



LA FOLLIA

OUTDOOR COMMUNICATION / VISUAL STORYTELLING

# STORIES. STRATEGY. IMPACT.

Creating unforgettable identities  
for outdoor events, brands and  
athletes.

## THE MADNESS THAT CREATES.

HÉCTOR RUBIO · COMMUNICATION  
MARCO GULBERTI · PHOTOGRAPHY

ALPS BASED / WORLDWIDE

## WHAT WE OFFER

01

### RACE COMMUNICATION

Positioning, press communication and a strategy that connects every part of the story.

02

### PHOTOGRAPHY

Premium imagery created close to the action, capturing the moments that make each story distinctive.

03

### OUTDOOR BRANDING

Visual identities and creative direction for races, destinations and outdoor brands.

04

### VIDEO PRODUCTION

Cinematic storytelling, social-first edits and live event coverage with international reach.

PROVEN IN THE FIELD

4

continents

120+

World Cup events

10+

World Championships

4

working languages

ONE VISION. EVERY ANGLE.

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We do not simply document stories.

## We create identity, emotion and international visibility.

By combining high-level visual storytelling with strategic communication, we help events, brands and athletes build a recognisable identity and grow beyond a single race or campaign.

For people and organisations in outdoor sport that want to stand out and be remembered.

START A CONVERSATION

[info@follia-outdoor.run](mailto:info@follia-outdoor.run)

[follia-outdoor.run](https://follia-outdoor.run)

INSTAGRAM

[@follia\\_outdoor](https://www.instagram.com/follia_outdoor)

SCAN TO FOLLOW THE WORK

