
have a bad day have a nice day

Hi everyone, I'm Raffaele Di Maio.

Visual designer Art director



I'm an Art Director and Visual Designer with a cross-disciplinary, project-driven approach, where strategy, experimentation and a blend of visual languages come together.

I've been working independently for over six years on projects ranging from brand design to digital communication, including animation, UI/UX and content creation. For the past four years I've also been collaborating continuously with a studio, gaining experience in team coordination and shared creative direction.

My work focuses on building dynamic, consistent visual identities that adapt to different contexts and stand out through strong visual storytelling.

Editorial design runs through my whole path: since my very first projects, layout has been a natural ground for experimentation, where image, typography and narrative feed into each other.

I believe in design as a cultural tool, able to generate value, connections and meaning.

CONTACTS

Raffaele Di Maio

raffaeledimaio.design

raffaeledimaio.com

raffaeledimaio0@gmail.com

+39 340 9592136

- *Dynamic brand*
- *Brand identity*
- *Motion graphics*
- *Social content creator*
- *ADV atl & btl*
- *Type design*
- *App design*
- *Web design*
- *UX/UI design*
- *Fashion design*

EDUCATION

2021 2018
RUFA "Rome University of Fine Arts", Rome
- **MA in Visual and Innovation Design**

Grade: 110/110

2018 2014
RUFA "Rome University of Fine Arts", Rome
- **BA in Graphic Design**

Grade: 110/110 cum laude

2014 2009
Istituto d'Istruzione Superiore Grottaminarda
I.T.I.S. - I.T.C. - I.S.A., Grottaminarda (Av)
- **DIPLOMA in Advertising Graphics and Photography**

Art Institute diploma, specialising in Advertising Graphics and Photography

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe After Effects
- Cinema 4D
- Adobe Photoshop
- Adobe Premiere
- Wordpress
- Adobe Indesign
- Figma
- Office Pack

AREAS

- Strategy & positioning
- Naming
- Dynamic brand
- Brand identity
- Motion graphics
- Book & magazine
- ADV atl & btl
- Content creator
- Type design
- Fashion design
- Web design
- Print
- App design
- UX/UI

WORK EXPERIENCE

01-2022 present
IdLab studio
Visual Designer, Art Director *(freelance)*
Visual designer, UI designer and art director. Content creator and graphic designer for social and web.

latest projects

TOOLS il saper fare a regola d'arte
Visual designer
Brand identity + visual system for the TOOLS exhibition at ADI Design Museum, 9 May – 1 June 2025

Forestami (forestami.org)
UI designer
User interface design, forestami website 2025

02-2024 present
Birrificio Martesana
Visual Designer *(freelance)*
Brand identity and type design + corporate identity

04-2024 present
Tenuta Morecina
Visual Designer *(freelance)*
Brand identity concept and design.
Wine label Fiano di Avellino, Phaos

02-2022 present
Tenuta Ponte
Visual Designer *(freelance)*
Brand identity + corporate identity.
Wine label design:
_Taurasi, Carazita, Loggia, Selece, Ianni, Alope, Noifa,

03-2022 03-2023
paolinopaolino
Visual designer *(freelance)*
Brand identity and type design + website user interface
paolinopaolino.com

10-2020 08-2024
che sapò
Visual designer *(freelance)*
Brand identity + corporate identity.
Visual content creator Facebook/Instagram.

10-2020 08-2023
Panorama Cocktail Coffee Bar
Art Direction *(self-employed)*
Concept and graphic design, logo, type design, editorial and multimedia animations.
Visual content creator Facebook/Instagram.
Venue set-up with image processing/illustrations.

11-2022 06 - 2023
Ruins Experience
Art Direction *(self-employed)*
Brand & corporate identity design, video editing.
Type design, editorial and multimedia animations.
Visual content creator FB/Instagram (posts/stories)
Venue set-up with image processing.

03-2021 12-2021
Emilio Pucci (Art Director Antonio Piccirilli)
Visual Designer *(freelance)*
Content creator and graphic designer for social and web.
Newsletters, e-vites, save the dates, social posts/stories, 2D/3D animations.

03-2021 05-2021
Ilva Etichette
Visual Designer *(self-employed)*
Visual Content creator Instagram/Facebook
Photography and graphics for social content.

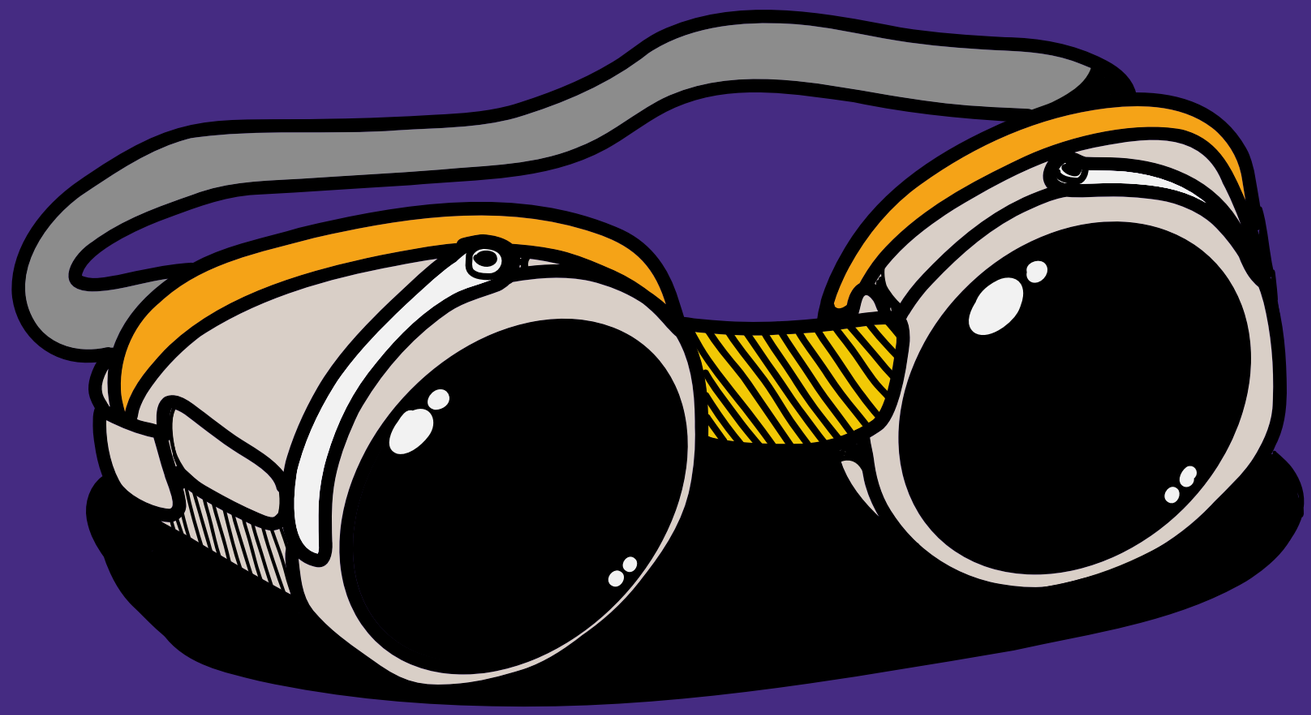
10-2020 12-2020
I Colli di Luogosano
Graphic/Web Designer *(self-employed)*
- Website design - Multimedia content creation
- Visual content creator Instagram, Facebook.

