

Panoramica  
creative studio



Title

**“Overview” in Italian**

Founded

**2020,  
20+ years of  
previous  
experience**

People

2-10,

Ivan Kuznetsov –  
writer and editor,  
Irina Kudres –  
photographer and  
web analyst

Location

**Bergamo,  
the Italian Alps**

Goal

**Broader  
perspective  
through  
creativity,  
sports,  
nature,  
and friendship.**

## Focus

**3 published books  
of interviews  
in three languages,  
3 more on the  
way in 2025**

## Languages

**English,  
Italian,  
Russian,  
Finnish  
(listening)**



## Other activities

20 public talks,  
11 creative  
hikes for 32 people,  
interview course  
and a game

B2B services

**Creative writing,  
book publishing,  
photography,  
design and  
illustrations,  
site development,  
web analytics,  
consulting**

## Industries

**Outdoor recreation,  
sports events,  
ecological tourism,  
adventure travel,  
related**

B2B portfolio

**500+ works  
for 12 leading  
clients since  
2020,  
1000+ works  
in total**

## Clients

**AFAR travel magazine  
Windy.app and  
PeakVisor outdoor apps,  
Lime e-vehicles  
sharing,  
and 30+ others**

Content genres and formats

**200+ interviews,  
200+ creative guides,  
10+ reportages,  
500+ other formats**

## Heroes

**Famous travelers,  
scientists,  
athletes,  
businessmen,  
locals and experts  
around  
the world**

## Results

**50+ top-10  
articles and other  
publications,  
3+ million  
views combined**



Web analytics

# Google Analytics 4 for various tasks

Expertise in activities

**Cycling,  
hiking,  
trail running,  
via ferrata,  
water sports,  
skiing,  
sauna**

Expertise in regions

**Italy,  
Mediterranean,  
Finland,  
Scandinavia,  
Europe,  
UK and US,  
Russia**

Cooperation

**Remote,  
project-based,  
on-site  
in Italy and  
the surrounding  
countries**

**Feedback**

**300+**

**positive reviews  
from colleagues,  
readers, listeners,  
students, guests,  
and others**

One more thing

**Sense of humor**

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