



FESTA
DEL CINEMA
DI ROMA 2023
SPECIAL SCREENING

K+ FILM

with

ADLER ENTERTAINMENT & ELA FILM

ZUCCHERO

~ SUGAR FORNACIARI ~

A documentary film by

Valentina Zanella & Giangiacomo De Stefano

Featuring

Bono, Sting, Brian May, Paul Young, Andrea Bocelli, Salmo, Francesco Guccini, Francesco De Gregori, Roberto Baggio, Jack Savoretti, Don Was, Randy Jackson, Corrado Rustici

In cinemas only on October 23, 24, and 25
distributed by Adler Entertainment

The life of Zuccherò "Sugar" Fornaciari is an explosion of consistency within "contradictions": from the world's greatest stadiums and music icons to the hardship and grit of the Emilian countryside in the 1950s and 60s. Yet, it is from contradictions that the most beautiful stories are born.

Stories just like his.

A production by **K+ FILM** with **ADLER ENTERTAINMENT** and **ELA FILM**

In collaboration with **Zuccherò & Fornaciari Music S.r.l.**

With the support of **REGIONE EMILIA-ROMAGNA** through **EMILIA-ROMAGNA FILM COMMISSION**

RTL 102.5 is the official radio partner of the documentary film.



Ufficio stampa film



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Responsabile Comunicazione ZUCCHERO
"SUGAR" FORNACIARI:
Riccardo Vitanza

Ufficio Stampa: Parole &
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CREW

<i>Directed by</i>	Valentina Zanella e Giangiacomo De Stefano
<i>Story & Screenplay</i>	Federico Fava, Valentina Zanella e Giangiacomo De Stefano
<i>Director of Photography</i>	Massimo Moschin
<i>Music by</i>	Zucchero Sugar Fornaciari
<i>Edited by</i>	Corrado Iuvara
<i>Sound</i>	Andrea Guerrini
<i>Musical supervisor</i>	Max Marcolini
<i>Sound mix</i>	Paolo Favarin
<i>Produced by</i>	Nicola Fedrigoni, Marco Colombo, Mattia Della Puppa, Renato Ragosta e Michele Zanella
<i>Executive Producers</i>	Nicola Fedrigoni, Andrea Scarso, Gabor Agoston e Laura Vergani
<i>A Production by</i>	K+ con Adler Entertainment e Ela Film
<i>Distributed by</i>	Adler Entertainment

Genre: Biopic | Italy | 2023 | 100 min

Featuring:

Bono Sting Brian May

Paul Young Andrea Bocelli Salmo

Francesco Guccini Francesco De Gregori Roberto Baggio

Jack Savoretti Don Was Randy Jackson Corrado Rustici and many more

SYNOPSIS

A sold-out world tour spanning European capitals, North America, the United States, and even Oceania. Zuccherò's World Wild Tour 2022-2023 is yet another testament to the global success this artist enjoys—a feat achieved by very few Italian performers. His accompanying band features world-class musicians who play with incredible soul, while he remains a "stage animal," delivering over two hours of music that makes audiences dance, cry, and feel deeply. The story begins here, at the start of one of these concerts. While the musicians prepare, he warms up his voice in the quick-change area before stepping onto the stage.

The spade, the roots, and the hat—the symbol of this tour—take us back to where it all truly began: Roncofesi, late 1950s. In the heart of the Emilian province, people were trying to shake off the stench of poverty, but Roncofesi wasn't Milan or even Reggio Emilia; the economic boom hadn't arrived there yet. What did arrive, however, was the melancholy of the Blues, the sexual energy of R&B, and the tears of Soul. A young boy realized that the energy of Black Americans was the same energy felt there, on the outskirts of everything. He began playing those melodies on the organ of the Roncofesi church—when Mass wasn't in session, of course—and understood that music would save his life.

Panic attacks, anxiety, and a deep depression followed the end of the greatest love of his life. This is what lies beneath the great artist, performer, and songwriter. It is all a matter of roots—especially when you feel you've traveled too far from where you started and no longer recognize yourself. Roots plant themselves everywhere and take hold everywhere. And so, it happens that international stars come to play with a man from Roncofesi, in Emilia, while he—ZUCCHERO—is traveling the world filling arenas.