10-2019 12-2019
Antonio Pace
Graphic Designer *(internship)*
Naming concept, competitor analysis, graphic research and brand language development (textures), animation of brand system elements.

10 MAG | 1 GIU 2025 ADI DESIGN MUSEUM

tools

il saper fare a regola d'arte



una mostra di
ADI Design Museum

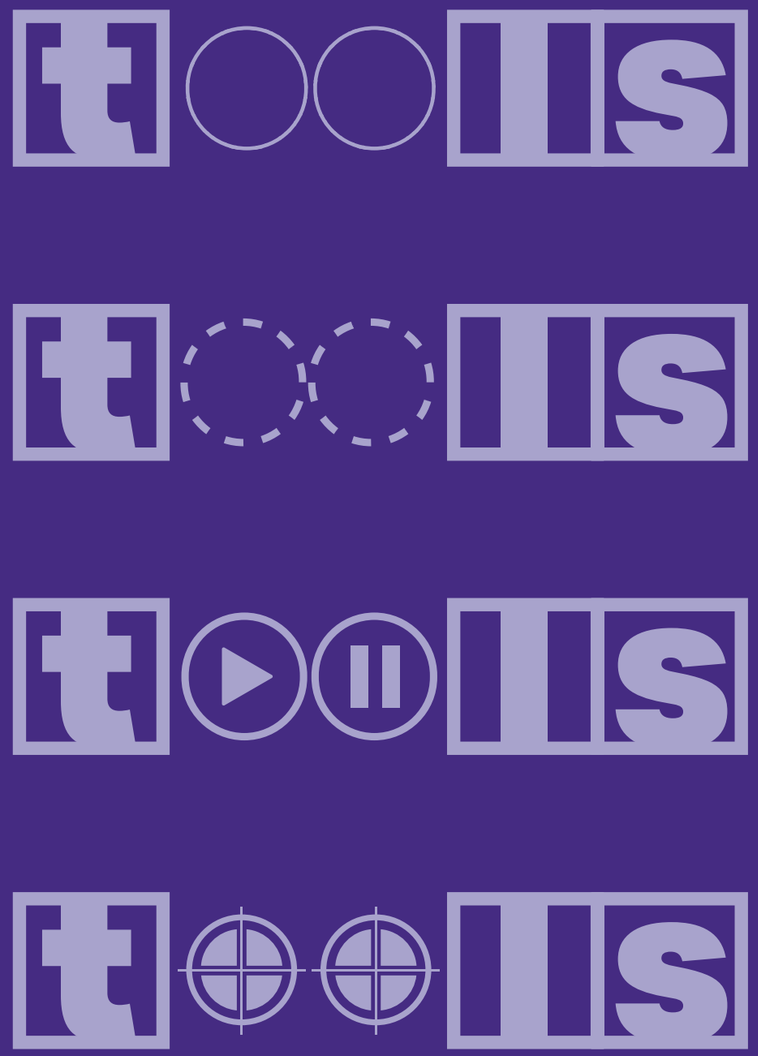
a cura di
A. Mininno, S. Mirti, I. Turcato

visual identity

TOOLS' visual identity stems from a modular, systemic approach inspired by the very structure of the event: a format organised into thematic islands, each dedicated to a specific craft and creative practice.

The starting point was the name of the exhibition itself. TOOLS, broken down and reassembled within a structured grid, becomes the visual code for telling the story of tools, processes and know-how.

The typographic choice is deliberately sharp and architectural: each letter sits inside a module, emphasising the systemic, replicable nature of the project.



icone 4 isole

Cartotecnica e cartone

Sartoria e moda

Videomaking e Youtube

Tipografie e strumenti di scrittura

dynamic logotype

The two central “O”s turn into variable symbols, adapting to the four thematic areas of the exhibition:

