



Chap19

“Humans think in stories.
And we try to make
sense of the world
by telling stories.”

Yuval Noah Harari

About

Our Approach

We are the sum of many people, experiences, and skills. A collective specializing in **marketing, branding, advertising, creative content, and software production**, born in **London**, UK, and operating everywhere—**from Rome to Miami, from Paris to São Paulo, from Johannesburg to Tokyo**.

In today's world where the line between real and digital has blurred, we believe **storytelling to be the bridge** that most effectively influences people and makes them adapt, adopt, or even transform their behaviours, habits, tastes, needs, and feelings.

We are obsessed with **putting people** first by uncovering strong, effective **insights** and designing the best **user experience** in every approach.

We produce **best-quality content and software** through innovative solutions, always delivering something more to meet—and exceed—each client's needs.

Key Services

Brand Identity, Creative Strategy, Content & Channel Planning, Campaign Development, Video Production & Post Production, Social Media Management, Editorial & Content Strategy, Social Voice & Copy, Community & Influencer Engagement, Social Content, Software/App production, UX/UE design, Digital, Real and Hybrid Experience Production.

About

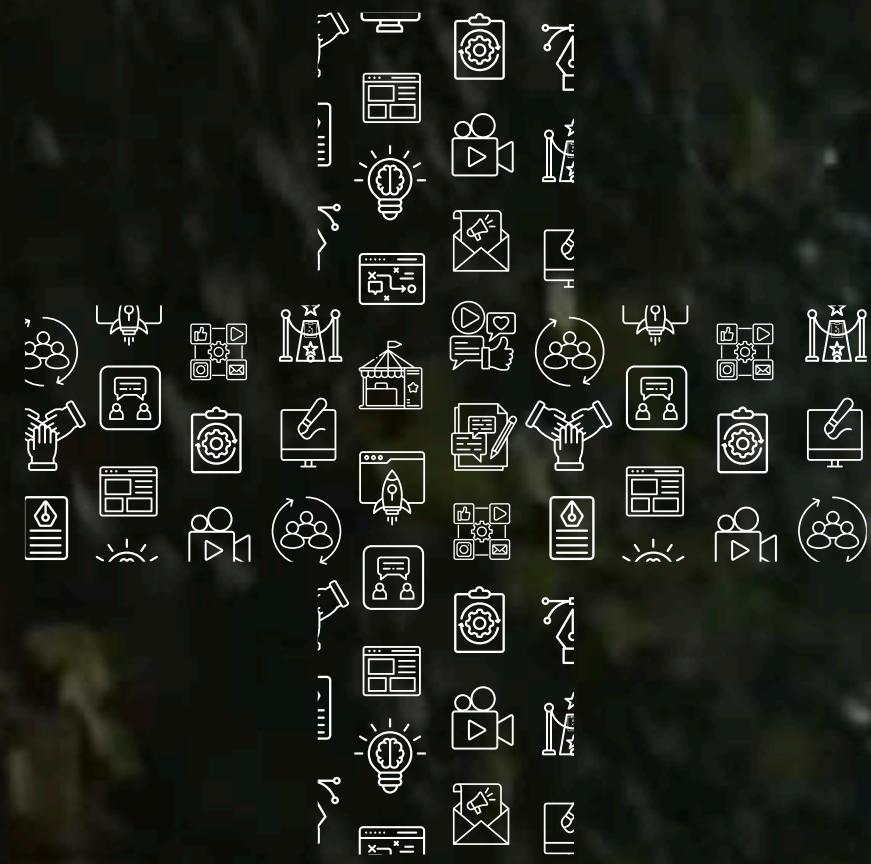
Our story

We are a **network of creative and marketing professionals** with 20+ years experience working with the biggest advertising and content agencies and multinational companies in the world, such as: JWT, Publicis, Saatchi&Saatchi, McCann, Unilever, Nike, Johnson & Johnson, Pfizer, Disney, Procter & Gamble, Sony Pictures and Warner Bros.

Our talents have been awarded by the biggest international festivals, including Cannes.

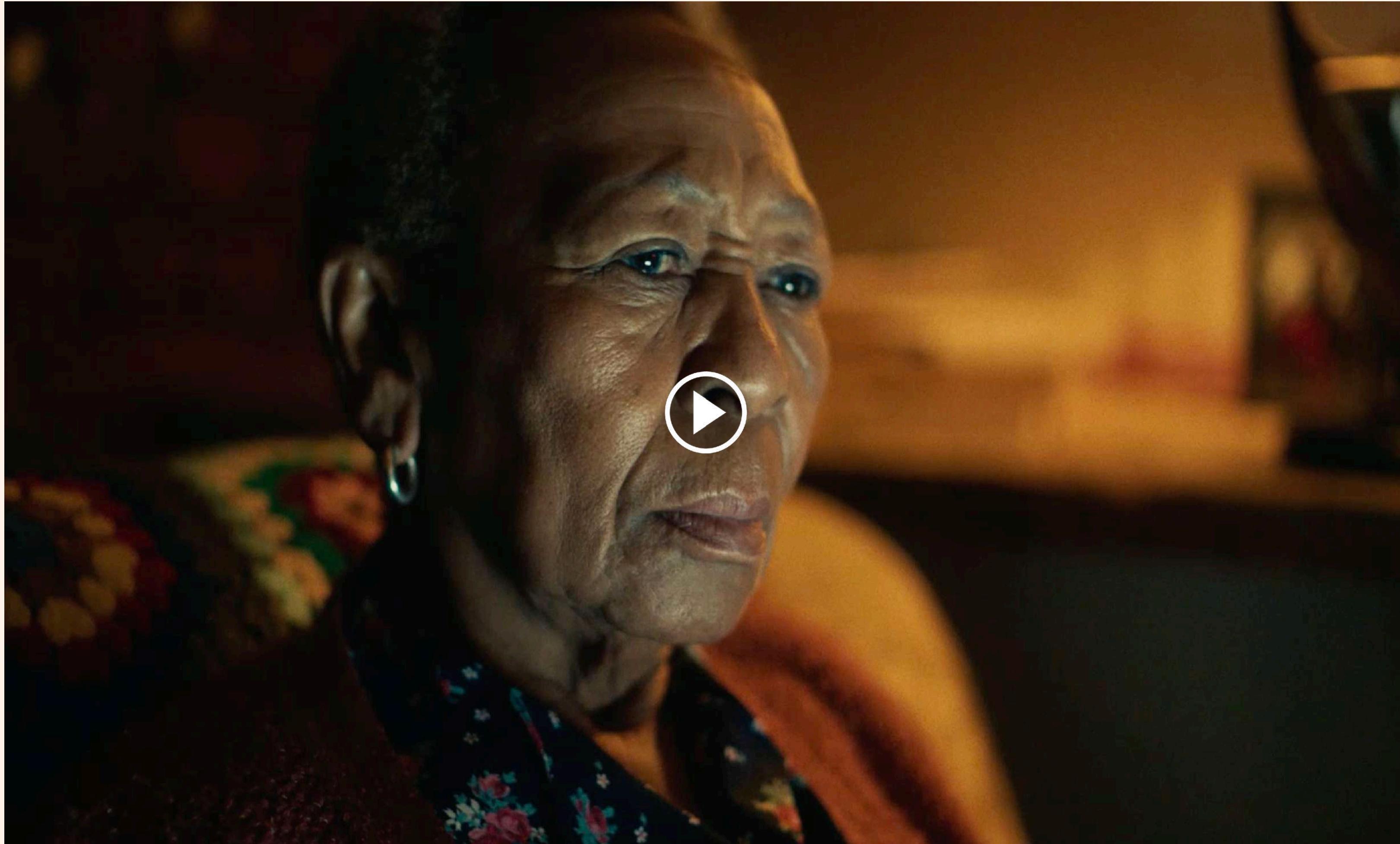
How we operate

The way we operate is simple and effective. We are committed to finding the most effective budget solution to achieve the objectives defined in each brief and to delivering the highest quality standards. We build custom teams based on a project's scope and the business' needs. Thanks to our network we have access to a range of talents from all over the world: Production companies, Producers, Directors, Cinematographers, Composers, Software developers and Website Designers. We believe that the broadest possible diversity of creative perspectives, skills, and experience leads to the most authentic and fit-for-purpose work.



EMOTIONAL ENGAGEMENT

Sentech South Africa

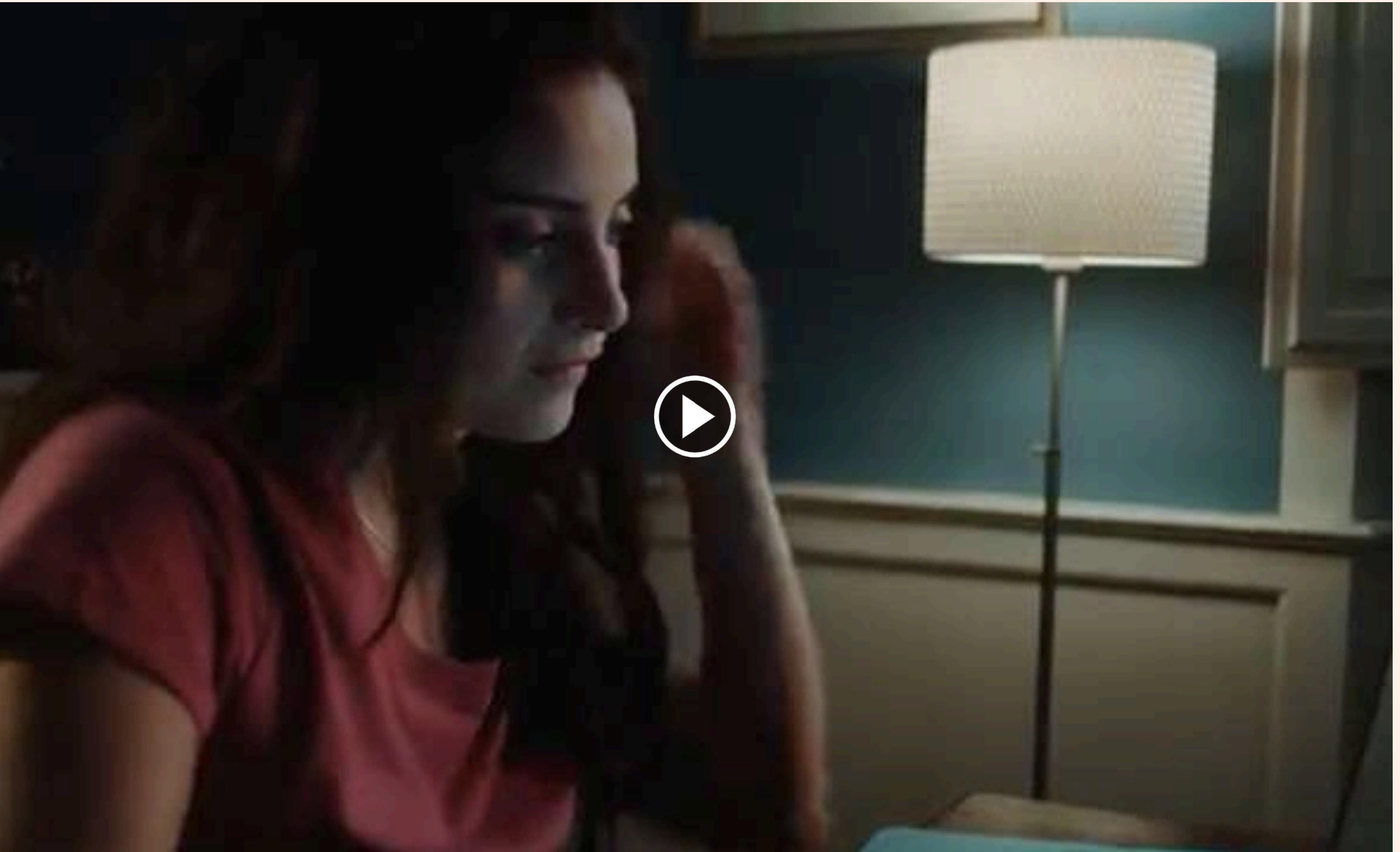


Video

An emotional video to showcase the services used by Sentech, leading provider of the electronic communication network, to deliver media and entertainment services from any location at any time on multiple devices.

The video has been the second most popular video in AWS's Youtube Channel.

City of Florence, Italy



Video

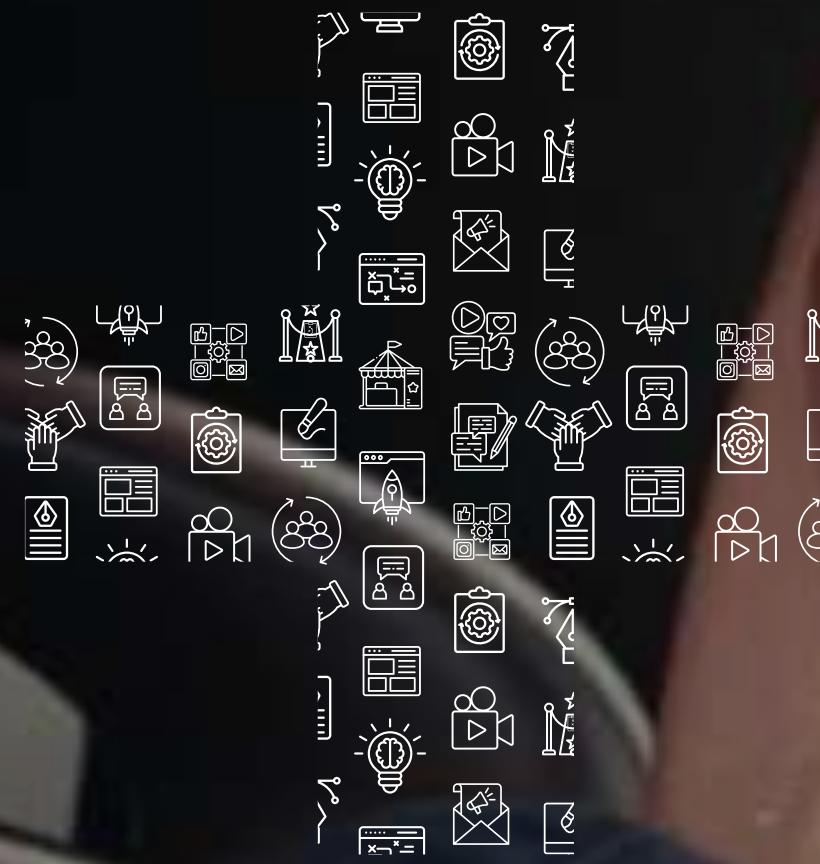
An emotional video to showcase the new mobility services created for the city of Florence.

Neosperience Ospedale Sacco Milan, Italy



Video

An emotional video to showcase how Neosperience solutions provide medical assistance through empathy using artificial intelligence and technology.



