



ABOUT US

Mattia Lorenzetti and **Guido Prosperi**, are a food & travel writer who loves to cook and a photographer / travel writer with a timeless passion for travel, a creative duo called **CHARMEN**.

Charmen.it is the site where they tell about their passions and travels around the world.

They are authors of a book called **“Food Photography”** published on April 2021 by **Apogeo/Feltrinelli**, and of **“Ricette in Valigia”** published on November 2023 by **Giaconi Editore**.

They work with food companies, tourism organizations, restaurants and luxury hotels.

Mattia & Guido are freelance travel contributors for Donna Moderna magazine.

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Italia a Tavola

INKALCE



TUSTYLE

TOPOLIMO

TV il Resto del Carlino



SILHOUETTE donna





MATTIA LORENZETTI

He has always been involved in **public relations** for companies and artists, working closely with top professionals in the entertainment industry, including Jason Young (choreographer for Madonna and Ricky Martin), Kevin Stea (dancer for Michael Jackson, Lady Gaga, and Madonna), and sand artist Silvia Emme.

Since 2013, he has been a professional Food & Travel Writer. Before the creation of Charmen.it, he wrote on his blog, where he shared his experiences through cooking, travel, and his lifestyle.

His television experience, gained through various shows such as I Soliti Ignoti, Casa Alice, Alice Club, and 20 Anni Insieme, has allowed him to grow both personally and professionally.

In addition to developing high-quality recipes and writing articles for Charmen.it, he collaborates with companies, tourism boards, and restaurants to create content and advertising campaigns.

He has also co-hosted several talk shows during major events, including the Vivere di Turismo Festival, BIT – Borsa Internazionale del Turismo, and Tutto Food.

CERTIFICATIONS

- HACCP
- Social Media Manager IDCERT International Digital Certification



GUIDO PROSPERI

He started as a **photographer** and travel writer for the blog Il Viaggiatore Instancabile. He loves exploring Italy and the world in search of undiscovered places to share, rich in history and culture.

For years, he exhibited his works in San Benedetto del Tronto at Arte Insieme, organized by the Pietraia dei Poeti Museum, led by M° Marcello Sgattoni.

In recent years, he has specialized in the latest frontier of photography, where food is portrayed like a Hollywood superstar: Food Photography.

In addition to capturing breathtaking locations and exquisite dishes and writing about travel and culture for Charmen.it, he collaborates with companies, tourism boards, and restaurants to create content and advertising campaigns.

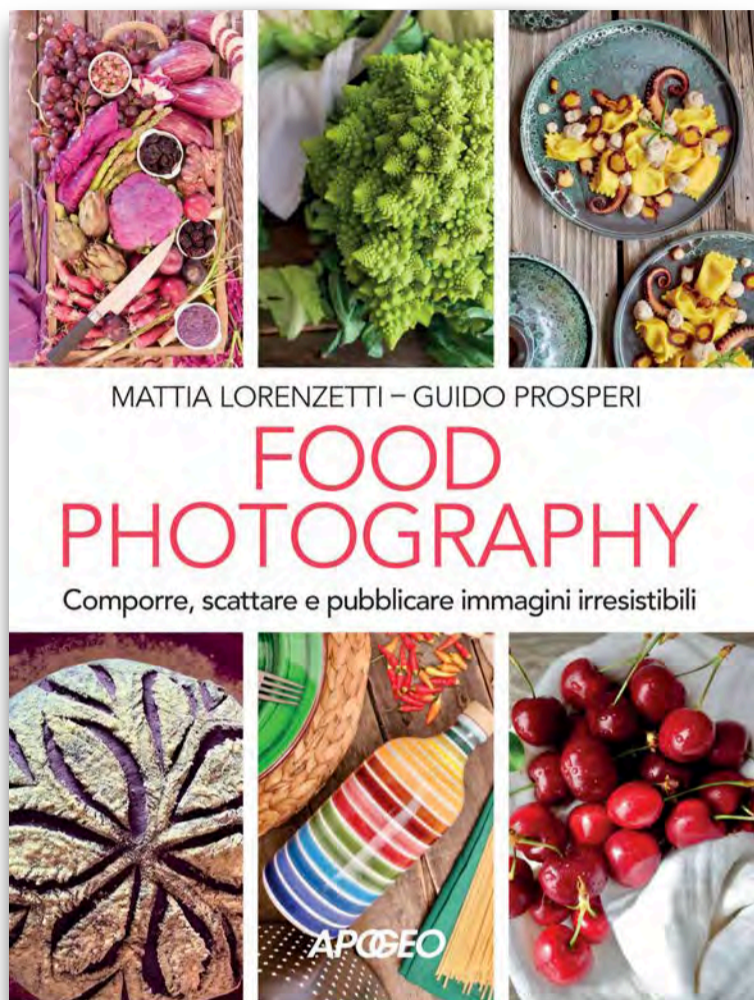
In September 2021, he appeared on I Soliti Ignoti as the mystery guest described as "the one who photographs food."

