

VareseNews

Clooney, De Niro and Banderas: their appearances on Italian television thanks to a man from Varese

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☒ Breeding shows, the saying goes. The comparison might seem a little excessive, but, given that we times are very different, the entrepreneurial style and the desire to stand out appear to be hereditary factors in the Borghi family. **The beloved Giovanni Borghi**, the owner of the company Ignis and of an entrepreneurial culture, which has all but disappeared, **would certainly have been satisfied with the results that his grandson Giorgio Borghi** is achieving with "Movie Magic International".

Yes, indeed, because today, the descendant of the founder of the fridge company, is a successful producer of television adverts, the **third most important in Italy**. His most famous adverts include: "No Martini? No party", with **George Clooney**; the cracking gags by **Christian De Sica** and **Belen Rodriguez**, for Telecom Italia Mobile (**Tim**); the alluring barmaid **Gwyneth Paltrow**, also for Martini; the hilarious adventures of **Aldo, Giovanni and Giacomo** for the telephone operator Wind, and the sweet tenderness of **Juliette Binoche** for Ferrero Roche.

"Movie Magic International was founded by my Father Guido in the 90's," Giorgio remembers. "He was convinced by his second wife, an American, the daughter of a film producer from Los Angeles. Then, when she went back to the United States, we took the international leap; thanks to her contacts, we've got to some big names in show business."

Giorgio, 34, who divides his time between Varese ("Where I sleep, more than anything,") **Milan and Bergamo** ("My girlfriend lives there,"), is now a highly regarded producer, and is in great demand. "I'm in contact with advertising agencies, and with actors and directors of all levels. I really love this job. The client brings the story and we start to think of the director, of the right location and of the actors. Then we go onto the set and shoot. We travel a lot, looking for the best places. We usually spend the winter months somewhere hot, by the sea."

After giving an initial helping hand, his father, Guido, has withdrawn a bit. "He's still the chairman, and keeps some contacts. But he's gradually handing the whole company over to me. **I've been working for eleven years now.** I started at the bottom, taking all the steps to learn every part of the job. In Italy, there are no schools that train you for this kind of work."

Like many young people in Varese, Giorgio had no intention of entering the world of "serious" work. **"My dream was to play basketball.** First, in the Robur team, then in

Pallacanestro Varese ... When I was twenty two, I suddenly hung up my shoes ... Maybe I did it too soon. But I don't have much time now.”

Although he is always in contact with world-famous stars and artistes, he never forgets “his” Varese. So, when the **Foundation “Ponte del Sorriso”** knocked on his door, he didn't shy away, and he got his machine and his contacts moving to produce an intense advert to promote paediatric health care in hospital. Once more ... Breeding shows!

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