SHORT SYNOPSIS

This documentary film tells the story of Zuccherò "Sugar" Fornaciari through his own words and those of colleagues and friends such as Bono, Sting, Brian May, Paul Young, Andrea Bocelli, Salmo, Francesco Guccini, Francesco De Gregori, Roberto Baggio, Jack Savoretti, Don Was, Randy Jackson, and Corrado Rustici. A journey of the soul that—thanks to footage from Zuccherò's private archives and the "*World Wild Tour*", his latest triumphant global tour—goes beyond the portrait of a successful musician to reach the doubts and vulnerabilities of the man.

DIRECTORS' NOTES

Working with Zuccherò means having the chance to open a chest full of surprising and unexpected suggestions. It offers unique access and insight into the daily life of a world-class international artist—a star celebrated by peers who are themselves the greatest icons of rock and blues. For a writer or a director, this is a rare privilege.

The visual elements comprise a biography that looks at both the past and the present (through archival footage and modern-day filming), introducing the audience to a surprising artist, a "living crossover." This theme of blending—emphasized by Zuccherò himself during our creative sessions—has allowed us to approach this narrative without having to ask for permission. It is a story that allows itself to be "muddied," drawing its strength from its linguistic richness and its inherent contradictions.

Zuccherò is an elusive figure who communicates only when he chooses to. It was crucial to approach him slowly. Gradually, and with increasing intensity, he provided the inspirations that were later reshaped during the writing phase. Zuccherò is consistent in his contradictions, and that is what makes him so compelling. He is a vibrant character who bridges the Emilian culture—to which he returns in the songs he has written in recent years—with Versilia, the place where his career began.

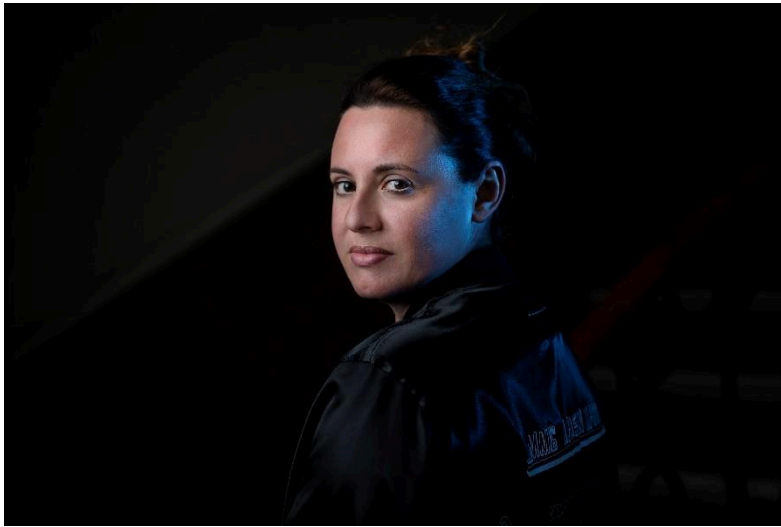
Emilia serves as the bridge to the United States, to the blues, and to that rural peasant culture that emigration scattered across the New Continent, which then returned to us—and obviously to Zuccherò—through music. Zuccherò has thus connected rural culture with Black American culture. It was a risky operation with a very low probability of success, yet it worked, especially among English-speaking audiences. For us as directors, this discovery brings forth fascinating elements: Zuccherò is a son of the 20th century, a musical innovator of his time, and a master at blending the sounds of origins with contemporary musical trends.