- **Paper and cardboard** – geometric textures inspired by paper craft

- **Tailoring and fashion** – dashed strokes evoking cutting and sewing

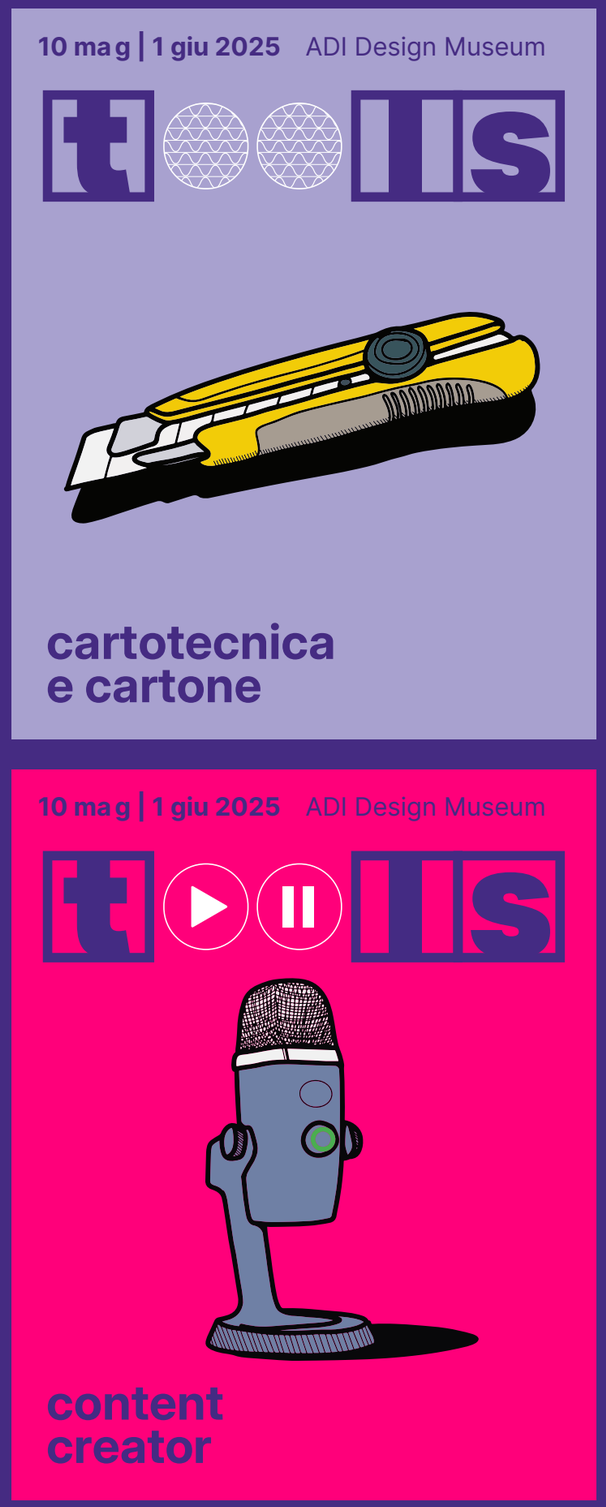
- **Videomaking and YouTube** – play/pause icons, universal signs of digital language

- **Type and writing tools** – circles with crosshairs recalling graphic and typographic details

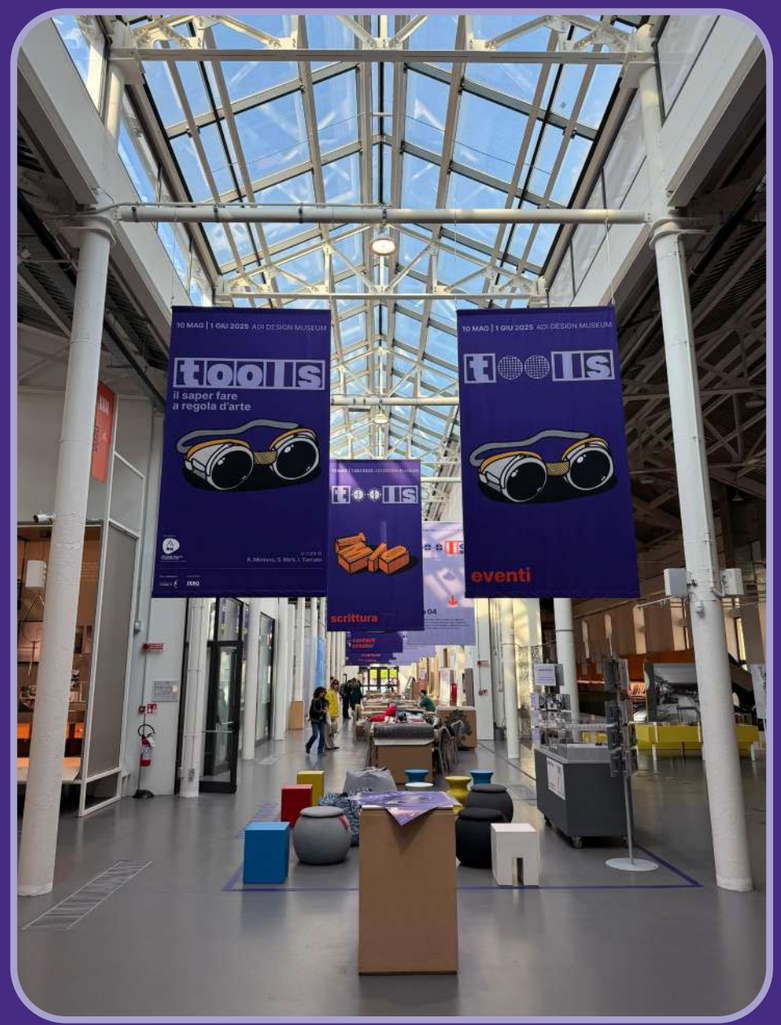
This visual play makes the logo dynamic and adaptable, while keeping strong formal consistency.

The four conceptual “islands” of the exhibition are thus represented directly in the logotype, creating a visual system that is not just a mark, but a true map of the experience.

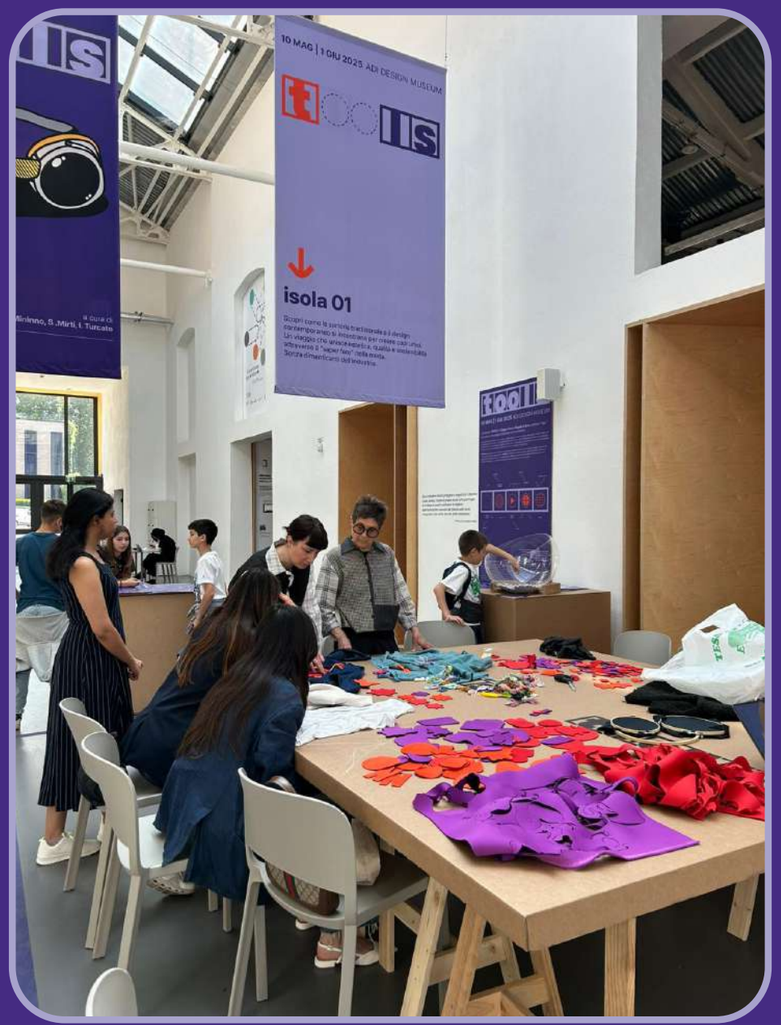
The result is a **flexible identity**, structured and interactive, that perfectly reflects the soul of TOOLS: a place to observe, learn, experiment and, above all, make.