He has also co-hosted various talk shows during major events such as Vivere di Turismo Festival, BIT - Borsa Internazionale del Turismo, and Tutto Food.

CERTIFICATION

- HACCP
- Drone Pilote A1/A3 EASA/ENAC

BOOKS



FOOD PHOTOGRAPHY

Compose, capture, and publish irresistible food images

Thanks to the rise of social media platforms like Instagram, food photography has become increasingly popular over the years. However, capturing eye-catching photos isn't just about pointing a smartphone at a plate—it requires technique and expertise.

This guide teaches readers how to become true food photographers and create irresistible shots. It starts with selecting the right equipment and understanding the basics of aperture, shutter speed, and lighting. Then, it delves into composition techniques and food styling to enhance the subject, along with tips and tricks for even more striking and effective photos.

After learning how to approach the post-production phase, both on desktop and mobile, the final step is publishing and sharing the images - while also showcasing the emotional side of food by telling the story behind each dish.

Enriched with real shooting tutorials, this manual is essential for anyone looking to explore the world of food photography, whether as a hobby or a profession.

Ed. APOGEO - Idee editoriali Feltrinelli | published **April 2023**



RICETTE IN VALIGIA

Around the world in 50 festive dishes

with a foreword by **ROBERTO TALLEI**

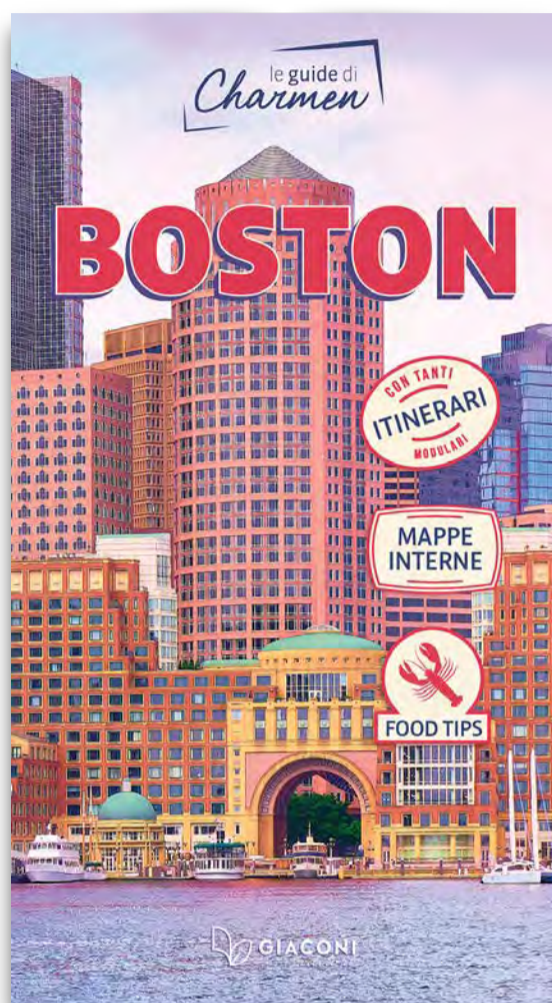
Beyond its biological necessity, food holds a deep cultural, social, and emotional significance in our lives. It is the element that connects people from different backgrounds, cultures, and generations. Regardless of our differences, the act of eating and sharing a meal offers a universal experience that transcends borders and fosters unity. Sharing a meal with loved ones, friends, or colleagues allows us to connect on a deeper level.

