

The logo for 'eleven' is centered on a dark blue-to-green gradient background. The word 'eleven' is written in a lowercase, sans-serif font. Each letter is contained within a vertical rectangular bar of a different color: 'e' is dark blue, 'L' is dark navy, 'e' is light blue, 'v' is medium blue, 'e' is green, and 'n' is dark green. The bars are slightly taller than the letters, creating a layered effect. The background behind the text is a rounded rectangle with a gradient from dark blue on the left to dark green on the right. Above and below this rectangle are six vertical bars of varying heights and colors, matching the color scheme of the letters: dark blue, dark navy, light blue, medium blue, green, and dark green.

eleven

The logo for 'ceLebrity' features the word in a lowercase sans-serif font. The 'L' is significantly larger and bolder than the other letters. The 'L' and the 'e' immediately following it are highlighted with a dark blue background, while the 'c' and the 'e' at the end are highlighted with a light blue background.The logo for 'events' features the word in a lowercase sans-serif font. The 'e' and 'v' are highlighted with a blue background, and the 't' is highlighted with a green background.The logo for 'concept' features the word in a lowercase sans-serif font. The 'c' and 'o' are highlighted with a green background.

We create value, evoke emotions!

In a world where innovation is intertwined with tradition, **ELEVEN** stands out as a leader in the marketing and communication landscape.

We are specialized in **3 areas: 1. Organization of Events - 2. Celebrities Management - 3. Concepts Development.**

We are dedicated to transforming your needs into a unique and astonishing reality. For **over 25 years**, we have collaborated with prestigious international companies, meticulously managing every detail in the handling of television testimonials, influential speakers and influencers. Our deep experience in the TV production sector has allowed us to refine a unique approach, culminating in the creation of proprietary formats that tell stories, engage audiences, and amplify your message. **ELEVEN is not just an agency, but a strategic partner** that listens, understands, and acts to ensure tailor-made, exclusive solutions perfectly aligned with your business objectives.

150⁺

ceLebrity

- Celebrities
- Testimonials
- Public Speakers
- Influencers
- Contractualization
- Dedicated management

1250⁺

events

- Concept & Design
- Rendering
- Planning & Direction
- Contents
- Setup & Staging
- Execution

10⁺

concept

- Marketing & Communication
- Concept & Design
- Storyboarding
- Scriptwriting
- Production
- Execution

Our formula for success is based on the perfect synergy between bold creativity and targeted strategy, allowing you to transcend conventional boundaries and explore new, exciting possibilities.

With **ELEVEN**, every Event becomes an unforgettable experience, every Celebrity becomes an ambassador for your brand, and every Concept evolves into a winning project.

OUR CLIENTS

amplifon

 Banca Ifis

BRAUN

 **Cebion®**

COTY
SINCE 1904

 **Dash**

FAIRY

Gillette®

 **head & shoulders**

KAO



 **Lenor**

 **LEXUS**

NEXXUS

 **Oral-B**

PANTENE

P&G



 **SOFIDEL**
ENDLESS CARE, INNOVATIVE LIFE

 **Swiffer®**

TOYOTA

 **Venus®**

 **very**
MOBILE

 **WELLA**

 **ZzzQuil**

celebrity



Testimonial and performer aligned with corporate needs

With ELEVEN, you'll join a distinguished network of charismatic and skilled individuals who bring energy and vitality to your message, enhancing your communication. We support you at every step, from finding the perfect representatives for your brand to choosing the right testimonials, influencers, or artists that resonate with your audience. We ensure every collaboration is a unique and successful experience, from contract finalization to project launch.



Excellent Minds for corporate training

We have designed Celebrity Mind to offer you highly impactful and engaging learning experiences. With an extensive network of over 70 experts from the fields of management, entertainment, culture, sports, and music, we are able to create tailor-made programs that perfectly fit your company's needs. We work closely with speakers to develop customized content, ensuring a unique and memorable experience for all participants.



Ambassadors of your brand

At our agency, we go beyond merely selecting well-known faces; we choose true ambassadors who embody the values, excellence, and quality of your products. We work exclusively with influencers who can act as genuine extensions of your brand across all major social platforms. Each piece of shared content is carefully crafted to be authentic, engaging, and perfectly aligned with the corporate identity you wish to communicate.