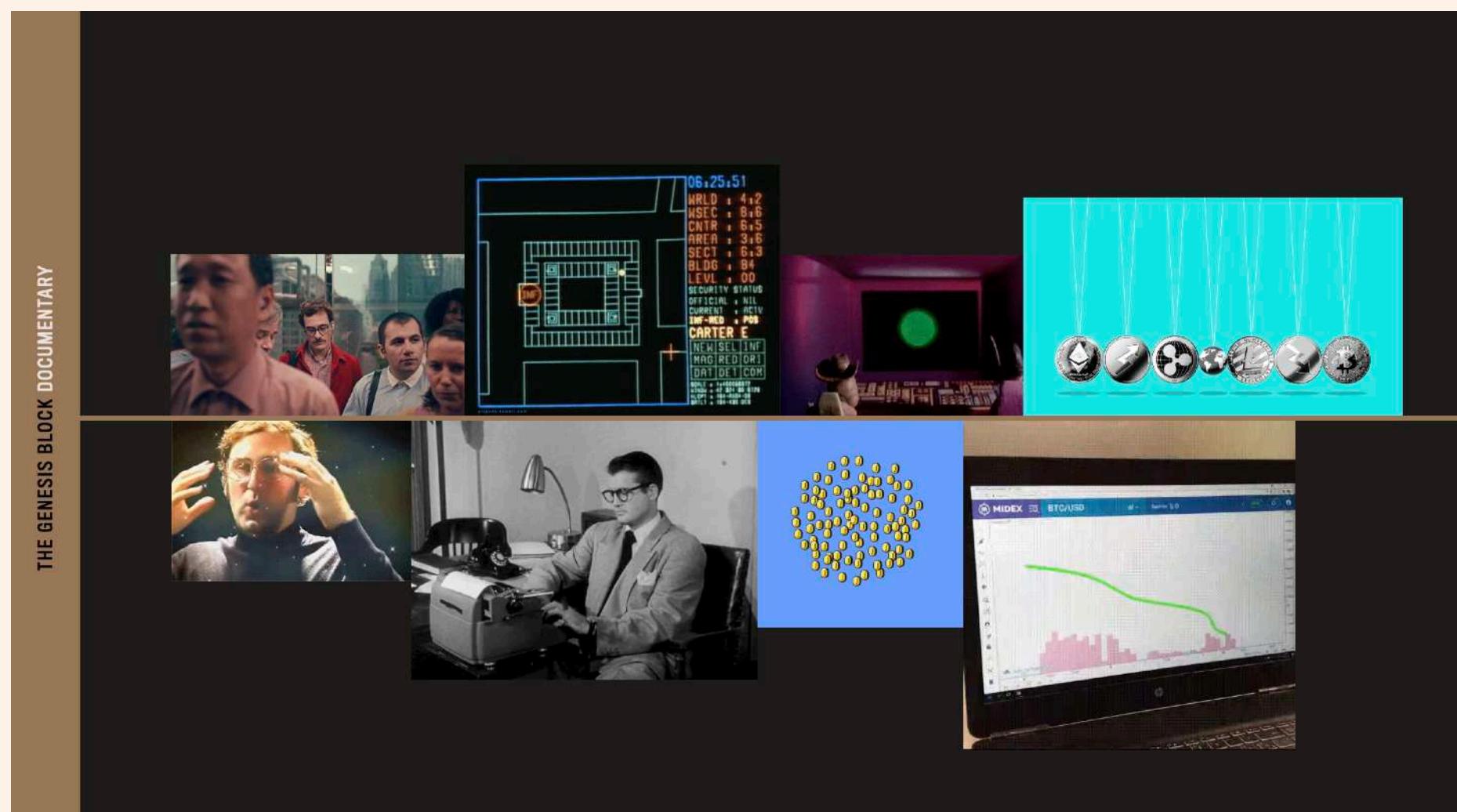
BROADER CONNECTIONS

The Shining Block

Website

shiningblock.com

The Genesis Book Documentary



The Shining Block

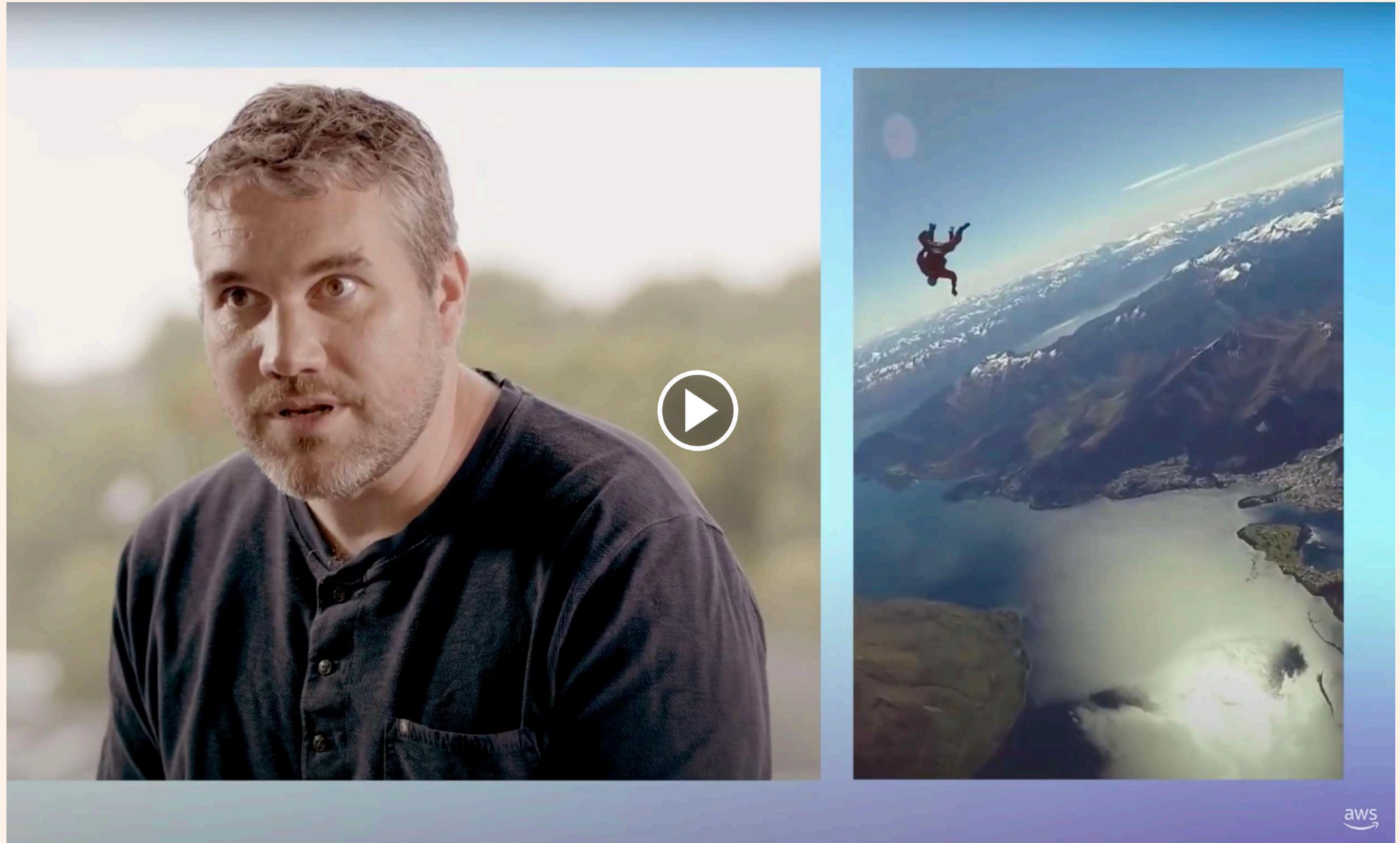
Bitcoin Hong Kong
Conference



Bitcoin Las Vegas
Conference



2023-2024 Customer Reference Roadshows



Video

During 2023-2024 we filmed across EU and US and we delivered 80+ 1' videos focused on Gen AI, Data Protection and Sustainability

[Generative AI Videos](#)
[AWS Innovators](#)

2024-2025 AWS Healthcare Summits



Video

During 2024 and 2025 we filmed in Lisbon and Amsterdam during the annual Healthcare AWS Summit and we delivered 20+ 1' videos focused on how to unlock generative AI's potential in healthcare across Europe, Middle East, and Africa.

[Healthcare AI Hub](#)

Siemens Deep Dive

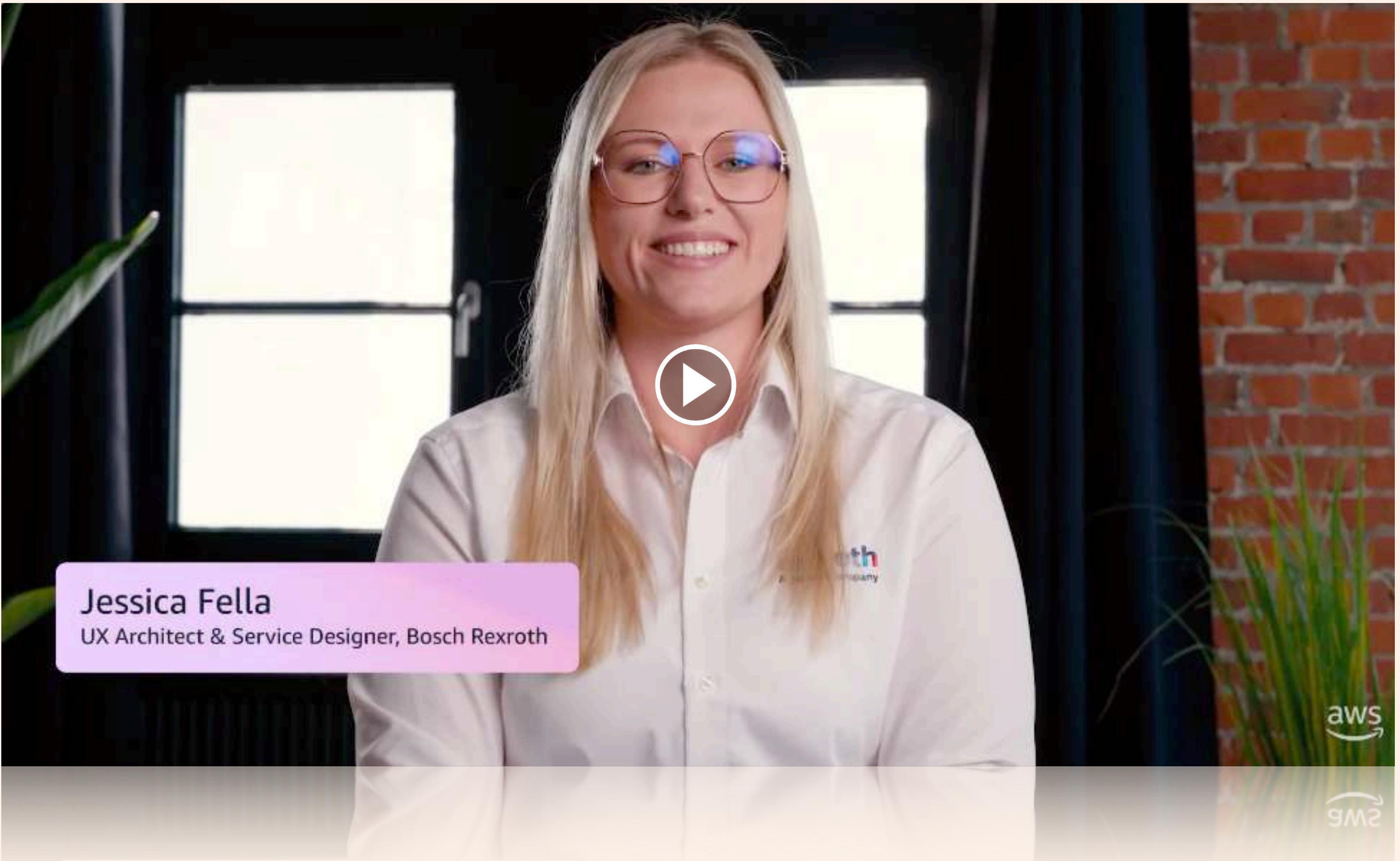


Video

During 2025 we produced customer testimonial videos across Europe showcasing Siemens' journey with AWS, covering cloud migration, AI innovation, Industrial IoT, and digital transformation initiatives.

[Siemens Innovator Hub](#)

Bosch Deep Dive



Video

During 2025 we produced a customer testimonial video showcasing Bosch Rexroth's generative AI Smart Assistant innovation on AWS, highlighting how Amazon Bedrock and advanced search capabilities transformed technical support across their Hydraulic Hub.

[Bosch Case Study](#)

SMB Core - Your Business + AWS



Campaign

A multi-country banner campaign.

[Link to the campaign](#)

SMB - Connected Community - You + AWS



Campaign+ Video Testimonial

A video testimonial and a multi-country (US, Mex, BR, UK, India) banner campaign.

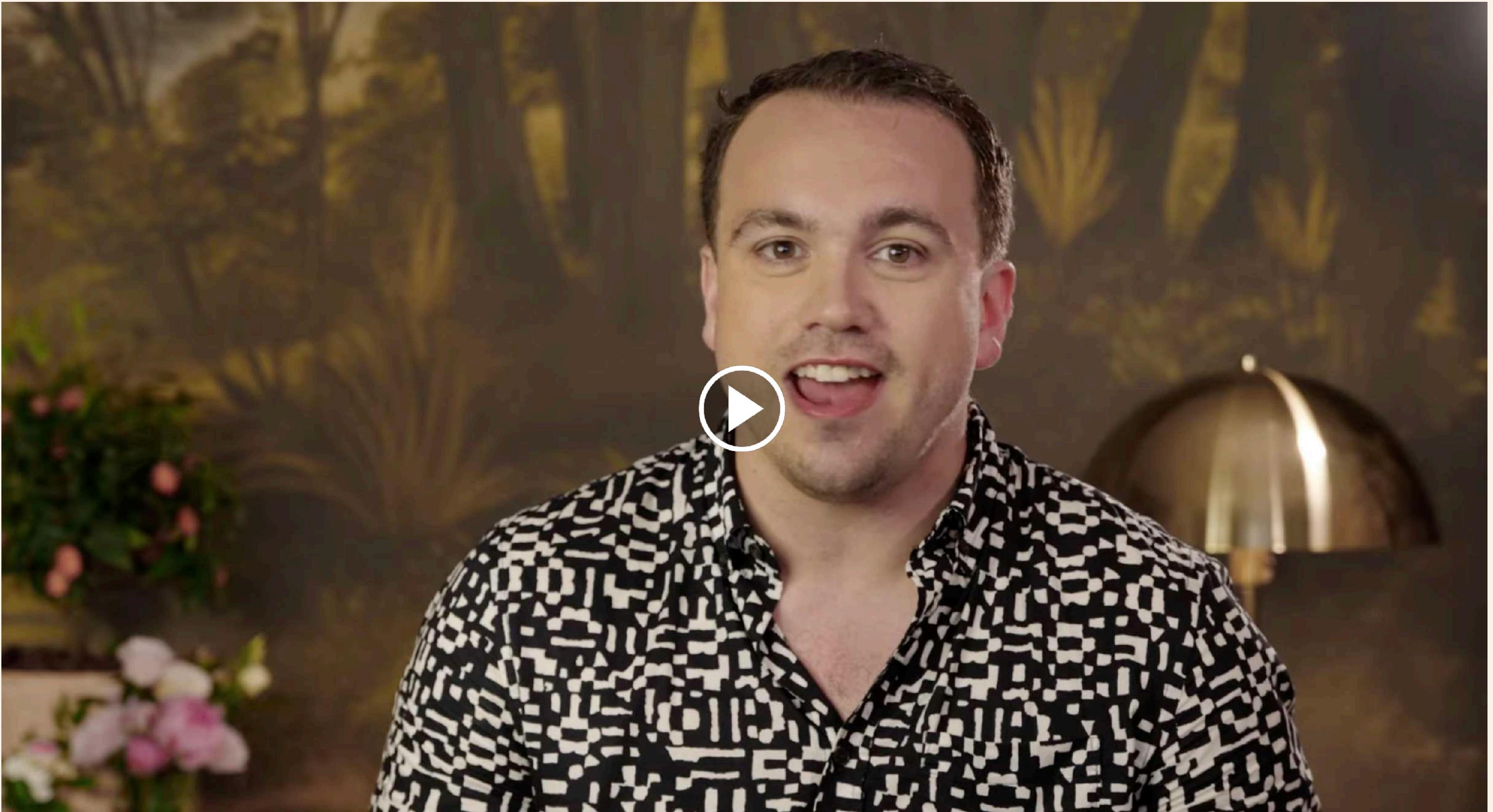
[Link to the banner campaign](#)



LOCAL APPROACH



Cannes Advertising Festival Roadshow

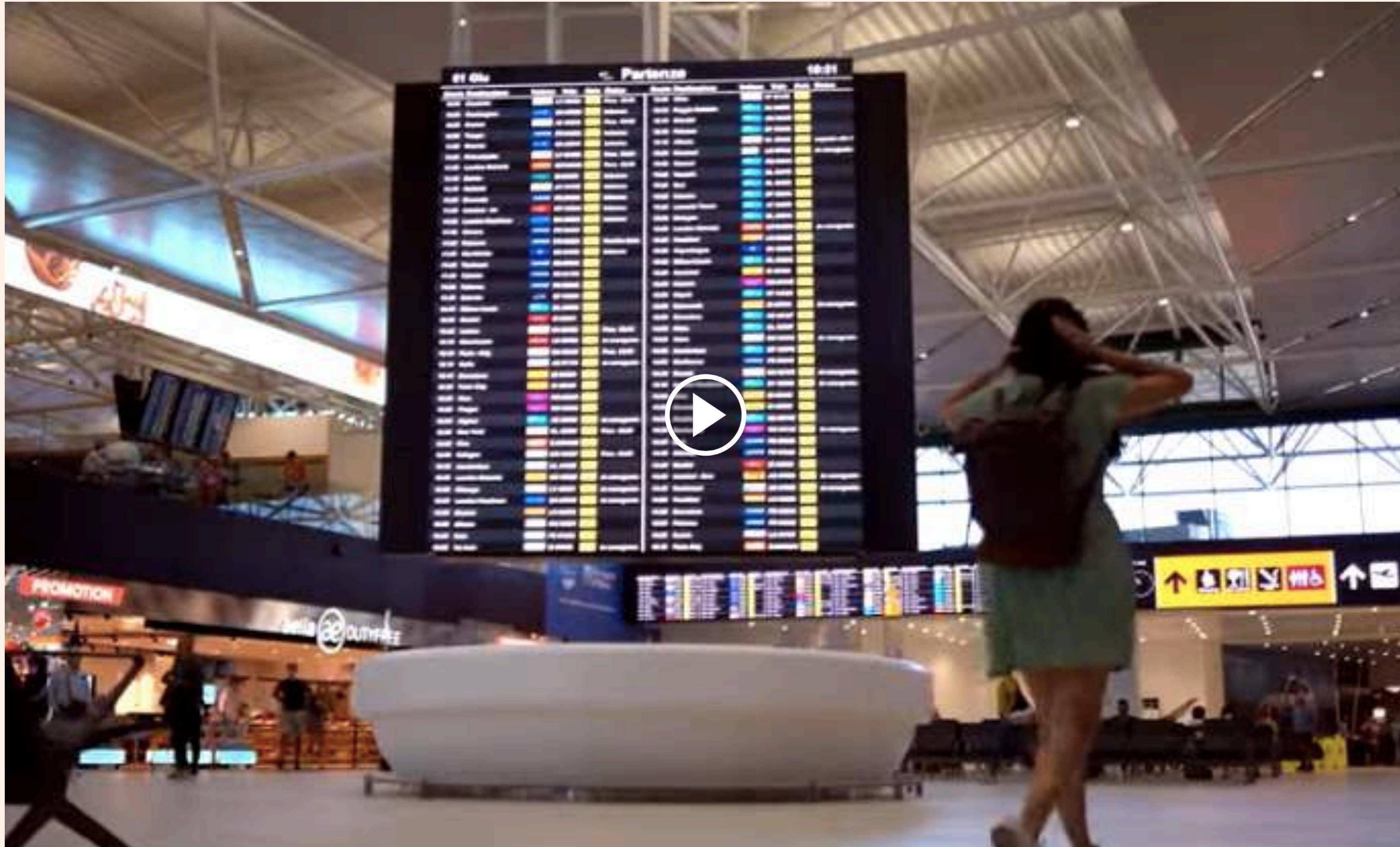


Video

During 2024 Cannes Advertising festival we filmed eight thought leadership videos about how AWS is helping media and advertising customers to drive innovation.