Food takes center stage in holiday celebrations and important festivities around the world. From lavish Christmas feasts to New Year's Eve dinners, from Thanksgiving banquets to the "spooky" treats of Halloween, food becomes an integral part of these joyous occasions.

Join us on an exciting culinary journey with Ricette in Valigia, where we will take you on a discovery of 50 festive dishes from different nations around the world, beyond Italy.

Giaconi Editore | published **November 2023**

BOOKS | LE GUIDE DI CHARMEN



BOSTON

This guide will take you on a unique and exciting journey to discover Boston.

Known as "The Hub" or "Beantown," Boston captivates with its rich history, vibrant culture, and continuous innovation.

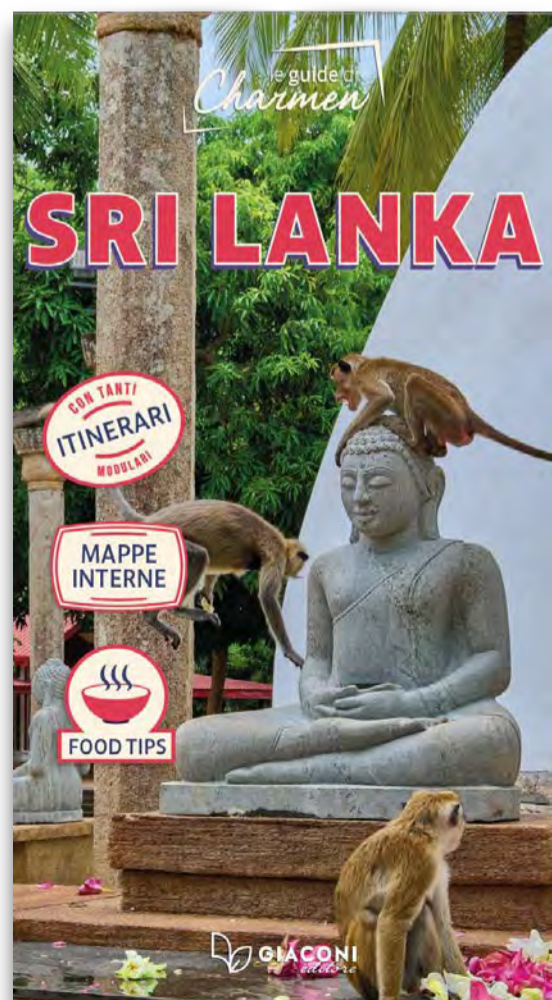
Its multicultural roots, shaped by Irish, Italian, African American, Latin, and Asian migrations, make every corner of this city a true mosaic of traditions.

With its universities and research centers, Boston is a beacon of knowledge that benefits all of humanity.

Strolling through its iconic neighborhoods, such as the charming North End, the vibrant Roxbury, and the colorful Chinatown, you will discover an incredible variety of flavors, cultures, and stories that intertwine, shaping the city's complex identity.

The blend of European elegance from the past and modern sustainable architecture, set among beautiful parks and tree-lined avenues, makes Boston a city to experience in every season. Between fine dining and historical landmarks of civil rights, every step will offer you an unforgettable experience.

Giacomi Editore | published **November 2024**



SRI LANKA

This guide will take you on a unique and exciting journey to discover Sri Lanka.

Giacomi Editore | published **release on 2025**

FREELANCE CONTRIBUTORS FOR DONNA MODERNA MAGAZINE





TV SHOWS

2024

- **CANALE 5 "X - Style"**
- **RAI UNO "Uno Mattina"**
- **TRC "Detto tra noi"**

2023

- **VERA TV "Vera Mattina"**

2021

- **RAI UNO "I Soliti Ignoti"**
- **VERA TV "Vera Mattina"**
- **VERA TV "Pour Parler"**

2019

- **ALICE TV "20 anni insieme"**
- **ALICE TV "Casa Alice Insieme"**

2018

- **RAI UNO "I Soliti Ignoti"**
- **ALICE TV "Casa Alice Insieme"**

2017

- **ALICE TV "Alice Club"**
- **ALICE TV "Casa Alice Insieme"**

2016

- **ALICE TV "Alice Club"**

RADIO

**R101 - RADIO 24 - RTL102.5 - RDS - RADIO LINEA -
DIMENSIONE SUONO SOFT - RADIO BLA BLA
NETWORK - RADIO ARANCIA NETWORK**



