

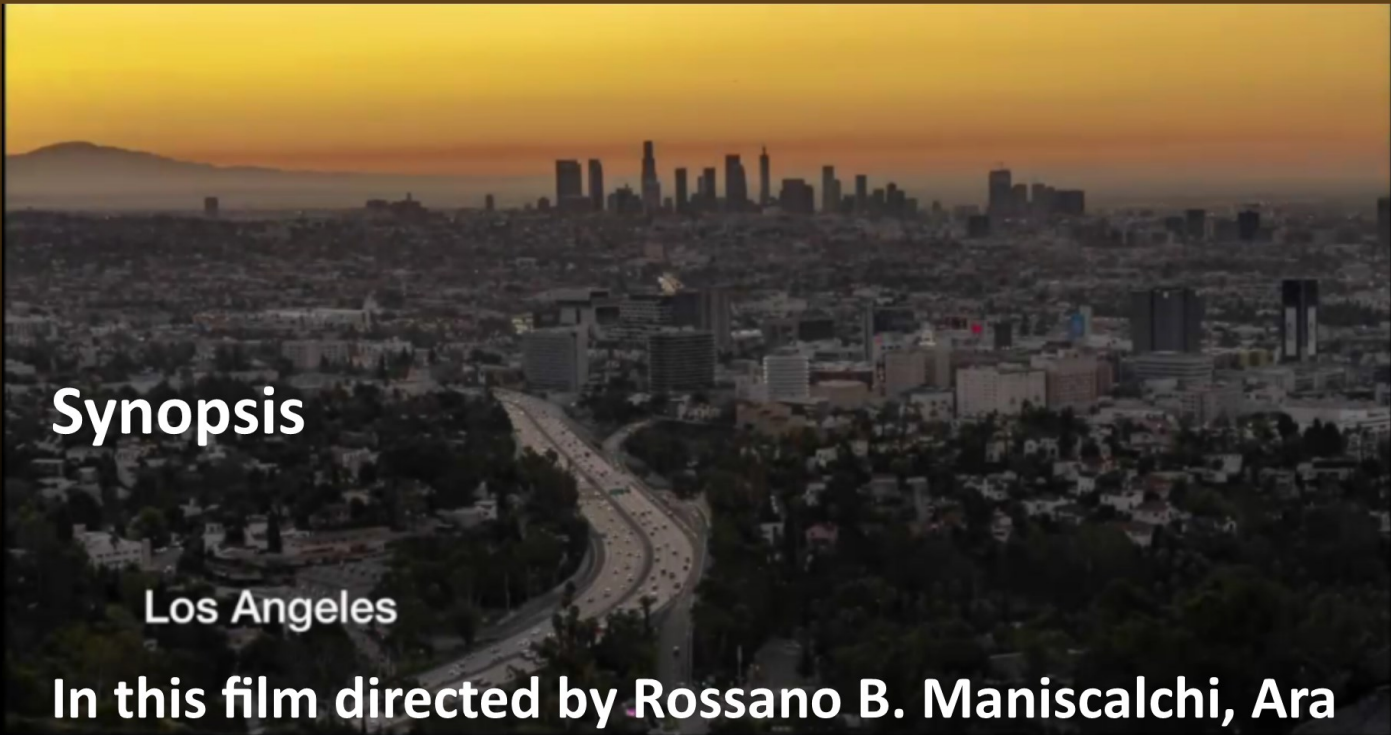
DIRECTED BY
ROSSANO B. MANISCALCHI

THE KEY TO HEAVEN

JEWELRY FASHION DESIGNER ARA DAVIDI GHAZARYAN

Director ROSSANO B. MANISCALCHI ◊ Jewelry ARA DAVIDI GHAZARYAN ◊ Actress ELEONORA PIERONI ◊ Voice Narration DUANE MARCH ◊
Model EVA DI GIOVANDOMENICO ◊ Art Director SERENA DEL NERO ◊ Cameraman FRANCESCO BUGGEEA ◊ Music ANDREAS WOLL ◊ Press
Media NICOLE GILLET ◊ Communications, Marketing DUANE MARCH ◊ Assistant ARSEN VARDANIAN ◊ Location: FLORENCE, ITALY

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An aerial photograph of Los Angeles, California, taken during the golden hour of sunset. The city's dense urban landscape is visible, with a prominent multi-lane highway curving through the center. In the background, the city skyline is silhouetted against the bright orange and yellow sky. The overall mood is serene and contemplative.

Synopsis

Los Angeles

In this film directed by Rossano B. Maniscalchi, Ara Davidi Ghazaryan describes his relationship with art and the meaning he gives to the path he has taken in his life and work.

It is a personal and unpublished story, filled with evocative suggestions and enriched by the visionary images created by the director.

