



PRIMO

ALWAYS ROUGH

This documentary delves into the life of Primo, who, over his two-decade career with Cor Veleno, solidified his position as one of the most influential figures in Italian rap.

Through previously unreleased archival footage and the accounts of those who influenced his journey, the film takes the form of an exploration of his artistic legacy, narrating the story of a generation of artists who reshaped the history of this musical genre.



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DATA SHEET

Title Primo - Sempre Grezzo
English title Primo - Always Rough
Genre Documentary
Subgenre Biopic
Origin Italy
Year 2023
Length 115'
Language Italian
Subtitles English
Aspect ratio 1.89:1
Color Color, B&W



CREDITS

Production Cor Veleno, FataMorgana Cineproduzioni

Director Guido M. Coscino

Producer Mauro Belardi

Associate producers Andrea Pirri Ardizzone,
Guido M. e Carolina Coscino, Joana De Freitas Ginori

Distribution Ulalà Film & co.

Music Cor Veleno, Squarta e Gabbo

Narrator Elio Germano

D.o.p / editor Guido M. Coscino

Sound design Flavio Moro

Audio mix Federico Tummolo

Color correction / restoration Sebastiano Greco

Art direction / graphics Ivan Donadello

Executive production / archive Guido M. Coscino

Assistant director Carolina Coscino

Cast Primo, Grandi Numeri, Squarta, Ibbanez, Jovanotti,
Salmo, Tormento, Danno, Masito, Ice One, Piotta, Amir, Roy Paci,
Gemitaiz, Coez, 3D, Ill Grosso, Ensi, Niccolò Celaia, Zambo, Gabbo,
Emilio Plaisant, Dj Shocca, Detor, Luca Fantacone, Mauro Belardi



DIRECTOR'S NOTES

The story of David Maria Belardi's a.k.a. Primo Brown draws almost exclusively on archival material, through which the protagonist narrates himself, infusing the film with the illusion of an autobiographical conduction.

In this narrative key, the fruition of the interviews through the characters who witness his exploits is based on the sole use of sound. The aim is to project the audience into the flow of the repertoire, creating an absolute filmic time in which past and present merge, restoring the artist's life with intimate realism.

Since Primo's passing in 2016, I was commissioned by Cor Veleno crew to make a biographical documentary about him. I immediately began to conceive of it as a film told through the archives, with the intention of retrieving any kind of material that could relate to him, contacting all those people who in some way accompanied him in his twenty-years long career and those who affected his private sphere.

Finding the materials and conducting the interviews on which the film is structured led me to travel across the country in search of backstage, audition, live footages, web, radio and television materials that formed an extremely vast and heterogeneous audiovisual evidence of his work.

This archival research work took about seven years as well as the editing itself that transformed the work's writing into a work in progress. The unpublished material is the documentary's main point of strength revealing Primo's art through his own words and life experiences. The many different archival sources highlight an intimate evolution of the filming process.

The documentary is narrated by the voice of the actor Elio Germano, Palma D'oro award winner in Cannes, who lent his voice to the project with participation and deep empathy.

What helped shaping Primo's story in my mind was, without any doubt, his mastery of storytelling in music.

DIRECTOR'S

BIOFILMOGRAPHY



Guido is a documentary filmmaker born in Rome in 1985.

He graduated in film and television at DAMS in RomaTre and then specialized in visual anthropology at Copenhagen University.

In 2007, together with Giuliano La Franca, he founded *FataMorgana Cineproduzioni*, with which he produced and co-directed two documentaries: in 2008 **Mvula or the rain myth**, an ethnographic film on the animist culture of the Chewa population in Malawi and in 2009 **Adam's journey**, an exploration of the dynamics of reception of migrants in Portopalo, a border area in the extreme south of Sicily.

In 2010 he made the short documentary **The cities of the gold**, a diving into the relationship between Dutch communities and the artificial lands they created in the North Sea. The following year he directed the short film **All the truth in the case of M. Valdemar**, adaptation of the E.A. Poe's novel.

