



Luis Corchon Presents New Ferrari Roma In Latest Project

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Premier Miami-based filmmaker Luis Corchon brought awe to car enthusiasts and luxury lovers everywhere with his latest video of the new Ferrari Roma. The luxury car company unveiled the latest edition of the Roma, which is now available for pre-order.

Working with Ferrari of Fort Lauderdale to get exclusive access to the car, the film aficionado and his production team took up the challenge of capturing the elegance and beauty of the Ferrari Roma. "I wanted to capture the car in motion. As the sun was rising off the ocean in beautiful Ft. Lauderdale, the orange glow of the sun cast this amazing light on the car," shares Luis on his approach to the project. "As the car moved in front of my camera, I couldn't help but to think how simple yet polished this new Ferrari is."

A Ferrari enthusiast and previous owner himself, Luis Corchon understood the brand at a personal level. The videographer made the project his and took full ownership of every concept and shot, expecting nothing less than perfection. The result was a magnificent display that gives full justification to another beautiful Ferrari release.

Luis Corchon originally hails from Cordoba, Argentina. He moved to the United States when he was in elementary school. From an early age, Luis had always had a fascination with two main things, cars and films.

After a good and long run in the tech space, Luis decided to liquidate his company and move to Miami, Florida to pursue his dream of starting a production studio named LC Photo Studio. Like his stint in programming, Luis learned photography and videography on the go, mostly experimenting with various Sony and DJI equipment until the film enthusiast got the hang of it. He would later grow a niche in photography and videography work for high-end brands. Today, he travels worldwide, working with some of the most prestigious brands in fashion, sports-action, restaurants, and exotic cars.

The Italian car brand's latest release, the Ferrari Roma, carries the motto "La Nuova Dolce Vita," or "the new good life." Its exterior sports a clean, minimalistic, and sleek design that brings together pure and elegant volumes in perfect harmony. The timeless design paired with some of the motor industry's best performance metrics makes the Ferrari Roma an epitome of flair and style.

For Luis Corchon, being assigned to translate the Ferrari Roma's elegance in film format is a privilege he is extremely grateful for.

Looking to future possibilities, Luis only hopes that he continually works on projects he is truly passionate about. He continues his film and photography work, sustaining his thrust to break filmmaking barriers.

To learn more about Luis Corchon and his work with the Ferrari Roma, visit his [website](#) and [Instagram page](#).

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