

Italian Producer Nicola De Stefani Finds a New Frontier for Film in Alaska

Nicola De Stefani's work has taken him to the ends of the earth, but no place holds as much promise for the future of film as the untapped state of Alaska.

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/EINPresswire.com/ -- Italian line producer Nicola (Nick) De Stefani believes Alaska is a diamond in the rough that offers the film and advertising industries an untapped venue for incredible filming opportunities, and he's the just the man to get the ball rolling.

Nick discovered his love for Alaska a long time ago and he has used his vast knowledge of the state's unique features and terrain to pitch the location to various productions he's worked on over the years. "Alaska has great potential for filming, for stories never told before and for anything that needs a dramatic and postcard-like landscape, animals and anything related to the great outdoors, these are the key attraction of this magnificent state," said Nick De Stefani.

Earlier last year Nick travelled to Anchorage, Alaska where he was invited to a meeting with several individuals in the local film industry. The meeting was organized by Piksik, a film and television production support services company that specializes in Alaska's film incentives program.

"Piksik will help producers from all over the world to access the incentives, which can be as high as 58% of what you spend in Alaska. I mean real money that will return in the pockets of the out of state or foreign production companies investing their projects in AK," explained Nick. "Nowhere else in the world are there incentives so convenient as those that you can find in AK."

Piksik is one of the few Alaska-based production companies Nick has been in contact with, as a mark of a good line producer is being aware of the services available to the productions he intends to bring to a location.

After his first full winter in Alaska back in 1997 and 1998 Nick began working consistently as a line producer for BRW & Partner in Milan, known today as BRW Filmland, the company is the



Producer Nicola De Stefani in Brooks Range, AK

oldest advertising production company in Europe and the first Italian production company to work with the best British and American directors, as well as Italian cinema icons such as Fellini, Zeffirelli and Scola.

Shortly after beginning his tenure with BRW, Nick was tasked to work as the line producer on a commercial for Snam, a branch of ENI, Italy's largest natural gas company. The commercial required an arctic pipeline, something that, to the rest of the team, seemed only available in Siberia. The location was problematic as the Berlin Wall had only fallen not even 10 years prior and like most commercials, the projects had to be shot quickly and required immense resources, something that seemed impossible considering the location.

Nick had just returned from Alaska, and having explored the terrain he knew the state offered the perfect filming opportunity for the project. He explained, "Up there, in the oil fields of Prudhoe Bay a crew could find all was needed for a clean shoot: helicopters, easy to rent trucks, a nice road, hotels, filming permits, and off course a good looking pipeline. Everything was and is still easy to get up there, and reliable, as long as you pay the right price for what you ask."

The commercial, thanks to Nick's quick thinking and excellent location choice, was a success. Nick worked closely with multi-award winning Australian director Jonathan Teplitzky and cinematographer Massimo Hanozet on the commercial. Hanozet recalled, "The director and I gave Nicola all our artistic needs required to make a great shooting, from remote locations... Those 3 weeks were very intense, but he was there, sometimes sleepless, to make sure we had everything we needed... he made it happen, we had no problems at all filming in all these different countries sometimes facing a different mentality, because he planned everything to perfection."

This is just one example of how Nick has used his vast knowledge of the world's environments and often overlooked resources to bring vital elements to the multitude of productions he has worked on. In addition to working for BRW & Partners, Nick has worked consistently with huge advertising companies like Ferrero Pubbliregia, Armando Testa, BBDO Italy, JWT, Publicis and more. Over the years this Italian line producer has made a name for himself as the man who gets the job done on time and on budget, which is one of the reasons that he has become an internationally sought after counterpart in a long list of award-winning commercials.

Nick De Stefani reached staggering success as a documentary filmmaker and producer in the 90s before moving on to the advertising industry where he has worked as a line producer for commercials for leading global brands for the past two decades. While working in the world of documentary film, Nick had the opportunity to travel the world exploring places like Nepal, Venezuela, Mongolia, Australia, Chile, Uganda, Hawaii and many more; but the territory that made the deepest and longest lasting impression on him is undoubtedly Alaska.

"Alaska has been in my mind since I first visited it in 1994," said Nick. "Alaska is the place I want call home for the rest of my life."

While Nick De Stefani has traveled the world several times over he has yet to find a location that he is as passionate about as Alaska. Nick explained, "I'd love to attract the European market to Alaska and have them invest their money and their projects in such an amazingly beautiful state like Alaska, which I know is incredibly rich with filming opportunities, if I can achieve that, then I can say I will be a happy man."

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