IDEATION AND HOSTING OF TALK SHOWS

2024

VIVERE DI TURISMO FESTIVAL

- Storie di Host
- Storie di Property Manager

2023

BIT - BORSA INTERNAZIONALE DEL TURISMO

- Duty Free: speciale enogastronomia

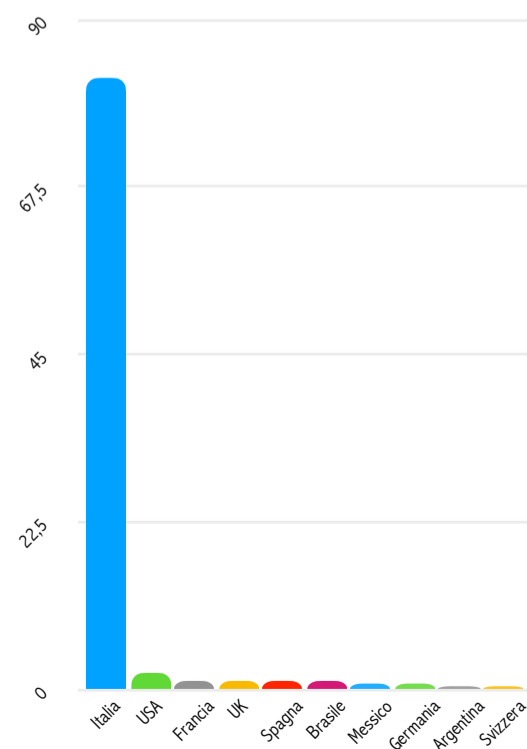
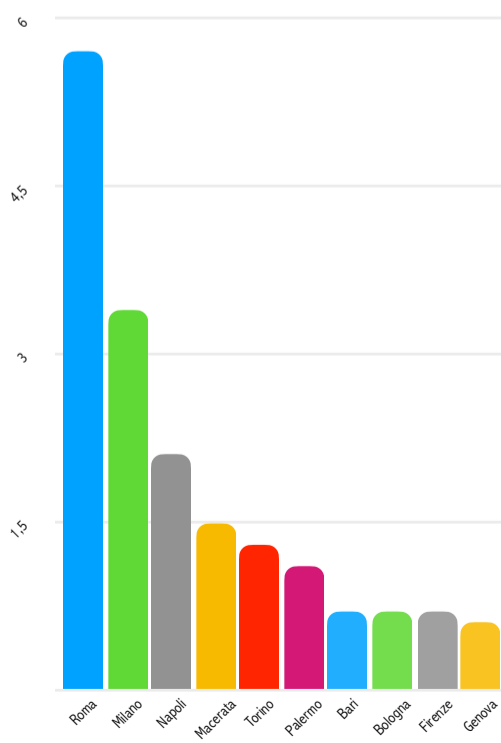
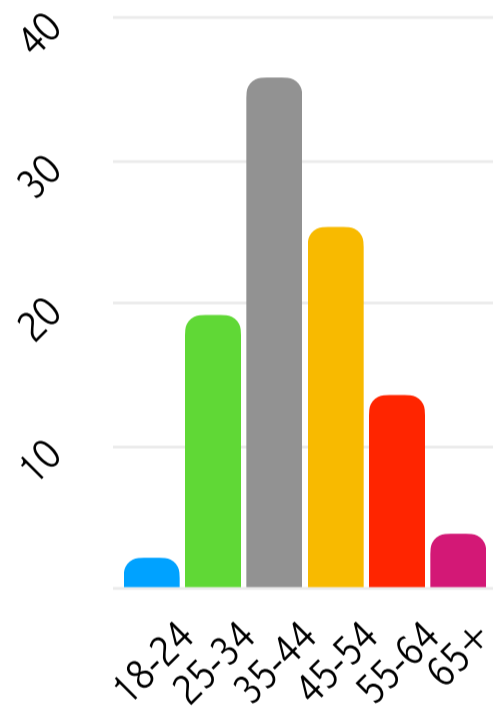
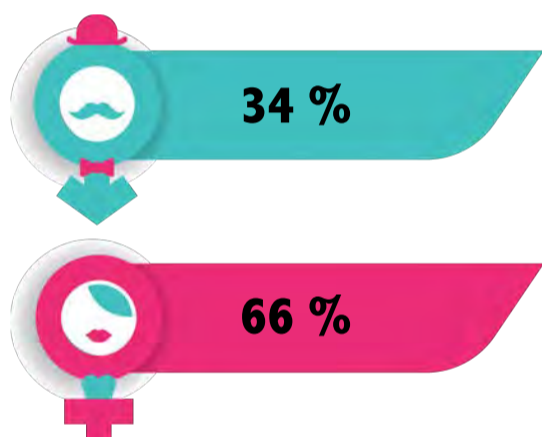
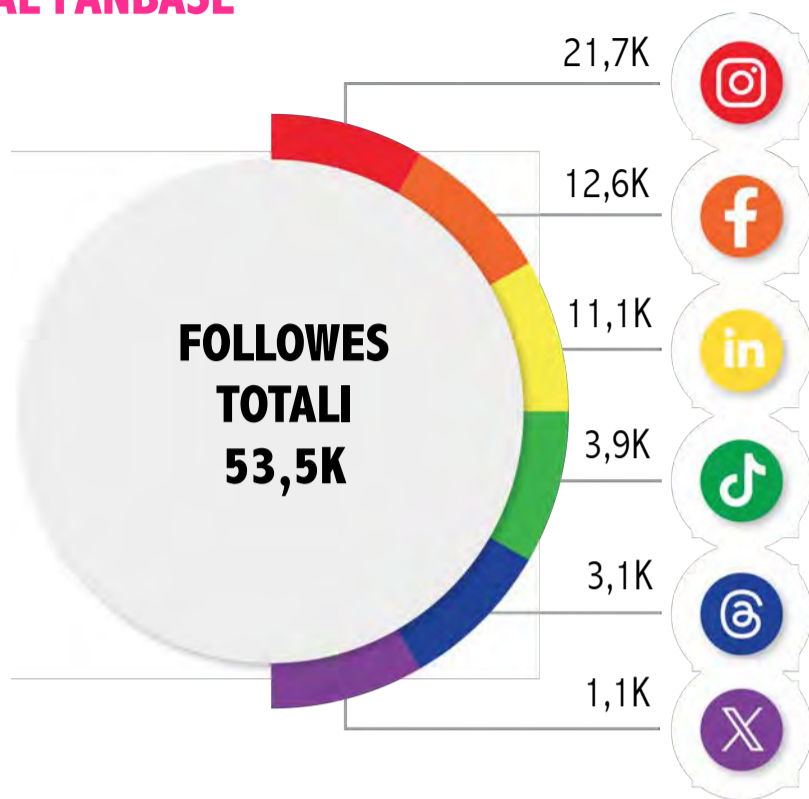
VIVERE DI TURISMO FESTIVAL

