



# Bio & Portfolio







## The team

We are a group of young people and we love exploring off the beaten path, gently and carefully.

Our backgrounds are all different and complementary: international relations, photography, marketing, communication, design, business & innovation and philosophy.



**YURI**  
Founder | Nature Guide  
& Project Manager



**SARA**  
Co-founder | Photo &  
Media Manager



**ANDREA**  
Videomaker & Drone pilot



**FRANCESCO**  
Galley & Culture



**GIOVANNI**  
Driver & handyman



**ALBERTO**  
Digital expert



**DIEGO**  
Graphic designer  
& creative mind



**GIULIA**  
Media relations



## Mission

WALK.  
DISCOVER.  
SHARE.

Our mission is to promote the socio-environmental heritage of the High Lands  
by exploring and documenting them.

New technologies are the medium we use to revamp the mountain narrative.



## Vision

Not outskirts  
anymore,  
but a center  
of opportunity

Mountains are laboratories where sustainable development and social models can be tested, helping the environment and the local communities.



## The longest participative expedition in the world

Between 2019 and 2021 we have hiked the entire **Sentiero Italia (Great Italian Trail)**: the world's longest trek.

We created an original format based on real time **storytelling**, complete **documentation** of each stage (videos, photos, interviews, gps traks, technical and cultural informations...) ...and active **participation** of the public: we invited anyone who wanted to join and walk with us!

Thanks to its wide public success, the Va' Sentiero expedition significantly contributed to turn the spotlight on the Great Italian Trail and the territories crossed by it.





## Numbers of Va' Sentiero (2019-2021)

- ▶ **7.850** km by foot
- ▶ **365** stages
- ▶ **20** regions
- ▶ **3000+** *walk with us* hikers
- ▶ **100+** events
- ▶ **60k+** followers
- ▶ **3** successful crowdfunding campaigns
- ▶ **1** photo book
- ▶ **1** documentary
- ▶ **1** Sky LaEffe series

under the patronage of



Ministero  
per i beni e le  
attività culturali  
e per il turismo



MINISTERO DELLA  
TRANSIZIONE ECOLOGICA







## Why Va' Sentiero

Our strength lays on the wide network we built, the vastity of territories we documented and the transversality of our professional skills.

- ▶ We **perform** participative expeditions through an original format
- ▶ We **document** places giving value to their own natural and socio-cultural peculiarities (history, food, dialects, biodiversity)
- ▶ We **share** our discoveries through social media campaigns, articles and media partnerships
- ▶ We **create** video documentaries, photo reportages and graphic design material
- ▶ We **organise** events (such as talks, concerts and workshops) in unconventional places





## **Our portfolio**

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- vasantiero.org
- The social channels
- The TV series “Va’ Sentiero - L’Italia a piedi”
  - Our self-production
- The inspirational videos
  - Who we work with
  - Media partners
  - Talk about us



