

# Matteo Sironi

director

*BIOGRAPHY*

Matteo Sironi, born in 1971. From Milano, Italy.

Visual communications diploma at ITSOS, an experimental secondary school influenced by the American free school movement of the 60s.

Advertising director since 1993.

### *Some clients*

#### Finance&communication:

Mediolanum bank, Unicredit bank, Carta Si, Ras insurance, ING bank, Genialloyd insurance, Sky, Vodafone, Telecom Italia, la Repubblica, Rai TV, H3G, Wind, Infostrada, Intesa bank, MTV, Radio DeeJay, Facile.it, Unipol.

#### Food&drinks:

Barilla, Ferrero, Peroni, Nestlé, AIA, McDonald's, Remy Cointreau, Jagermeister, Parmalat, Segafredo, Stock spirits, Corvo wines, Carrefour, Gatorade, Pavesi, Cruz Campo beer, Cremonini food, Danone, Citterio, Tuborg, Amica Chips, Granarolo, Melinda, Cameo, Bonomelli, Rovagnati, Sperlari, San Bitter, Rio Mare, Casa Modena, Moretti, Borsci, Nostromo, Algida.

#### Automotive:

Toyota, IP, BMW, Volkswagen, Fiat, Alfa Romeo, Pirelli, Subaru, Ford, Mitsubishi.

#### Miscellaneous:

Enel, Nivea, L'Oreal, PlayStation, Durex, Bulgari, Arena costumi, Bayer, Iperceramica, Sisal, Smeg, Trony, Candy, Poltronasofà, Chanteclair, Amnesty International, Brumbrum.it, Reporter parfum, Garnier, Purina, Levi's, CGIL, Saeco, De Longhi, Alpitour, Angelini, Meltin'pot jeans, Naj Oleari make-up, Tescoma, Coop, Nintendo, Aurea Energy.

*Some awards*

Cannes gold Lion Carta Si “Coordown”

Cannes bronze Lion Durex condom “Pool” and “Snow”

Art directors club Italia silver for Amnesty International “Here’s to you”

Art directors club Italia bronze for Mtv “The bad trip”

Leaf silver tv for Jagermeister “The painter”

Mobius adv awards 2nd prize for Jagermeister “The painter”

Art directors club Italia bronze for I am.it ”The proof”

Mobius advertising awards for “Kosovo Home”

Mezzo minuto d’oro for I am.it “Sliding doors”

London international advertising awards finalist for Infostrada “Historia de un amor“

Mario Bellavista targa d’oro della comunicazione honourable mention for I am.it “Sliding doors”

Mezzo minuto d’oro regola d’oro for Infostrada “Historia de un amor”