

VITTORINO TESTA

Vittorino Testa, 57 è un esperto in formazione a distanza, docente di comunicazione digitale ed economia dell'industria culturale, sceneggiatore e regista. Presidente del Comitato Tecnico Scientifico dell'ITTS Fondazione Rossellini (Istituto per la cinematografia Rossellini e Università Roma 3), ha insegnato anche presso l'Università di Udine, la Sapienza, Baylor University, Texas e l'Università Luiss Guido Carli. Possiede inoltre esperienza di editing e di marketing del prodotto audiovisivo, anche su scenari europei e nordamericani. Ha seguito lo sviluppo e l'evoluzione di linguaggi e strategie del prodotto fiction televisivo attraverso il progressivo diffondersi ed affermarsi di canali distributivi digitali ed interattivi, dal VOD su piattaforme tematiche al recente OTT essendo stato prima membro dello steering committee del Piano Media ed in seguito consulente per la CBS Television sulla localizzazione e coproduzione di serie televisive in Europa. In qualità di visiting Professor presso il dipartimento di Film e Digital Media della Baylor University tratta specificatamente le strategie di adattamento del prodotto fiction sul mercato Europeo e Nordamericano.

ALTRI LAVORI PUBBLICATI (SELEZIONE)

- Digital Terrestrial Television switchover in Italy. Sweet&Maxwell, London, 2010. Entertainment Law Review.
- Comparative Study on Machine Translation software, Unisys, EC DG Home Lex.
- Twenty years of walls - The fall of the local, rise of the global and triumph of the immaterial content empire. Sweet&Maxwell, London, 2009. Entertainment Law Review.
- Promotion of the Italian Cultural Assets – Collana Documenti Formez, 2007
- European cultural policy – Collana Documenti Formez, 2006
- European cultural funding mechanism – Collana Documenti Formez, 2005
- Italian cultural spending review (annuale) Parlamento Italiano 2002 e 2003.
- Multimedia Marketing and advanced advertising. MEGA, Roma 2000.
- Didactic strategy and training quality. MEGA, Roma 2000.
- Methodology of distance training , AAVV, F. Angeli, Roma 2000
- Screenplay writing MEGA, Roma 2000.
- Digital TV. Roma 1999. Newsletter Sincronia.
- The Hollywood way to make cinema, Mega, Rome 1999.
- DVD: risks and benefits for the European audio-visual market. Sweet&Maxwell, Londra 1999.
- Multimedia and Digital TV: the new Audio-visual strategies handbook. EMM, Roma 1999. P
- Italian digital infrastructure development analysis. EMM, Roma, 1999.
- The next new media age. Mega, Rome 1999.
- Telecommunication convergence. Rome 1999. Newsletter Sincronia (ANICA).
- Arstel. from Office to Virtual Office, Rome 1998, ANICA/EMM
- The Multimedia Publishing Market, Atti del forum del Festival del cinema di Thessaloniki, Greece. 1998
- New media revolution. Scuola RAI/EMAMI, Roma, 1998.
- Ocofa distance training manual. EMM, Roma 1998
- There will be a digital platform in our future. Sweet&Maxwell, Londra 1998.

INTERATTIVITA' DIGITALE (SELECTION):

1. "Koine" interactive training system, Regione Lazio
2. "Theatre production Management", interactive documentary, Teatro Pubblico Pugliese, Regione Puglia
3. "Proseguo", unemployed managers training project, Regione Lazio
4. "OCOFA", Workforce observatory for the cultural industry. ADAPT (DG V), Ministero del Lavoro e della Previdenza Sociale;
5. "PRIMA", Advanced training research center, Regione Lazio;
6. "TELMA" - University Distance Learning Platform
7. "Sportello Unico" - Management distance learning system for the Italian Post Service;
8. ENI - distance learning system;
9. FINMECCANICA - distance learning system;
10. "PEOPLE FIRST", Continuing Vocational Training in the European Audiovisual Sector through innovative methods and contents based on high quality open and distance learning practices and approaches, EU Leonardo da Vinci program;
11. TRAINER, Continuous training program for companies, Regione Lazio;
12. "WFS", Writing For The Screen, UE South by Southwest, Media II.
13. ARSTEL, telework project, Regione Lazio.
14. MEDIAMASTER, Distance learning system for the audio-visual sector, UE Media Plan

SEMINARI (SELEZIONE)

