



Silvana Pizzirusso



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Her Story

Four years ago, Silvana took the big decision to leave Colombia and move to Switzerland with her husband. She had to leave her family and friends behind, and face the manifold difficulties linked to the integration in a new country and the learning of a foreign language when she arrived in Lausanne. The birth of her second child, Emilio, aged 16 months, hasn't made things easier. Her 19 year old daughter stayed in Colombia to finish her studies.



Photographer for product advertising



Background

In Colombia, Silvana worked as a publicist and gained over 10 years of experience in advertising photography, image editing, and graphic design. She noticed that advertising photography is very expensive in Switzerland, and that big companies use internal resources for their photos. She therefore decided to offer her services as a professional photographer at lower prices to small and medium companies, and independent entrepreneurs.



«In spite of my integration difficulties, I am very happy; I love photography and my job!»

Her Project

Silvana started her business specialized in the photography of culinary products a year ago through the launch of her website «silvanapizzirusso.ch». Alter Start was of great help to her; it provided her with the means and space she needed to develop her project. Silvana focuses on small structures such as workshops and food stalls but, in the future, she wishes to widen the range of her clients and become fully independent.

«Alter Start is the space I needed to get over my everyday life, and develop my project.»