GIGI BUFFON



BUFFON X BRAUN



BIG MAMA



GILLETTE VENUS



FRANCESCO TOTTI



MARVEL



CHRISTIAN VIERI



GILLETTE LABS



STEFANO DE MARTINO



LEXUS



MIRIAM LEONE



LEXUS



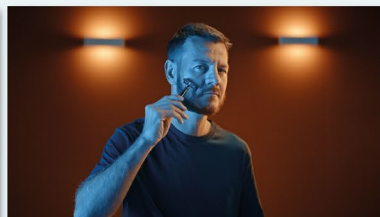
CLAUDIO BISIO



AMPLIFON



ALESSANDRO CATELAN



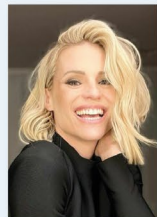
GILLETTE



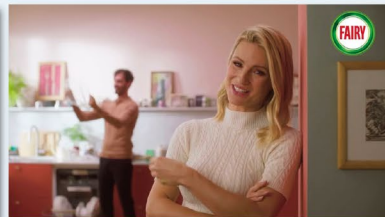
MACCIO CAPATONDA



TOYOTA WEHYBRID



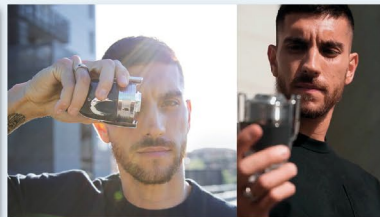
MICHELLE HUNZIKER



FAIRY



LORENZO PELLEGRINI



PACO RABANE



GIANMARCO TAMBERI



BRAUN



FABIO ROVAZZI



ZZZQUIL



ENRICO BRIGNANO



DASH



LUCA ARGENTERO



GILLETTE



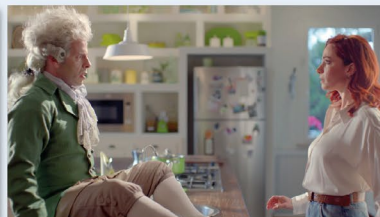
RUDY ZERBI



KIA MOTORS COMPANY



ANDREA DELOGU



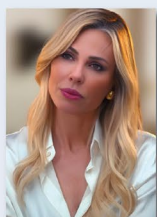
FAIRY



ANTONIO CASSANO



ZZZQUIL



ILARY BLASI



LENOR



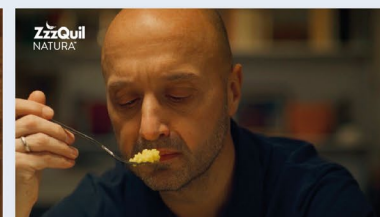
DANIELE DE ROSSI



GILLETTE



JOE BASTIANICH



ZZZQUIL



MALIKA AYANE



ORAL B



FRANCESCO TOTTI



DASH



BRUNO BARBIERI



FAIRY

CLIENT P&G
CAMPAIGN BUFFON X BRAUN
YEAR 2025
TALENT GIGI BUFFON



“Long a symbol of consistency and reliability, Gigi now chooses Braun razors and trimmers to bring the same precision to his personal care routine. With Braun, you can groom your beard without putting the rest on hold so you can focus on what truly matters. Welcome, champion!”

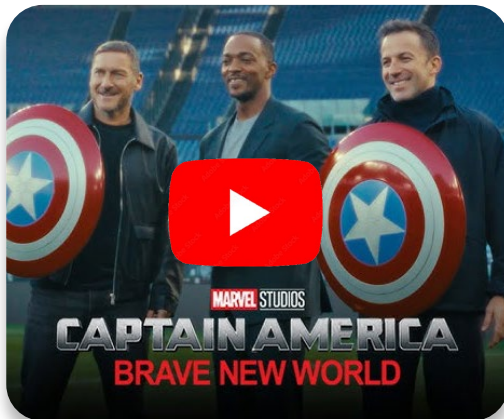
Eleven, a long-standing partner of Procter & Gamble in celebrity management, oversaw the identification of the most suitable profile for the campaign, the contracting process, and all phases of content production.

CLIENT P&G
CAMPAIGN VENUS SATIN CARE
YEAR 2025
TALENT BIGMAMA



We are proud to have supported P&G Italy in choosing BigMama as brand ambassador for the new Gillette Venus campaign! We brought BigMama, an extraordinary artist with a unique charisma and voice, into the spotlight for this project. Her presence enhances not only the TV commercials but also all the social and digital content we developed, bringing an engaging energy that doesn't go unnoticed. Another project that confirms our commitment to creating strategic connections between brands and talents!

CLIENT **MARVEL**
CAMPAIGN **CAPTAIN AMERICA: BRAVE
NEW WORLD**
YEAR **2025**
TALENT **FRANCESCO TOTTI**

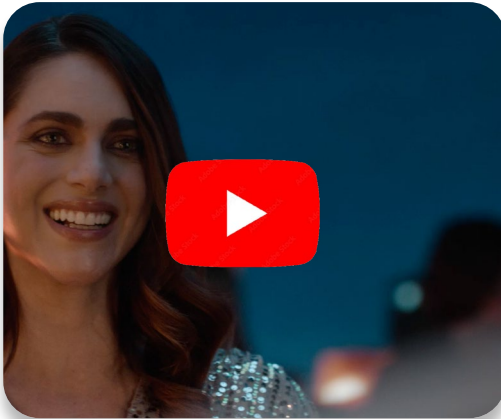


“The Captain hasn’t shown up yet...” Yes but which one? Francesco Totti, Alex Del Piero... Or Captain America?

Totti and Del Piero are the embodiment of what it really means to be Captain.

This is why for the launch of the new #Marvel film, Captain America - Brave New World, we chose to combine their stories with that of a global symbol like #CaptainAmerica. In this Marvel campaign conceived by #BigProjects and produced by #T3kne, for which Eleven took care of the relationship between Francesco Totti and the organizers, the concept of leadership merged with powerful images and messages that speak to everyone: courage, commitment and the responsibility to lead, on and off the pitch.

CLIENT TOYOTA
CAMPAIGN LEXUS LBX
YEAR 2024
TALENT MIRIAM LEONE



Miriam Leone will be the icon and the official face of the Lexus LBX, the Lexus Breakthrough Crossover: a vehicle that marks a true revolution for the brand, breaking conventions and going beyond the traditional concept of luxury cars to attract a new, young, and European audience. With her natural talent and irresistible charisma, Miriam Leone embodies strength, innovation, and versatility - just like the new Lexus LBX.