An aerial photograph of Florence, Italy, taken during the golden hour of sunset. The sun is low on the horizon, casting a warm glow over the city. The Arno River flows through the center, with a bridge crossing it. The city's architecture, including the prominent tower of Palazzo Vecchio, is visible. The overall mood is peaceful and historic.

Florence

Rossano B. Maniscalchi

Film Director and Director of Photography

As a highly acclaimed photographer and film maker (globally ranked in the top 100) Rossano B. Maniscalchi has worked with many high profile fashion brands, and his commercial work is limited to specifically chosen high calibre brands.

Rossano works with esteemed companies on promotional films for products that are unique and prominent within the fashion world. His work has always been outstanding, whether in the field of portraiture, art, still life, fashion, culture, beauty and glamour photography, or in advertising and in his work with celebrities such as Barack Obama, Tilda Swinton, Michelangelo Antonioni, Prince Charles, Arnold Schwarzenegger, Wim Wenders, Arnaldo Pomodoro, Susan Sontag, Ray Manzarek (The Doors), Mikhail Gorbachev, Salman Rushdie, Andrea Bocelli, Rita Levi Montalcini, Milos Forman, just to name a few.

As photographer and filmmaker he has collaborated in advertising campaigns for Ferragamo Shoes, Sunglasses by Armani, Cartier, Ungaro, Gap, Guess, Limited, Stefanel, Max Mara, Calvin Klein Shoes, Levi's, Role and Mercedes Benz.

Rossano has a studio in the city of his birth, Florence, Italy. His work takes him to Florida, California, New York and throughout Europe for promotional campaigns. Maniscalchi has a definitive signature style. He communicates a unique personal message and perspective in his work. His many years of creativity for well known fashion salons and advertising agencies combined with still life, portraiture, fine art and sculpture, have all influenced and developed his modus operandi.

Maniscalchi's extensive portfolio has been exhibited extensively at art galleries and museums throughout the United States, Europe and Asia. His work continues to maintain important global recognition and his published books have been major sellouts.

Awards

- "Failing Light" - 3 Nominations (Best Art Direction, Best Creative Concept and Best Makeup), 2018, International Fashion Film Festival La Jolla USA
- "Touch Me" - Best Supporting Role Fashion Brand and 8 other nominations, 2018, International Fashion Film Festival La Jolla USA; Art 4 Peace Award 2018, Best International Fashion Film, Saban Theater, Beverly Hills, USA
- "Denying Beauty" - Best Director, 2019, International Fashion Film Festival La Jolla USA; Best Artistic Director, Best Make-up, Best Mini Movie LGBTQ, 2019, Palm Beach International Mini Movie and Film Festival; Best Director, Best Istanbul Film Festival; Best Director, Pune Short Film Festival, India
- "Anyway" - 10 nominations and the Award for Best Cinematography, 2020, International Fashion Film Festival La Jolla USA
- Currently nominated for Best Cinematography and Best Director at the Style Experimental Fashion Film Festival 2022, Los Angeles

Filmography: Failing Light, Cocoon redox & documentary, Beyond the Light, Forbidden Body, Failing Light, Touch Me, Denying Beauty, Anyway, A Thin Slice Of Life, In The Ring, Through Our Souls, To the Point, The Key to Heaven

ROSSANO B. MANISCALCHI (www.rossanobmaniscalchi.com)

"Capturing our pure, human form in the silence of light. Life, a luminescent force. Inside myself, the precise instant when an image must be held." RM.

Ara Davidi Ghazaryan

Fashion Designer—Jewelry



I was born October 8, 1974, in Gyumri, Armenia, where I grew up and took my first steps in jewelry making at age 14.

I began attending the Gyumri College of Fine Arts when I was 16 years old, where I studied the artistic processing of metals and got acquainted with the secrets and tricks of jewelry making.

Later on, I improved my skills and mastered my profession on my own. At the age of 20 I was an already well-known goldsmith and was receiving individual orders from Europe.

In 2001, I moved to Los Angeles and started my own jewelry design studio named Ara Davidi. Over the years I've received and worked on many orders from prominent people.

On June 12, 2017, I got into the Guinness Book of World Records for creating the smallest handmade gold chess set: the entire board measures 15.3 by 15.3 mm, and the tiles are made from Brazilian cherry wood, and yellow and white gold. In 2019, I received a special Biennale award for my creation "Tachar" (Temple) dedicated to the 500th anniversary of Leonardo da Vinci. On August 22, 2020, I won the second Guinness World Record for the smallest chess set in the world (8 mm). On October 31, 2021, I won the "Premio Lorenzo il Magnifico" international Jewelry Art Award for "Venetian Mask". With its turning eyes, rubies and sapphires, it mirrors a simple beauty yet unspoken reflection of the spirit.

My style in art has no limits, I create in antique, classic, applied arts, abstract and modern styles.

