



CREDITS

CAMPAIGN NAME	Masters of pasta
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CLIENT NAME	BARILLA
Chairman	Guido Barilla
Deputy Chairman	Luca Barilla
Deputy Chairman	Paolo Barilla
CEO	Claudio Colzani
Chief Marketing Officer	Carlo Mereghetti
V.P. - Global Category Brand Development & Innovation	Elena Tabellini
Senior Marketing Manager	Andrea Malservisi
Head of production	Marcello Manici
Media, Advertising Production & Procurement Manager / Region Americas and AAA	Trinca Colonel Laura

ADVERTISING AGENCY	72andSunny Amsterdam
Executive Creative Director	Carlo Cavallone
Executive Creative Director	Stuart Harkness
Director of Design	Richard Harrington
Sr. Designer	Wendy Richardson
Sr. Designer	Ben Everitt
Sr. Writer	Benn Sutton
Director of Strategy	Tracey Lee
Sr. Strategist	Alexandra Matine
Director of Communications	Simon Summerscales



Group Brand Director	Jack Allen
Brand Manager	Gaia Rossetti
Brand Coordinator	Maëlle Aubault
Director of Production	Stephanie Oakley
Sr. Film Producer	Jennifer Cursio
Sr. Interactive Producer	Matt Marty
Sr Business Affairs Manager	Sabina Gorini

FILM PRODUCTION	BRW Filmland
Director	Mark Hoffman
Director of Photography	Sebastian Pfaffenbichler
Producer	Luca Orlando
Production Manager	Liza Fisher

EDITING COMPANY	Whitehouse
Editor	Sam Gunn

AUDIO POST	Wave
Sound Designer/Mixer	Aaron Reynolds / Randall Macdonald

MUSIC	
Music Company	Quiet Please

POST PRODUCTION	
Sr Flame Artist	Yves Delforge / Kyle Obley - Glassworks
Colourist	Simon Bourne - The Framestore
VFX Producer	Lauren Loftus - Glassworks



PRINT PRODUCTION	
Photographer	Carlos Serrao
Agent	Visual Artists - Matt Nicolson
Sr Producer	Nili Zadok
Retouching	Loupe Imaging Amsterdam B.V.
MEDIA AGENCY	OMD