

GIUSEPPE NADIR *catalano*

BERLIN, GERMANY



CREATIVE CONTENT STRATEGY | DIGITAL PUBLISHING | CULTURAL PLATFORMS | BRAND STORYTELLING

CONTACT ME →

What I do

After nearly twenty years working with digital content and storytelling, I've learned one simple thing: nobody reads long introductions — so I'll keep this short and visual.

I understand media ecosystems

I work where brands, media and culture intersect, building editorial platforms and storytelling formats across digital publishing, social media and live experiences.

I move between brands and culture

I move easily between premium brands like S.Pellegrino, publishers like Condé Nast, and cultural projects that might happen in an opera house or in the basement of Berlin's KitKatClub.

I create strategically

Every project starts with objectives and strategy. From there I define the creative direction that keeps the work relevant within culture and conversation.

I lead, from concept to execution

I lead multidisciplinary teams across editorial, design, development and production — turning ideas into projects that deliver measurable results.

I build cultural platforms where brands, media and people actually meet.

BRAND & AGENCY WORK

(Brand-led editorial platforms and cultural storytelling developed with agencies)

YAM  **112003**

CREATIVE CONTENT DIRECTOR
2007 – present (long-term collaboration)

Long-term collaboration with Milan-based creative agency YAM112003, working on brand strategy, creative direction and editorial platform development for international clients.

Within the agency I develop branded editorial platforms, cultural storytelling projects and multi-channel content ecosystems, working at the intersection of strategy, creativity and execution.

Several long-term projects developed within this collaboration include S.Pellegrino's Fine Dining Lovers and other brand-led editorial initiatives.



CREATIVE CONTENT DIRECTOR
with YAM112003

Global **branded editorial platform** exploring the culture and evolution of fine dining.

Available in **7 international editions**
(US, Italy, France, Spain, LATAM, Canada, APAC).

The Need

When the project started in 2010, S.Pellegrino wanted to strengthen its leadership within the professional fine dining world and own the cultural territory of high gastronomy through editorial storytelling. Over time, the platform evolved toward a more **consumer-facing and experiential direction**, designed to engage a broader and younger generation of food audiences.

My Role

I **conceived the original idea for Fine Dining Lovers in 2011**, at a time when brand publishing was still far from mainstream. Since then I have contributed to shaping the editorial and creative direction of the platform, guiding its evolution from a digital magazine into a multi-platform ecosystem spanning editorial content, social storytelling, community initiatives and live experiences.

Impact

Fine Dining Lovers has now been online for more than **15 years**, becoming one of the longest-running brand publishing platforms in the food world and a recognized **case study in brand-led cultural storytelling**. The platform reaches **over 9.6 million page views per year**, engaging a global audience of chefs, food lovers and cultural tastemakers.

HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES

Social-First International Formats

Creation and launch of multiple **video-first international formats** designed to make fine dining culture more accessible to younger digital audiences.

Result: ideation, production and publication of **multi-market video formats filmed across several countries**.



Membership Program

Creation of a **community and membership ecosystem** within the platform, combining CRM strategy, editorial content, downloadable assets, paid media activation and audience engagement initiatives.

Result: over **80,000 registered members within the first year**.



A Fine Collab — Live Dining Series

Creative concept translating the editorial platform into **live dining experiences**, where fine dining chefs met street food culture through capsule dining collections.

Result: launch of the first events of the series in **Paris and London**, with over **300 people on the waiting list for the opening night in Paris**.

Italian **branded editorial magazine** dedicated to coffee culture, designed to connect Lavazza's professional **HoReCa network** with a broader audience of coffee enthusiasts.



The Need

Lavazza wanted to build an editorial platform capable of engaging its professional network while generating relevant cultural content and organic visibility around coffee culture.

My Role

Building on the experience developed with Fine Dining Lovers, I **conceived the editorial concept and led the strategic creative direction of the project**, defining its positioning within the coffee culture territory.

My work included:

- development of the **editorial architecture and content strategy**
- definition of the **visual identity** with illustrator **Simone Brillarelli**
- creation of the **launch editorial plan and yearly editorial strategy**

Impact

The Blender quickly established itself as Lavazza's editorial space for coffee culture.

Content produced for the platform consistently ranks among the **top organic-performing posts on Lavazza Italy's social channels**, supported by collaborations with content creators.

Within its first year, the platform reached **top Google rankings in Italy for key "breakfast at the bar" searches**, strengthening Lavazza's editorial presence in the category.

CULTURAL INSTITUTIONS, IN HOUSE

(Leading digital transformation and cultural communication for international institutions.)



HEAD OF DIGITAL TRANSFORMATION & MEDIA
2021 – present

Leading the **digital transformation and media strategy** of the Arena di Verona Opera Festival, the world's largest open-air opera festival, attracting over **500,000 spectators each season**.

I joined the organization when its digital ecosystem was still largely undeveloped, with the goal of strengthening **ticket sales performance and cultural visibility**.

WHAT I DID

Performance & Paid Media

Development of the festival's first **paid media strategy and creative campaign ecosystem**, delivering performance-driven campaigns across **Google, Meta and TikTok** (strategy, production and delivery of over **+1.000 multilingual multimedia assets**)

Media Partnerships & Creators

Development of collaborations with premium media partners and creators to expand the festival's reach beyond traditional opera audiences.