Eleonora Pieroni

Actress



Eleonora Pieroni, actress and presenter, was born in Foligno, in the heart of Umbria. Eleonora began her career as a model parading on prestigious catwalks representing international high fashion brands including: Domenico Vacca, for which she is the official spokesmodel, Ferragamo, Ermanno Scervino, Roberto Cavalli, Yumi Katsura, Lacoste, Chopard , Avakian Geneve, L'Oreal, Cotril, Wella; for couture dresses and bridal fashion houses such as Pronovias, Elisabetta Polignano, Nicole, Antonio Riva

and many others. She graduated cum laude in Education Sciences at the University of Perugia, specializing in Psychology.

Fascinated by the world of entertainment, she graduated first from the Roberto Rossellini Academy of Cinema in Rome, then from the New York Film Academy. She then studied in New York with Susan Batson and with Larry Moss, former coach of Leonardo Dicaprio. She has acted in various Italian films including, ***Nati Due Volte*** and ***Copperman*** with Luca Argentero, played in the TV series ***Don Matteo***, and in 2021 appeared in the NetFlix American TV series ***Paper Empire***. She also starred in the American film ***State of Consciousness*** with Emile Hirsch, directed by Marcus Stokes. Eleonora loves to write and maintains her own online column "An Italian in New York", she also hosts the YouTube channel 'Eleonora Pieroni LIVE'.

Duane March

English Voice Over & Communications



Duane March has years of experience in communication. A Ph.D. in Ancient History, he developed language skills in German, French, Latin and Ancient Greek.

His experience in fashion consists of work as a fashion model and in fashion photographic projects, including several with Rossano Maniscalchi.

Duane provided the English language voice over for Maniscalchi's film **In the Ring** (2021).

In 2022 he won the award for "BEST NARRATION" for the film **The Key to Heaven** at the La Jolla International Fashion Film Festival.

His exposure to multi-lingual and multi-media communication consists of work in the IT, Training, Education and Renewable Energy sectors. He is currently a communications coach and a writing expert.

Serena Del Nero

Art Director



Serena Del Nero has been Rossano B. Maniscalchi's closest collaborator since 2011. In recent years she has worked with him in fashion and art projects around the world.

Serena has received nominations for "Best Art Director" for the Maniscalchi films :

"Failing Light" (2017)

"Touch Me" (2018)

"Denying Beauty" (2019)

"Anyway" (2020)

"A Thin Slice Of Life" (2021)

"In The Ring" (2021)

"To the Point" (2021)

"The Key To Heaven" (2022)

Francesco Buggea

Cameraman



Francesco Buggea studied at the National Independent Cinema School of Florence in 2009, excelling in the disciplines of Editing, Video Shooting, Audio and Photography.

As a videomaker he has made wedding videos, drone shots and concert shots.

He has also worked for 10 years as a cameraman for the local Florence television stations RTV8, Italia7, TV Prato, TELE Iride, as well as for Mediaset.

Andreas Woll

Music



Andreas Woll is based in Kaiserslautern (Germany). He composes music and produces music videos featuring the beautiful nature in his region (the western Palatinate).

After years of experience in the music and film industry, he now composes and produces music

out of love for the art and chooses only those projects that interest him.

In his own words:

Music brings people together and connects the generations.

I like to listen to good music regardless of genre. And that is how I write my music. Sometimes Rock, sometimes Pop and EDM as well as in the Classical style or film scores.

Always music, always emotions

www.andreas-woll-music.de

Eva Di Giovandomenico

Model



After various experiences as a model, this is Eva's first appearance on the big screen in the world of cinema.

Nicole Gillet

Press, Media



In 1990, Nicole Gillet moved from Paris to Florence Italy. Since then she has been very active in the fields of Marketing and Public Relations

- Work at Italian branch Yves-Saint Laurent Beauty Trade

Marketing sector.

- 2000: Public Relations for Full Magazine.

- Public relations and journalist for *Florence News and Events* and follows the International career of Rossano B. Maniscalchi.

- 2018: Director of Oltrarno Media Press.

Student Hotel Florence Lavagnini



V.le Spartaco Lavagnini, 70-72,
50129 Florence FI, Italy

The Key to Heaven

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Jewelry Design & Protagonist	Ara Davidi Ghazaryan
Actress	Eleonora Pieroni
Voice Narration	Duane March
Art Director	Serena Del Nero
Camera	Francesco Buggea
Music	Andreas Woll
Model	Eva Di Giovandomenico
Assistant	Arsen Vardanian
Press, Media	Nicole Gillet

Partners & Friends

Hotel Student Florence

Da Vinci Florence Museum

Florence Biennale Fortezza Da Basso

JEWELRY FASHION DESIGNER ARA DAVIDI GHAZARYAN

Filmed on location 2022 in Florence, Italy

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