visit the youtube channel







MORECINA
Brand identity and label design

MORECINA

ANIMA IRPINA





Morecina is a family business, where a passion for farming has been handed down for four generations.

Today the estate is run by Carmine and Antonella, who keep passing on the value of tradition and care for the land.

Together with their children Pietro and Syria, they preserve and innovate a territory of extraordinary potential.

The goal of the new generation is to enhance the heritage of Irpinia by producing authentic wines that tell the story and richness of this land, keeping family roots and artisanal excellence alive.

MORECINA
Brand identity and label design







phaos

FIANO DI AVELLINO DOCG

TENUTA PONTE
Brand identity and label design



TENUTA PONTE

Dalla terra al calice, un viaggio di gusto.

1995

Tenuta Ponte è il risultato di forze, esperienze e competenze, messe tutte al servizio di un'idea:

la produzione di Grandi Vini.

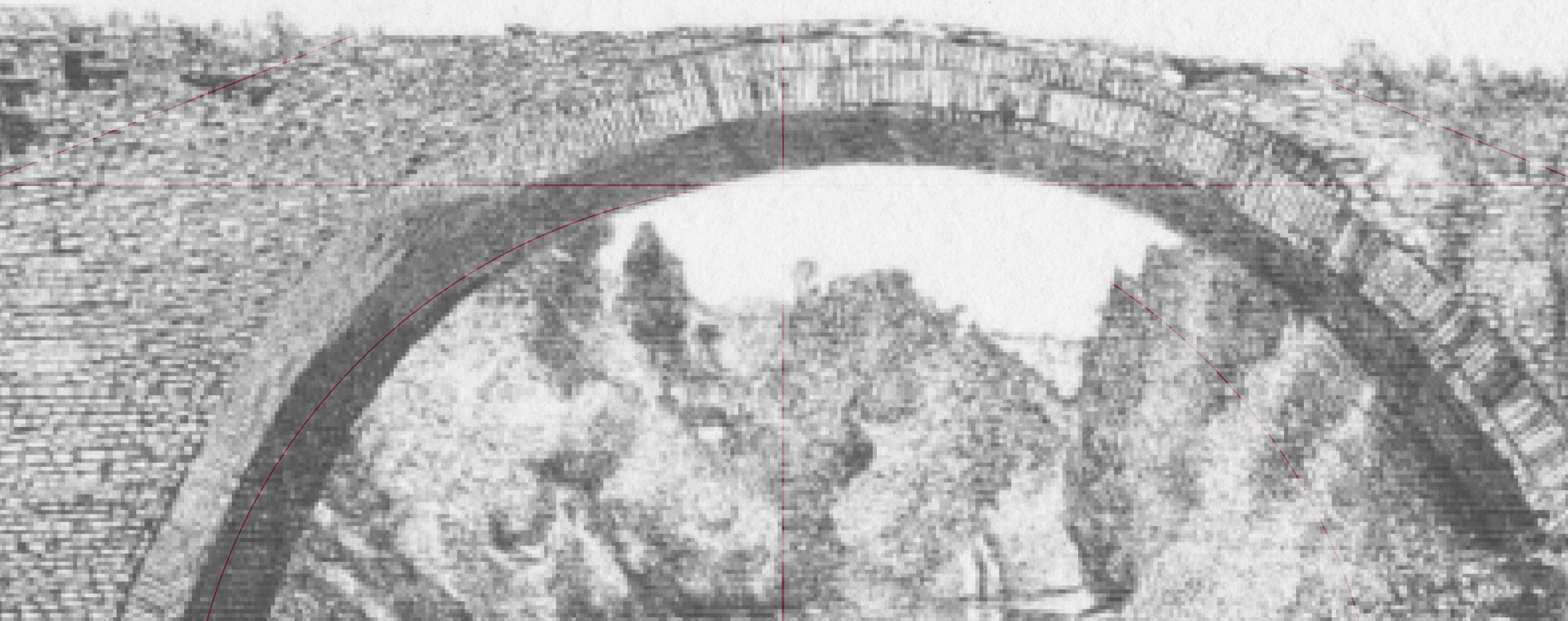
la storia

Per la propria denominazione l'azienda prende spunto da un ponte costruito dai Romani durante l'inizio dell'età imperiale.

Questo ponte è più comunemente conosciuto come "ponte dei diavoli" in quanto antiche leggende raccontano che il ponte fu costruito in una sola notte da alcuni demoni che lo utilizzavano come luogo di ritrovo durante le notti tempestose.

The company takes its name from a bridge built by the Romans during the early imperial age.

This bridge is more commonly known as the "devils' bridge" because ancient legends say that the bridge was built in a single night by some demons who used it as a meeting place during stormy nights.



Taurasi DOCG

UVE: Aglianico 100%

SISTEMA ALLEVAMENTO: Cordone speronato.

ETÀ DELLE VITI: 20 anni.

VENDEMMIA: Fine ottobre.

ZONA DI PRODUZIONE:
Taurasi (AV), Luogosano (AV), Irpinia, Campania.

