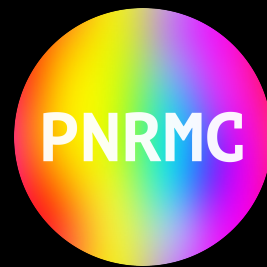


Panoramica
creative studio



Title

“Overview” in Italian

Founded

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

People

**Ivan Kuznetsov –
writer and editor,
Irina Kudres –
photographer**

Location

**Bergamo,
the Italian Alps**

Goal

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

Focus

**3 published books
in a year in
three languages**

Languages

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

Other activities

**50+ newsletter
subscribers,
10+ photo stories,
10+ hikes for
30+ people,
interview course
and a game**

C2B services

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

Industries

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

C2B portfolio

**500+ works
for 12 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+ photo stories,
500+ other formats**

Heroes

**Famous travelers,
scientists,
athletes,
local experts
around
the world**

Search results

**50+ top-ten
articles,
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**

One more thing

Sense of humor

ciao@panoramica.studio