- Storie di Host: da sogno a realtà

TUTTOFOOD

- Confessioni a tavola: dal cibo ai media

SOCIAL FANBASE



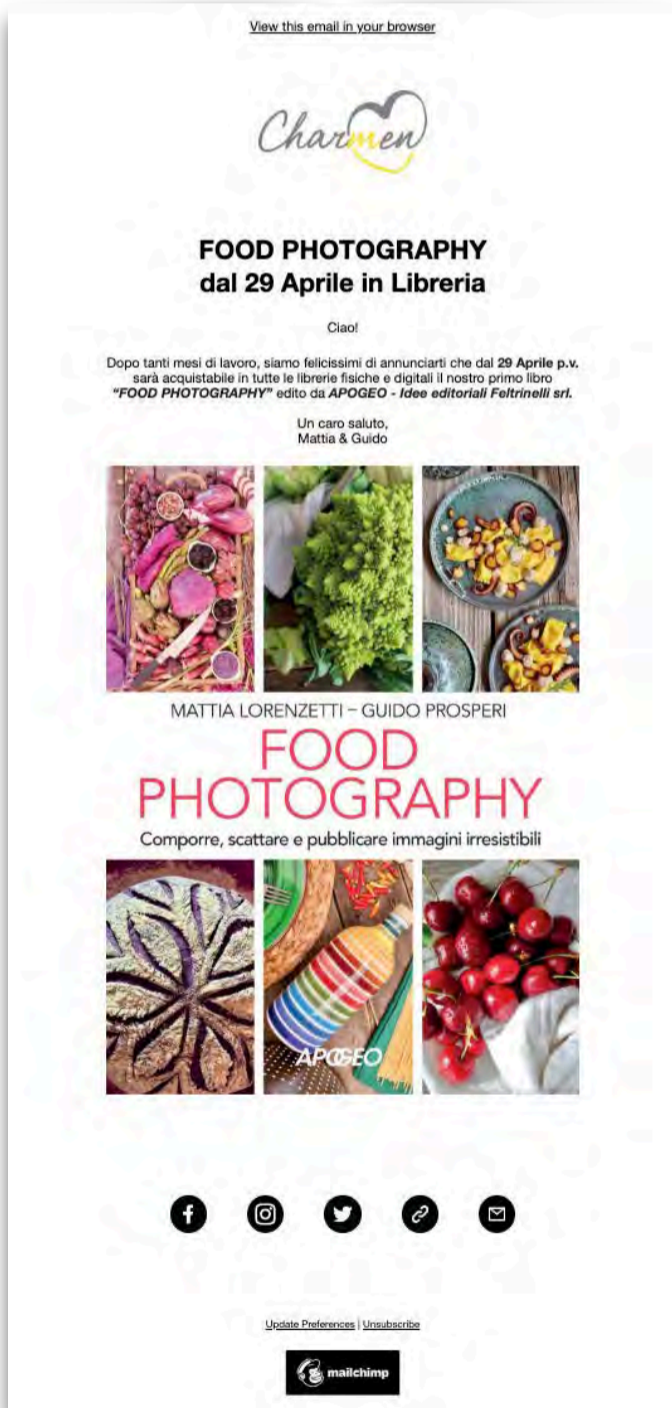
WEBSITE & NEWSLETTER



www.charmen.it

+14,3k
UTENTI/MESE

233k
PAGINE/MESE



+10K
SUBSCRIBERS

90% ITALIANI

10% MONDO

76,5%
OPEN RATE

26%
CLICK RATE

PUBLICATION FREQUENCY
2 TIMES PER MONTH

CHARMEN.IT - COLUMNS

RECIPES

It is a collection of original recipes, whether traditional or reinterpreted. Simple recipes that are easy to make using readily available ingredients or those commonly found at home.

The recipes can be customized and will be created by the Charmen according to their creativity and the brand's guidelines. The storytelling will include promotional messages agreed upon with the Client.



SOCIALCORNER

It is a column that gathers the most Instagrammable places in Italy and around the world. The mood is all about discovering breathtaking locations where anyone can unleash their photographic creativity in their own style.



CHARMEWORLD

It is the section of the website that takes readers around the world to discover the beauty and uniqueness of foreign countries. Extraordinary places, unusual scents, faces full of life, and unparalleled emotions for a limitless journey.