Valentina Zanella & Giangiacomo De Stefano

ZUCCHERO SUGAR FORNACIARI

One of the greatest interpreters of rock-blues in Italy, Zucchero (born Adelmo Fornaciari) has sold over **60 million records** throughout his career, including 8 million copies of the album *Oro, incenso & birra*. In addition to being the first Western artist to perform at the Kremlin after the fall of the Berlin Wall, Zucchero is the only Italian artist to have participated in the **Woodstock Festival** in 1994, all of Nelson Mandela's **46664** events (for which he is an Ambassador), and the **Freddie Mercury Tribute** in 1992. Also in 1992, Zucchero and **Luciano Pavarotti** co-created the charity gala **Pavarotti & Friends**. The first edition, broadcast live worldwide, kicked off a series of annual benefit concerts that continued until 2003. In 1999, he performed at the IMST Festival in Austria before 200,000 people, appearing after Bryan Adams and before the Rolling Stones. That same year, he was invited by **Bono** of U2 to play at the **Net Aid** charity gala in New York, broadcast globally. Zucchero also participated in two editions of the **Rainforest Fund** (1997 and 2019), the benefit concert organized by **Sting** and his wife Trudie Styler to protect rainforests and defend the human rights of indigenous peoples. Throughout his career, he has performed across 5 continents, 69 countries, and 650 cities, reaching unique destinations such as Oman, Mauritius, Tahiti, New Caledonia, Armenia, New Zealand, and many others. In 2004, he performed a memorable event at the **Royal Albert Hall**, hosting world-renowned colleagues on stage, including Luciano Pavarotti, Eric Clapton, Brian May, Solomon Burke, and Dolores O'Riordan. The concert was later released on DVD as *Live At The Royal Albert Hall*. In 2007, he received a **Grammy nomination** alongside Billy Preston and Eric Clapton for *Best R&B Traditional Vocal Collaboration*. His December 2012 concert at the Higher Institute of Art in Havana, attended by over 80,000 people, was called the greatest live performance ever held by a foreign singer in Cuba under the embargo. In July 2018, he performed at London's **Hyde Park** for British Summer Time before 65,000 people, alongside international stars like Eric Clapton, Santana, and Steve Winwood. In 2020, Zucchero joined global stars for the world live stream *One World: Together at Home* (supporting the WHO against Covid-19). On the 50th anniversary of **Earth Day**, he delivered a universal message by performing the unreleased "Canta la vita"—based on Bono's "Let Your Love Be Known," with Italian lyrics by Zucchero and featuring Bono—in front of a deserted Colosseum. He also sent a global message of hope from a magical, empty St. Mark's Square in Venice, performing "Amore adesso!", an adaptation of Michael Stipe and Aaron Dessner's "No Time For Love Like Now." Furthermore, he released the moving duet "September" with **Sting**, included in Zucchero's *D.O.C. Deluxe* and Sting's *Duets* albums. In May 2021, he released *Inacustico D.O.C. & More*, the first entirely acoustic project of his career, followed by a series of acoustic concerts in Italy and abroad. November 2021 saw the release of *Discover*, Zucchero's first cover project, featuring collaborations with **Bono, Elisa, and Mahmood**, and a virtual duet with **Fabrizio De André**. In December, he debuted as a voice actor in *SING 2*, voicing the character Clay Calloway. In 2022 and 2023, Zucchero returned to global stages with his **World Wild Tour**, which included 14 sold-out shows at the Arena di Verona. His music has transcended national borders thanks to countless collaborations with legends such as: **Bryan Adams, Al Green, The Blues Brothers, Solomon Burke, Dolores O'Riordan, Rufus Thomas, Johnny Hallyday, Tony Childs, Sheryl Crow, Tom Jones, Scorpions, Bono, Sting, Jeff Beck, Ray Charles, Billy Preston, Eric Clapton, Joe Cocker, Elvis Costello, Miles Davis, Peter Gabriel, Paul Young, John Lee Hooker, B.B. King, Mark Knopfler, Brian May, Luciano Pavarotti, Ennio Morricone, Andrea Bocelli, Iggy Pop, Queen, Manà, Alejandro Sanz**, and many others.

VALENTINA ZANELLA



Born in Verona and professionally trained in Milan, where she earned a Master's degree in Marketing and Communication for the Recording Industry, she began her career at the historic **Jungle Sound Station**. There, she coordinated artists, creative directors, and technicians for the organization of music videos, concerts, and major events such as the *Heineken Jammin' Festival Contest*. She further expanded her expertise by earning a Master's in CFA/Advanced Photography from **IED**, subsequently displaying her creations in various photographic exhibitions in Milan, Ferrara, Verona, and Venice during the 2016