CLIENT TOYOTA
CAMPAIGN LEXUS
YEAR 2024
TALENT STEFANO DE MARTINO



Through this partnership, Lexus adds an important and exciting piece to its communication strategy, exploring new and uncharted territories with the support of Stefano De Martino. The brand continues to grow, fueling the desire to share unique experiences that reflect its human-centered philosophy. Together with Stefano, who has believed in the project from the beginning, we aim to reach an ever-broader audience. With his freshness, authenticity, and engaging ability, he will be a valuable ally in realizing this ambition.

CLIENT P&G
CAMPAIGN GILLETTE LABS
YEAR 2024
TALENT CHRISTIAN "BOBO" VIERI



Gillette opens a new chapter in its history with the launch of Gillette Labs, a new line of high-end razors. Procter & Gamble, the brand behind Gillette, dedicates a large advertising campaign to this innovation, which has been on air since March 3. The communication for the launch, developed by the agency VML Italy, adds a new and innovative chapter to the famous Gillette saga #ShaveLikeaBomber, which started several years ago and stars Christian 'Bobo' Vieri.

CLIENT P&G
CAMPAIGN DAHS PODS
YEAR 2023
TALENT ENRICO BRIGNANO



NUOVA POWER POD

**100% DASH POWER
PULITO EXTRA
ANCHE A FREDDO
E IN CICLI BREVI.**

RISPARMI FINO AL 60% DI ELETTRICITÀ.*

*riducendo la temperatura da 60° a 30°

Tenere sempre fuori dalla portata dei bambini. © A.I.S.E. SCOPRI DI PIÙ SU www.kapoc.com/italia

Dash is back in communication for the launch of Power Pods, with a new commercial starring Enrico Brignano. Italy, lunchtime. All is quiet until an elderly couple notices a terrifying stain of parmigiana sauce on their white tablecloth. Panic spreads. 'And now?' the husband asks, bewildered. 'Three hours in the washing machine at 90 degrees!' the wife responds confidently, convinced that boiling is necessary to remove the stains. 'Yeah, imagine the bill!' he complains. Luckily, their son comes to the rescue of both the tablecloth and the wallet by suggesting a new way of doing laundry that's emblematic of savings on the bill.

CLIENT **AMPLIFON**
CAMPAIGN **STORIE DI AMPLIFON**
YEAR **2023**
TALENT **CLAUDIO BISIO**



Amplifon, the global leader in hearing services and solutions, is returning to television with a new campaign, in collaboration with Claudio Bisio, dedicated to hearing prevention and the benefits of using increasingly technological and miniaturized hearing devices. Titled 'Stories of Amplifon,' the campaign marks a new way of communicating for the brand. All the commercials feature the actor and TV host together with some Amplifon customers.

CLIENT **TOYOTA**
CAMPAIGN **TOYOTA WEHYBRID**
YEAR **2023**
TALENT **MACCIO CAPATONDA**



The concept from the historic Japanese automaker is to promote its new hybrid vehicles, especially highlighting their ability to convert kilometers into electric power. That's why 'the calmaguidatore' comes to the aid of the hysterical driver. In the hilarious teaser trailer, Maccio Capatonda, the stage name of Marcello Macchia, plays a driver who is, to say the least, furious with everything and everyone: 'When driving turns you into a sick person,' narrates the off-screen voice, a classic for the famous Maccio trailers, 'there's only one way out'.

CLIENT P&G
CAMPAIGN LENOR UNSTOPPABLES
YEAR 2023
TALENT ILARY BLASI



Ilary Blasi returns to television with Lenor Unstoppables, the famous brand of in-wash scent boosters in pearls from Procter & Gamble, which gives clothes an irresistible freshness that leaves everyone astonished. In the commercial, it's enough for Ilary to add Lenor Unstoppables to her wash to immediately enjoy a 'WOW!' burst of freshness that she carries with her during a long workday on set, overwhelming everyone: from the makeup artist and sound technician preparing her in the morning to her colleagues in the elevator at the end of the day.

CLIENT P&G
CAMPAIGN GILLETTE STYLE LIKE A KING
YEAR 2023
TALENT ALESSANDRO CATTELAN



In a multi-subject campaign, Cattelan presents the three hero products of the range: the Style Master, which allows shaving, trimming, and defining the beard, the cleanser, for removing impurities and scenting the beard, and the moisturizer, to soften the beard and skin and prevent itching. In the commercial, the TV host shows what happens when we don't take care of our beard with the right products.

CLIENT P&G
CAMPAIGN FAIRY PLATINUM PLUS
YEAR 2023
TALENT MICHELLE HUNZIKER



Host and actress Michelle Hunziker is the face of the new television campaign for Fairy, P&G's dishwasher detergent, where she is portrayed as a woman full of resources. This includes when it comes to doing the dishes. It takes her just one move to solve the usual problem of her neighbor, Marco, who is unsatisfied in front of yet another encrusted pan. 'You must have thought: I didn't load it properly... I should have rinsed the dishes better... But what counts is what you put in here!', says Michelle in the spot, as she points to the detergent compartment in the dishwasher and inserts a Fairy Platinum Plus tablet.



