Buzzi case study

An AI film for Fondazione Buzzi

Directed and realised by Tommaso Pizzamiglio with I Sognatori. Agency Coo’ee. 30 seconds.



Frame from the finished film. The image is AI generated.

Watch the 30 second film

The project

For my first AI film, supporting a children’s hospital, I wanted the person at the heart of the story to be a real child. Coo’ee shared a storyboard created with AI and invited me to interpret it as a film. I directed the project and handled the AI generation of video, music and voiceover myself.

The casting

Among the casting options I presented to the agency was my nephew Gio, the only non-professional actor. The agency chose him. His likeness became the starting point for the protagonist in the generated film. Having him at the centre of the project made the work especially personal to me.

The choices behind the film

Starting with a real child

The casting came from my wish to give a film for a children's hospital a recognisable human presence. Gio exists outside the film; the images in which he appears here were generated with AI. The real child and the generated performance are distinct parts of the process.

Directing across image and sound

I handled the direction and the AI generation of video, music and voiceover. Working across those elements allowed me to make decisions about the film as a whole, rather than treating each generated asset as a separate result. This was a single project carried through by one filmmaker, in collaboration with the agency.

Preparing the finished film for delivery

The film was completed as a 30-second piece. Separate viewing and broadcast-oriented masters were prepared, with checks on duration, the final frame and audio. Delivery preparation formed part of the work alongside the creative realisation.

Credits

Client Fondazione Buzzi

Agency Coo'ee Italia

Direction and AI video music and voiceover generation Tommaso Pizzamiglio

Production I Sognatori

Agency CEO Mauro Miglioranzi

Chief Creative Officer Alessandro Tosatto

Art Direction Stefano Rigon and Gianni Morandini

Work together

I work with agencies and production companies on commercials, branded films and documentaries, using live action and AI according to the project. Available for collaborations in Italy and internationally, including remote projects.

Selected films

hi@tommasopizzamiglio.com