TERRITORIO: Argilloso
ESPOSIZIONE: Sud-est. ALTITUDINE: 450 m s.l.m.

INFORMAZIONI ENOLOGICHE:
Materiale delle vasche di fermentazione: acciaio inox 316; Temperature di fermentazione: dai 22°-25°C; durata della fermentazione: 15 giorni.

Modalità e durata affinamento pre-imbottigliamento: 12 mesi in acciaio, 24 mesi in botti di rovere e 12 mesi in bottiglia.

PROFILO ORGANOLETTICO:
Il Taurasi è un vino rosso di grande tradizione dal colore rubino deciso e consistente. Raffinato quadro olfattivo tracciato da percezioni fruttate, ciliegia e susina, note speziate di chiodi di garofano e pepe, strutturato con tannino a monopolizzare l'assaggio che lentamente lascia spazio all'incalzare acido e a gradevolissimi sapori affumicati e vegetali.

ABBINAMENTI GASTRONOMICI:
Si consiglia di servirlo alla temperatura di 18° C. Si accompagna bene a piatti di buon spessore aromatico, primi piatti al sugo di carne, selvaggina, carni rosse, arrosto e formaggi stagionati.

Vino estremamente longevo se ben conservato.



GRAPE VARIETY: 100% Aglianico

TRAINING SYSTEM: Spurred cordon.

AGE OF VINES: 20 years

HARVEST: End of October.

PRODUCTION AREA:
Taurasi (AV), Luogosano (AV), Irpinia, Campania.

SOIL: Clayey.
EXPOSURE: South-east. ALTITUDE: 450 m above sea level.

OENOLOGICAL INFORMATION:
Fermentation tank material: 316 stainless steel; Fermentation temperatures: from 22°-25°C; duration of fermentation: 15 days. Method and duration of pre-bottling refinement: 12 months in steel, 24 months in oak barrels and 12 months in the bottle.

ORGANOLEPTIC PROFILE:
Taurasi is a red wine of great tradition with a strong and consistent ruby color. Refined olfactory picture traced by fruity perceptions, cherry and plum, spicy notes of cloves and pepper, structured with tannins
to monopolize the tasting that slowly leaves room for the acidic pressure and very pleasant smoky and vegetal flavors.

FOOD PAIRINGS:
It is recommended to serve it at a temperature of 18° C. It goes well with dishes of good aromatic depth, first courses with meat sauce, game, red meats, roasts and mature cheeses.

Extremely long-lived wine if well preserved.

TENUTA PONTE

Brand identity and label design



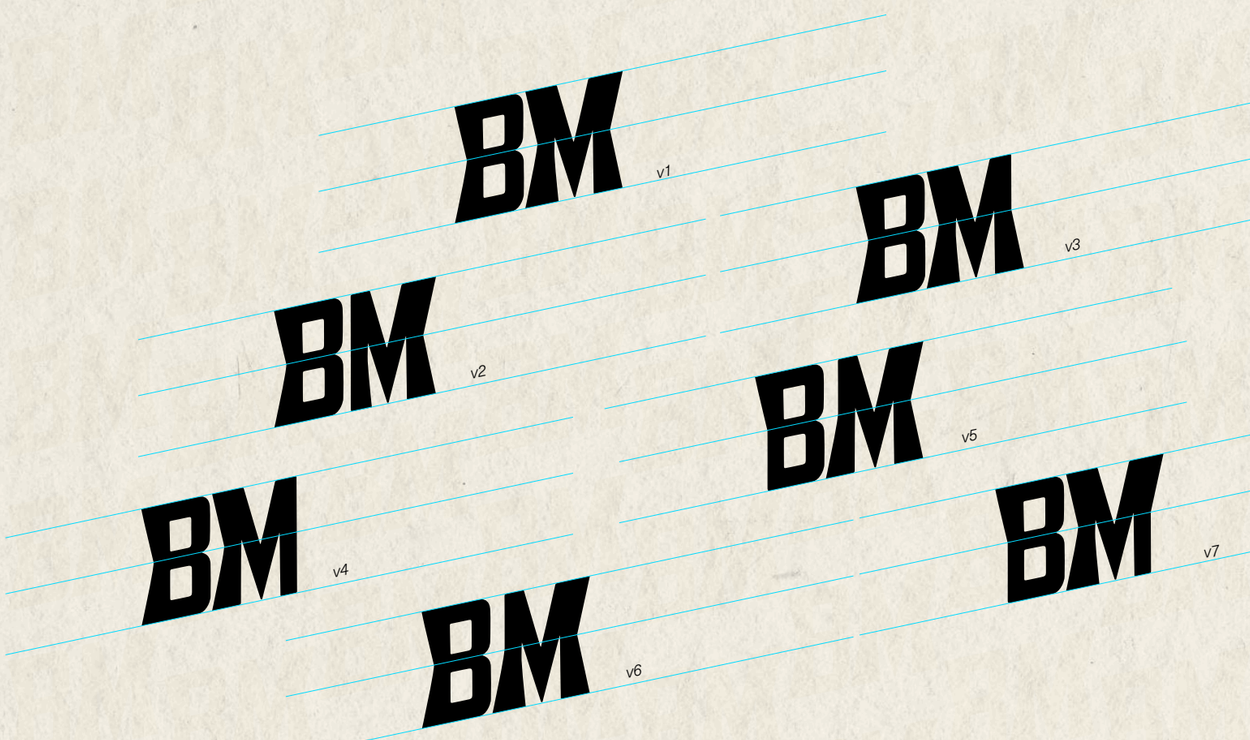
BIRRIFICIO MARTESANA
Brand identity, Type design and label design



Designed for those who love simple things done right, our beer is born along the Martesana canals, capturing the **flavour** and **history of the land**.

Every sip tells of tradition, conviviality and authenticity. Whether after a mountain hike or a toast with friends, we want it to become part of a **new tradition: sharing**.

Drinking local is not just a matter of taste, but also of **sustainability**: better for you, fairer to the environment.