Gian Paolo Montali

Sports manager, recognized for his work in volleyball and his experience in managing high-level teams



Pierluigi Pardo

Journalist and television host, famous for his work in sports journalism, particularly in football, and for his engaging and incisive interviews.



Rudy Zerbi

Italian DJ and music producer, also famous as a judge on talent shows and for his charisma in the music and television world.

GilletteLabs®

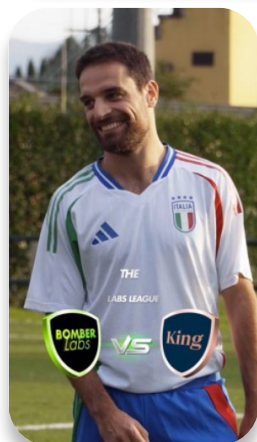
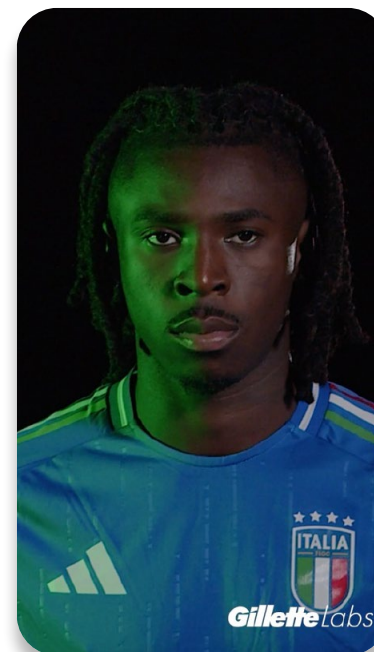
IL RASOIO DELLA NAZIONALE

NUOVO



ITALIA
OFFICIAL PARTNER

Gillette

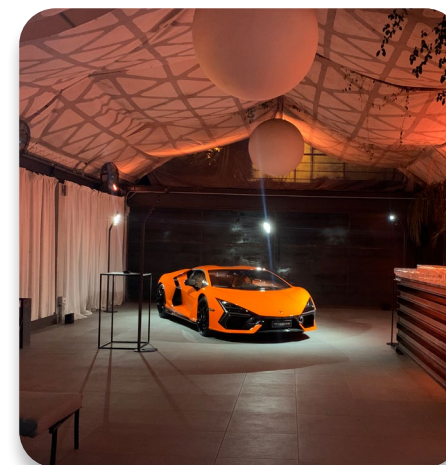




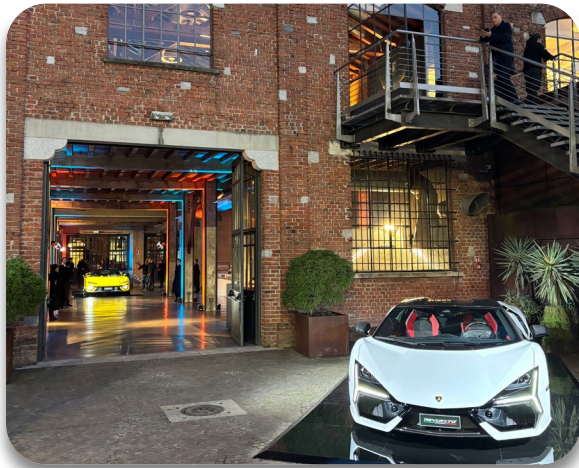
Gillette returns as the official UEFA Champions League partner for shaving products through a multi-year agreement starting in the 2024/25 season, following their 2019 collaboration. The partnership also includes Braun and King C. Gillette. For social content, the brand has chosen young talents Cambiaso, De Ketelaere, Esposito and Scalvini as ambassadors.

e|v|e|n|t|s

The events represent a strategic activity for communicating corporate messages, constituting an effective tool for marketing and public relations with the relevant stakeholders. In coherence with the communication strategy, the mission, and the company culture, we customize events based on your needs with passion, flexibility, and creativity. Convention | Corporate Meetings | Luxury Events | Product Launches | Talk Shows | Team Building | Shootings | Catwalks. We support you in defining the most suitable format and working in synergy with our three divisions: Events, Celebrity, and Concept; we help you develop valuable content. We build your event by taking care of all aspects: strategic analysis, ideation, creative development, realization and executive production, scenic setups, and all lighting, audio, and video services. We manage backstage organization, castings, and press office.



EVENT DAM LAMBORGHINI
CLIENT LAMBORGHINI
YEAR 2025
LOCATION STUDIO 90 / OFFICINE DEL VOLO,
MILAN
ACTIVITIES EVENT CONCEPT DEVELOPMENT,
LOCATION SCOUTING, GUEST
MANAGEMENT, CREATIVITY,
SETUP & PRODUCTION
GUESTS 300



DEALER ANNUAL MEETING 2025



EVENT NEW FAIRY “30 MINUTES MIRACLE”
CLIENT FAIRY
YEAR 2025
LOCATION ST REGIS, ROMA
ACTIVITIES CREATIVITY AND CONCEPT DESIGN,
LOCATION SCOUTING, GUEST
MANAGEMENT, SETUP &
PRODUCTION
GUESTS 105

