



ALESSANDRO PIETROLINI

Creative/Artistic/Show Director

ABOUT ME

I'm Alessandro Pietrolini, a Creative Director with over 20 years of International experience in the creation and production of artistic performances.

In 2019, I founded the **Bluex** collective, dedicated to supporting entertainment companies in developing innovative shows.

I am also the founder of the acrobatic company **Sonics**, where I have served as Artistic and Creative Director, guiding the company through all its successes and achievements.

My mission is to bring unique artistic experiences to life, overseeing each project from concept to final realization with a creative vision that embraces various forms of art.

SKILLS

- Artistic vision and creativity
- Leadership and management skills
- Multidisciplinary expertise
- Communication and collaboration abilities
- Strategic orientation and critical thinking
- Choreographer
- Set designer
- Show concept

LANGUAGE

- English
- Italian



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Piazza Libertà 6 - Trana (Italy)

EXPERIENCE 2024

Creative, Artistic, Show Director

EVENT: **Closing Ceremony GTCA** Client: Pyroemotion LTD -Malta-

- I oversaw the concept, production, and staging of the entertainment and closing ceremony for the GCTA in Cannes, a show featuring over one hundred performers and eight horses, with effects synchronized to the performance. Final Client AKH Qatar.

Choreographer acrobatics

EVENT: **DISNEY SHOW** Client: Feld Entertainment inc.- Tampa USA

- Contributed to the creation of the show *Disney 38*, bringing my acrobatic expertise, training performers in a specific act, and working with the technical team to achieve a high-impact scenic installation. The show is currently on tour along the American West Coast.

Creative, Artistic, Show Director

EVENT: **Show Amusement Park** Client: Bioparcozoom -Italy -

- I wrote and directed a permanent multimedia show featuring dancers and video mapping for a prestigious international theme park. The show is still running and will be repeated next year.

Artistic, show director

EVENT: **Television production.** Client: Echoline ltd -Holland-

- I designed and staged a game for a prestigious television program called *Power Couple*. The production company is also known as the creator of the show *Pechino Express*.

Choreography, show concept, and technical setup

EVENT: **Big Corporate EVENT** Client: BPM - Hong Kong -

- I trained the artists and collaborated with the Creative Director to create the inauguration show for the new entrance of City of Dreams in Macau.

Creative, Artistic, show director

EVENT: **NYE24** Client: Pico Bahrain- Manama -

- I designed and directed the end-of-year show for the State of Bahrain, including the creation of a video mapping projection on a 90-meter wall modeled after the kingdom's most iconic buildings.



HIGHLIGHTS 2019- 2023



Creative, Artistic, Show Director, technical supervisor

EVENT: **Celebration 100th History** Client: OMR automotive S.P.A.

- I created a celebratory show for OMR, a company with a one-billion revenue, marking the 100th anniversary of its founding and transformation. This project led me to interview the CEO, and from his stories, I developed a multidisciplinary show featuring fountains, water screens, lighting effects, acrobats, actors, and dancers.



Creative, Artistic, Show director

EVENT: **JAX International Exhibition** Client: ADD enterprise- KSA

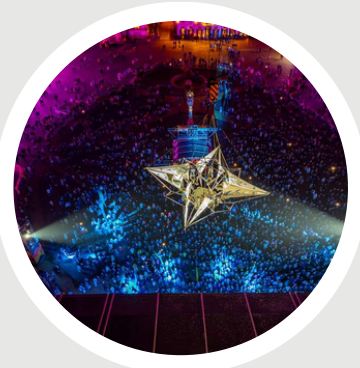
- I created, directed, and staged a performance for the first international performing arts festival in Riyadh. The show was part of a multisensory experience for guests, engaging all five senses. Final Client Saudi Ministry of Culture



Creative, Artistic, Show Director, stage design

EVENT: **FLAME RELAY UNIVERSIADE 2019** Client: CASTA DIVA GROUP

- I designed the stage, directed the speeches, and staged performances for the lighting of the Universiade flame in 2019. Due to its success, the performance was also repeated for the inauguration of the athletes' village in Naples.



Stage Design, Show concept, Creative/Artistic, Show Director

EVENT: **OPENING CEREMONY SPECIAL OLYMPICS** Client: S.O.

- I conceived and staged a show with 500 volunteers and nationally renowned artists for the opening of the Special Olympics National Games in Italy. I directed the entire ceremony, overseeing both the protocol and performance segments.

Stage design, Creative, Artistic, show director

EVENT: **Timisoara, 2023 Capital of Culture** Client: Central de Proiecte

- I created two performances, one for Romanian TV and one on a stage in the main square, for the celebrations of Timisoara as the Capital of Culture. I contributed to the overall concept of the event together with the organizers, defining the stage design and the video and performance content.

- Here are the largest shows produced during this period. Video references can be viewed on the
- www.pietrolini.com
- www.bluelab.it.
- Since founding the Sonics company in 2001, I have developed international productions showcased at major theater festivals and events, such as the 2006 Turin Olympics and the 2012 UEFA opening in Kiev. My experience and industry connections allow me to build a strong rapport with artists, understanding their needs from within and delivering customized, efficient productions. I also manage budgets, balancing costs and feasibility for each project. I greatly enjoy working as part of a team, which enhances every aspect of the creative process.