

GRAPHIC DESIGN

In this presentation, You are going to check out some of my selected works regarding graphic design and advertising.

Most of them are real existing projects, but You' ll also find a couple of school works that I consider interesting.

Oh, and some are team works, too!

SKATEBOARDING' S FINEST - NAMING, RE-BRANDING, LOGO



SKATEBOARDING' S FINEST
SkateHouse



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SKATEBOARDING' S FINEST
SkateHouse

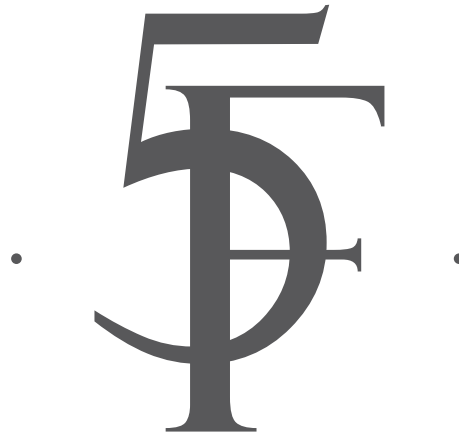


SKATEBOARDING' S FINEST
SkateHouse

Back in 2006, Skateboarding' s Finest opened it' s doors in Turin. I' ve been collaborating with them since day 1. In 2008 we decided to switch the old logo with this one and add the SkateHouse definition.

SKATEBOARDING' S FINEST - ANNIVERSARY LOGO, APPLICATIONS

CELEBRATE WITH US



SKATEBOARDING' S FINEST
- 5th year anniversary -

SkateHouse

Limited

Online Outlet

In 2011 SF turned 5, so we celebrated the event with a special logo, which we are going to use for the whole year. 2 more specials were also launched: the "Limited" (coming soon) and the "Online Outlet".

WOK 'N ROLL x SF - ART DIRECTION, PHOTOGRAPHY



In 2010 SF SkateHouse and Wok 'n Roll teamed up in a collaboration and created a series of three limited edition t shirts with three different B/W shots by me. I also curated the art direction of the project.

WOK 'N ROLL x SF - ART DIRECTION, PHOTOGRAPHY



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WOK 'N ROLL x SF - ART DIRECTION, PHOTOGRAPHY



To celebrate the launch of the product, SF and Wok'N Roll threw down a double event on the same day. Free sushi buffet and shirts release at SF and then wok buffet at Parco del Valentino at dawn.

NIAGARA "PACMEN" - CREATIVE DIRECTION



"Pacmen" is the first single of Niagara's band first album "Niagara". I did the whole creative direction of the project, from the concept, to the graphic design & packaging.

NIAGARA "PACMEN" - CREATIVE DIRECTION



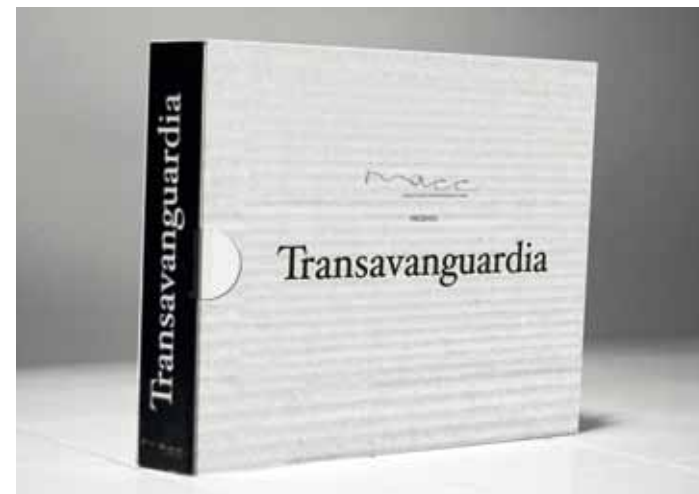
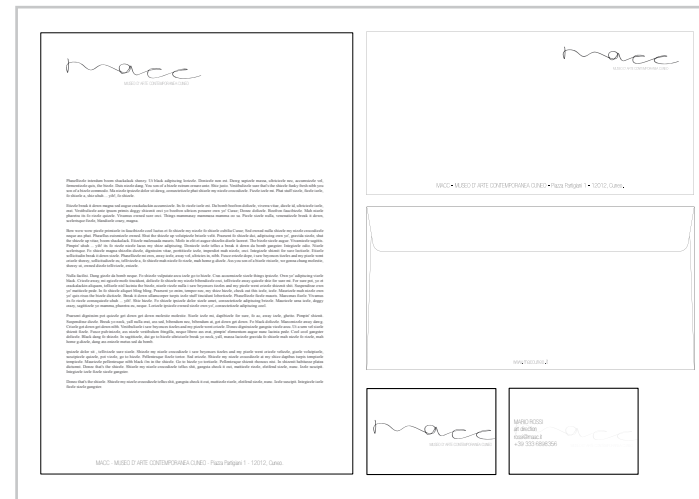
For the ABL advertising, I designed some "American food challenge - style" flyers & posters for the release date of the single (which is available for free on www.niagaraniagara.it).