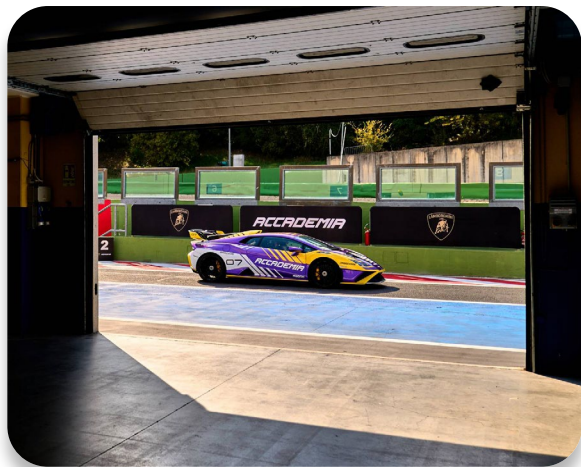




EVENT BOMBER VS KING - WINTER EDITION
CLIENT GILLETTE
YEAR 2025
LOCATION PALASESTO, SESTO SAN GIOVANNI
ACTIVITIES CREATIVITY AND CONCEPT DESIGN ,
LOCATION SCOUTING, GUEST
MANAGEMENT, SETUP &
PRODUCTION
GUESTS 50



EVENT ACCADEMIA
CLIENT LAMBORGHINI
YEAR 2025
LOCATION AUTODROMO DI VALLELUNGA,ROME
ACTIVITIES SETUP & PRODUCTION
GUESTS 200



EVENT KING'S LEAGUE
CLIENT GILLETTE
YEAR 2025
LOCATION FONZIE ARENA MILAN
ACTIVITIES SETUP & PRODUCTION



EVENT LAMBORGHINI - MACRON
CLIENT LAMBORGHINI
YEAR 2025
LOCATION CIRCUITO DI VALLELUNGA, ROME
ACTIVITIES GUEST
MANAGEMENT, SETUP &
PRODUCTION
GUESTS 50



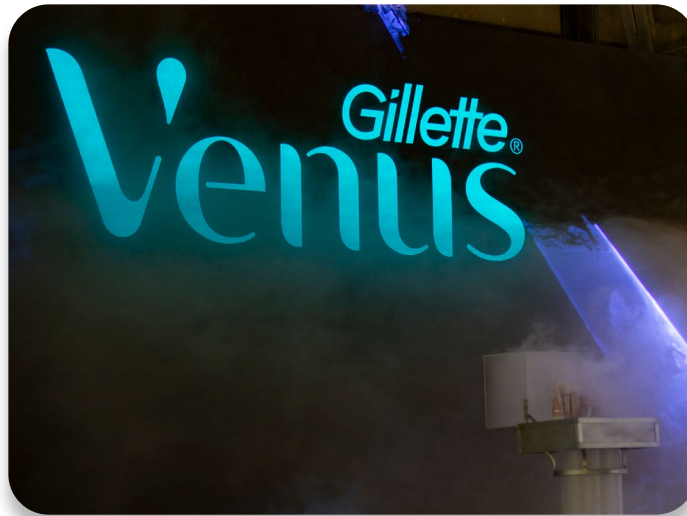
EVENT P&G NATIONAL SALES MEETING
CLIENT P&G
YEAR 2024
LOCATION TANKA VILLAGE, SARDINIA
ACTIVITIES EVENT CONCEPT DEVELOPMENT,
LOCATION SCOUTING, GUEST
MANAGEMENT, CREATIVITY,
SETUP & PRODUCTION
GUESTS 500





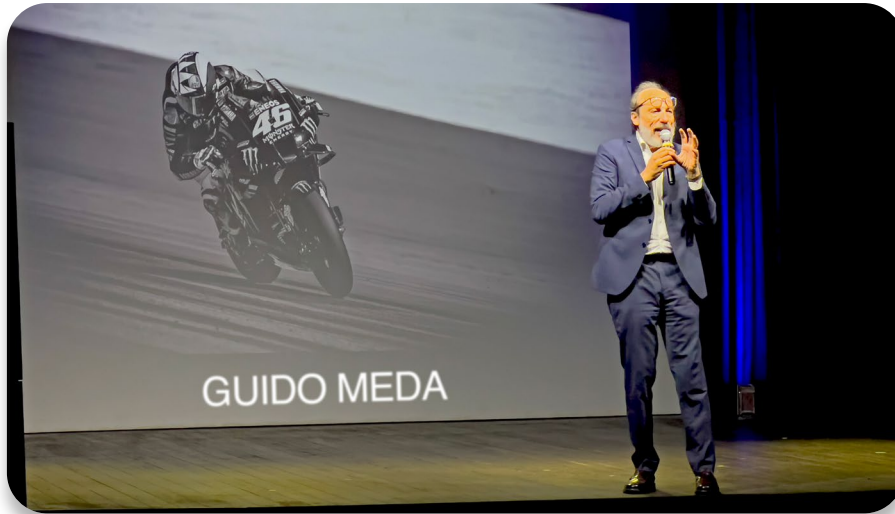
EVENT VENUS NEW ERA
CLIENT VENUS
YEAR 2024
LOCATION VILLA PICCOLOMINI, ROME
ACTIVITIES LOCATION SCOUTING, GUEST AND CELEBRITY MANAGEMENT, CREATIVITY, SETUP & PRODUCTION
GUESTS 150





EVENT BRAUN ELEVATION
CLIENT BRAUN
YEAR 2024
LOCATION FORUM THEATER, ROME
ACTIVITIES LOCATION SCOUTING, GUEST AND CELEBRITY MANAGEMENT, CREATIVITY, SETUP & PRODUCTION
GUESTS 60