SEMINAR	When	Where	Promoter
Cultural assets management in Southern Italy	2011	European Parliament, Brussels	Confindustria
Cultural commons and industry development in west countries	2010	Beijing, China	Confindustria
New Potential, New Opportunities: the way forward for the European Film Industry	2007	European Parliament, Brussels	EGEDA
“Le forme di sostegno regionale alle attività audiovisive e cinematografiche”	2007	Matera – Regione Basilicata	Formez ATER AGIS
“Il sistema di finanziamento nel settore della produzione audiovisiva e cinematografica in Italia e in Europa”	2006	Bolzano – Regione Trentino Alto Adige	Formez ATER AGIS
“Il supporto regionale alla produzione, distribuzione e promozione delle attività cinematografiche”	2006	Mestre – Regione Veneto	Formez ATER AGIS
“La legislazione dello spettacolo: Stato, Regioni, Autonomie locali”	2005	Genoa – Regione Liguria	Formez ATER AGIS
“Nuove tendenze nella produzione e promozione del cinema”	2005	Bologna – Regione Emilia Romagna	Formez ATER AGIS
Non national films performance in the European market	2003	Venice, Palazzo Labia	Semestre Italiano di Presidenza Europea
The key role of development in AV European industry	2002	BRUSSELS, DGX	Media Plus
La fiction Interattiva	2001	Rome – Università S. PioV	ECAT.
Mass Media VS Personal Media	2000	COLONIA – Media Center	MEDIA
TV and Content Development	2000	Athens - Pireum University	FAVIR
New Media Production Strategy	1999	BUCHAREST - University of Bucharest	FAVIR
Telework: organizational aspects	1999	AMIEN - Festival Virtuelle	ISFOL
The DVD Frontier	1998	Thessaloniki - Thessaloniki Film Festival	AKMI
MKTG digital products and services	1998	STOCKOLM FILMINSTITUT	Dramatiska Institutet
The leading story analysis techniques	1998	STOCKOLM FILMINSTITUT	Dramatiska Institutet
Mktg AV products and services	1998	BARCELONA	VisualNet
The AV: Key players and dimensions	1998	DUBLIN - Arthouse (TempleBar)	Film Makers Ireland
New Audio-visual Contents and Interactive Services through the Digital Net. Audience and Mass Market expectations.	1998	THESSALONIKI - Thessaloniki Film Festival	IOM
Technologies available for the Mktg of Audio-visual Products.	1998	HANNOVER - CeBit Home Fair	London CentreBar
Developments in the European New Media Industry	1997	THESSALONIKI - Thessaloniki Film Festival	AKMI

WORK EXPERIENCE

When	What	Where	Notes
2011/Present	Teacher and Coordinator	Istituto Tecnico Superiore per le Tecnologie della Comunicazione Rossellini	President of the Scientific Committee, in association with Roma Tre University, and Rossellini Cine-Tv State Institute.
2007/Present	Teacher	Institute for Global Studies, Master in International Journalism	Specialised training programs for NATO embedded journalists. Trainers obtain a patent that allows them to join Nato forces in active operation theatres.
1999/Present	Teacher "Industrial Communication Management", "Economics of the cultural product"	"La Sapienza", Rome State University, State University of Udine, Luiss Guido Carli University, Baylor University, Texas.	
1986/Present	Screenplay Writer, Script editor	Several production companies and broadcasters.	Movies and Tv Series
1996/2010	Distance Learning project manager, courses development	European Master for the audio-visual and multimedia industry business management (MAGICA)	State and UE funded entity.
1996/2010	Management Training as external consultant	Finmeccanica, Fideuram, Telecom, Postel, FIAT, Opel, Accenture, Young & Rubicam etc,	Group management, distance working, workflow, value chain, brand communication, company vision etc.
2005/2011	Product development	Andalemono S.r.l.	Communication products
2001/2006	Head of research "Info-CS"	Formez – Funzione Pubblica state agency	Analysis, Essays on tourism industry, cultural products, audiovisual industry, arts and culture valorization
2005	First assistant to General Director of SIAE	Direzione Generale SIAE	Copyright law on new media consulting
2003/2004	Creation distance training platform for TELMA university	TEL.M.A. University	On-line university approved by the Italian Ministry of culture.
2001/2004	First assistant to General Director of DGC	Ministry of Culture - Cinema and theatre department	Consultant in law drafting, economics analysis of audio-visual industry
1999/2001	Associate Director	Esperienze.net S.p.A., Rome	Communication Agency
1988/2005	Expert, evaluator, member of the steering comitee	Media Plan, EU funding program, Rome and Brussels	
1997/1999	Head of integrated communication and advanced technologies.	ECAT (European Consortium for Audio-visual Training)	Distance learning products development
1997/1998	Media Consultant, Project manager	ACTA S.p.A. / SCALA S.p.A.	New Media Cultural products development
1996/1997	Strategic Planner	Clipper S.p.a E (DMB&B Group)	Advertising & Communication