[Nielsen](#)
[Mars](#)

Aeroporti di Roma



Video

An engaging video about ADR's innovative solutions to optimize the passenger experience and minimize disruptions.

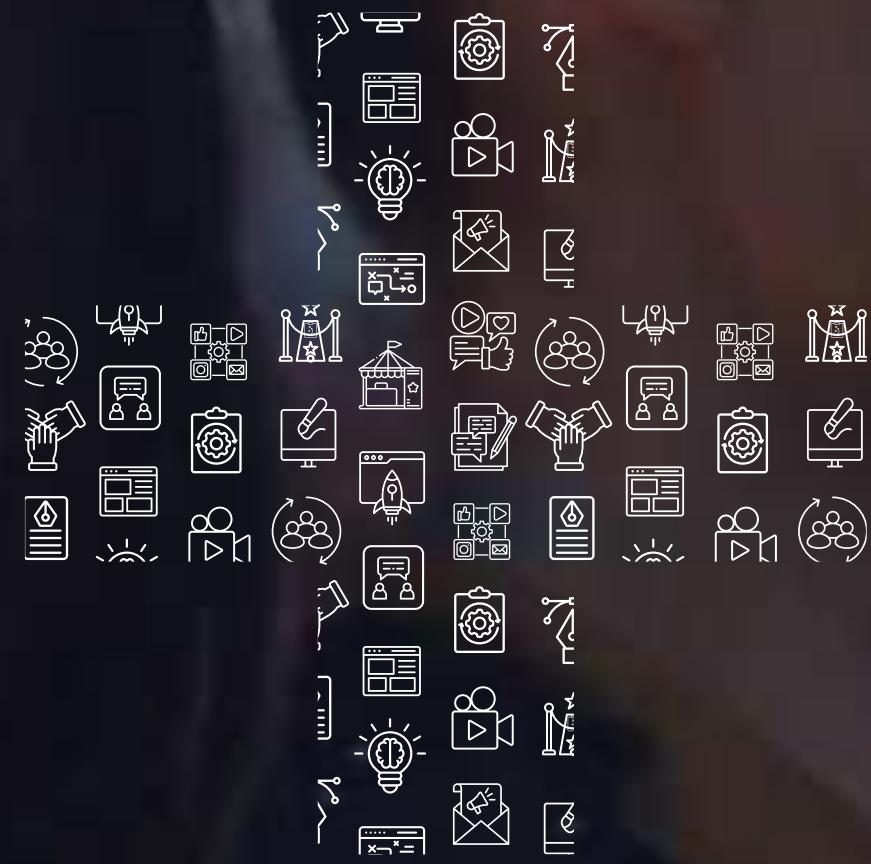
Clariant



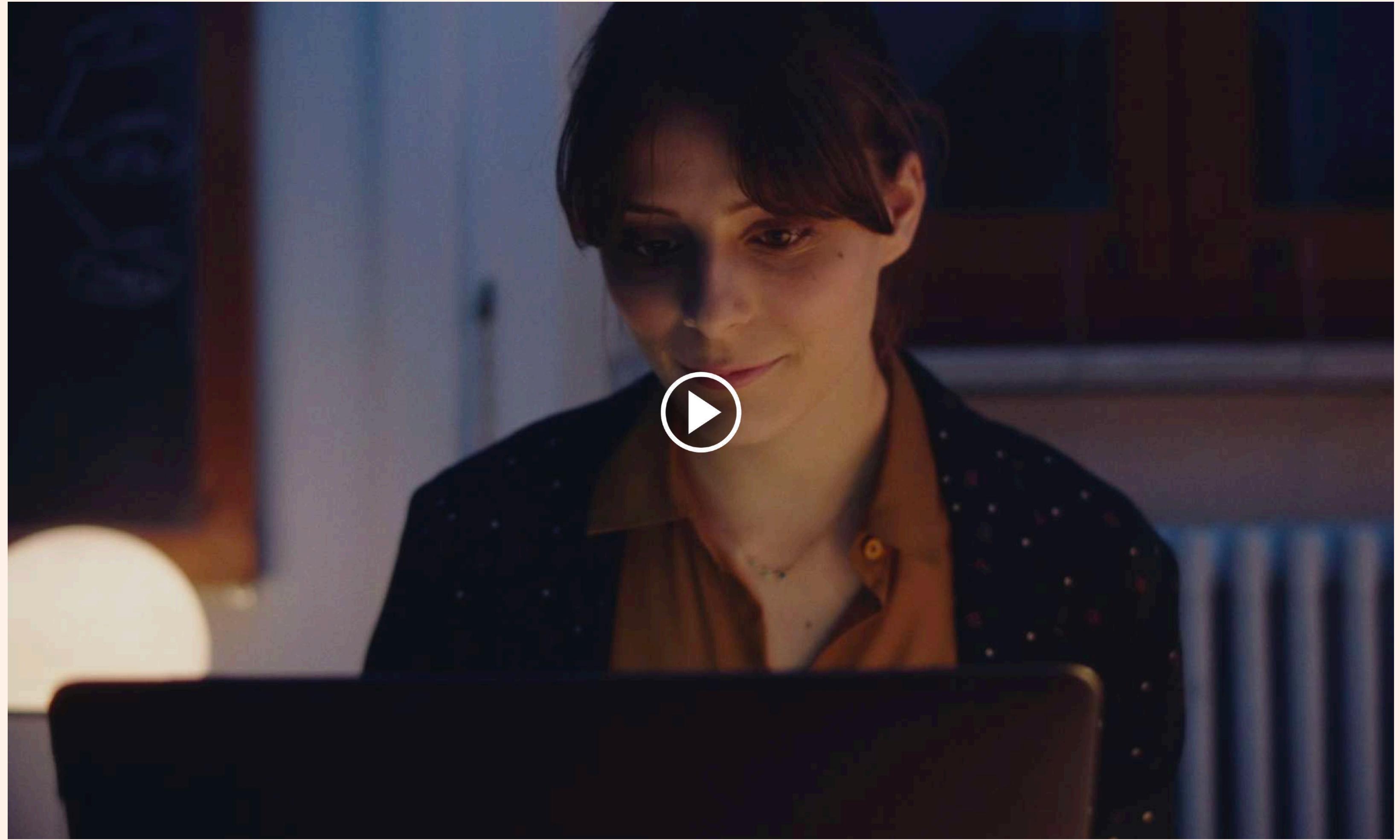
Video

A deep dive on Clariant's journey to embrace Generative AI.

PUBLIC SECTOR OUTREACH



The National Institute for Astrophysics, Rome, Italy



Video

An emotional video to promote the collaboration between The National Institute for Astrophysics (INAF), Amazon Web Services (AWS) and Intel, together with the Extremely Large Telescope project to explore space searching for new planets.

Heidelberg Municipality, Germany

Video



A conversation between Ali Benfattoum, IoT & Smart Cities Specialist AWS, and Sebastian Warkentin, CEO Digital-Agentur Heidenberg, describing how the city of Heidelberg is digitizing its services to create an increasingly technological, livable, green, and inclusive city for everyone.

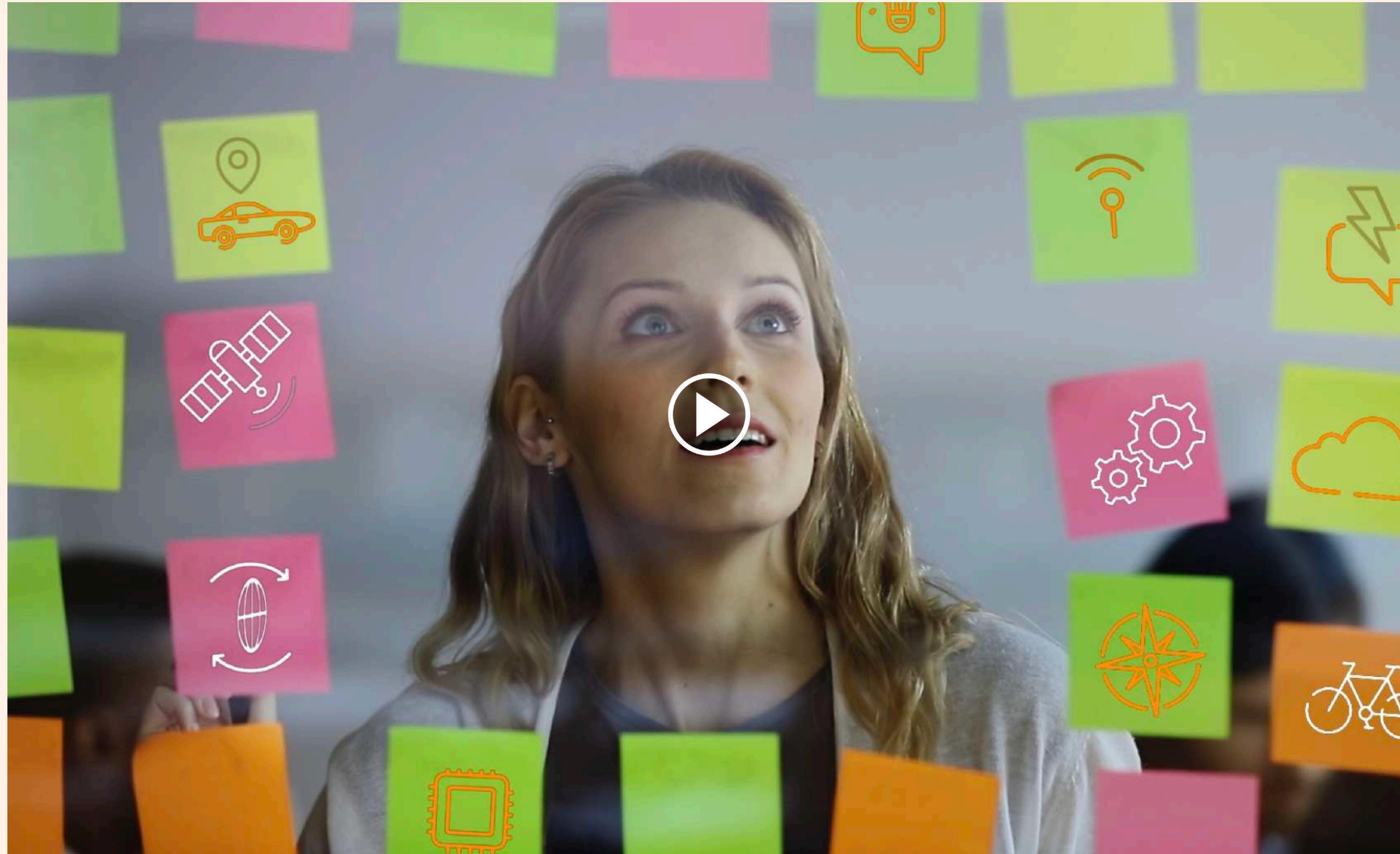


TECH KNOWLEDGE

Amazon
Timestream

Data Flow

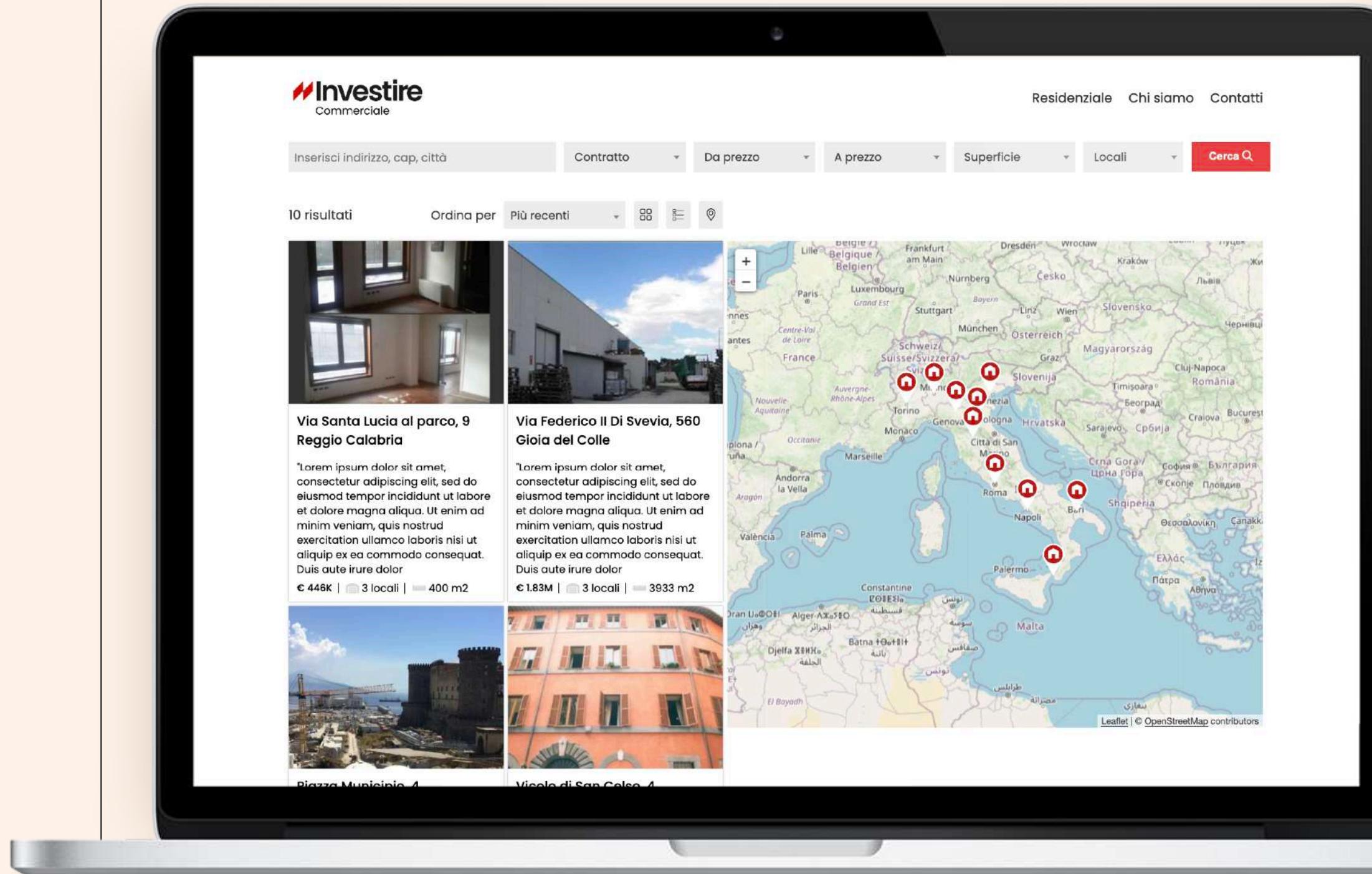
AWS x Smart City



Video

An emotional video to promote the AWS Smart City Challenge.

