating term.

[https://issuu.com/aesthetica\\_magazine/docs/e-version\\_asff\\_2017\\_programme](https://issuu.com/aesthetica_magazine/docs/e-version_asff_2017_programme)

## **Aesthetica Short Film Festival - Photography, Filmmaking & Advertising in Fashion Film**

[ York, 08/11/2017 – 12/11/2017 ]

This masterclass focused on bringing together several points of view on fashion film. How is the genre relevant from an advertising point of view? And what is its relationship with photography? One of the founding members of the Berlin Fashion Film Festival, Niccolò Montanari hosted a session with panelists Erika Trotz from Studio Private, Director Justin Anderson and i-D Video Commissioning Editor Declan Higgins.

[https://issuu.com/aesthetica\\_magazine/docs/e-version\\_asff\\_2017\\_programme](https://issuu.com/aesthetica_magazine/docs/e-version_asff_2017_programme)

## **The Smalls Film Festival 2017 - May The Girls Be With You - Empowering Women to Enter The Film & TV Universe**

[ London, 2017 ]

Focusing on initiating a positive, productive dialogue about the many opportunities open for women in the film and TV industry, the panel discussed programmes that are dedicated to helping women succeed in the business. The debate was hosted by Berlin Fashion Film Festival Co-founder Niccolò Montanari, who has also founded The Commissioners, a networking platform for creatives looking for collaborators and potential new clients. Steering the session were Vicky Lawton of Rankin Film, Vanessa Whyte of Illuminatrix, Kim Jarrett of OB Management, Heather Firminger of FRIEND London, and Beth Webb of Random Acts and The Bechdel Test Fest.

<https://thesmalls.com/article/the-smalls-goes-to-aesthetica-short-film-festival-2017>

## **Fashionclash 2017 - Act, Cut Play - The State of Fashion Film Talk**

[ Maastricht, 11/2017 ]

An inspiring discussion on the state of the fashion film, experiences and future speculations. The speakers of the panel were Kathryn Ferguson (film maker, director), Marie Schuller (film maker, photographer), Raquel Couceiro (head of fashion film Showstudio), Ditte Marie Lund (director Copenhagen Fashion Film Festival). It was striking that the conclusion was unanimous that the genre can not be captured in a definition and a specific format and that this fact makes the genre so interesting and attractive. The technological developments of the internet, digitalisation of fashion and the development of the film industry go hand in hand with developments in fashion. The fashion film is the perfect genre to give shape to these developments.

[https://www.vogue.it/en/vogue-talents/video-lab/2017/11/10/fashionclash-fashion-film-festival-maastricht-fashion-film/?refresh\\_ce=](https://www.vogue.it/en/vogue-talents/video-lab/2017/11/10/fashionclash-fashion-film-festival-maastricht-fashion-film/?refresh_ce=)

## **Fashion Film Panel - Canadian International Fashion Film Festival 2017**

[ Calgary, 2017 ]

An insight into the work of fashion film with Niccolo Montanari - Fashion Film Curator, Raquel Couceiro - Head of Fashion Film SHOWStudio & Andy Lee - London College of Fashion School of Media.

## **Fashion Film Panel - Canadian International Fashion Film Festival 2016**

[ Calgary, 2016 ]

A panel discussion about making fashion films with filmmakers Ace Norton and Lars Rusch of Commondeer Productions, as well as a panel about what is a fashion film with filmmakers Esther Loewe, Jam Patel and Berlin Fashion Film Festival Creator Niccolo Montanari.

<https://www.ellecanada.com/culture/movies-and-tv/what-you-need-to-know-about-caniff-the-canadian-international-fashion-film-festival>

## **JURY**

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### **Aesthetica Short Film Festival - Jury member**

[ 07/11/2018 – 11/11/2018 ]

[https://issuu.com/aesthetica\\_magazine/docs/e-asff\\_programme](https://issuu.com/aesthetica_magazine/docs/e-asff_programme)

### **Berlin Commercial - Jury member**

[ 10/08/2021 – 14/08/2021 ]

<https://www.berlincommercial.com/jury2021>

### **1.4 - Jury member**

[ 12/2021 – 12/2021 ]

<https://onepointfour.awardsengine.com/?action=jury>

### **Fashion Film Festival Kyiv - Jury Member**

[ 2021 – 2021 ]

