

# Panoramica creative studio



Title

“Overview” in Italian

Founded

2020,

20+ years of previous  
experience

## People

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

Location

Italy,  
Europe,  
worldwide

## Goal

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

## Focus

2 published books,  
20+ photo stories  
– a year

Creative method

Differently

Languages

English, Italian,  
Russian and  
Finnish (listening)

## Other activities

**20+ public talks,  
3 educational courses,  
20+ creative hikes  
for 40+ people**

## C2B services

Photography,  
Editing and writing,  
Book publishing,  
Design and illustrations,  
Site development,  
Web analytics,  
Consulting

Expertise in topics

**Creativity,  
outdoor recreation,  
ecotourism,  
adventure travel,  
events,  
communities**

Expertise in regions

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

C2B portfolio

500+ works for  
15+ leading clients  
since 2020,  
1000+ works in total  
since 2014

C2B clients

Run the Alps tour operator,  
AFAR travel magazine  
Windy.app and  
PeakVisor outdoor apps,  
Lime e-vehicles sharing,  
and 30+ others

## Photo genres

10+ documentary

20+ portrait

5+ reportage (events)

## Content genres

250+ interviews,  
200+ guides,  
20+ photo stories,  
500+ articles

Heroes

Famous creatives,  
businessmen,  
travelers,  
scientists,  
athletes,  
local experts

## Web search results

50+ top-ten articles,  
5+ million  
views combined

Cooperation

Remote,  
project-based,  
on-site in Italy  
and Europe

Reviews

300+ positive  
reviews

One more thing

Sense of humor

ciao@panoramica.studio