1996	Project Manager	SCS Servizi S.p.a. -- (STET)	Advertising & Communication
1994-1996	Project Manager	Film Group Int. S.r.l.	Movie Production
1985-1988	Line Producer	Eidoscope S.r.l., RaiSat, SBP S.p.A.	Movie Production

SCENEGGIATURE (Selezione)

1. "Mentre ero via", TV miniseries, con Ivan Cotroneo e Monica Rametta, Endemol 2018.
2. "Nero a metà" - TV series - con Giampaolo Simi e Francesco Amato - Cattleya 2017
3. "Non Uccidere" - TV series - Fremantle - Rai, 2015
4. "Ultimo Mostro" - Also Direction - LVT - Nomination Fantafestival, Atlanta Horror Fest, 2014
5. "Caso di Coscienza 5" - TV series - RedFilm - Rai, 2012
6. "Scomparsi" - TV movie - Publispei - Rai, 2012 (not produced)
7. "Lightless" - Also Direction - Series Pilot - Studio Universal, 2012
8. "Frequencies" - Also Direction - Short - Studio Universal, 2012
9. "Donna Detective" - TV Movie - Endemol, 2012 - Rai
10. "Il Metodo", Also Direction - Documentary - Teatro Pubblico Pugliese, 2010
11. "Operazione Luce del Nord" (with Giampaolo Simi) - TV movie - Rodeo Drive, 2009
12. Don Matteo seasons 6, 7, 9, 10 - TV series Lux 2007 - 2016
13. Agrodolce - TV series - Einstein Multimedia - Rai 2007 - 2008
14. The Sleep of Reason - TV series - Also Direction (with Giovanni Pedde) - NBC Universal. 2007 - 2009
15. La Squadra e La Nuova Squadra - TV series - Fremantle 2006 - 2010
16. "Koiné" - Also Direction - Interactive Movie - Gruppo Link - Regione Lazio. 2008
17. X-Change - Also Direction - Short - (with Giovanni Pedde) - NBC Universal 2004. Fantafestival 2004 Award, Best horror short, Rome. Nomination at Sitges Festival.
18. "E' Tornato Andrea" (with Michele Zatta). European Script Fund award, First Film Foudation, Equinoxe, Sundance Institute. 1999 (not produced)
19. "Prego!" TV series - MacGrawHill, NY. 1998
20. "Undertow" - (with Giovanni Pedde) - Fandango - European Script Fund award, First Film Foudation, 1996 (not produced)
21. "L'avvocato delle donne" - TV series (with Ugo Liberatore) - Magnum Films Production. 1992
22. "Sound Killer" - TV movie - Channel 4 Wales, 1992
23. "Morte a Contratto" - TV series (with Ugo Liberatore) Magnum Films, 1991
24. "Spazioscuuro" - (with Giovanni Pedde) - RAI HDTV production/Compact cinematografica. Produced by Scott Anderson in USA, 1991
25. "Hornsby e Rodriguez" - Trinidad S.r.l. 1991
26. "Buran" - (with Costantin Cernick, 1980 academy award for "Moscow does not believe in tears") - Mosfilm/PIT cinematografica, 1990
27. "Sapore di Gloria" - TV Series - Solaris cinematografica/RAI. 1989
28. "I ragazzi della 3^ C" TV Series (con Jean Ludwigg) - Reteitalia. 1987
29. Radio plays "Giallo sera", RadioRai, 1987.

LIBRI (FICTION)

- "Venti racconti intorno a Brian Wilson" - GAN, Rome, 2012.
 "Misteri - Camunia, 1992
 "La coda dello scorpione" Edizioni Del Gallo, 1991

STUDI

Master in Scriptwriting - NY Tisch School, 1998
 Media, Culture and Communication, NYU Steinhardt, USA, 1986

Vittorino Testa CV

Scienza biologiche, Roma, 1985
Liceo Classico, Roma, IT, 1980

Vittorino Testa, via Cavour, 221
00184 Roma
+39 3487110468

v.testa@mac.com
vittorio.testa@unicamillus.org