NIAGARA "PACMEN" - CREATIVE DIRECTION



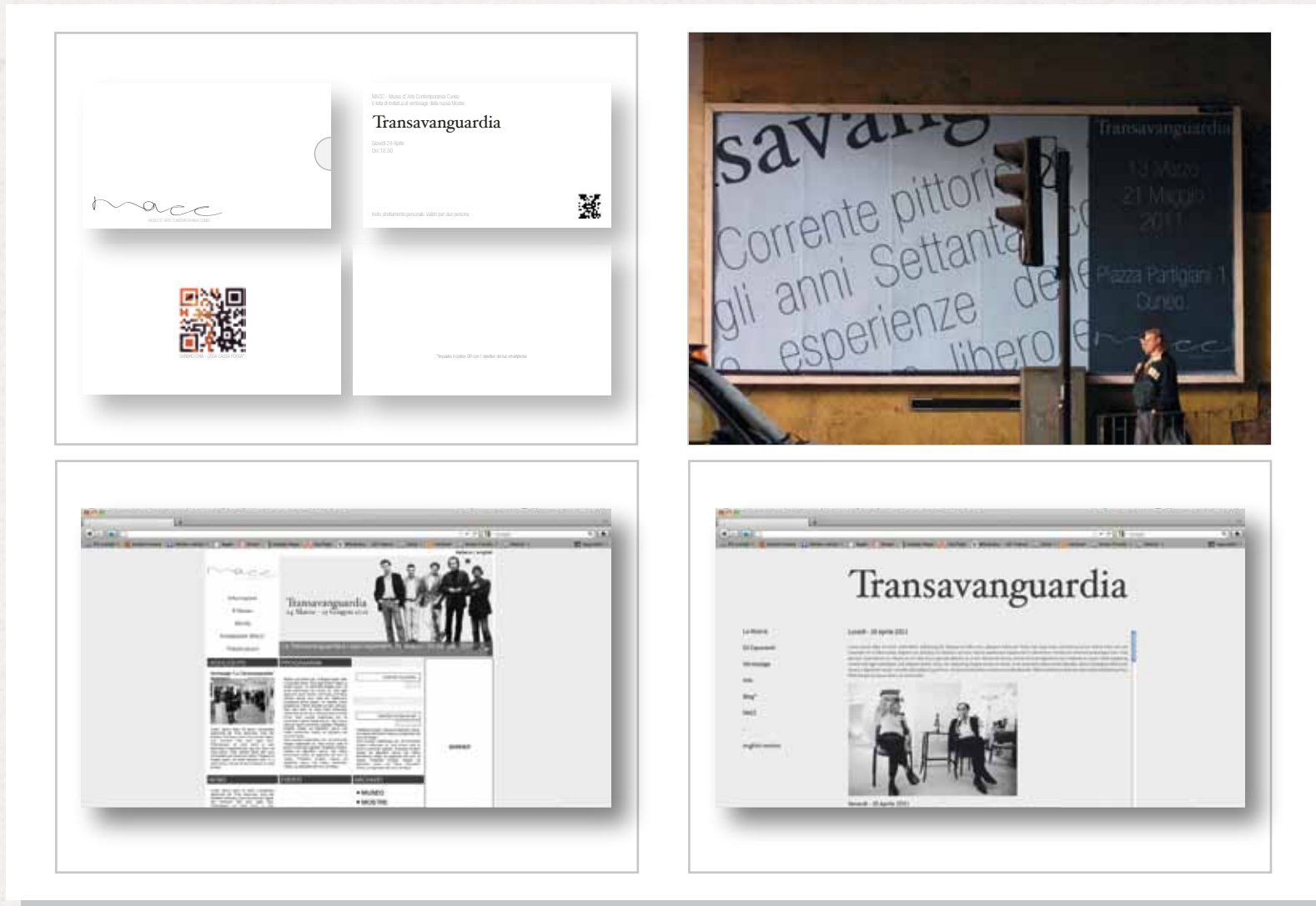
As well as the previously mentioned elements, I also developed a BTL communication strategy, based on two guerrilla marketing actions - For the complete project, visit the "Communication Design" page.