Investire



Investire Commerciale

Residenziale Chi siamo Contatti

Trovare l'immobile giusto per il tuo business non è mai stato così facile.

inserisci indirizzo, cap. città

Contratto - Da prezzo - A prezzo - Superficie - Mappa

€ 100.000 - € 200.000 - € 300.000 - € 400.000 - € 500.000 - € 800.000

Immobili in evidenza

Via dei quartieri, Torino - Via dell'unione, Milano - Via della pila, Venezia - Via Ugoletto, Parma

Non stai cercando un immobile commerciale? Passa al sito Residenziale

Ultimi annunci

Via dei quartieri - € 216.000,00 - 0 locali - 90.00 m² - bagni

Via dell'unione - € 836.000,00 - 0 locali - 230.00 m² - bagni

Via della pila - € 2.830.000,00 - 0 locali - 1370.00 m² - bagni

APPARTAMENTI NUOVI A EUR PAVESE, TUTTI CON TERRAZZO ABITABILE O GIARDINO

VISITA IL SITO

Eur iniziativa di Progettista: PROPLANERIA COMMERCIALE: toscano.it

Investire Residenziale

Residenziale Chi siamo Contatti

Via dei quartieri, 10, Torino

ANDRONE CARRAO - NEGOZIO h 3,45 - VIA SAN DOMENICO

0002224

€ 216.000,00

Costi

Prezzo € 216.000,00

Informazioni catastali N/A

Descrizione

Dati principali

Riferimento e Data annuncio N/A - N/A

Contratto demo

Tipologia N/A

Locali N/A

Box e posti auto N/A

Piano N/A

Disponibilità N/A

Tipo proprietà N/A

Caratteristiche

Ascensore Garage Ascensore TV Demo Prova Ascensore

Mappa

Costi

Prezzo € 216.000,00

Informazioni catastali N/A

Investire

Investire
Residenziale

Commerciale Chi siamo Contatti

Inserisci indirizzo, cap, città Contratto Da prezzo A prezzo Superficie Locali Cerca Q.

10 risultati Ordina per Più recenti



Via Santa Lucia al parco, 9
Reggio Calabria

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€ 448K | 3 locali | 400 m²



Via Federico II Di Svevia, 560
Gioia del Colle

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€ 1.83M | 3 locali | 3923 m²



Piazza Municipio, 4
Napoli

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€ 100K | 3 locali | 368 m²



Vicolo di San Celso, 4
Roma

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€ 100K | 3 locali | 95 m²



Via Plagentina, 25
Firenze

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€ 307K | 3 locali | 99 m²



Via Rizzoli, 1
Bologna

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€ 2.60M | 4 locali | 471 m²



Via Ugoletto, 10-2
Parma

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€ 508K | 4 locali | 255 m²



Via della pila, 13
Venezia

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€ 2.83M | 0 locali | 1370 m²



Via dell'unione, 36
Milano

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€ 836K | 0 locali | 230 m²

Investire
Commerciale

Residenziale Chi siamo Contatti

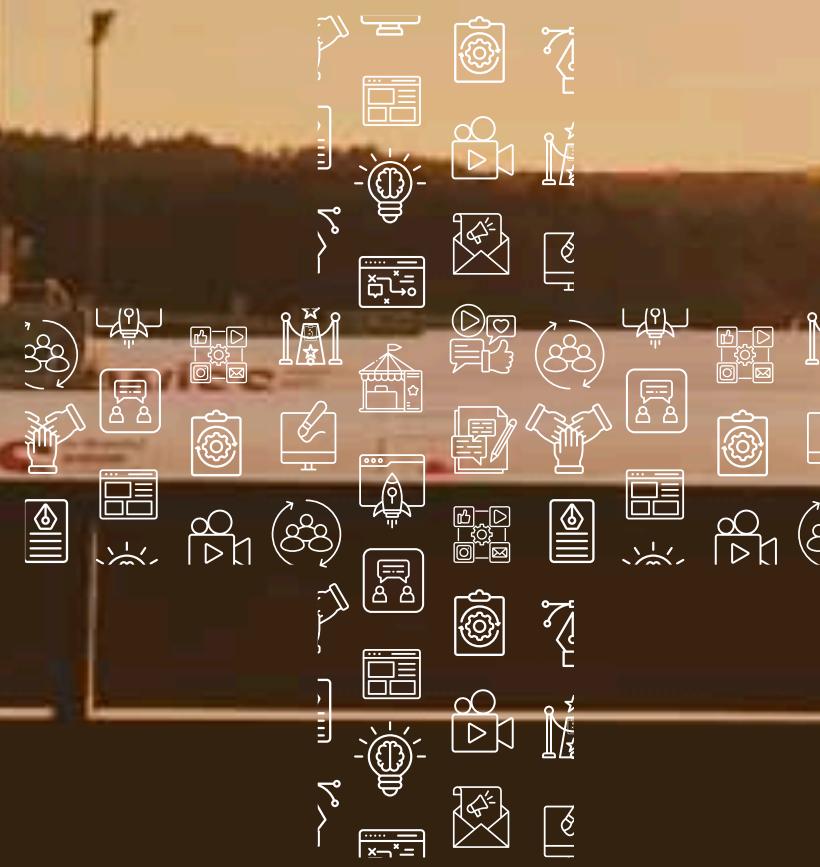


Chi siamo

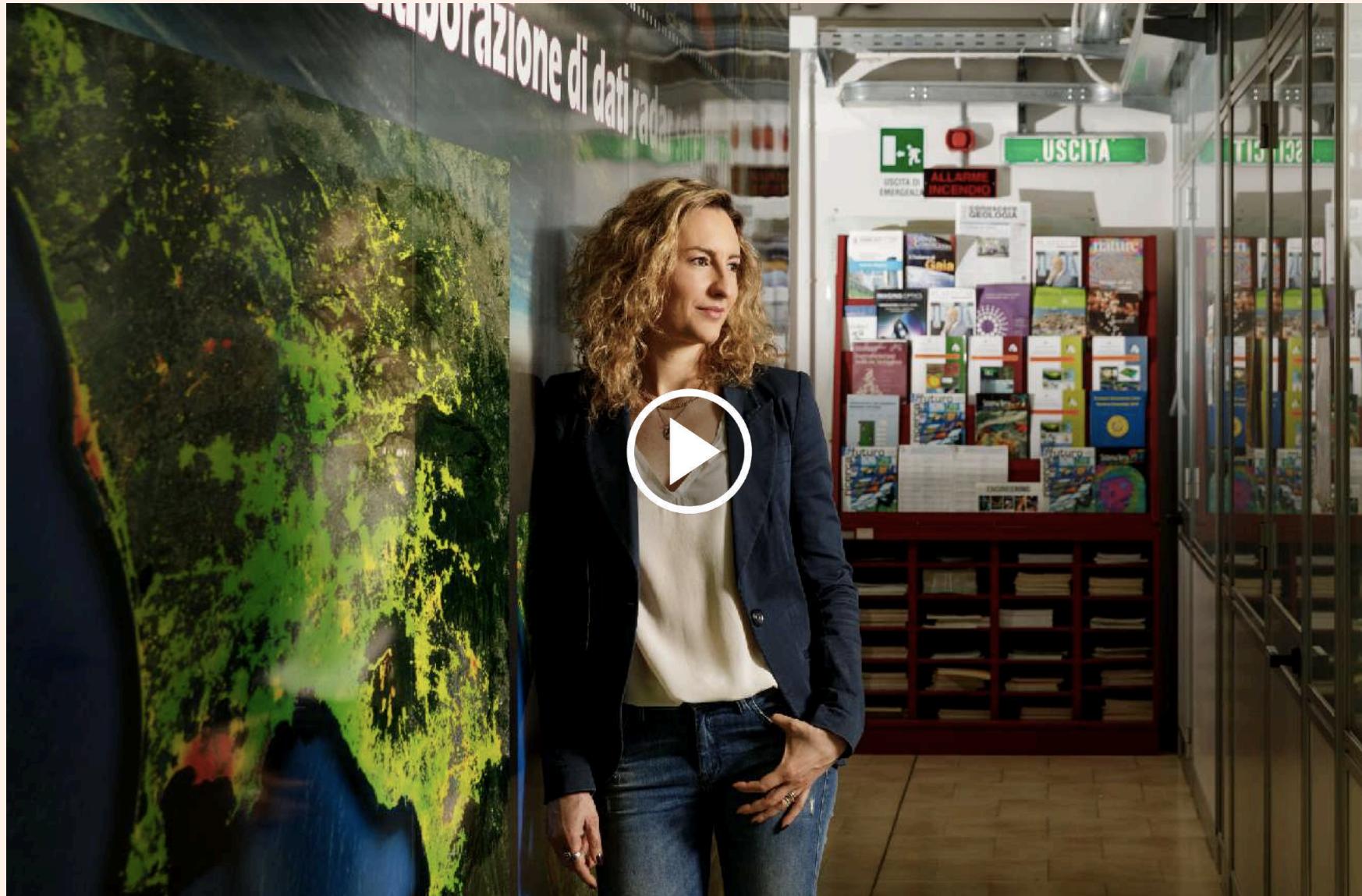
Investire Residenziale è un'iniziativa commerciale di Investire SGR. Investire SGR è un primario operatore indipendente del risparmio gestito specializzato nella valorizzazione di portafogli immobiliari in differenti settori di mercato. Con un patrimonio in gestione di oltre 7 miliardi di Euro possiede una capacità operativa su tutto il territorio nazionale essendo il punto di riferimento per il mercato degli investitori istituzionali e degli operatori professionali. Grazie ad una consolidata esperienza multidisciplinare sulla gestione tradizionale e sullo sviluppo la Società è in grado di operare sui seguenti principali ambiti operativi: Processi di valorizzazione e riposizionamento di immobili e più in generale sulla rigenerazione urbana; Turnaround di portafogli e gestione di operazioni di dismissione complesse su differenti mercati; Creazione di valore nella gestione attiva long term; Gestione di progetti integrati con servizi a valore aggiunto anche in segmenti di mercato non tradizionali (p.e. housing sociale, residenze per studenti, residenze per anziani, ...).

Investire Residenziale brand retail di Investire SGR iscritta all'Albo matricola 50 – Cap. Soc. Euro 14.770.000 I.v. Iscr. Reg. Imp. Roma – CF e P.IVA 09931761008 Società soggetta all'attività di direzione e coordinamento di Banca Finnat Euramerica SpA Condizioni Generali di Utilizzo Cookie Policy Privacy Policy

LEAD GENERATION



AWS x Digital Impact



Campaign

A campaign to create awareness around the Digital Impact Research, focused on the importance of using the Cloud for the public sector.

AWS x Digital Impact



Il Cloud di AWS.
C'è un nuovo modo di fare economia

Il cloud può essere il modo più sicuro, rapido ed efficiente per Aziende e Organizzazioni della Pubblica Amministrazione di precorrere la digital transformation risparmiando tre volte: tempo, denaro e pensieri.

L'Italia per un futuro con una marcia in più

La digital transformation si sta diffondendo in ogni ambito della società, sia nel settore pubblico che nelle aziende private, facendo lievitare i costi di implementazione e gestione dei dati server dedicati anno dopo anno. (Secondo alcune stime i costi degli attuali data center potrebbero incidere fino a 2 miliardi di euro l'anno solo per la Pubblica Amministrazione italiana - fonte Consip/Sirimi).

Il cloud può rappresentare una grande soluzione economica e funzionale. Da una parte può consentire alle imprese e a tutte le organizzazioni ed enti pubblici di aderire a quelle trasformazioni digitali imprescindibili per rimanere al passo con i tempi. Di estendere la propria capacità di accedere, elaborare o archiviare qualsiasi tipo di dati e di usufruire di servizi avanzati quali Big Data Analysis, Intelligenza Artificiale, Machine Learning, Blockchain ed Internet of Things, migliorandone la produttività e l'efficienza. D'altra parte consente di ridurre drasticamente i costi di gestione rispetto alle attuali spese necessarie per implementare e gestire data server privati.

Risparmi nella Pubblica Amministrazione [3](#)

L'impatto del cloud sulla PA, ipotetico che un utile 10% delle amministrazioni comunali cominci a impiegare soluzioni cloud)

(in mil. €)	Maggiore produttività*	Risparmi su spese di energia	Risparmi totali
Lombardia	151,2	66,9	218,1
Sicilia	86,2	14,5	100,7
Veneto	57,4	12,2	69,7
Friuli-Venezia Giulia	28,7	5	33,7
Trentino-Alto Adige	101	6,5	107,5
Campania	72,6	18,8	91,6
Calabria	26	5,1	31,1
Molise	5	0,8	5,8
Piemonte	58,3	12,5	70,6
Liguria	28,2	6,2	34,4
Valle d'Aosta	18,5	1	19,5
Sardegna	38,4	6	44,4
Puglia	46,8	9,3	56,1
Basilicata	10,1	1,7	11,8
Toscana	67,2	26,8	94
Umbria	15	5,6	20,6
Abruzzo	21,5	7,7	29
Emilia Romagna	75,4	30,1	105,5
Marche	25,3	9,7	35
Lazio	118,2	48	164,8
Risparmio Nazionale Totale			1345,5

Risparmi nella Pubblica Amministrazione [2](#)

Si osserva inoltre una situazione di relativo ritardo delle istituzioni italiane, in particolare a livello locale, rispetto alla disponibilità di competenze ICT e alla fornitura di corsi di formazione. Non a caso, le barriere a una maggiore diffusione dell'ICT in Italia e all'utilizzo di procedure online da parte della PA sembrano risiedere prevalentemente nella mancanza di risorse finanziarie e nella carenza di staff qualificato.

Comuni che hanno utilizzato servizi di cloud computing per regione - 2018:

Valle d'Aosta	82,43%	Lombardia	32,57%	Marche	27,13%
Emilia-Romagna	59,05%	Lazio	32,49%	Campania	26,88%
Friuli-Venezia Giulia	56,02%	Sicilia	30,53%	Liguria	23,7%
Veneto	48,34%	Basilicata	29%	Calabria	23,65%
Trentino-Alto Adige	46,49%	Sardegna	28,76%	Abruzzo	20,51%
Toscana	42,33%	Basilicata	27,57%	Molise	19,8%
Umbria	37,44%	Sardegna	28,76%	Piemonte	27,57%
Puglia	34,91%				

Fonte: Istat 2020

Case study Comune di Cagliari

Risultati raggiunti:

- Gestione di circa 7.000.000 di richieste in 11 ore, con un throughput massimo di oltre 200 richieste al secondo.
- Riuscita implementazione di infrastrutture per gestire il carico e i picchi di traffico.
- Il servizio è costato all'ente solo 125 euro in tutto, inclusi i costi della fase di test.

«C'è sempre qualche resistenza ai cambiamenti e può essere difficile convincere le persone ad accettare le innovazioni. Ma noi siamo partiti da una sfida specifica e, quando l'abbiamo vinta, è stato più facile convincere altri ad affrontare nuovi progetti»

Pierangelo Lucia D'Onfrio, Funzionario informatico RIS, Comune di Cagliari

Case study IREA CNR

Risultati raggiunti:

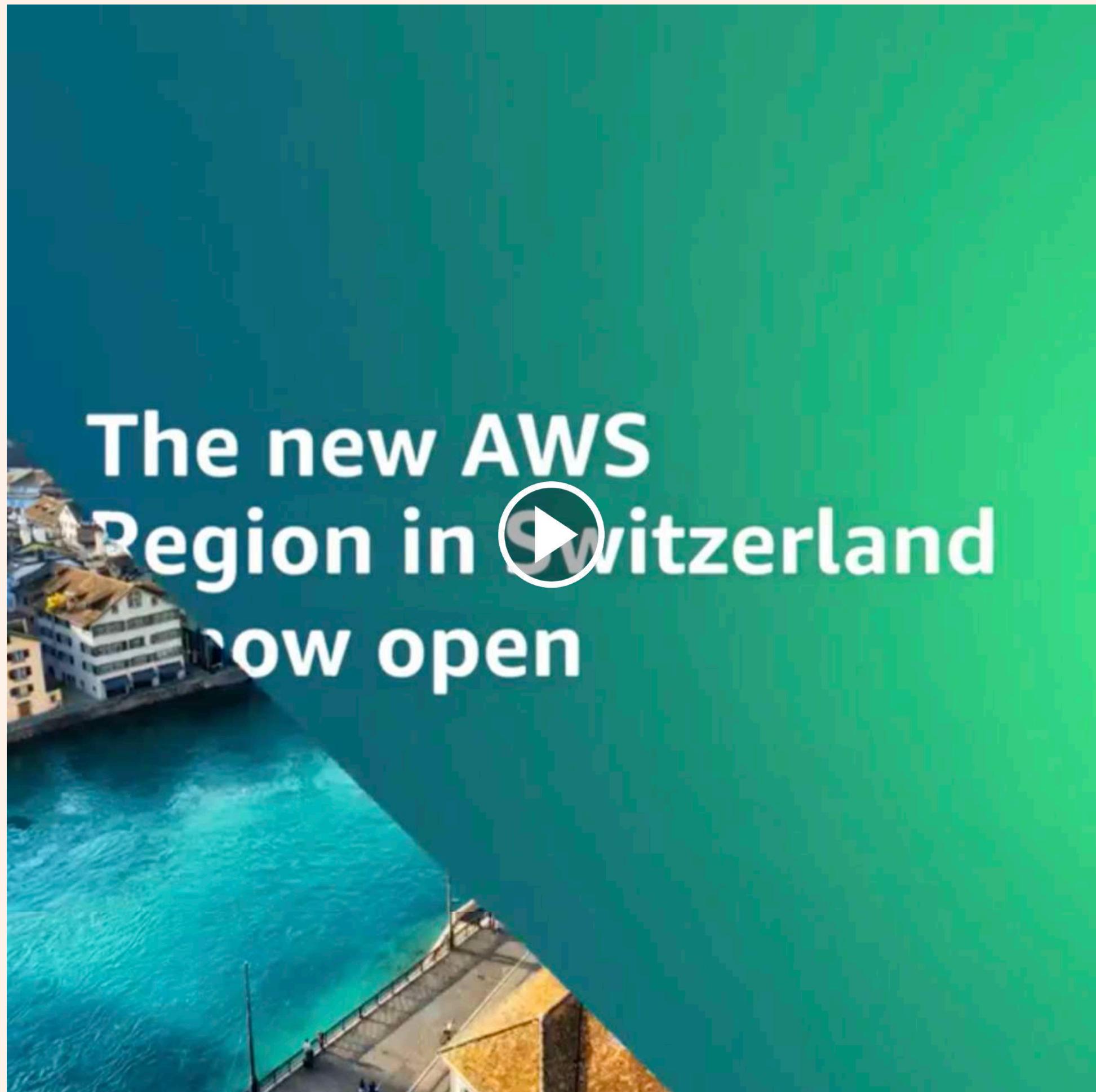
- La migrazione del sistema di elaborazione di dati radar-satellitari ad alte prestazioni dell'IREA-CNR sulla piattaforma cloud è avvenuta con successo.
- Durante la prima fase di sperimentazione tramite le risorse cloud AWS è stata effettuata un'analisi interferometrica su un'area di 150.000 km² in meno di 9 ore, con un costo di circa 1000€: precedentemente analisi simili richiedevano tempi e costi di almeno due ordini di grandezza superiori.
- Attualmente l'IREA-CNR utilizza sistematicamente le risorse di calcolo AWS per le attività operative di monitoraggio del territorio su larga scala nell'ambito di vari progetti con il Dipartimento di Protezione Civile, il MISE, il MIUR e per portare avanti la ricerca nello sviluppo di algoritmi e soluzioni avanzate di Cloud Computing per l'interferometria differenziale.