<http://ffkyiv.com/eng#rec216438215>

### **Copenhagen Fashion Film Festival - Jury Member**

[ 2018 – 2018 ]

[http://copenhagenfashionfilm.dk/2018\\_copenhagen/jury/niccolo-montanari/](http://copenhagenfashionfilm.dk/2018_copenhagen/jury/niccolo-montanari/)

### **Canadian International Fashion Film Festival - Jury Member**

[ 2017 – 2017 ]

<https://www.caniff.com/wp-content/uploads/2016/02/festival-program-5.pdf>

## **PROJECTS**

### **Curated Film Programme - Video Art and Experimental Film Festival - New York 2021**

[ 2021 ]

I enjoy curating content partly because I get to screen some of my latest favourite pieces. But it also gives me the time to reflect over what I have experienced recently and share my questions, thoughts and conclusions through my selection. As we all know, this year has been a particularly challenging one. We have all been affected by what is happening; we've learnt just how fragile our society truly is and that perhaps we had become too complacent with the way we were living. This year's curation at Video Art and Experimental Film Festival is an expression of the zeitgeist seen through the eyes of talented directors working across music videos, fashion films and short films.

<https://videoart.net/between-fashion-and-music-2021/>

### **Curated Film Programme: Fashion Film X Young Talents**

[ 2019 ]

The ten films I selected to be screened as part of the Young Talent showcase, with a focus on Nordic countries, can be enjoyed as stand-alone pieces or as a curated journey. I've always been a fan of considering fashion as more than just clothing, which also tends to be reflected in my selection of videos. Though most of the films are fashion films, in the sense that they were produced in collaboration with a fashion brand or designer, I've also included music videos and short films that address contemporary themes through a fashion-forward aesthetic.

<http://copenhagenfashionfilm.dk/fashion-film-x-young-talents/>

### **Curated Film Programme - Video Art and Experimental Film Festival - New York 2019**

[ 2019 ]

Using fashion film as a starting point for my work in the video industry, my role lies in scouting and supporting the latest video productions across fashion, film and advertising. With the current trend being the blending of different film genres, we are now challenging the labels we are familiar with by creating work that reflects the status quo. Throughout the year I've heard plenty on how the focus should now be on telling authentic stories, as this is the only way we can truly engage with our viewers. With that in mind, my selection at this year's Video Art and Experimental Film Festival takes us on an emotional journey through twelve powerful stories told in their own unique ways by a range of established as well as up-and-coming creative talents.

<https://videoart.net/between-fashion-and-music-2019/>

### **Curated Film Programme - Video Art and Experimental Film Festival - New York 2018**

[ 2018 ]

The twelve videos that I selected are some of my favourite pieces from this past year. They are all well crafted and they all resonated with me emotionally - which are generally two key elements in getting my attention. They also blur the boundaries between genres, as these definitions aren't so relevant any longer and artists don't feel the need to stick to a specific format. However what I truly love about this selection are the worlds that each film creates and brings to life. Eerie, surreal and sometimes ultra-real worlds crafted to accurately communicate the directors' visions.

<https://videoart.net/fashion-and-music-niccolo-montanari-special-selection/>

### **Curation Film Programme - Canadian International Fashion Film Festival**

[ 2017 ]

A curated programme highlighting the most important and emotionally compelling fashion film productions of 2017

<https://www.caniff.com/wp-content/uploads/2016/02/festival-program-5.pdf>

## **Curated Film Programme - Video Art and Experimental Film Festival - New York 2017**

[ 2017 ]

The following program is meant to give an overview of outstanding fashion film content. Though what comes under this term is yet to be agreed on, this is precisely the strength of this genre and what makes it particularly interesting. Fashion, film, music and dance come together to give rise to highly creative video content to be enjoyed regardless of its affiliation to a specific brand. This is my personal pick from the past five years in what I see as a visual journey across the world of fashion film.

<https://videoart.net/fashion-film-the-new-wave/>

## **Curated Film Programme: Vanguard & Visionaries**

[ 2017 ]

Vanguard & Visionaries' is Match Boys Collective's new concept collection for this A/W. It's presented through an epic short-film directed by Sergi Castellà, entirely shot in Los Angeles, where artists look for their path surrounded by a chaotic world. It emphasises the importance of the creative process and the value for each human to develop his/her own artistic trait.