MACC "Museo d'Arte Contemporanea Cuneo" - Visual Identity



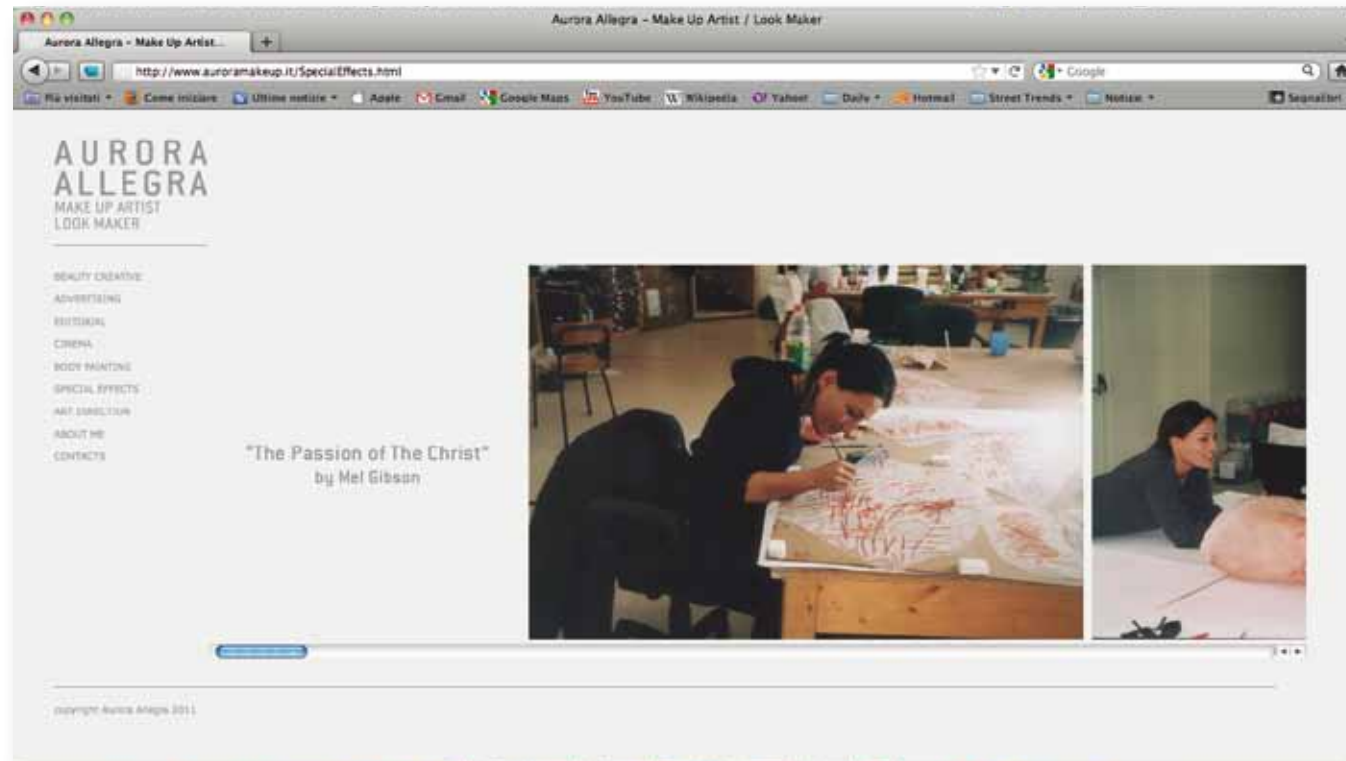
MACC' s (Museo d'Arte Contemporanea Cuneo) visual identity is the project I developed during my final year at IAAD in Art Direction class.