EVENT ACCADEMIA
CLIENT LAMBORGHINI
YEAR 2024
LOCATION AUTODROMO DI VALLELUNGA,ROME
ACTIVITIES SETUP & PRODUCTION
GUESTS 100





EVENT NATIONAL MEETING SAMMONTANA
CLIENT SAMMONTANA
YEAR 2024
LOCATION SPAZIO 900, ROME
ACTIVITIES LOCATION SCOUTING, GUEST
MANAGEMENT, CREATIVITY,
SETUP & PRODUCTION
GUESTS 300





EVENT DAM LAMBORGHINI
DESTINATION COR TAURI

CLIENT LAMBORGHINI

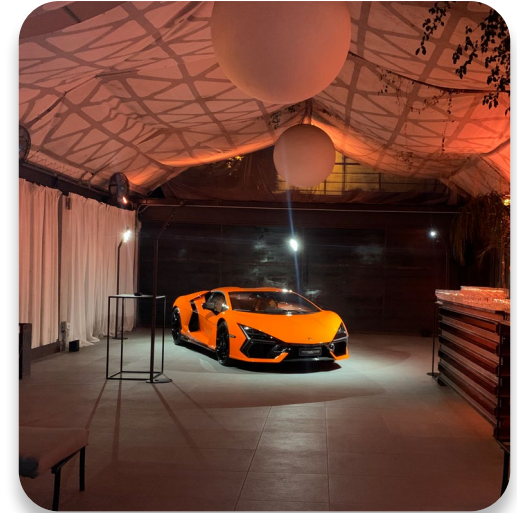
YEAR 2023

LOCATION STUDIOS, ROME

ACTIVITIES EVENT CONCEPT DEVELOPMENT,
LOCATION SCOUTING, GUEST
MANAGEMENT, CREATIVITY,
SETUP & PRODUCTION

GUESTS 300





EVENT LAMBORGHINI AND
POLIZIA DI STATO

CLIENT LAMBORGHINI

YEAR 2023

LOCATION PIAZZA DEL VIMINALE
ROME

ACTIVITIES PROJECT,
SETUP & PRODUCTION





EVENT P&G NATIONAL SALES MEETING

CLIENT P&G

YEAR 2023

LOCATION TANKA VILLAGE, SARDINIA

ACTIVITIES EVENT CONCEPT DEVELOPMENT, LOCATION SCOUTING, GUEST MANAGEMENT, CREATIVITY, SETUP & PRODUCTION

GUESTS 500





EVENT WELLA SIGNATURE
COLOR SHOW 2022

CLIENT WELLA

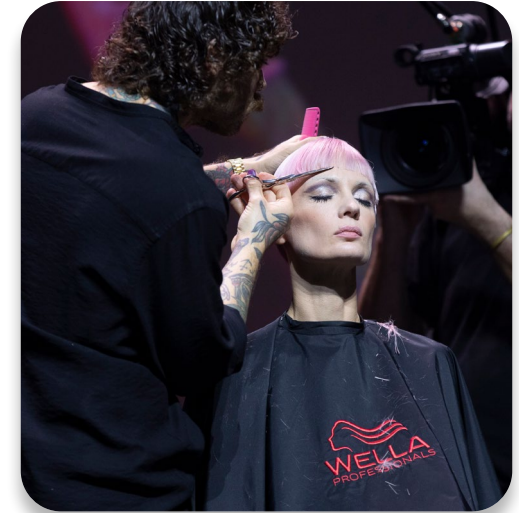
YEAR 2022

LOCATION TEATRO BRANCACCIO, SPAZIO FIELD,
PALAZZO BRANCACCIO - ROMA

ACTIVITIES PROJECT, DIRECTION, GUEST
MANAGEMENT, CELEBRITY
MANAGEMENT, ENTERTAINMENT,
CATERING ORGANIZATION
CREATIVITY, SETUP & PRODUCTION

GUESTS 1.000





concept

We create projects that don't merely materialize but transform into influential brands. Fueled by passion and expertise, we carve out inventive formats teeming with our distinctive prowess, yielding substantial value. We are the masterminds of innovative concepts, molding them into emblematic brands. Collaborating with us transcends a mere business opportunity; it opens a portal to broaden your audience, reinforce your corporate identity, and supercharge the value of your concept.



Sport Event

Bomber vs King

Winter Edition

2025 Palasesto - Milan

A Curling Challenge to Promote Sports Accessibility

On Friday, March 28, Procter & Gamble, global partner of the International Olympic and Paralympic Committee, brought the “Winter Edition” of the format “Bomber vs King” to the Palasesto in Milan. On the ice, Team “Bomber,” captained by Christian Vieri and joined by Bruno Barbieri, Fabio Rovazzi, Ciro Ferrara, and Cristian Brocchi, faced off against Team “King,” led by Alessandro Cattelan with Vittorio Brumotti, Alvin, Nicolò De Devitiis, and Federico Russo.

The teams were able to rely on the talent of Olympic athletes from the Italian National Curling Team, Stefania Costantini and Marta Lo Deserto, as well as Paolo Ioriatti and Orietta Bertò from the Italian Wheelchair Curling Team, alongside a group of celebrities and content creators. In particular, Cronache di Spogliatoio promoted the event through its broadcasts and provided social media coverage with real-time photos and videos across its channels. Overall, the event reached a total social media audience of 3,864,163 views.