Ivana Zizzo, Advanced R&D Electronics and Space Applications, Engineering, Testing for the Movement, Electromagnetic environment

E-book

An e-book to collect the findings of the Digital Impact Research, focused on the importance of using the Cloud for the public sector.

AWS x UAE, Switzerland, Spain Region Launches



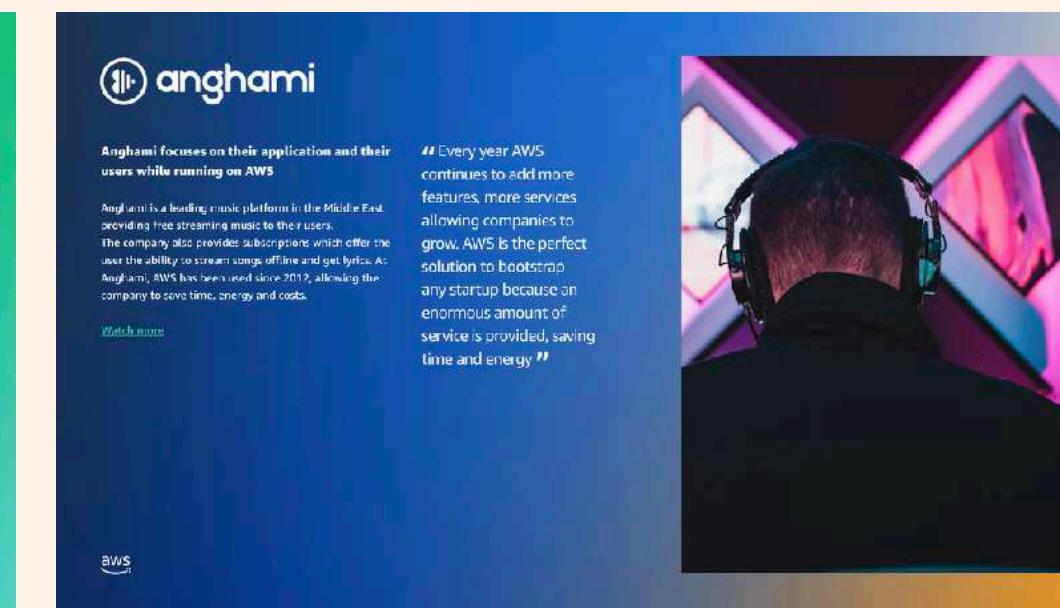
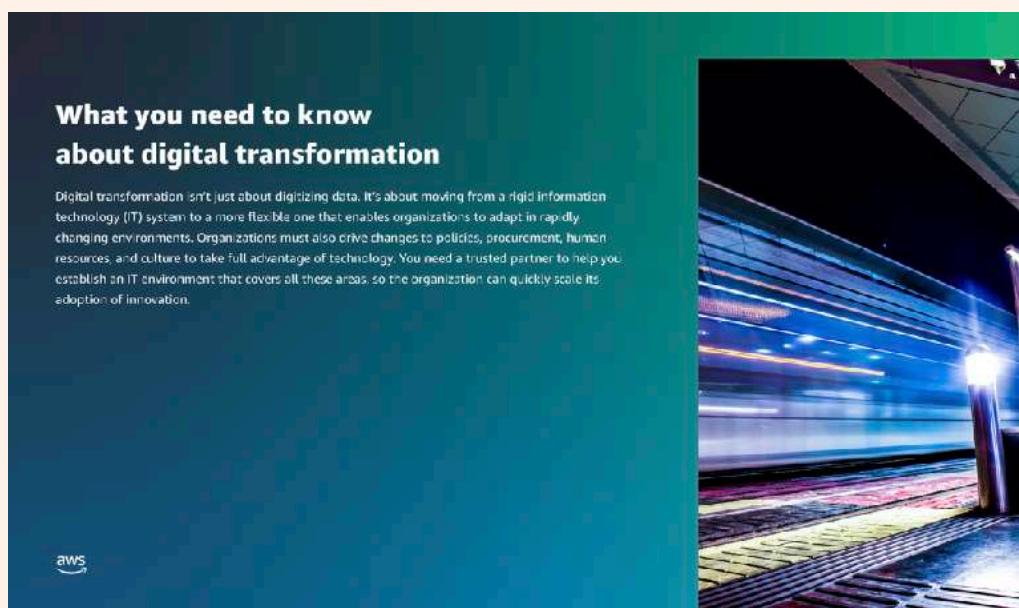
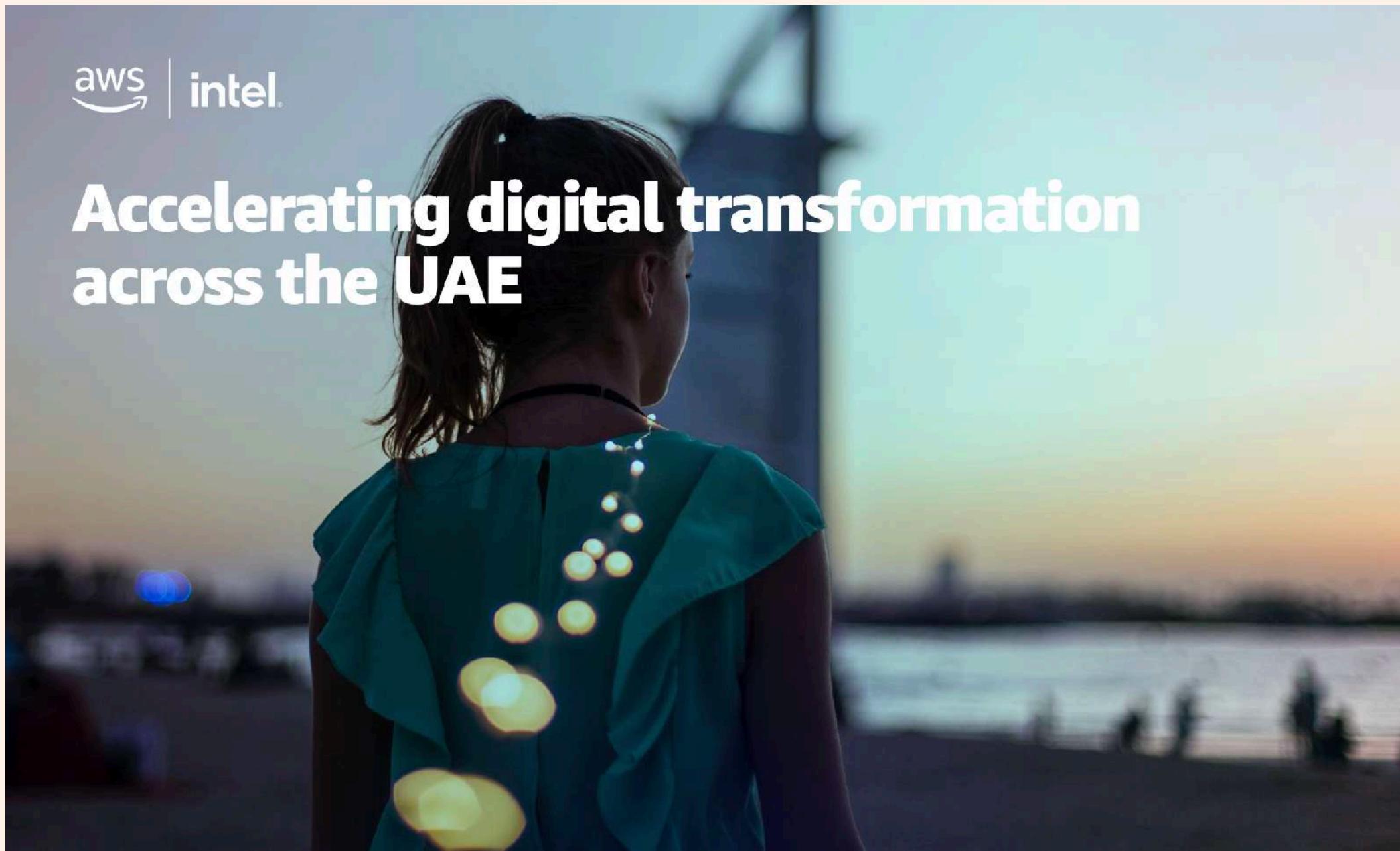
Campaign

Video animations to create awareness on the new regional launches in Spain, Switzerland and UAE.

[Link video animation UAE](#)

[Link video animation Spain](#)

AWS x UAE, Switzerland, Spain Region Launches



E-book

An e-book about how to accelerate digital transformation in Spain, Switzerland and UAE.

[Link Campaign and Ebook Spain»](#)

[Link Campaign & Ebook UAE EN »](#)

[Link Campaign and Ebook Switzerland»](#)