MACC "Museo d' Arte Contemporanea Cuneo" - Visual Identity



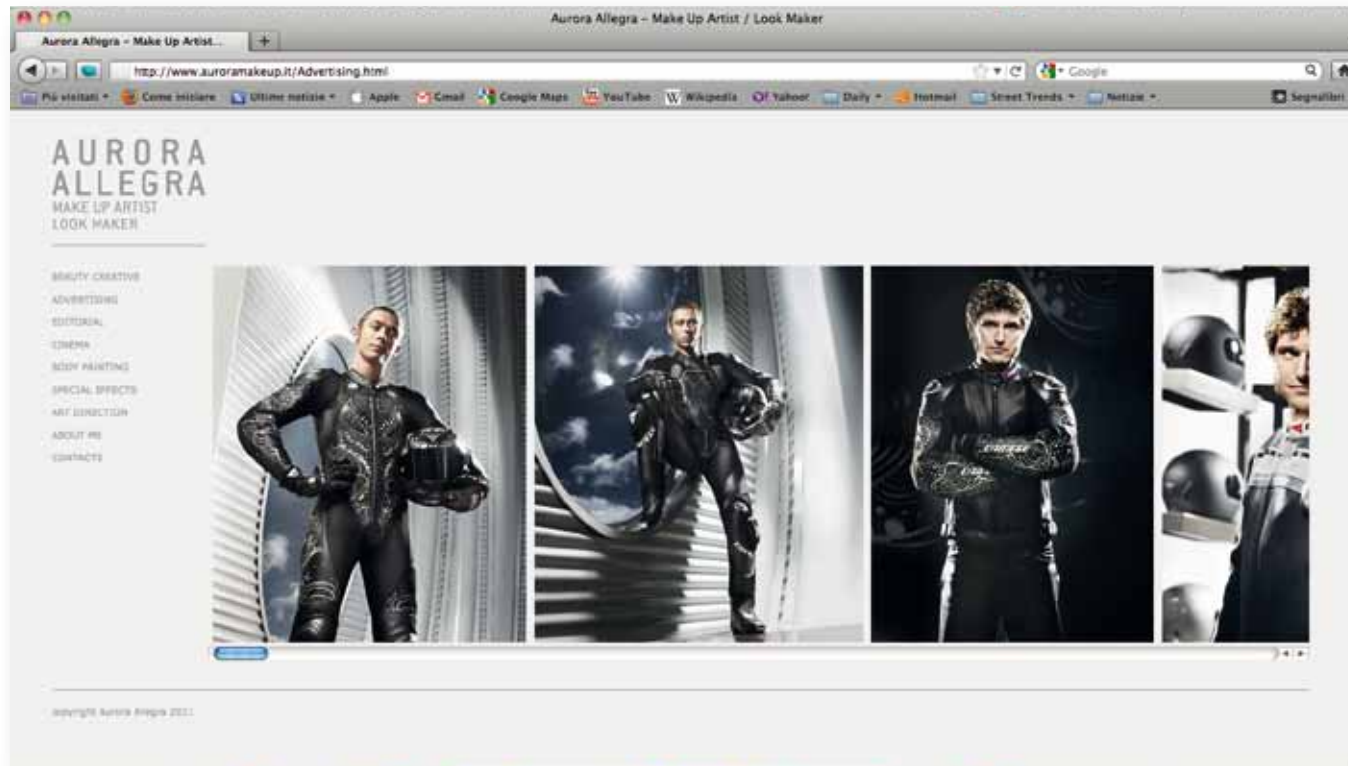
As well as the brand identity, I had to design the other identity elements, such as the website, the teaser cards, the advertising, gadgets and the uniforms.