From 2013 to 2016, he develops the editing of the documentary **Leaves of the Horn**, an investigation into the khat drug trafficking in the Horn of Africa.

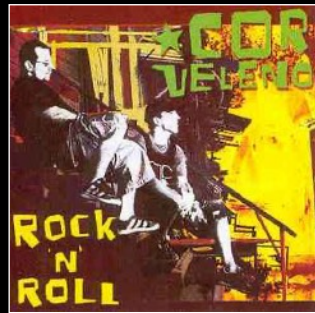
In 2023 he produced and directed the biographical documentary **Primo - Always Rough**, film that explores the career and figure of Primo, frontman of the historic roman hip-hop crew Cor Veleno.

PRIMO'S

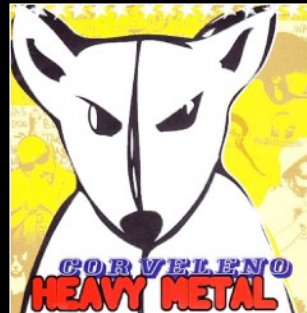
DISCOGRAPHY



1999 Sotto Assedio



2001 Rock'n'Roll



2004 Heavy Metal



2005 Bomboclat



2006 Nuovo Nuovo



2008 Leggenda



2009 Pace Armata



2010 Buona Pace



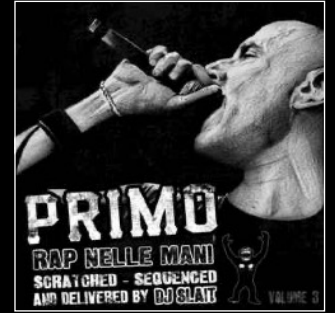
2011 Qui è selvaggio



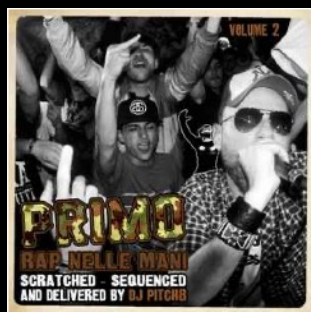
2011 Rap nelle mani
vol. I



2012 Fin da bambino



2012 Rap nelle mani
vol. II



2013 Rap nelle mani
vol. III



2014 El micro de oro



2018 Lo spirito che suona
(posthumous)

COR
VELENO

ulala
FILM & CO.

FATAMORGANA

UN FILM DI GUIDO M. COSCINO

PRIMO

SEMPRE GREZZO

NARRATO DA ELIO GERMANO

ULALA FILM & CO. PRESENTA PRIMO-SEMPRE GREZZO UN FILM DI GUIDO M. COSCINO UNA PRODUZIONE COR VELENO E FATAMORGANA PRODOTTO DA MAURO BELARDI
ESPRESSO DA ANDREA PIRRI ARDIZZONE GUIDO M. COSCINO CAROLINA COSCINO JOANA DE FREITAS CINORI PRODUZIONE ESIBITIVA E RICERCA ARCHIVISTICA GUIDO M. COSCINO CON PRIMO BROWN GRANDI NUMERI SQUARTA IEBANEZ
JOVANOTTI DANNO MASITO TORMENTO PIOTTA AMIR ROY PACI SALMO GEMITAIZ COEZ ENSI GABBO ZAMBO DETOR ICE ONE 30 ILL GROSSO DJ SHOCCA NICCOLO' CELATA EMILIO PLAISANT MAURO BELARDI LUCA FANTACONE
INSENO DEL CUOMO FLAVIO MORO MIA FEDERICO TUMMOLO MUSICHE COR VELENO SQUARTA E GABBO CORREZIONE COLORE SEBASTIANO GRECO CONSIGLIERA REGALE MATTEO FALCOLINI AUDIO REGIA CAROLINA COSCINO SUPERVISIONE ARTISTICA IVAN DONATELLO
VICE NARRANTE ELIO GERMANO REGIA FOTOGRAFIA E MONTAGGIO GUIDO M. COSCINO