DIGITAL EXPERIENCES

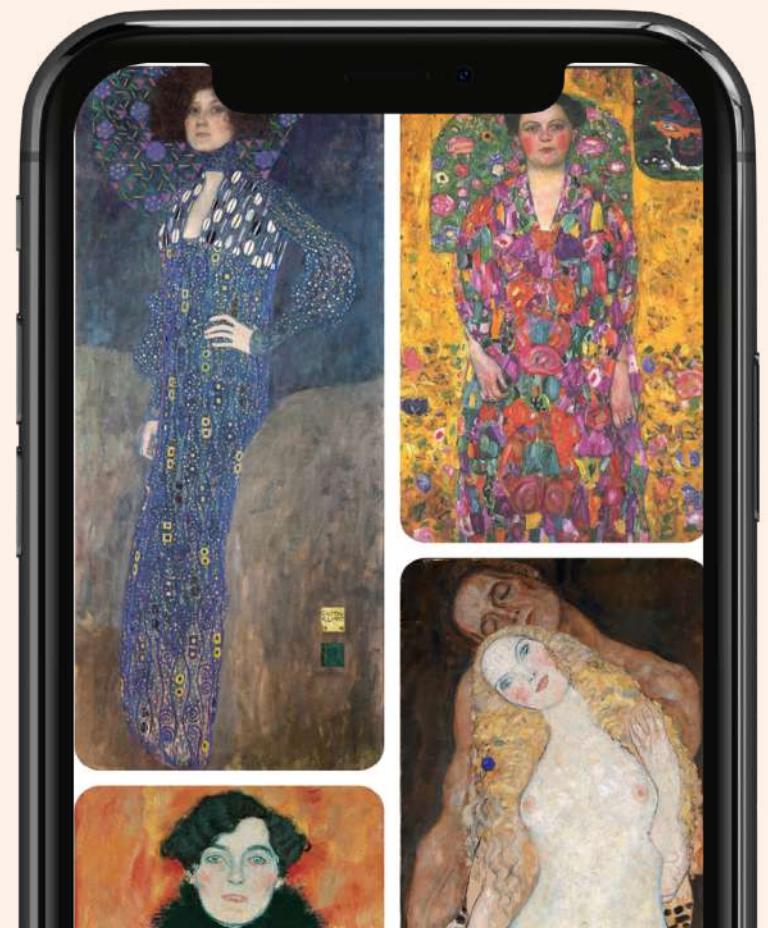
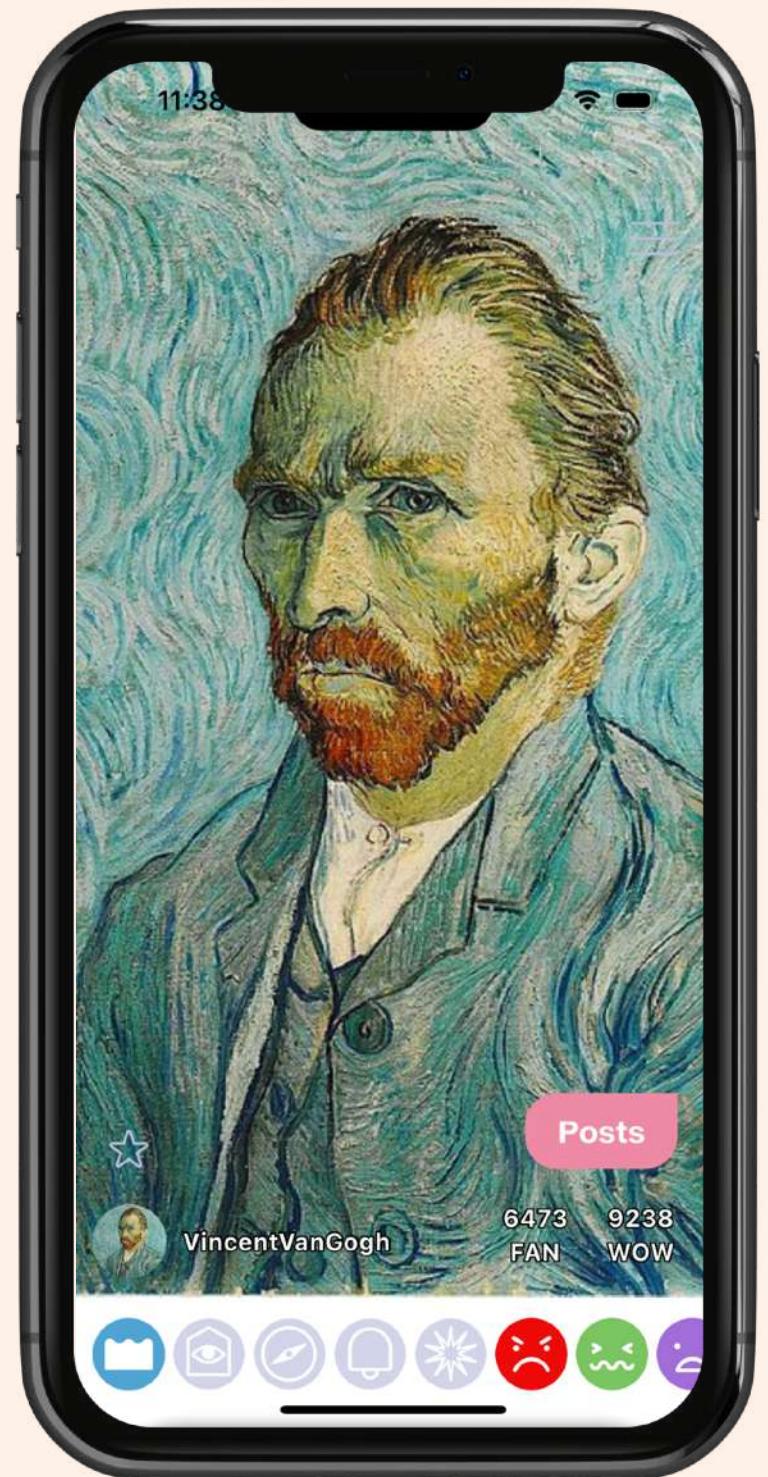
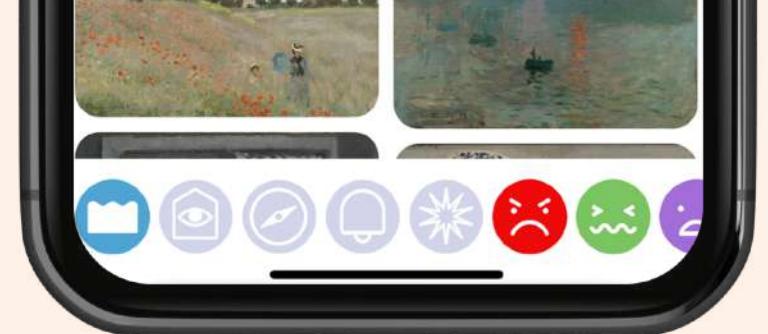
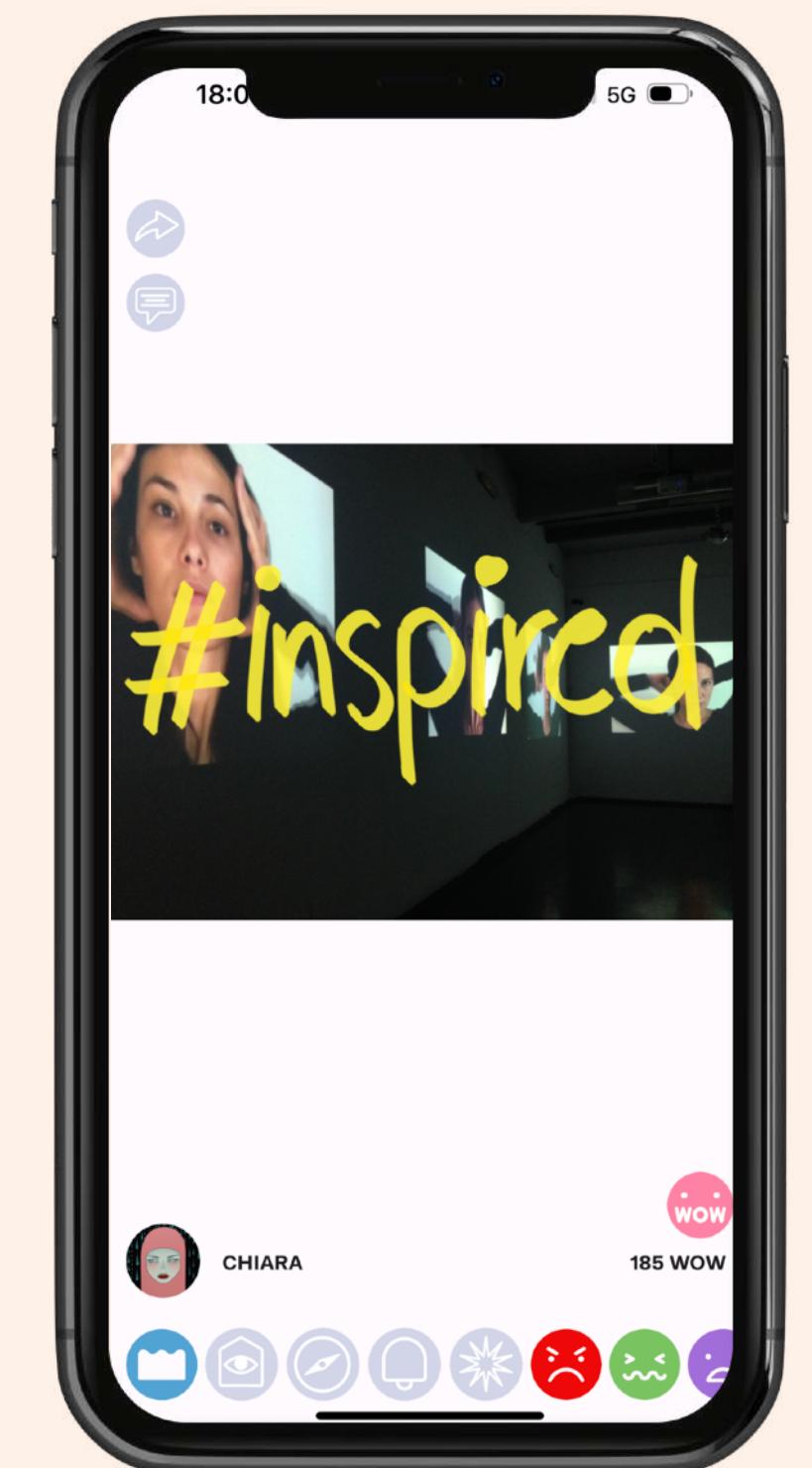
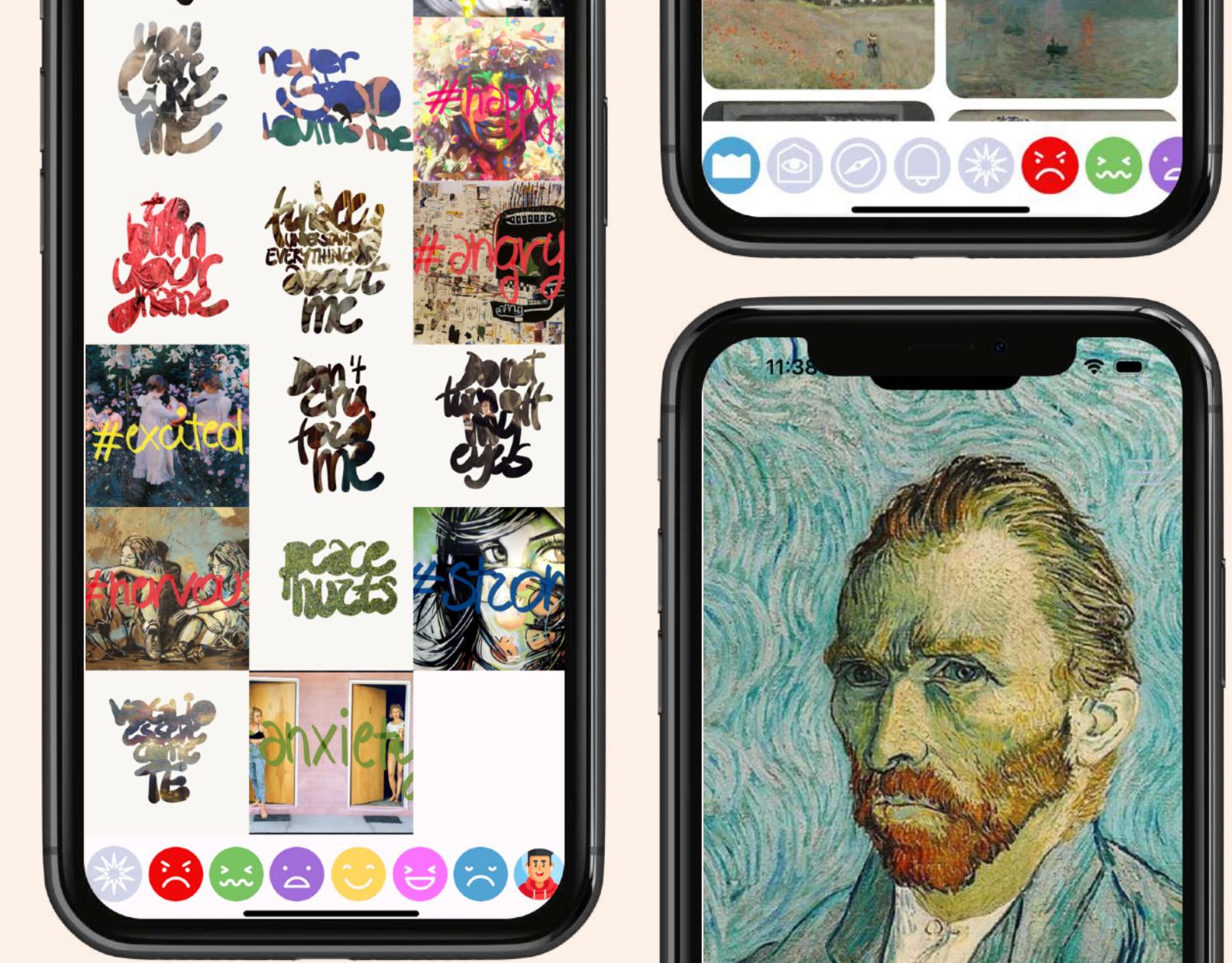
Imbued



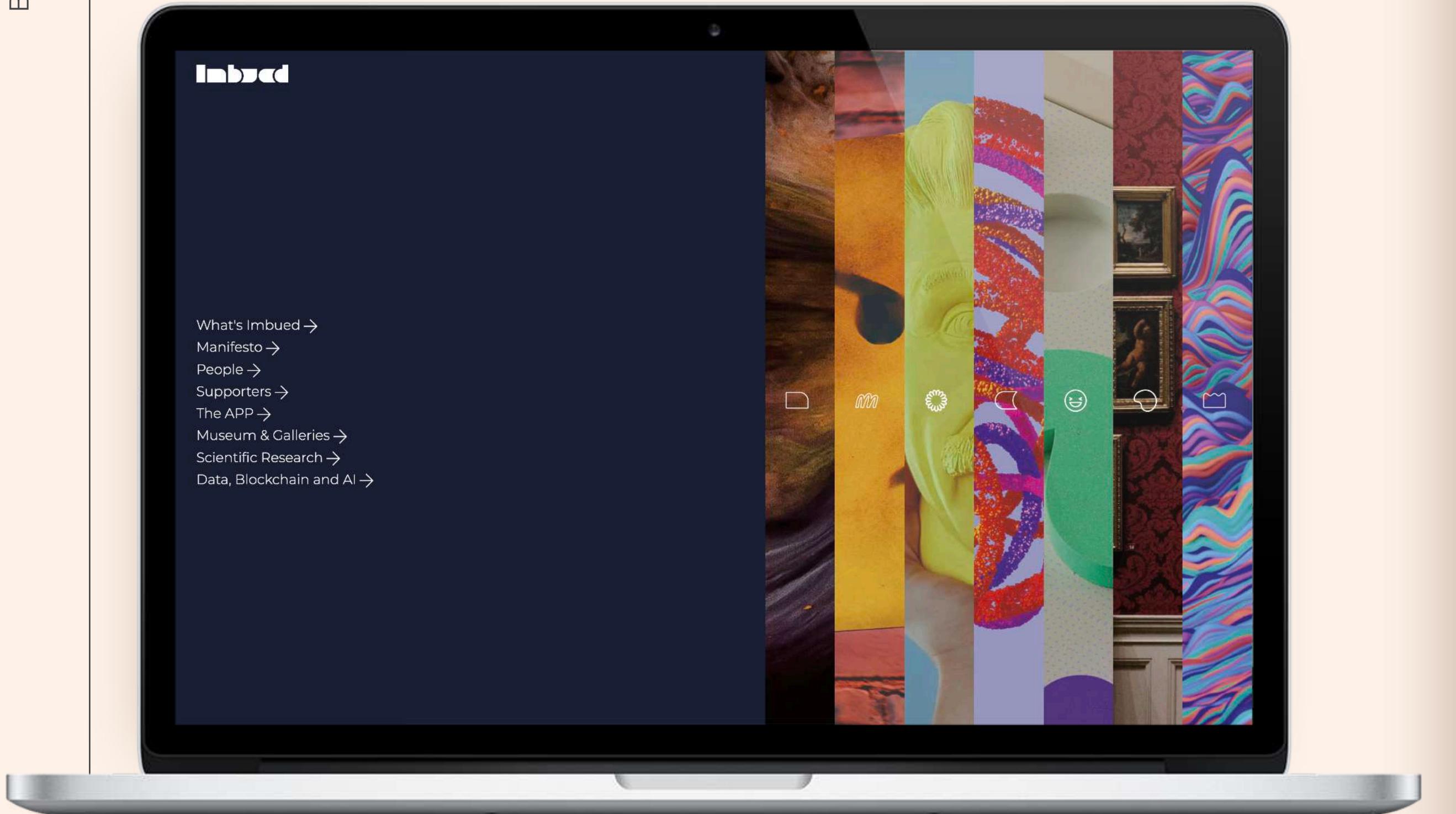
Video

Campaign and IT development for Imbued - the first Meta Museum. A vibrant ecosystem where art, artists, museums, galleries, technology, research, and audience converge and cross-pollinate.

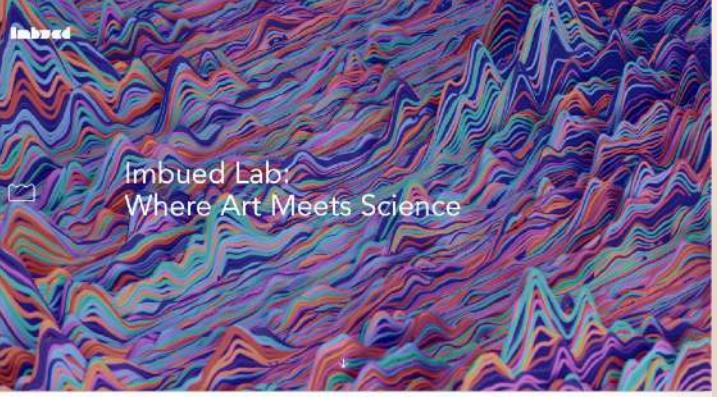
App Imbued



Imbued Foundation



imbued.art/foundation



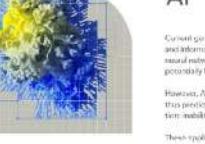
Imbued Lab
Imbued App is built on a scientific model - the Integrated Physiopsychological Metamodel - developed at the University of Rome "La Sapienza" Clinical Psychophysiology Department by professor Vito Ruggrien and his team through over 40 years of study, publications, and research.

Through its unique features (artistic experience and fruition, emotions, creativity), the App functions as a Global Scientific Research Laboratory fostering interdisciplinary collaboration, integrating knowledge from neuroscience, psychology, medicine, and artificial intelligence research.

Primary research areas include:

Emotions & Creativity

 The App's artistic interface is designed to engage users in an emotional and creative process. It uses different areas of the visual processing graph to visual process emotions and creativity, providing a multi-sensorial experience that modulates emotions and feelings.

AI

 Imbued App's AI processes vast amounts of data and information, self-selects, and evolves based on human interaction. It uses machine learning, neural networks, and deep learning to adapt to user needs and preferences, potentially leading to a more artistic intelligence.

Subjectivity

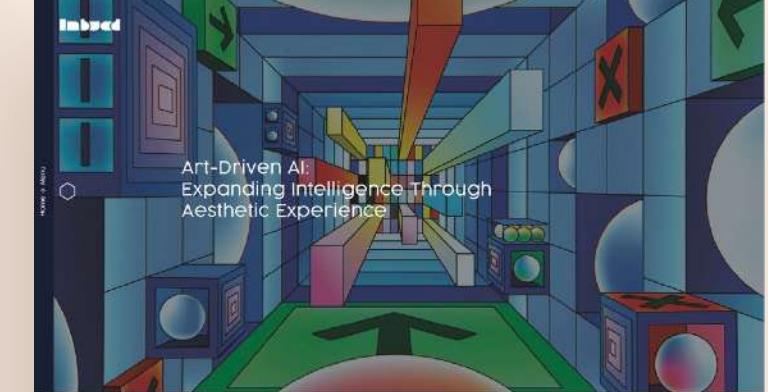
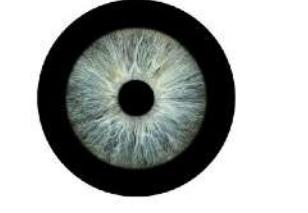
 Imbued scientific research relies on laboratory studies using psychophysiology, neuroimaging, and psychometric methods to measure subjective experiences. In the Imbued Foundation, subjectivity itself becomes a study object, combining art and science.

The Human Being Physiopsychological Project

 The Human Being Project is a study of the human being, aiming to understand the relationship between the human being and the environment, and to understand the human being's needs and aspirations. It is a study of the human being's needs and aspirations, and to understand the human being's needs and aspirations.

Consciousness

 The project's ultimate goal is to establish a foundation for a new, direct understanding of the human being's needs and aspirations. It is a study of the human being's needs and aspirations, and to understand the human being's needs and aspirations.



Art-Driven AI: Expanding Intelligence Through Aesthetic Experience

 The Imbued Foundation of AI is an AI model that integrates art and science. It research explores the interaction between art and science, and explores the potential of art and science to expand the boundaries of AI research. It also explores the potential of art and science to expand the boundaries of AI research.

Blockchain-Powered Artistic Collaboration

 Through NFTs and decentralized digital galleries, an open-source platform, and a blockchain-based marketplace, the Imbued Foundation is revolutionizing the art world. It is a decentralized marketplace for art, where artists can sell their work directly to collectors, and where collectors can buy art from artists.