BM
v1
BM
v2
BM
v3
BM
v4
BM
v5
BM
v6
BM
v7


ABCDEF
GHILMNOP
QRSTUVZ

Le birre:
classiche e speciali

Lager
ABV: 4,5%

LA MARTESA

English Pale Ale
ABV: 6%

RSBS

Hazy IPA
ABV: 4,5%

FLUENTE

Double IPA
ABV: 7,4%

SALTAFOSSI

Gose
ABV: 5,5%

MAREA

BIRRIFICIO MARTESANA

Brand identity, Type design and label design



CLASSICS

SPECIALS

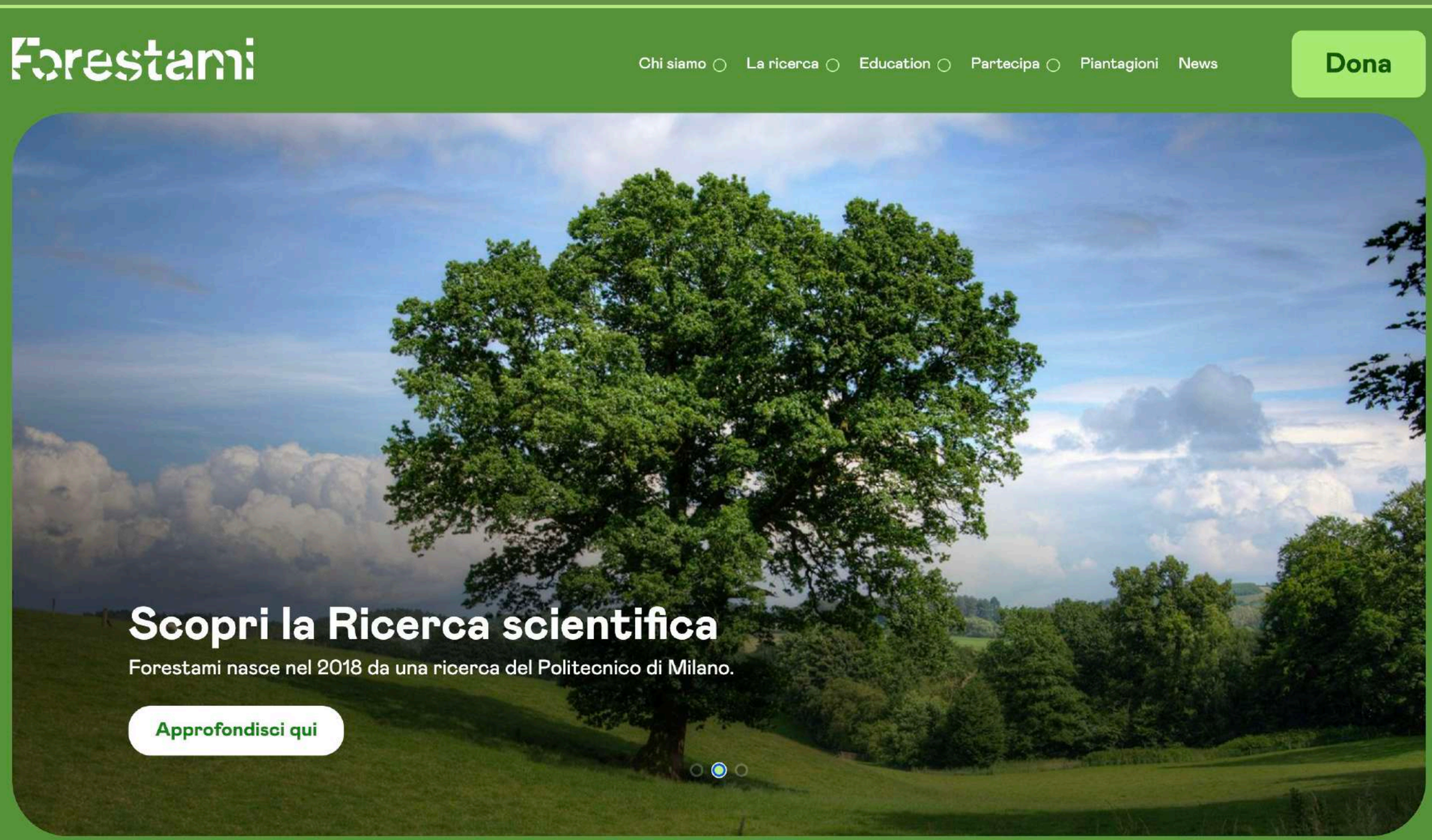
Forestami

Abbiamo cambiato chioma.

Forestami ha un nuovo sito.
Più chiaro, più moderno, più verde.

Forestami.org

FORESTAMI (IDLAB PROJECT)
New User Interface Design



Forestami.org

Click to view the website

EMILIO PUCCI (art direction Antonio Piccirilli)
Visual design_social/web content creator

EMILIO PUCCI

Graphic content for Emilio Pucci's social channels (Instagram, Facebook) and website. Feed layouts, stories and newsletters.

VISUAL CONTENT CREATOR_INSTAGRAM

SAVE THE DATE, EVITE FALL WINTER 21





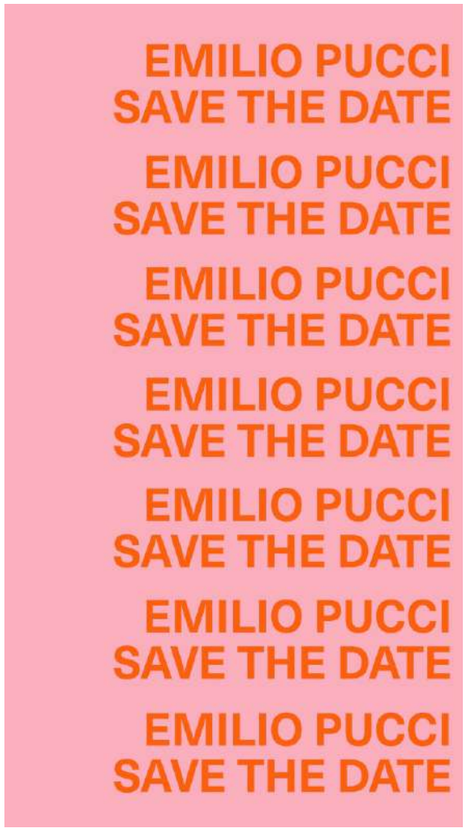
VISUAL CONTENT CREATOR_INSTAGRAM

SAVE THE DATE, EVITE SPRING SUMMER 22

EMILIO PUCCI (art direction Antonio Piccirilli)