The event, streamed live on Gillette’s YouTube channel, was presented by the iconic voice of sports commentary Pierluigi Pardo, supported by technical commentary from Marco Mariani, an Olympic athlete from the 2006 Winter Games in Turin.

This initiative is part of Procter & Gamble Italy’s (P&G) “Champions Every Day” program. The program includes a series of concrete actions launched in the run-up to the Milan-Cortina 2026 Winter Olympic and Paralympic Games to promote and facilitate access to sports for young people with disabilities in Italy. Its goal is to encourage a healthy lifestyle and foster inclusion and social interaction.

Eleven managed the event in every phase: from the creation of the format and content to the contracting and engagement of all talents, as well as managing institutional relations with the federation and overseeing the full production of the event.

concept



Sport Event

Bomber King

Uniti contro la violenza sulle donne

2021 Stadio dei Marmi - Rome

In prime time on Italia 1, the Stadio dei Marmi in Rome served as the stage for an extraordinary event highlighting a cause of significant social importance. The football match “Bomber vs King” unfolded, where the Bombers, led by Bobo Vieri, and the Kings, captained by Daniele De Rossi and distinguished by their passion for beards, united to support the fight against violence towards women.

It was an epic match where the legends of Italian football returned to the pitch to deliver a breathtaking spectacle and raise awareness about the issue, through the beautiful game and numerous testimonies from guests actively engaged in the cause.

Alongside Bobo Vieri, champions like Marco Materazzi, Javier Zanetti, Esteban Cambiasso, Alessandro Matri, and Gigi di Biagio took a stand. For the Kings, alongside Daniele De Rossi, were Francesco Totti, Andrea Barzagli, Luca Toni, Daniele Adani, and other beloved greats of the game. Amidst dramatic twists, goals, and riveting football action,

Paolo Grue, CEO and Managing Director of Procter & Gamble Italy, and Michelle Hunziker, co-founder of Doppia Difesa, played pivotal roles.

The “Bomber vs King” match was the highlight of a broader initiative by Gillette, aimed at providing legal and psychological support to women victims of violence, in collaboration with the Doppia Difesa NGO, co-founded by Michelle Hunziker and Giulia Bongiorno. This organization is committed to aiding those who have suffered discrimination, abuse, and violence and need support to undertake legal action. The project also encompasses job inclusion through “Aula 162”, promoted by the Next Association with support from Procter & Gamble, offering free training courses to provide employment opportunities for victims of violence. Despite the Kings winning the match, the true victory belongs to all men – Kings and Bombers alike – who daily demonstrate and promote respect towards women, showcasing the best of themselves.



Dinner Show 2022

Bonbonniere

Sardinia – Poltu Quatu

Poltu Quatu debuts its new club: on Saturday, July 30th, Bonbonniere Poltu Quatu opens its doors near Porto Cervo, offering evenings of distinguished dinner shows and entertainment.

A club of elegance and trend where the international jet-set feels at home, Bonbonniere is the brainchild of Joe Fournier, a world boxing champion and personal trainer to celebrities. Drawing inspiration from the opulence of the famed Fabergé egg, reflected in the sophisticated decor of his Soho club, the brand has grown, bringing the success of its nights beyond the UK to destinations like Mexico, Greece, and now Sardinia, attracting guests such as Paris Hilton, Will.I.Am, Nicole Scherzinger, Tinie Tempah, and Jourdan Dunn.

Toasting to the inauguration, the Costa Smeralda also welcomes Dean and Dan Caten, the creative souls behind Dsquared.

Thus, the Emerald Nights are illuminated by the dinner shows of Bonbonniere Poltu Quatu, where gourmet cuisine meets spectacle throughout August, set against the enchanting natural backdrop of the crystalline sea with moored yachts and the typical granite rocks that, come evening, take on shades of pink, transporting guests to a mesmerizing world and engaging them with performances from dance troupes, singers, and other world-famous artists.

The show, under the artistic direction and choreography of Ilaria Cavola, exudes a sexy and captivating boudoir essence. The music ranges from the 1950s world, reimagined with a modern twist, to an irresistible Latin vibe and the beat of contemporary pop music, creating an atmosphere that occasionally blushes red during the performance, leading up to a DJ to round off the night.

Concept creation, design, and production managed by Eleven.

concept



e-Even

Dinner Show 2021

Il Gambero Rosso

Sardinia – Poltu Quatu

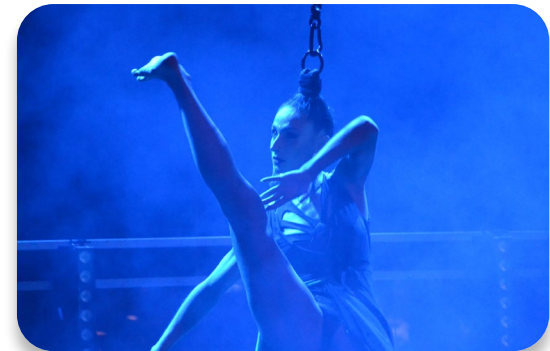
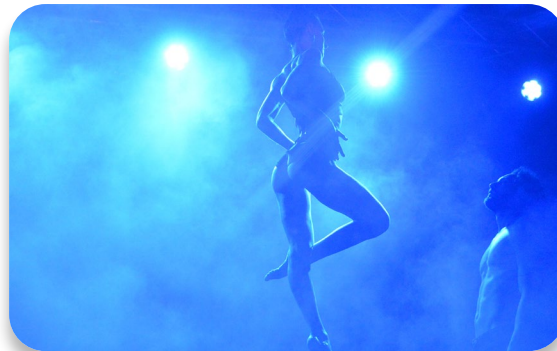
A flavorful summer at the Grand Hotel Poltu Quatu, nestled within the stunning surroundings of the Costa Smeralda, has been the setting for the Gambero Rosso Dinner Show, a novel fusion of flavors crafted by Michelin-starred chef Ciro Scamardella, accompanied by picturesque performances.