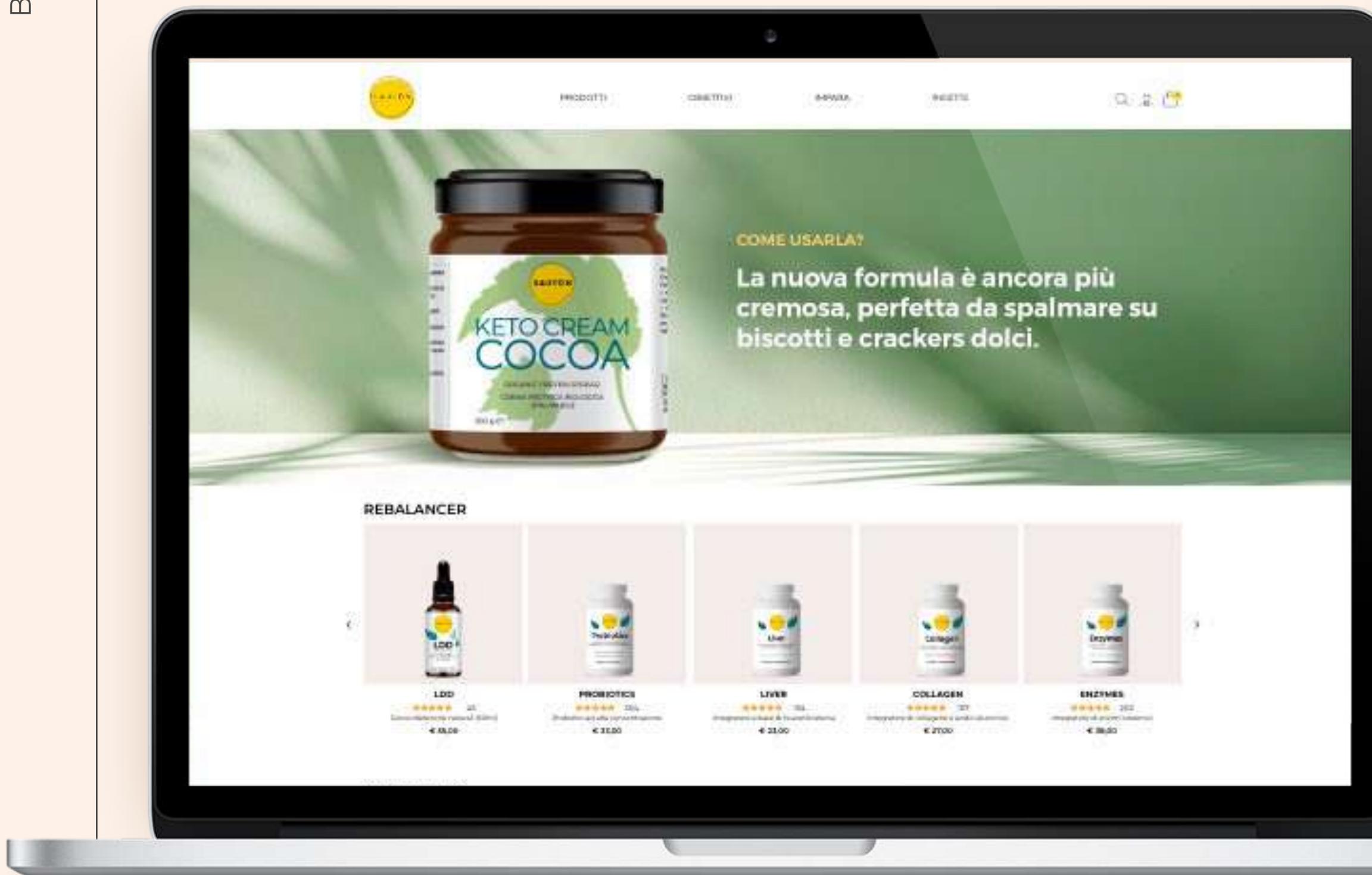


L'arte è patrimonio di tutti. Degli artisti, dei musei, delle gallerie, dei critici, degli agenti, delle istituzioni. Ma soprattutto l'arte è negli occhi di chi la guarda. Oggi la separazione tra spettatore e creatore non ha più senso. La visualizzazione passa da essere un'azione passiva ad una esperienziale. La differenza tra emozione e sentimento è l'io. E l'io è il creatore nascosto che da forma al mondo interiore ed esteriore in cui viviamo. Benvenuti nell'era dell'artizzazione di massa.

Imbued.
I art therefore I'm. 



Sautón



COME USARLA?
La nuova formula è ancora più cremosa, perfetta da spalmare su biscotti e crackers dolci.

REBALANCER

- LDD
- PROBIOTICS
- LIVER
- COLLAGEN
- ENZYMES

ALIMENTI BIO

- PROTEIN BAR ARANCIA E LIMONE - NUOVA FORMULA
- PROTEIN BAR ARANCIA E ARACHIDONICA - NUOVA FORMULA
- KETO COLLAGEN MIRTILLI
- GRANOLA CHIA E FRAGOLA
- KETO SHAKE COLLAGEN VANIGLIA

ESIGENZE

- DIETA KETOGENICA
- DIAGLIE
- DIGESTIONE
- COSA E ARTICOLAZIONI
- SPORT

RICETTE

- SPAGHETTI DI ZUCCHINE E FUNGHI
- MINITORTINI FUNGI E RADICCHIO
- CROSTATINE CREAM BICOLOR

NOVITÀ

- KETO PROTEINE VEGAN
- KETO CREAM VEGAN VANILLE
- KETO PROTEINE BERRIES
- KETO CREAM VANILLA
- UNICO TEST GENETICO NUTRIZIONALE

BLOC

- SPINTURE CHETOCENICHE PER SPORTIVI: SCOPRI I MIGLIORI
- CAGLIETTE E REFUSOLI: I REMEDI NATURALI
- CHOLESTEROL: DAL RISO ROSSO ALL'OLIO DI COCONUT

CAMBIA LA TUA VITA

- ONLINE PROGRAM
- CONSULENZE
- TEST GENETICO
- ACADEMY

DETALI

DEL COLESTEROLO

LA STRATEGIA NATURALE

SCONTO DEL 10% SUL TUO PRIMO ORDINE

AZIENDA

- Chi siamo
- Attacca
- Partners
- Terminazione
- Contatti

ORDINI

- Auto
- Pagamenti
- Spedizioni
- Recibank
- Parcelsafe

PRODOTTI

- Best seller
- Recambi
- Alimenti bio
- Integratori
- Accessori
- Giornale

IMPARA

- Corsi
- Code
- Blog
- Scritto
- FAQ
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Sautón

SAUTÓN

PRODOTTI ESIGENZE LIFESTYLE CORSI BLOG

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SCOPRI DI PIÙ

PRODOTTI

Ghi, Detox, Flora, Zym, Bestseller, Pacchetti, Esigenze, Alimenti Bio, Integratori, Accessori

IL DETOX PIÙ EFFICACE CHE ESISTA
SCOPRILO

PERDI FINO A UN KG AL GIORNO
SCOPRI IL KIT

ESIGENZE

DIETA CHETOGENICA, DIMAGRIRE, DIGESTIONE, ARTICOLAZIONI, COLESTEROLO, MUTAZIONE MTHFR

Unico.

COME IL TUO DNA.
COME IL TUO PIANO NUTRIZIONALE.

SCOPRI IL TEST GENETICO



MANGIARE SANO NON DEVE ESSERE COMPLICATO

Dimentica le calorie, le teorie contrastanti, i regimi estremi e le ore passate in cucina.

Il SAUTÓN Approach unisce il meglio delle Medicine Antiche e delle ricerche moderne per guidarti a ritrovare salute, energia e forma fisica con semplicità, per tutta la vita.

Si basa su 35 anni di esperienza sul campo ed è stato seguito da oltre 140.000 persone, inclusi medici, sportivi e psichiatri che lo usano nel proprio lavoro.

SCOPRI IL METODO



LIFESTYLE

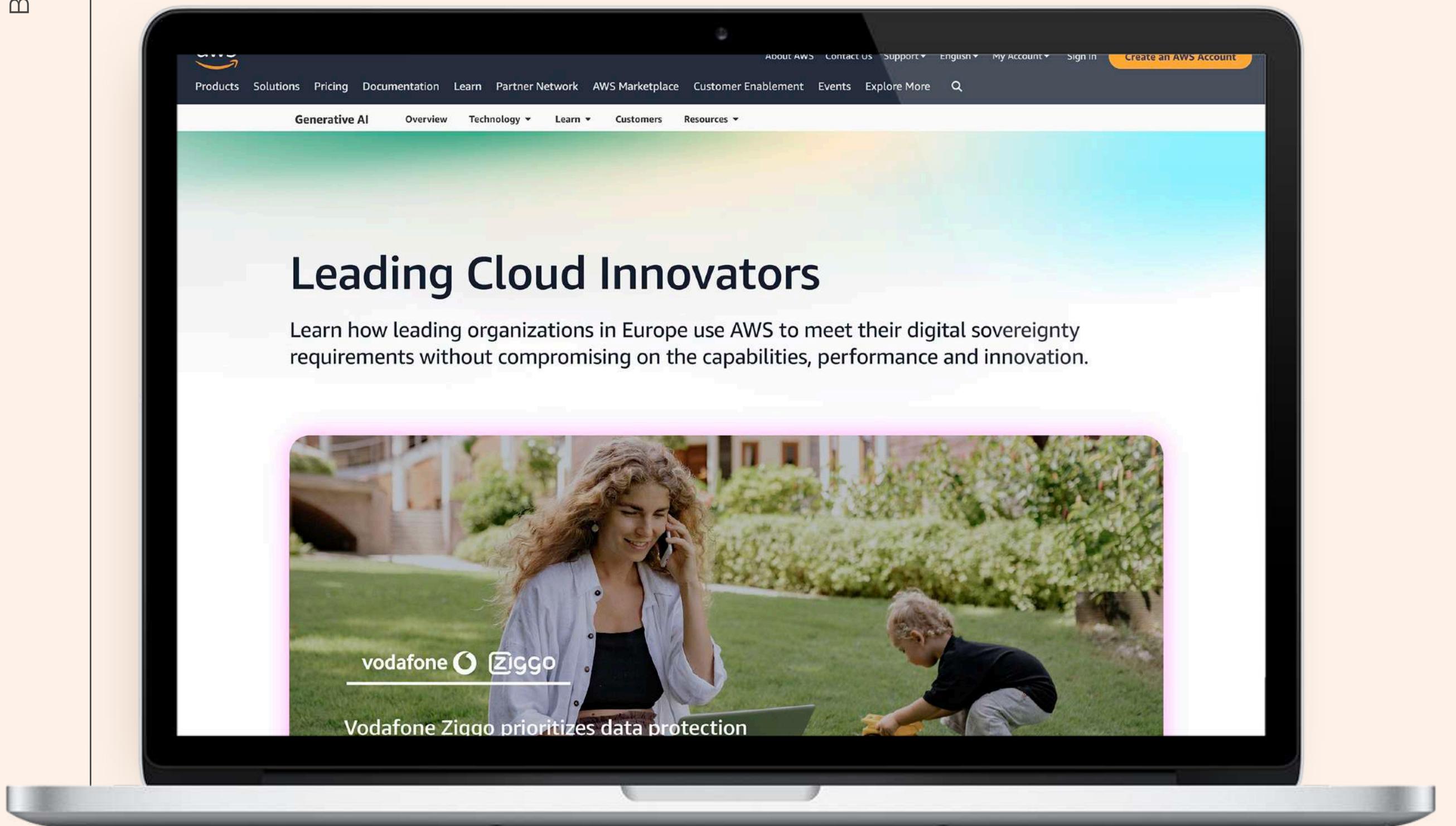


BEST SELLER

Ghi ★★★★★ 479 recensioni Burro chiarificato biologico €12,50 – €23,50 AGGIUNGI	Olio di Cocco ★★★★★ 378 recensioni Olio di cocco biologico €9,00 – €26,00 IN ARRIVO	PROBIOTICS ★★★★★ 304 recensioni Probiotici ad alta concentrazione €33,00 AVVISAMI	ENZYMEs ★★★★★ 202 recensioni Integratore di enzimi sistemicci €38,00 AGGIUNGI
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ULTIMI ARRIVI





Leading Cloud Innovators

Learn how leading organizations in Europe use AWS to meet their digital sovereignty requirements without compromising on the capabilities, performance and innovation.

vodafone **Ziggo**
Vodafone Ziggo prioritizes data protection to secure customer trust using AWS

New On Innovators

[Explore more New On Innovators](#)

Accor
Improving personalized hotel experiences and strengthening customer loyalty.

Adidas
Using machine learning and artificial intelligence to analyze trends and predict future product offerings.

AstraZeneca
Building a genomics pipeline using high-performance computing technologies.

AXA
Using AWS to easily comply with complex security requirements within a heavily regulated industry.

BMW Group
Building with the agility needed to democratize data usage at scale.

Booking.com
Improving travel recommendations and removing friction using generative artificial intelligence (A).

Deliveroo
Delivering food in 12 markets worldwide while reducing food delivery times by 20%.

Delivery Hero
Operating a network of brands in 70 countries across four continents, with innovation at the forefront of operations.

ENGIE
Accelerating transition to zero carbon by simplifying data access.

HSBC

PHILIPS

SIEMENS

AWS

adidas on AWS

The largest sportswear manufacturer in Europe and multibillion-dollar brand, adidas and its three-stripe logo are recognized around the globe. Established in 1949, the company is driven by the belief that sports has the power to change lives. Its mission today is to build a digital foundation to increase agility and deliver superior products and experiences to adidas customers. Using Amazon Web Services (AWS), the athletic apparel designer and retailer is accelerating enterprise-wide transformation. It is developing and deploying applications 40-times faster, improving business operations by automating enterprise resource planning (ERP) using AWS for SAP and making innovation an everyday event for its fitness tracking subsidiary Runtastic.

From big data to enterprise resource planning (ERP), [adidas](#) runs its mission-critical platforms on Amazon Web Services (AWS). The company is using data streaming and machine learning to better connect with customers, while core SAP systems migrated to the AWS Cloud are helping to optimize global operations.

2024
adidas Centralizes Global Core Business Operations through Innovative ERP on AWS

adidas is on a mission to transform global operations by building new, scalable IT infrastructure and next-generation enterprise resource planning (ERP) in the cloud. It uses SAP S/4HANA on AWS and AWS for SAP to automate its core ERP systems, streamlining business processes and positively impacting internal teams as well as customers.

[Read the case study »](#)

“We are shaping the future of the heart and soul of our company [...] We trust AWS to go through the journey with us as we get to each next round and complete the race.”

Dominik Meier
Senior Director of Platform Engineering, adidas

About adidas

Global business [adidas](#) has been designing and manufacturing athletic footwear, apparel, and accessories for more than 70 years. It is the largest sportswear manufacturer in Europe and the second largest in the world.

Leading Cloud Innovators in Europe

Learn how leading organizations in Europe across industries trust AWS to drive innovation at every level of their business.

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Organizations of all sizes across all industries are transforming their businesses and delivering on their missions every day using AWS. Contact our experts and start your own AWS journey today.

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Booking.com on AWS

With more than 28 million accommodation listings and flight locations in over 54 countries, Booking.com is one of the biggest online travel firms in the world. Its mission from the start has been to make it easier for everyone to experience travel. And that means providing tailored recommendations that delight customers and take them on new journeys. Booking.com uses Amazon Web Services (AWS) and generative artificial intelligence (AI) to put more than 150 petabytes of data to work to improve booking services. Collaborating with [AWS Professional Services](#), and using technologies such as [Amazon SageMaker](#) and [Amazon Redshift](#), it has built a scalable machine learning framework that's accelerating experimentation and innovation.

For [Booking.com](#) customers, recommendations are a big part of the experience. The online travel firm uses Amazon Web Services (AWS) to handle 150 petabytes of data, applying generative artificial intelligence (AI) and fine-tuning language models to provide users with relevant, personalized suggestions for destinations, attractions, and more.

Machine Learning **Continuous Innovation**

2023
Booking.com Helps Customers Experience a New World of Travel Using AWS and Generative AI

Booking.com is using the power of generative artificial intelligence (AI) to improve destination and accommodation recommendations for customers worldwide. It builds, trains, and deploys machine learning models in [Amazon SageMaker](#), giving its platform the edge in travel inspiration.

[Read the case study »](#)

“We’re furthering our customer-centric ambitions using Amazon SageMaker. With its broad capabilities we can provide the best experience.”

Thomas Davey
Vice President of Big Data and Machine Learning, Booking.com

2023
How Booking.com Modernized Its ML Experimentation Framework with Amazon SageMaker

Booking.com’s search and recommendation algorithms are critical to providing customers with a seamless service. Collaborating with [AWS Professional Services](#) and using [Amazon SageMaker](#), the company’s Ranking team built a solution to accelerate time to market for improved machine learning models. This is helping to optimize model training and increase the speed of experimentation.

