

Chokolade^{mmm}

PAOLO COLAGROSSI - Bio

Art Director | Motionographer | 3D Artist



Paolo discovered computer graphics at the young age of 15 when he and his brother bought their first PC, the amazing "Commodore Amiga 2000".

Fascinated by the whole 3D graphics world, he decided to study architecture at the university of Rome and develop his skills in computer graphics which at the time was a very new subject. In 2000, Paolo won a grant awarded to only 20 carefully selected few in the whole of Italy giving him access to a post production and 3D graphics Masters at the "Dark Side Studios" in Vicenza.

After his MA Paolo worked as an intern at "Bluedit" in Rome, and worked his way up to become the person in charge for their 3D graphics department.

In 2004 Paolo started working for a company called "Clonwerk" where he stayed for 11 yrs. During this period he took his first steps as an Art Director working on the graphics of the most important prime time Italian tv shows: Reality, Talent Shows, Quiz, Variety, etc.. His experience lead him to venture into live events' Art Direction, with graphics for Projection Mapping and LED walls: corporate events, concerts, musicals.. As well as TV Commercials where he supervised the post production and special effects too.

In 2013 Paolo went freelance and immediately landed the rebrand of two state owned Italian tv channels, RAI 4 and RAI Sport plus a new campaign for GazzettaTV, part of the famous sports paper 'Gazzetta dello Sport'.

2015 saw Paolo become Head of Visuals for Chokolade Vision, bringing his Art Director, Motionographer and 3D Artist skills to a new international level: tv commercials, title sequences, music videos, live events and everything and anything you would need in the wonderful world of 2/3D Visuals..

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Chokolade LLC
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AWARDS:

- Gold -Eurovision Connect Awards 2015 - "BEST PROMOTION FOR A CULTURAL PROGRAMME" - RAI - Venice Film Festival.
- Silver Promax "CHANNEL OR PROGRAMME SPECIAL EVENT SPOT(S) 2013" - Rai 5 - Rebrand.
- Silver Promax "BEST THEMED PROMOTION OR CAMPAIGN" 2012 - Crime Christmas.



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