Social Media & Editorial Storytelling

Creation of the festival's **digital tone of voice, visual language and native storytelling formats**, translating opera into accessible narratives for contemporary audiences across social media, video and editorial content.

RESULTS

The festival reached a **record €35.6M box office in 2025**, compared to approximately **€26M in 2019**, representing a growth of roughly **€9M in ticket revenue, largely driven by online ticketing and digital campaigns**.

In 2025 organic posting and social media campaigns generated **70M reach and over 190M video views**, with **2.25M website visitors and 12M page clicks**, more than **50% from international audiences**.

HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES



Condé Nast Italia Partnership

Strategic collaboration I initiated with **Vanity Fair Italia and Vogue Italia** to reposition the festival within a broader lifestyle and cultural conversation.



Gonghista per una sera

Creative format reinterpreting the historic opening gong with celebrities and cultural personalities. The project generated **2.9M reach and 19.2M impressions**.



Creator Strategy

Launch of a creator program bringing digital storytellers inside the Opera Festival to expand its reach toward younger audiences.

Development of new formats designed to connect Donizetti's operatic heritage with contemporary cultural languages, expanding the reach of the Donizetti Opera Festival – an internationally recognized opera festival – toward younger and more diverse audiences.

I conceived and developed experimental projects combining opera, electronic music and contemporary performance, while also contributing to the festival's digital initiatives and cultural outreach programs across the city and local schools.

HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES - HIGHLIGHTED INITIATIVES

Mixopera Music Albums

Creative project I conceived, exploring the intersection between Donizetti's operatic repertoire and contemporary electronic music. The project resulted in the production of three electronic albums, developed with Fluido Studio and Protopapa, released on streaming platforms including Spotify.



LU OpeRave

Hybrid opera/electronic live performance developed from the Mixopera project, combining classical opera with contemporary club culture. The show debuted in Italy and was later presented internationally, including at O. Festival Rotterdam, featuring artists such as MYSS KETA.

Educational & Outreach Programs

Development of cultural initiatives connecting the festival with the local community through educational projects, workshops and outreach activities involving schools and audiences across the city



INDEPENDENT ART & CULTURAL PROJECTS

(Where experimentation and creative curiosity take the lead - and the only KPI is creative joy)

Alongside my commercial work, I develop independent artistic and cultural projects. These initiatives are my creative playground — spaces where experimentation and cultural curiosity feed directly into my professional work.

Violetta Unbound — Gegen / KitKatClub (Berlin)

Experimental performance project mixing opera and contemporary performance art.

I developed and directed the project, mixing performance art, opera, classical music and shibari - shaping its artistic concept and staging the performance with a dedicated cast in Berlin's underground club scene.



Wannabe: A Spice Girls Art Tribute — The Ballery (Berlin)

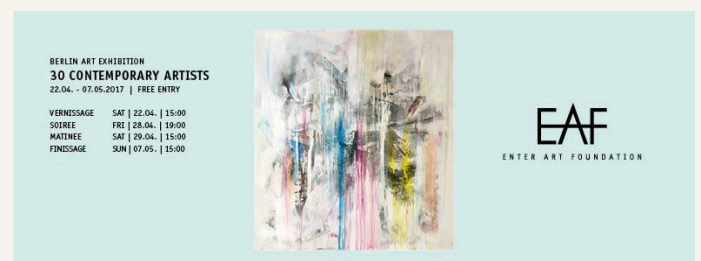
Contemporary art exhibition exploring the cultural legacy of the Spice Girls.

I conceived and curated the exhibition and brought together artists and cultural contributors around the influence of 1990s pop culture. The project received international media coverage including VICE.

Enter Art Foundation (Berlin)

Collaboration supporting emerging contemporary artists through exhibition development and cultural programming.

I contributed to the development and production of exhibitions, working with artists and curators on programming and public-facing cultural initiatives.



EARLY CAREER HIGHLIGHTS

SWIDE by Dolce & Gabbana

Worked on digital communication strategies and content production for editorial platforms, brands and media companies including Nestlé, Sky Italia, Endemol and Purina.

2009-2020

YAM112003 Digital Strategist / Content Manager

Worked on digital communication strategies and content production for editorial platforms, brands and media companies including Nestlé, Sky Italia, Endemol and Purina.

2007-2014

GAY.tv

Managing Editor of GAYtv, one of the first major LGBTQ+ digital platforms in Italy, where I transitioned from blogging to professional digital publishing.

2006-2010

EDUCATION

Fashion Design Studies
Politecnico di Milano

LANGUAGES

Italian — native
English — fluent
German — intermediate

AREAS OF EXPERTISE

CREATIVE LEADERSHIP

- Creative Direction
- Concept Development
- Creative Team Leadership
- Agencies & Partners Management

PLATFORMS & EXPERIENCES

- Social-first Content
- Podcast Development
- Live & Cultural Experiences
- Cultural Partnerships

BRAND & EDITORIAL STRATEGY

- Brand Storytelling
- Editorial Platforms
- Digital Publishing
- Content Ecosystems

STRATEGY & DELIVERY

- Digital Strategy
- Audience Development
- Performance Marketing
- Cross-functional Team Leadership