Visual design_social/web content creator

SAVE THE DATE INSTAGRAM STORIES ANIMATIONS



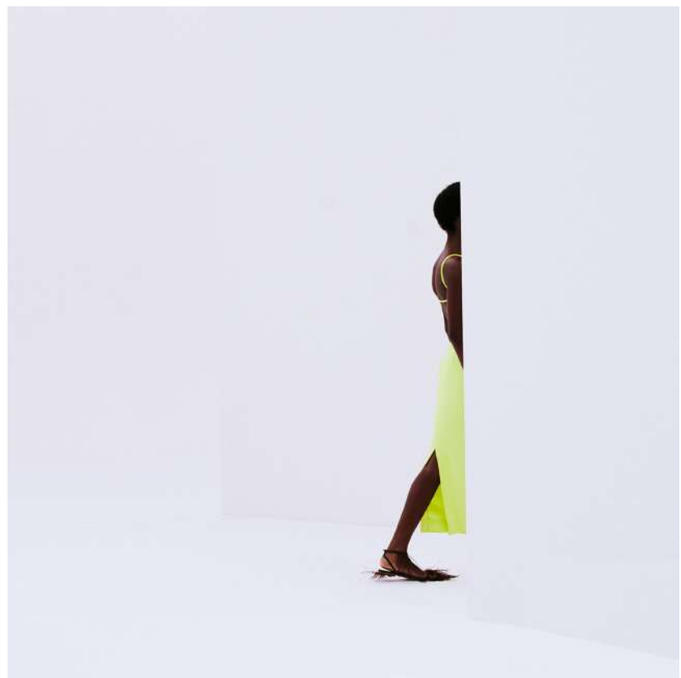




SAVE THE DATE INSTAGRAM FEED POSTS





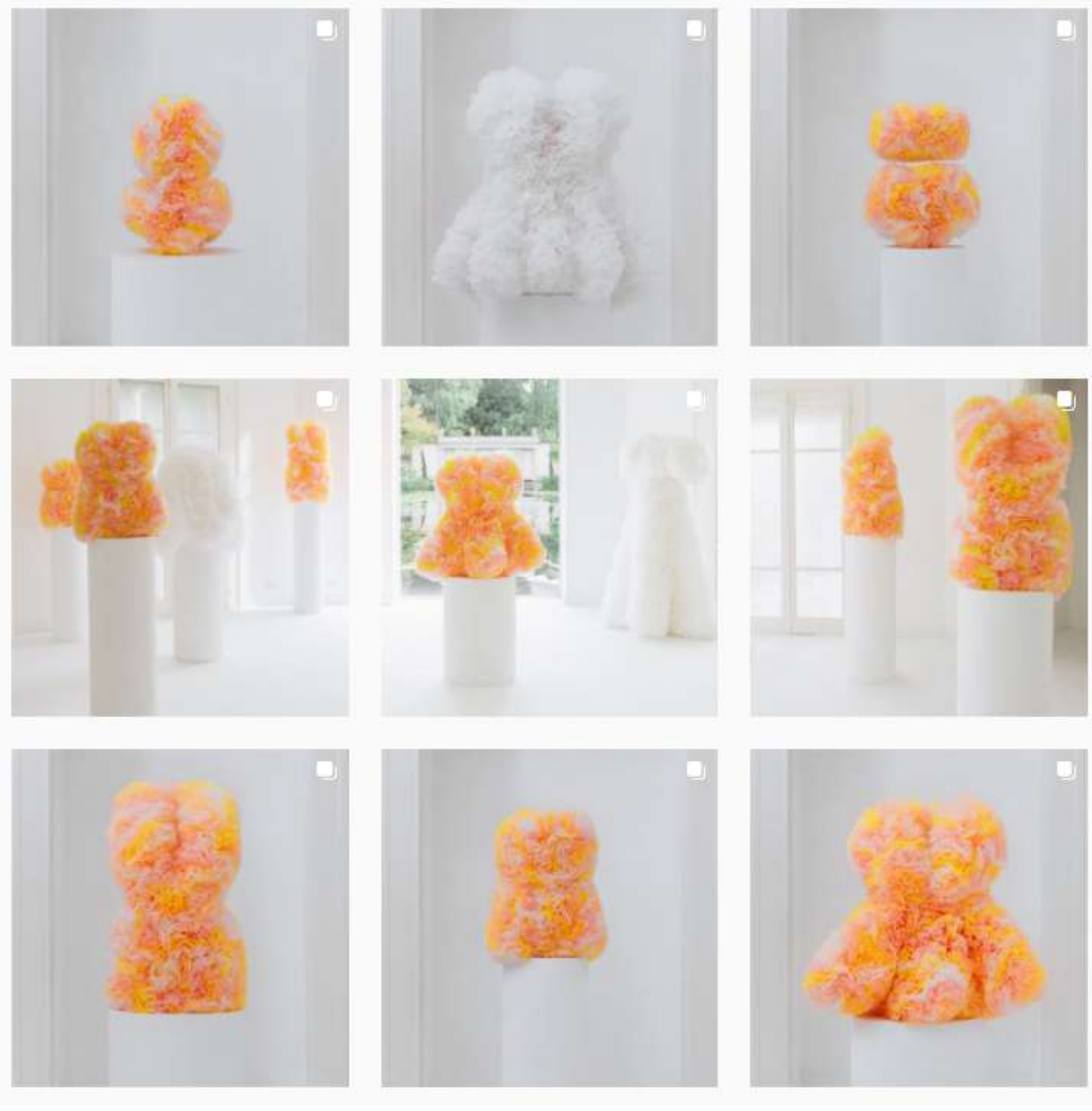


VISUAL CONTENT CREATOR_INSTAGRAM

INSTAGRAM IMAGE MANAGEMENT & LAYOUT

EMILIO PUCCI (art direction Antonio Piccirilli)