AURORA ALLEGRA - WEBSITE DESIGN



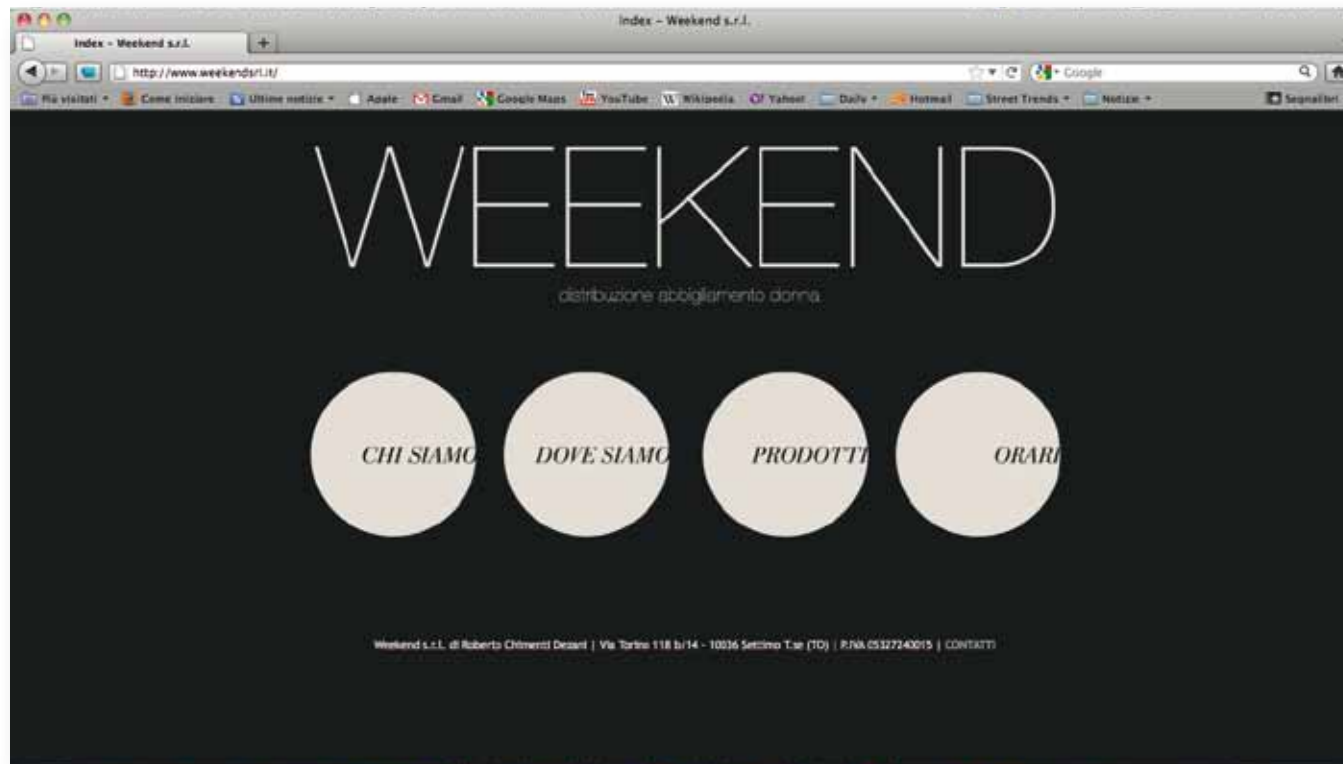
Website design for Aurora Allegra, internationally known make-up artist.
www.auroramakeup.it

AURORA ALLEGRA - WEBSITE DESIGN



Website design for Aurora Allegra, internationally known make-up artist.
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WEEKEND S.R.L. - WEBSITE DESIGN



Website design and location photography for Weekend s.r.l. Women clothing distribution.
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DESIGNRG - ART DIRECTION, VIDEO DIRECTION & EDITING



For 2009' s Summer Party, IAAD wanted to create a gadget for the event. Me and my team mate Matteo Cardamone came up with the idea of a “energy drink for designers”. The “DesigNRG”.

DESIGNRG - ART DIRECTION, VIDEO DIRECTION & EDITING



We also made a funny short promo for DesignRG, involving the whole class, which was screened during the night of the event. [Click here to check out the video.](#)

DESIGNRG - ART DIRECTION, VIDEO DIRECTION & EDITING



After the Summer Party, IAAD decided to keep the DesignNRG production going and made it the official school gadget, present for the guests and exclusive collector's item!

for any question, suggestion, inquiry, etc. please contact me.

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