

You've got Air

The docu-journey



Synopsis

The Po Valley: 7 Regions in North Italy occupying the area along the great Po river. The most densely populated area in Italy, the driving force behind the country's economic development, yet first for poor air quality. The air is everyone's and has no borders; if the air is "sick" it concerns everyone, without exception. Results can only be achieved through an agreement, a strong partnership between institutions and the public, with each playing their part.

All well and good, but how to initiate change? Why not start with existing solutions? This question is the starting point for "You've got Air – the docu-journey", which unfolds through the eyes and actions of an outstanding ambassador, Paolo Franceschini, the "Comicista".

The comedian-cum-cyclist travels the Po Valley and its landmarks in search of positive actions already being carried out, looking for the most significant experiences told in the words of the very people who have created, supported and tested them.

A fun, light-hearted travel diary in seven parts, which builds a diverse mosaic of virtuous, committed organisations. Discovering, laughing, and thinking along the way. Institutions and the public taking action together, and saying loud and clear: there's air for you!



The project

The docu-journey was created within the [Life PrepAIR](#) project as part of the "[You've got Air!](#)" campaign to raise awareness. It brings together seven Northern Italian regions to fight air pollution in the Po Valley through the joint efforts of institutions and the public. The campaign involves the regions of Emilia-Romagna, Piedmont, Aosta Valley, Lombardy, Veneto, the Autonomous Province of Trento and Friuli-Venezia Giulia.

Partners of the project include the Regions of Emilia Romagna, Veneto, Lombardy, and Piedmont, the Autonomous Region of Friuli-Venezia Giulia, the Province of Trento, ARPAE Emilia Romagna, ARPA Veneto, ARPA Piedmont, ARPA Lombardy, ARPA Valle d'Aosta, ARPA Friuli-Venezia Giulia, the City of Bologna, the City of Milan, the City of Turin, ART-ER, FLA.

The ambassador himself is "Comicista" Paolo Franceschini, the comedian-cum-cyclist who has chosen to make his own contribution to improving the quality of the air by cycling instead of driving. Actor, comedian and DJ for Radio Kiss Kiss. Inseparable from his beloved bike for many years, he plays a key role in actions and campaigns for promoting environmental sustainability and sustainable mobility.

Technical details

Original language: Italian

Subtitles: English

Formats: mp4 H264 1920*1080 25 or 50 fps interlaced or progressive audio AAC 256 Kbps;
4k 3840x2160, 16:9, bitrate 40Mb; 4k 3840x2160 16:9 bitrate 70Mb

Year of production: 2022

Length: 43 minutes

Produced by: ART-ER as part of the Life PrepAIR project

Executive production: La Lumaca Social Cooperative

Written and directed by: Andrea Tagliapietra

Photography: Luca Guidi



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Audio/video recordings: Luca Guidi

Editing and post-production: Luca Guidi

Music: Artlist

With: Paolo Franceschini

Trailer

www.ariaxte.it/docu-viaggio/

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