

BIOGRAPHY



Ago Panini is one of Europe's leading commercial directors and winner of numerous international awards.

Turin born Ago started out directing music videos in the early 1990s when he set up his own creative production company Outtetime. During those years many young bands made their first videos with Ago and Outtetime. In 1996, Outtetime won first prize of the Confindustria ImageFilm Award, with the documentary "Senesi-Acque".

After a host of memorable and provocative music videos, Ago was asked to direct television commercials. He received immediate acclaim for his inspired direction. Since then his prolific spotmaking career has seen him helm campaigns for Studio Universal, MTV Europe, Coca-Cola, Becks, Schwartzkopf, Mercedes, BMW, Toyota, featuring Stefano Gabbana of fashion house Dolce & Gabbana, Nissan, Fiat, and Opel. His recent commercial for Lancia features Carla Bruni, the Italian songwriter, singer, model, and wife of French President Nicolas Sarkozy.

DIRECTOR

**AGO PANINI
ITALY**