<https://hero-magazine.com/article/97525/exclusive-watch-special-ss18-films-by-matthew-miller-and-alex-mullins>

## **PUBLICATIONS**

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### **San Valentino: in un video, una storia d'amore**

[2021]

<https://www.vogue.it/vogue-talents/article/san-valentino-video-storia-amore-daria-geller>

### **Dark Twists of Humour**

[2021]

<https://www.onepointfour.co/2021/09/07/dark-twists-of-humour/>

### **Matilda de Angelis e il film sull'amore firmato dal duo Sämen**

[2021]

<https://www.vogue.it/vogue-talents/article/matilda-de-angelis-e-il-film-sullamore-firmato-dal-duo-samen>

### **Fashion film: "The Best Ain't Happened Yet" e il post lockdown**

[2021]

<https://www.vogue.it/vogue-talents/article/fashion-film-the-best-aint-happened-yet-post-lockdown>

### **Fashion & Fantasy**

[2021]

<https://www.notjustalabel.com/editorial/fashion-fantasy-part-32>

Fashion & Fantasy is a column I have been writing since 2016 for Not Just a Label focusing on Fashion Film

### **Fashion film: Alex by Luca Spreafico**

[2021]

<https://www.vogue.it/vogue-talents/article/fashion-film-alex-by-luca-spreafico>

### **Moving Piece**

[2020]

<https://www.onepointfour.co/2020/04/09/moving-piece/>

### **Fashion Film: Business as Usual di Monica Menez**

[2020]

<https://www.vogue.it/vogue-talents/article/fashion-film-bellezza-business-as-usual-monica-menez>

## **Fashion film: GRANDmothers di Anna Radchenko**

[2020]

<https://www.vogue.it/vogue-talents/article/fashion-film-russia-grandmothers-anna-radchenko>

## **Catching the eye**

[2020]

<https://www.onepointfour.co/2020/11/30/catching-the-eye/>

## **From Beyond: una storia d'amore**

[2019]

<https://www.vogue.it/vogue-talents/article/fashion-film-georgia-from-beyond-una-storia-damore>

## **Il video musicale di Fatal Tiger: Fucking Down**

[2019]

<https://www.vogue.it/vogue-talents/article/video-musicale-fucking-down-di-fatal-tiger-regista-amanda-lago>

## **Warrior with a Crown: il primo fashion film di Francesco Cuizza**

[2019]

<https://www.vogue.it/vogue-talents/article/moda-video-gioielli-ugo-cacciatori-warrior-with-a-crown-francesco-cuizza>

## **Kokosmos: il fashion film che celebra lo spazio e l'infinito**

[2019]

<https://www.vogue.it/vogue-talents/article/giornata-spazio-film-moda-russia-kokosmos-il-fashion-film-anna-radchenko>

## **Dreamcoat Confidence**

[2018]

<https://www.onepointfour.co/2018/10/29/dreamcoat-confidence/>

## **Film Flair**

[2018]

<https://www.onepointfour.co/2018/10/09/film-flair-2/>

## **Reframing Luxury**

[2018]

<https://www.onepointfour.co/2018/02/23/reframing-luxury/>

## **15 Fantastic Fashion Film Festivals to Attend in 2018**

[2018]

<https://www.shots.net/news/view/95267-15-fantastic-fashion-film-festivals-to-attend-in-2018>

## **Nordic Lights**

[2018]

<https://www.onepointfour.co/2018/02/21/nordic-highlights/>

## **Being Aware - A Fashion Film Retrospective**

[2017]

<http://fashionclash-festival.blogspot.com/2018/02/being-aware-fashion-film-retrospective.html>



## **Marking Men's Fashion**

[2017]

<https://www.onepointfour.co/2017/06/07/marking-mens-fashion/>

## **Emotional intelligence**

[2017]

<https://www.onepointfour.co/2017/10/26/emotional-intelligence-2/>

## **Fashion Special: Genderless Advertising**

[2016]

<https://www.shots.net/news/view/91618-fashion-special-genderless-advertising>

## **HONOURS AND AWARDS**

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### **Top 3 Finalist - Scholarship Master's Course in Creative Direction at Polimoda**

Polimoda [ 2017 ]

<https://www.polimoda.com/master-creative-direction-competition-jury-finalists>