Architecture Biennale. Since 2009, she has collaborated as **Creative Director at K+**, producing music videos and commercials, often serving as director and/or set photographer. These experiences allowed her to refine and experiment with her visual language, defining the editorial line for short films, documentaries, and feature films. In 2016, she handled the artistic direction and casting for the film *Finché c'è Prosecco c'è Speranza* starring Giuseppe Battiston, for which she also created the photographic book published by Marcos y Marcos and directed the soundtrack's music video for Universal Music. In 2019, she co-wrote the story for the film *Si Muore Solo Da Vivi*, overseeing its creative direction, casting, and music video direction. In 2020, she co-produced the documentary *Disco Ruin* (Rome Film Fest 2020), winner of the **EXXTRA DOC 2021** at the MAXXI in Rome and the Audience Award at the 2021 **ORTIGIA Film Festival**. Spanning music, photography, art, and directing, she has spearheaded several communication campaigns; in July 2021, her short film *Un adesso immenso*, created with poet Filippo Balestra, won the **La Poesia che si Vede** award in Ancona. In April 2021, she directed the short film *Dove Finiscono i Mandarinini*, written by Emma Piazza (Rizzoli) and starring Sara Ciocca and Paolo Cioni, which was selected for **Giffoni 2022**. In October, she worked as co-screenwriter and artistic producer on Corrado Ceron's feature film *Acqua&Anice* starring Stefania Sandrelli, Silvia D'Amico, and Paolo Rossi, distributed by Fandango. In 2022, she wrote and produced the documentary *Gilles Villeneuve - L'Aviatore* alongside Giangiacomo De Stefano and Federico Fava, in collaboration with **RaiDocumentari** (for Rai 2). Currently, among various projects in development for Kplusfilm, she is working on: *Atti Osceni in Luogo Privato* by Marco Missiroli (Feltrinelli), *L'invenzione di Noi Due* by Matteo Bussola (Einaudi), and *Non è la Fine Del Mondo* by Alessia Gazzola (Feltrinelli), for which she will also direct the cinematic adaptation.

GIANGIACOMO DE STEFANO

A director and producer, in 2006 he presented the documentary *Nel lavoro di Sandra*, exploring the relationship between transsexualism and the professional world. In 2008, he directed *Con la maglia iridata*, a documentary on the 1968 Cycling World Championships. In 2011, in collaboration with La Sarraz Pictures, he created the documentary *Raunch Girl*, a finalist for the 2008 Solinas Prize, which aired on Cielo. In 2010, he founded **Sonne Film**, through which he produced *A casa non si torna* in 2012 and began a collaboration with RAI's *La storia siamo noi*, directing the documentaries *Quando l'anarchia verrà*, *L'eresia dei Magnacucchi*, and *I mostri di Balsorano*. In 2013, he produced and directed the 10-episode series on the vegetarian world, *Né carne né pesce* (Gambero Rosso-SKY). In 2014, he directed the football-themed series *Nel pallone* (La effe/Feltrinelli). This was followed in 2015 by the 10-episode series *Pianisti* (Classica HD) and in 2016 by the series on independent music *Rotte indipendenti* (SKY Arte). Also in 2016, he produced a documentary on San Mauro Pascoli for Geo/Rai3. In 2017, balancing roles as producer and director, he created the miniseries *Vai col liscio* (Sky Arte), a finalist for the **Nastri d'Argento**, and produced the documentary *La terra dei motori*, which competed at Biografilm and aired on Rai3. In 2018, he directed the documentary on New York hardcore and CBGB, *At the Matinée* (Audience Award at Biografilm 2019), and produced the film *Pentcho* (with Rai Cinema), the series *'68 Pop Revolution* (SKY Arte), and the series *Alla ricerca del suono* (Classica HD). In 2019, he produced the two-part series *Berlino est/ovest* (SKY Arte). In 2020, through Sonne Film and K+, he produced the documentary on the history of nightclubs, *Disco Ruin*. It premiered at the **Rome Film Fest 2020** and won the **EXTRA DOC FESTIVAL 2021** at the MAXXI, the Audience Award at the Ortigia Film Festival 2021, and numerous other accolades. In 2021, he produced and directed the documentary *La fisarmonica* (SKY Arte). In 2022, again with Sonne Film and K+, he produced the Sky Original series *Sound Gigante* and the documentary *Gilles Villeneuve, l'aviatore*, which aired in prime time on Rai 2. In 2023, he produced the documentaries *Ask the Sand* (SKY Arte) and *Luci per Ustica* (RAI Documentari) and co-directed, alongside Valentina Zanella, the documentary *Zucchero – Sugar Fornaciari*.