Among the most celebrated chefs from Gambero Rosso, Scamardella has led each guest through a crescendo of sensations, as every ingredient was meticulously chosen, experimented, refined, and heightened to merge with the rhythms, sounds, and performances of the most eclectic artists who took to the seaside stage. All of this was paired with the impeccable and discreet service of the 5-star Grand Hotel Poltu Quatu.

The show, drawing inspiration from the legendary '80s with contemporary twists, is the brainchild of artistic director Giampiero Gencarelli, among the most renowned choreographers for famed TV shows like “Dancing with the Stars” and “Domenica In.” The audience’s attention was captured by the changes in rhythm and international-level performances, including those by Marion Crampe, a versatile and passionate contortionist and dancer. An engaging spectacle, it has succeeded in drawing in notable personalities including Claudio Marchisio, Elisa Isoardi, Can Yaman, and Jimmy Ghione, who have all been enthralled by the chef’s culinary delights.

Concept ideation, design, and production are the expertise of Eleven.

concept



e-Even

Dinner Show 2020

The Box

Sardinia – Poltu Quatu

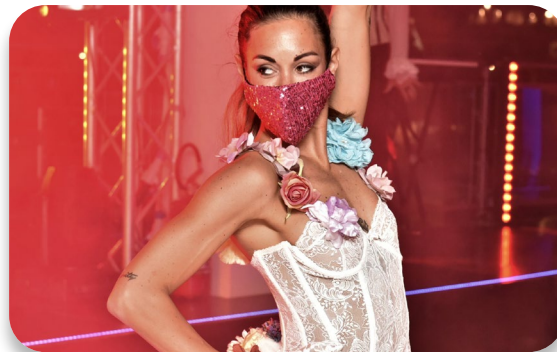
For the first time in Italy, “The Box” arrives, the award-winning name in international entertainment renowned for unique events. The chosen destination is Poltu Quatu, which hosted in August “The Box Poltu Quatu,” a memorable production featuring leading artists from iconic shows such as Cirque du Soleil, America’s Got Talent, Queen of the Night (New York City), and Absinthe (Las Vegas).

The Grand Hotel Poltu Quatu: The Pulcini Group marked the grand resurgence of summer 2020 with the first “Dinner Show The Box Poltu Quatu.” To witness this premier Italian event,

celebrities from the worlds of film, theatre, and sports were in attendance.

Under the artistic direction of Samuel Peron, a successful artist and choreographer, and one of the most beloved dancers from the show “Dancing with the Stars,” world-renowned artists performed. Yet, the experience was further heightened by the fragrances and flavors of the masterpieces of Italian cuisine crafted by Vincenzo and Luigi Annunziata, the storied chefs of the Grand Hotel.

Concept design, planning, and production by Eleven.



Sport

Vip Padel Cup

2018 Gillette Vip Padel cup | 2019 Gillette Vip Padel cup |
2021 Lexus Vip Padel cup

The PADEL VIP CUP represents a pioneering fusion, effortlessly uniting paddle sport enthusiasts and novices alike, all united for a common cause of solidarity. This significant event not only honors the passion for the sport but also acts as a springboard for meaningful change, merging the spheres of public relations, digital innovation, and social media engagement with the high-energy world of sports.

Steering this magnificent event, Eleven expertly managed every aspect of the occasion:

- Developing a creative and novel event structure
- Engaging participants with immersive experiences
- Converting typical spaces into vibrant paddle tennis venues
- Raising the bar for hospitality to matchless levels
- Conducting a press conference that resonated extensively
- Executing a dynamic SKY television broadcast
- Attaining crucial sponsorships to amplify the enthusiasm.

PADEL VIP CUP isn't just a tournament; it's a testament to the power of unity, passion, and purpose.



Gillette Vip Padel cup
2018



Gillette Vip Padel cup
2019



Lexus Vip Padel cup
2021



Gala Award

Premio Afrodite

2016 XIV edition | 2017 XV edition | 2018 XVI edition

The logo for 'PREMIO AFRODITE' is rendered in a pink, serif font. The word 'PREMIO' is stacked above 'AFRODITE'. The 'A' in 'AFRODITE' is particularly stylized with a large, decorative flourish that loops around the 'F'.

The PREMIO AFRODITE was established by the cultural association “Donne nell’Audiovisivo” which, since 1996, has been dedicated to promoting and encouraging the professional development of women in cinema, sports, culture, and business.

In 2015, when the Award sought to reinvent itself, it chose to collaborate with Eleven. This partnership led to the creation of a new benchmark for entertainment and culture “by women,” which continues to capture the attention of media and audiences alike, garnering increasing interest along with the biggest names in the national film industry.







CERTIFICATIONS



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