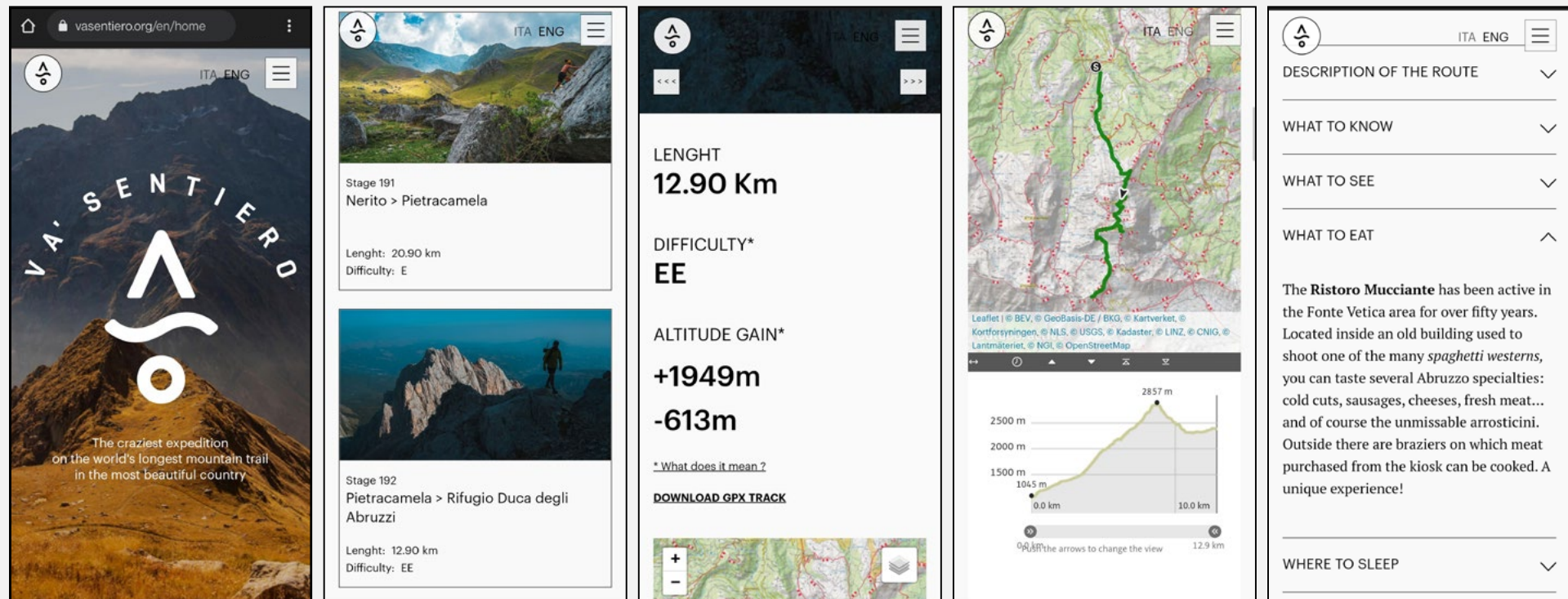




## vasentiero.org

Our website promotes the High Lands in an innovative way: it is an active and cultural guide covering over 7000km trails and over 300 stages, built on our direct field experience.

Both in Italian and English, our website is meant for an international audience.



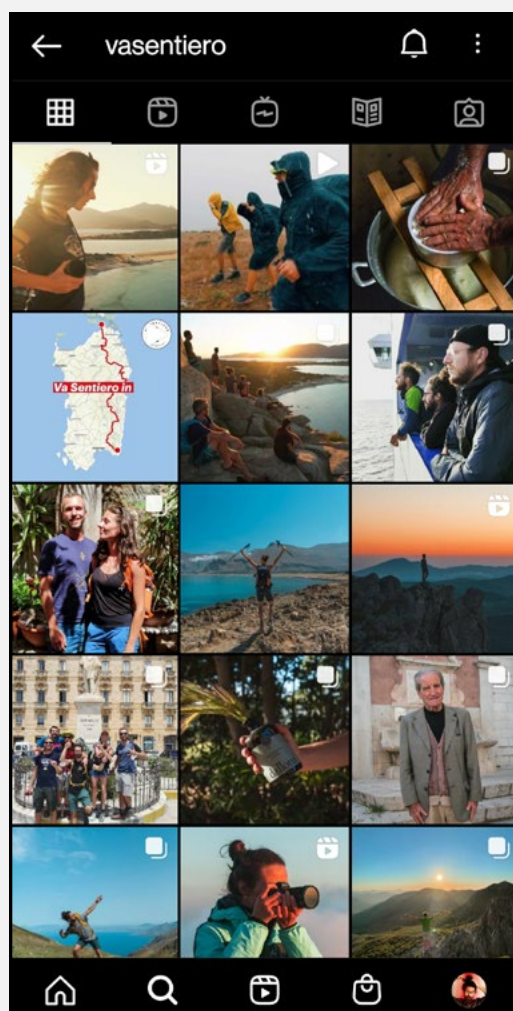


## Our social channels

Day by day, we share our adventures, encounters and discoveries with our community, promoting a conscious and slow approach.