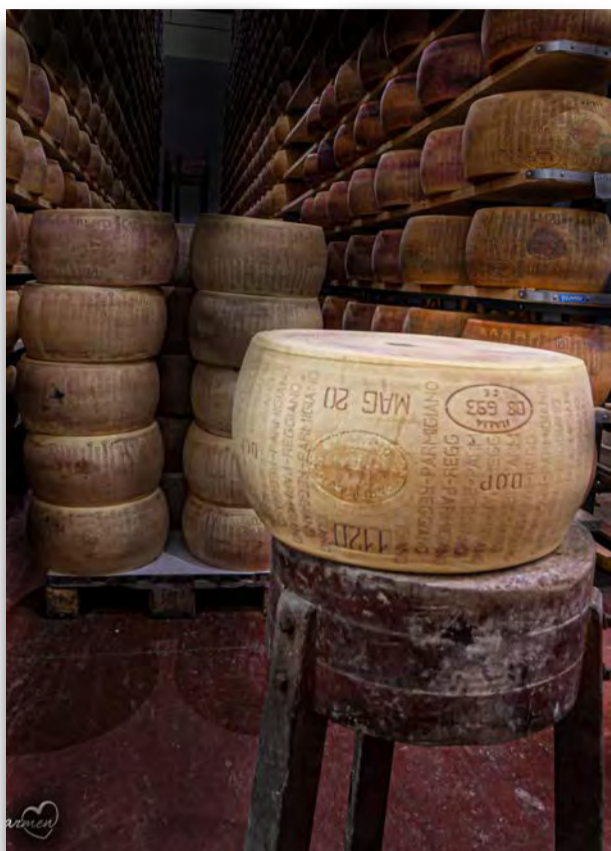


CHARMEN.IT - COLUMNS

A MORNING AT THE MARKET

It is the place where all Charmen.it readers can discover our short guides to recognize the right, fresh, and seasonal products to buy at the market or in gourmet boutiques.

The mini-guides can be branded with food products, wines, beverages, Italian and foreign specialties, DOP, and PGI products.



ITALY IN 24 HOURS

It is a travel format designed for followers who prefer unusual itineraries. The column suggests alternative routes or places that are usually less visited but of significant interest, catering to the more refined tastes.



CHARMEN.IT - COLUMNS

2 FORKS IN A SUITCASE

It is a "traveling" column that takes Charmen.it readers on a journey to discover the excellence of Italian cuisine.

Mattia and Guido will take their readers on a virtual journey inside the restaurant to offer them moments of great culinary pleasure from the comfort of their homes. The menus proposed by the chefs will transform into captivating stories, much like the flavors of the dishes tasted. Words and images will delight Charmen.it followers through an unparalleled journey.



DREAMING PILLOWS

It is the space dedicated to high-level or unconventional hotels that guides Charmen.it readers to discover magical places to stay. Mattia and Guido will make their followers dream with their words and images.



SERVIZI FOTOGRAFICI

SHOOTING POSTER “BRIOCHE PASQUIER ITALIE” - TUTTOFOOD 2023



SHOOTING ADV “PANCAKE DAY 2024” - BRIOCHE PASQUIER ITALIE + ZUEGG



EVENTI SPECIALI

COOKING CLASS "ITALIAN STREET FOOD" + WORKSHOP "FOOD PHOTOGRAPHY - ISTITUTO ITALIANO DI CULTURA NEW DELHI



WEEK OF ITALIAN CUISINE IN THE WORLD - ISTITUTO ITALIANO DI CULTURA NEW DELHI

Creation of 4 video recipes from Italian tradition inspired by the films of Maestro Federico Fellini

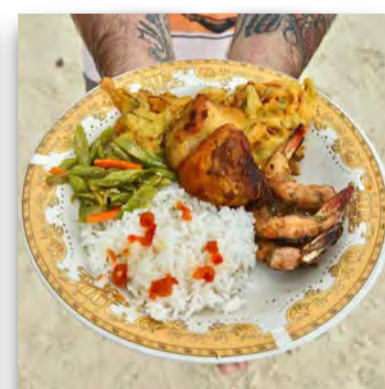


SPECIAL PROJECTS

THE CONSORZIO TUTELA ACETO BALSAMICO DI MODENA



FAM TRIP – RAJA AMPAT (INDONESIA) - MINISTRY OF TOURISM - INDONESIA



INSTAGRAM & LINKEDIN LIVE

- IG** “DUTY FREE: DIALOGHI PER VIAGGIARE LIBERAMENTE” - WINTER 2021
- IG** “DUTY FREE: SPECIALE BIT” - SPRING 2021
- IG** “DUTY FREE: E-STATE IN VIAGGIO” - SUMMER 2021
- IN** “DUTY FREE: DIALOGHI PER VIAGGIARE LIBERAMENTE” - WINTER 2022



It is a live show dedicated to travel, airing live on Mondays and Tuesdays at 6 PM. A journey within the journey through the emotions of the interviewed guests.



“CONFESSIONI A TAVOLA” - JANUARY - APRIL 2022

It's a live show dedicated to talking about food from every angle and the conversation at the table—the agreements made and the relationships built during lunch or dinner. Fridays and Saturdays at 6 PM.



COLLABORATIONS TRAVEL | TOURISM



COLLABORATIONS FOOD | BEVERAGE | KITCHEN



COLLABORAZIONI HOTEL | RESTAURANT



COLLABORATIONS TECH | CLOTHES & MORE



COLLABORATIONS EXHIBITIONS | EVENTS





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