[Read the blog »](#)

About Booking.com

Established in 1996 in Amsterdam, [Booking.com](#) set out with the ambition of taking the friction out of travel. Today, it’s one of the world’s largest digital travel companies, helping millions of customers book their perfect trip—from flights and accommodation to rental cars and attractions.

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Learn how leading organizations in Europe across industries trust AWS to drive innovation at every level of their business.

Get Started

Organizations of all sizes across all industries are transforming their businesses and delivering on their missions every day using AWS. Contact our experts and start your own AWS journey today.

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AWS

Ryanair on AWS

Ryanair's business model is simple: keep costs low and customer satisfaction high. The airline—Europe's largest—operates 3,600 flights a day to destinations in over 40 countries. An Amazon Web Services (AWS) customer, Ryanair embraces cloud technology to drive efficiency and innovation. Using Amazon Bedrock, the company developed an employee app that's improved satisfaction and productivity. Its systems engineers realized savings of 65 percent and increased backup reliability with AWS Storage Gateway. And, using Amazon SageMaker machine learning service, customer care agents have more time to deliver the human touch wherever it's needed. In addition, Ryanair can forecast demand for tea, ham and cheese paninis, and chocolate croissants on any given flight route by analyzing data with a custom-designed algorithm.

Ryanair continues to revolutionize the airline industry, focusing on cloud-driven value and service. Using Amazon Web Services (AWS) technology—from backup solutions to machine learning innovation—the airline is supporting better employee and customer experiences, running the business with greater efficiency, and preparing the runway for growth.

2019

Ryanair Improves Customer Support Using Amazon SageMaker

As part of Ryanair's customer care improvement initiative, it developed a solution to liberate agents from routine enquiries, giving them more time to solve problems that require a human touch. The airline worked with [Cation Consulting](#), an [Amazon Web Services \(AWS\) Partner](#), to build a chatbot using [Amazon SageMaker](#) and [Amazon Lex](#).

[Watch the video »](#)

2024

Ryanair, Europe's Largest Airline, Revolutionizes Air Travel with Amazon Bedrock and Amazon Connect

For Ryanair, exceptional customer experience starts with exceptional employee experience. So the airline built an employee app, leveraging Amazon Web Services (AWS) AI solutions including [Amazon Bedrock](#) to boost workforce productivity and satisfaction. Plus, using [Amazon Connect](#), it's streamlining customer service processes to increase efficiency, improve customer interactions, and drive growth.

[Watch the video »](#)

20XX

"We built our employee app on Amazon Bedrock, and it's been hugely successful for Ryanair and our growth."

Eddie Wilson
CEO, Ryanair

Deliveroo on AWS

Deliveroo has built its successful food delivery business by meeting customer needs quickly. Deliveroo uses AWS in every part of its core business: accepting orders, transmitting them to restaurants, and delivering meals to customers. On AWS, Deliveroo can go deeper into its data, using analytics and machine learning to enhance every part of the business.

Deliveroo's Cloud Journey on AWS

Continuous Innovation
Ongoing improvements to support enterprise transformation

Machine Learning
Innovating faster with comprehensive AI and ML services

2019

Deliveroo: A Journey with AWS

Deliveroo has been using AWS since 2017 to give its digital-first business the scale to grow and the sophisticated tools to delight customers and drive ongoing efficiency. Here, chief information officer Will Sprunt talks about Deliveroo's vision of becoming "the definitive food company," and how the business scales seamlessly and puts data at the heart of its decision-making using AWS.

[Watch the re:invent session »](#)

2020

The Awkward Teenager: Learning from One UK Unicorn's Story

From 20-person startup to enterprise with more than 300 engineers, Deliveroo has shared a journey with AWS since 2017. At this re:invent session, Alison Bell, Deliveroo senior technical program manager, talks about the food delivery firm's hypergrowth challenges and how new ways of working and onboarding help continued business expansion and innovation.

[Watch the re:invent session »](#)

2020

AWS Support—In Deliveroo's Words

Providing value to customers is Deliveroo's top priority. In this video, Amy Harms, senior engineering manager at Deliveroo, talks about how the company can deliver exceptional services to customers through the support it receives from AWS and its Technical Account Manager.

[Watch the video »](#)

"You can't grow the way we've grown or build the things we've built if you don't have fantastic, constructive, proactive support."

Amy Harms
Senior Engineering Manager, Deliveroo

AWS

Heineken on AWS

Dutch brewing firm Heineken produces and owns over 300 brands of beverages. From its world-famous Heineken lager to Sol, Amstel, and Strongbow—it's portfolio of international, local, and specialty beers and ciders are enjoyed across 192 countries. Heineken is meeting the needs of the modern drinks consumer through digital innovation across its 165 breweries. Its aim: to be the best-connected brewer. Through the Connected Brewery platform, powered by Amazon Web Services (AWS) Internet of Things (IoT) technology, the company is transforming its supply chain, automating processes, and optimizing equipment performance. And by moving mission-critical SAP workloads to the cloud, Heineken is realizing its EverGreen strategy with data-driven insight.

Heineken's Cloud Journey on AWS

Since 2018, Heineken has connected more than 50 of its breweries to the company's Internet of Things (IoT) platform developed using AWS, as well as migrated its mission-critical SAP workloads to the cloud. With data-driven insight, the global brewer is boosting performance and delivering digital solutions that increase efficiency and innovation.

2022
Heineken Taps the Cloud to Become Best-Connected Brewer

For Heineken, digital transformation is all about connection. Whether that's connecting employees to the right data, connecting equipment with Internet of Things (IoT) technology, or connecting its 165 breweries through its Connected Brewery platform running on AWS. Using data technology, the business is driving innovation and efficiency—making processes smarter, minimizing downtime, and optimizing production—to better meet the needs of customers.

[Read the digital transformation case study »](#)

“We want to offer a seamless digital experience to all our consumers and customers, across all our touchpoints.”

Ronald den Etzen
Chief Digital and Technology Officer, Heineken

2022
Fireside Chat: Heineken Works with AWS Partner Schuberg Philis to Create Its Connected Brewery Platform—which Gleans Production Insights

How do you connect hundreds of breweries across the world, optimizing production with data-driven insight? Join this fireside chat to find out. Michiel Maagd—head of global portfolio for the Connected Brewery at

TheFork on AWS

One of the leading online table booking services in Europe and Australia, TheFork connects diners with their restaurant of choice through its website and mobile app. The Tripadvisor company migrated to Amazon Web Services (AWS) in 2020 to improve the quality of its online services and more effectively support its 60,000 partner restaurants. Moving to the AWS Cloud gave it the ability to double capacity every minute to handle increased traffic volumes during peak booking times. And, with AWS Managed Services, the team at TheFork can focus on innovation and value, developing services like its contactless payment solution TheFork PAY.

AWS Leading Cloud Innovator

20XX
TheFork: A Migration Project in Full Lockdown

Supported by the [AWS Migration Acceleration Program](#) and with help from AWS Premier Consulting Partner [Cloudreach](#), TheFork developers migrated 80 percent of the company's next-generation services to the cloud in just 4 months. Its online services can now scale to cope with peaks in demand, providing a better experience for customers and maximizing bookings for restaurants.

[Read the case study »](#)

2023
The Cloud, Management, and Innovation to Support the Food Service Industry

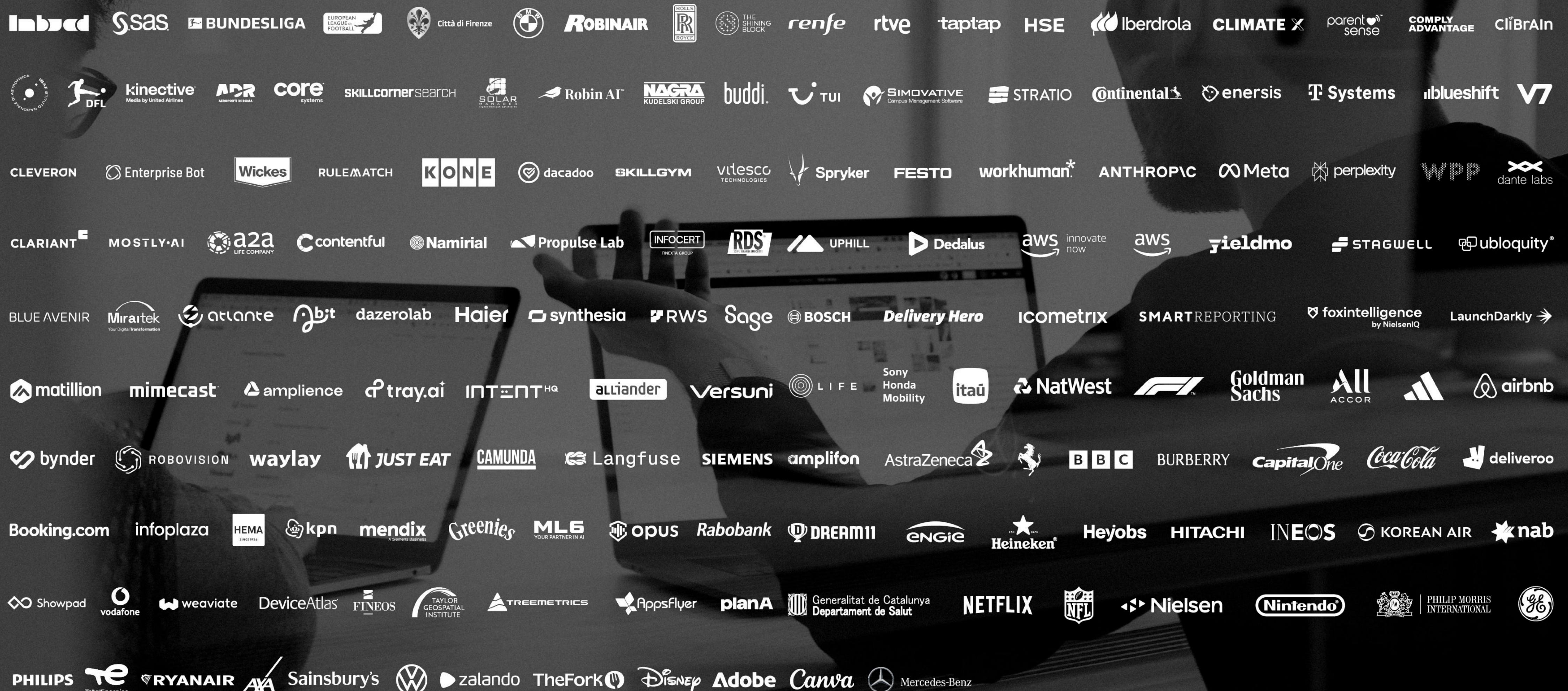
Bastien Bleyzat, engineering manager and head of OPS, talks about TheFork's modernization and migration journey. Moving to AWS, the business has increased agility and cost efficiency while boosting online service capacity, leaving both diners and restaurants delighted.

[Watch the video »](#)

About TheFork

A Tripadvisor company, TheFork has been transforming the online restaurant booking experience since 2007. It's a leader in the market, with 30 million downloads of its app, 20 million monthly visits, and 60,000 partner restaurants in 13 countries.

Clients we've been working with



What they say about us

“We have started working with Chap19 in 2020 mainly for AWS Europe Milano Region Launch and AWS Africa Cape Town Region Launch. Given the COVID restrictions, it was particularly challenging to produce video assets in 2020 but Chap19 managed to find inventive ways to overcome challenges. We were impressed with the bar raising quality of the video and design assets, therefore we continued in 2021 working on EU Data Protection website, social campaign and paid media creativity. Coming to 2022, we've been working with Chap19 for AWS is HOW landing pages, Leading Cloud Innovators, plus other customer reference projects such as the testimonials in AWS Summit London. We recommend Chap19 as a great agency for AWS especially when it comes to design, creativity and video, and I want to particularly praise their fast response time and their flexibility in delivering challenging projects.”

Maria Ciolpan.

AWS Head of Global Customer References.



KEY FIGURES

Cristina Spinelli



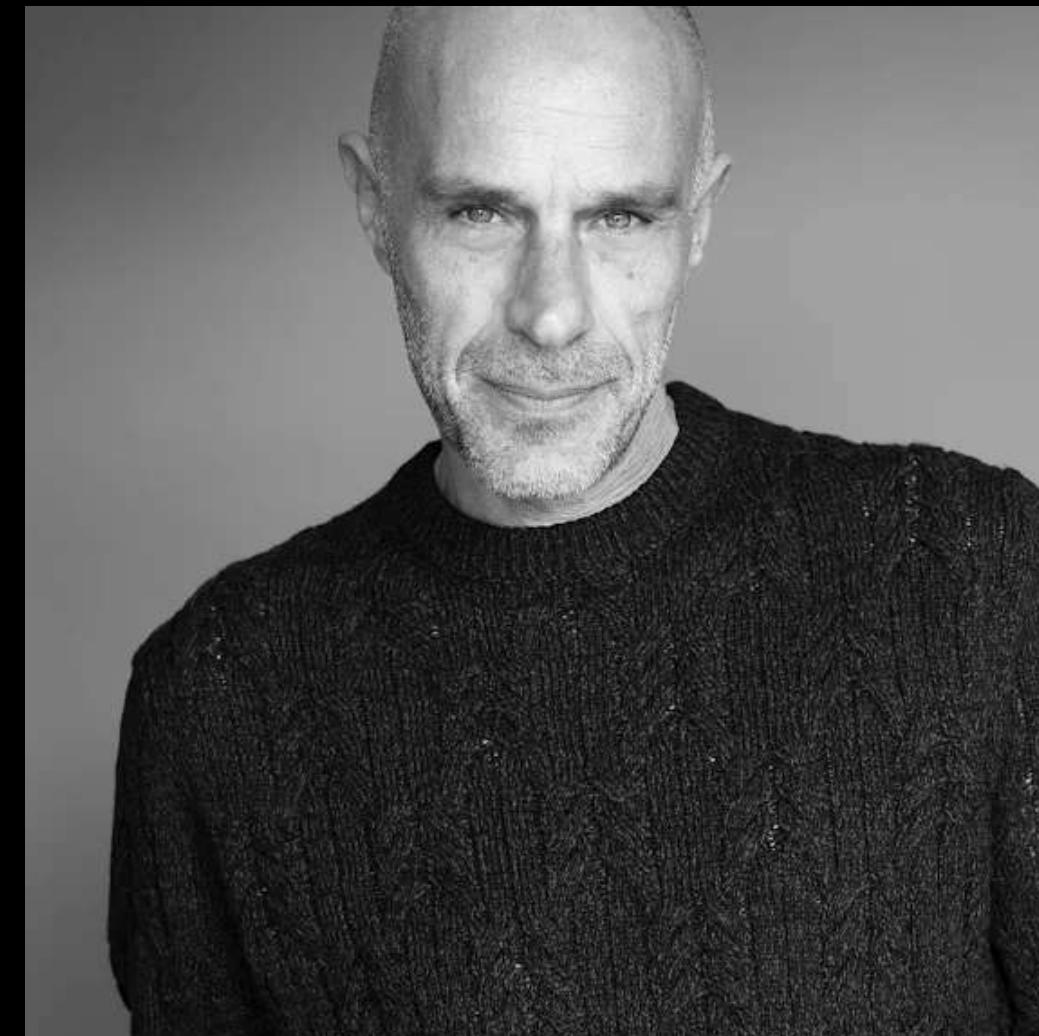
23 years of experience in Global Marketing and Media between Italy, London and New York. She drove marketing, media and digital strategies across several outstanding companies, from leading account teams in top international advertising agencies such as Saatchi & Saatchi and JWT, to developing global communication, digital and media plans for entertainment companies such as Sony Pictures and Warner Bros and multinationals such as Unilever.

Alfredo Ruggieri



25 years spent in ADV, Branding, Marketing, Content Production, Writing and Filmmaking.
In his previous life he was Associate Creative Director at JWT, he graduated from the New York Film Academy and he was awarded a Cannes Lion - TV Commercial in 2006.

Patrizio Marini



Communication Researcher and partner at The Soon Institute Amsterdam. His background, which includes graphic design, illustration, photography and directing, has brought him to become open-minded towards expressions of all media-neutral creativity. Patrizio's agency experience includes BGS Barbella Gagliardi Saffirio, JWT and Publicis.

Daria Albanese



20 years spent working as Art Director and Associate Creative Director at multinationals such as McCann Eriksson, JWT and Reply. She has led advertising projects from strategy to execution for international clients such as Unilever, Nestlé, Loacker, Piaggio, Estee Lauder, Dolce & Gabbana, Acea, Enel, Johnson&Johnson. She is creative and curious, her background includes illustration and graphic design, but she is also pragmatic and guided by sharp logical thinking.

Chap19. Thanks.