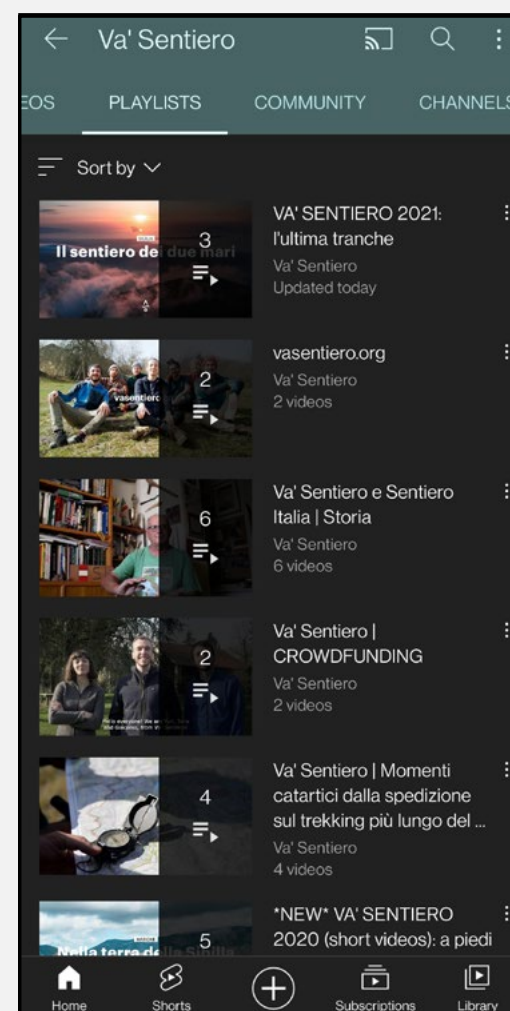
**+25 K**  
Followers



**+39 K**  
Followers



**+4 k**  
Subscribes







## The TV series “Va’ Sentiero - L’Italia a piedi”

Our expedition along the Sentiero Italia was featured in a documentary television series produced by Ascent Film and distributed by Sky Laeffe channel. 8 episodes that witness the territories we went through in 2019 and give voice to the people we met along the trail.

[Discover more on LaEffe website!](https://www.laeffe.tv/programmi/va-senti)







## The Self-productions

Thanks to our successful [crowdfunding](#) campaign, we self published a photobook and a documentary that retrace our footsteps we self published a photobook and a documentary about our the first half of journey, from Friuli Venezia-Giulia to Marche **...wait for more!**

### VA' SENTIERO 2021: IL TERZO TEMPO

by: **VA' SENTIERO** | data **23/11/2020**

Obiettivo raggiunto!

€ **58.062**  
raccolti su € **15.000**

**387 %**  
obiettivo raggiunto

**813**  
sostenitori

**23/12/2020**  
progetto concluso

**Sostieni il progetto**

VA' SENTIERO: AIUTACI A C...

Hello everyone! We are Yuri, Sara and Giacomo, from Va' Sentiero!

Viaggi

SELEZIONE UFFICIALE  
OROBIE  
FILM FESTIVAL  
2021

SELEZIONE UFFICIALE  
italian  
film  
festival  
2021

ALLA SCOPERTA DEL SENTIERO ITALIA  
IL RACCONTO DEI PRIMI 3.548 KM, DA TRIESTE AI MONTI SIBILLINI

# Va' Sentiero

VIDEO E MONTAGGIO: ANDREA BUONOPANE

#UNAGRANDEAVVENTURA #ISCRIVITIALCANALE #VASENTIERO  
DOCUMENTARIO "Va' Sentiero - Alla scoperta del Sentiero Italia"  
78.316 visualizzazioni • Trasmesso in anteprima il giorno 25 nov 2020

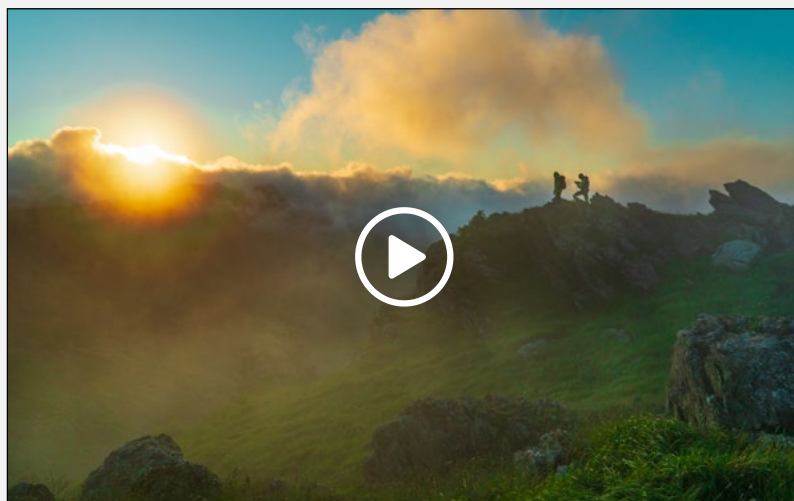
2513 22 CONDIVIDI SALVA ...



