

Foto Cine Chiariotti

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business description: Cesare Chiariotti has been a photographer for more than half a century, but since 1975 he has been the owner of a shop which has become historic not only for having received the certificate of the Municipality and the plaque to certify it, but also because he went through the years of change in a sector which has passed from analog to digital, from videocassettes to DVDs; from prestigious cameras to the mobile phone which has replaced them. The studio was opened half a century ago on via Don Canestri and at the premises at number 1 and 3 there was also a room for industrial photos, to which he dedicated most of his time. 1984 is the year of change and also of great turbulence. Shelves appear in the renovated premises and the focus is on retail sales, seeing that work for companies is characterized by great competition. Customers are shown the best cameras for taking photographs, projectors, video recorders. It was said of the turbulent world that Cesare Chiariotti knew, for better or worse. DVDs replace the VHS format. In 2011, Chiariotti moved to his current store. He has always been a photographer and will continue to be one until he lowers the shutters forever. Sure, when there were rolls of film hundreds of photos were printed. With the rise of digital the work physiologically changed, because it was no longer needed to capture holiday memories on paper.

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