## The inspirational videos

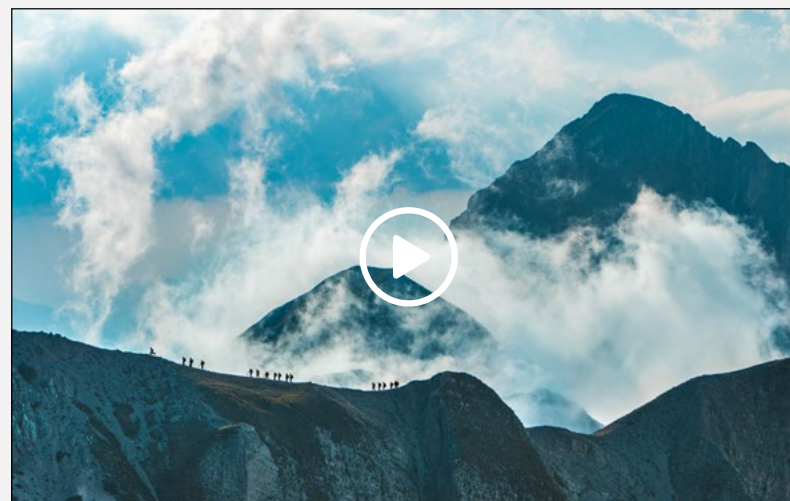
Our videos want to excite and inspire our community to live the High Lands in a slow and sustainable way.

### Highlights 2019



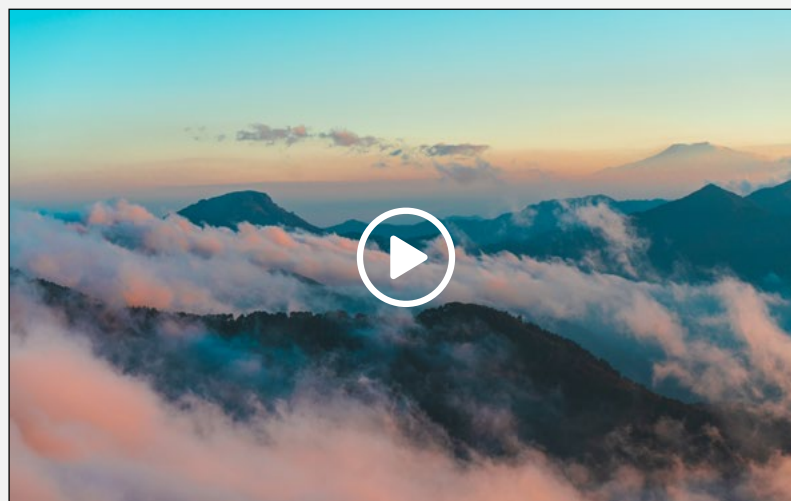
click and view

### Highlights 2020



click and view

### Highlights 2021



click and view



## Who we work with

We love collaborating with institutions, brands and companies who share our passion and values.







## Media Partner

Our audience is wide and varied, thanks to the prestigious collaborations we established.

**la Repubblica**



**IL GUSTO**



**Touring Club Italiano**



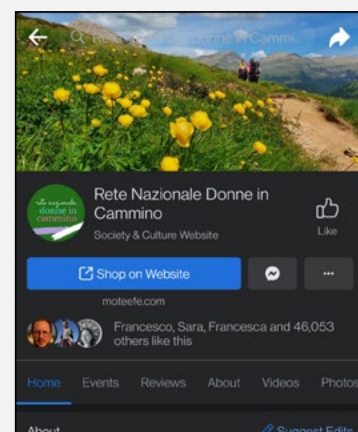
**Touring Club Italiano**



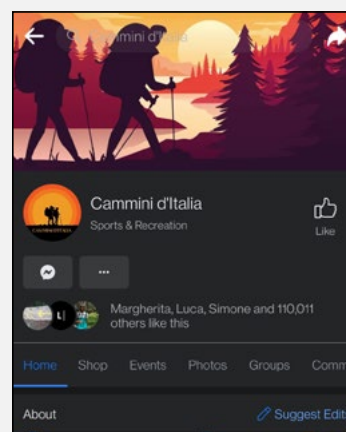
**outdoor** magazine



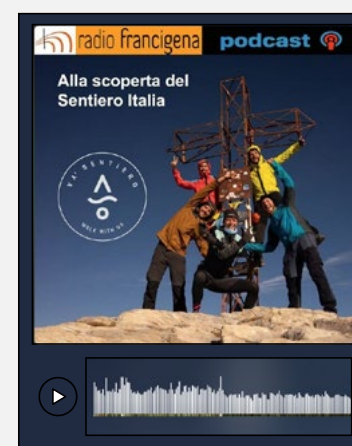
**rete nazionale donne in cammino**



**Cammini d'Italia**



**radio francigena**  
la voce dei cammini





## Talk about us



33'40"







**Thank you!**



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