Visual design_social/web content creator

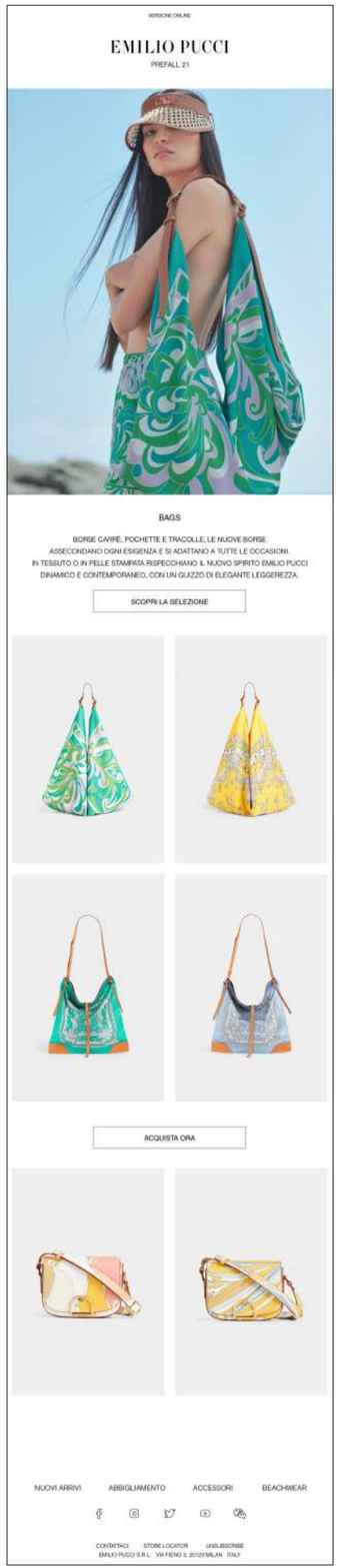


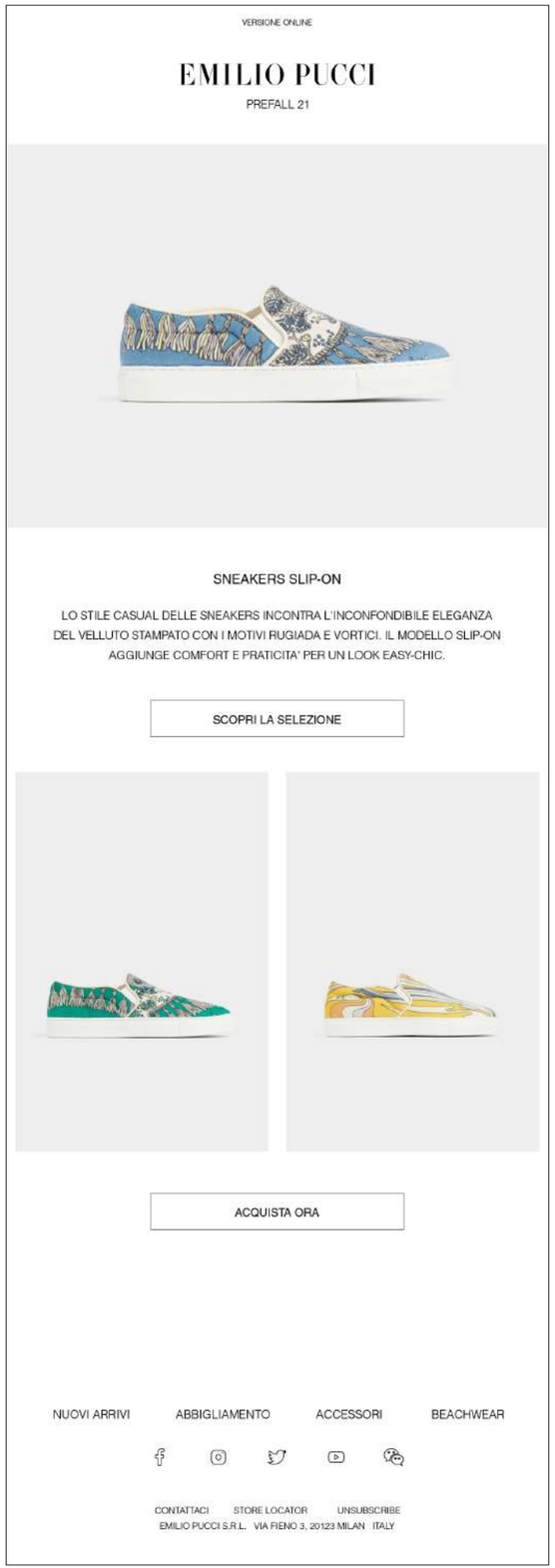
VISUAL DESIGN NEWSLETTER

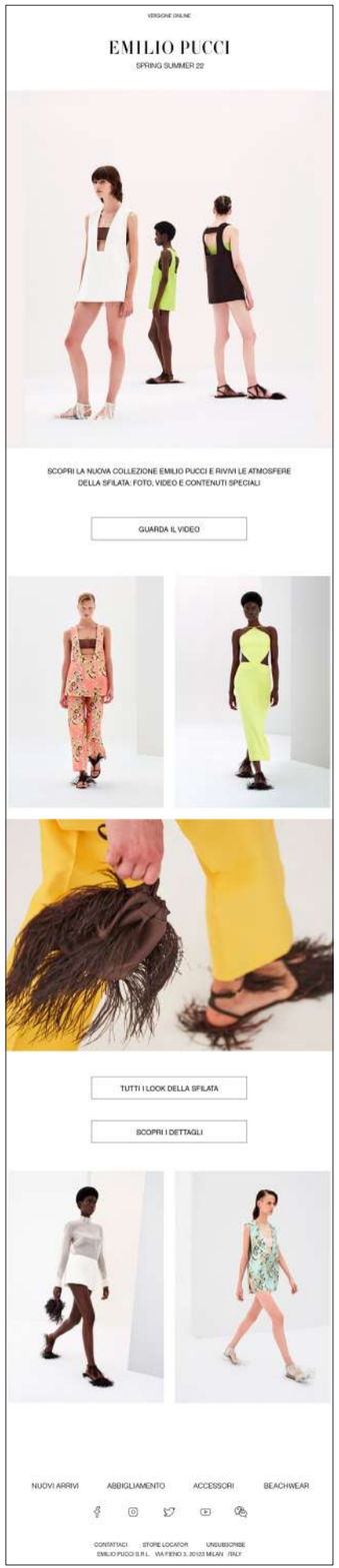
NEWSLETTER GRAPHICS & LAYOUT

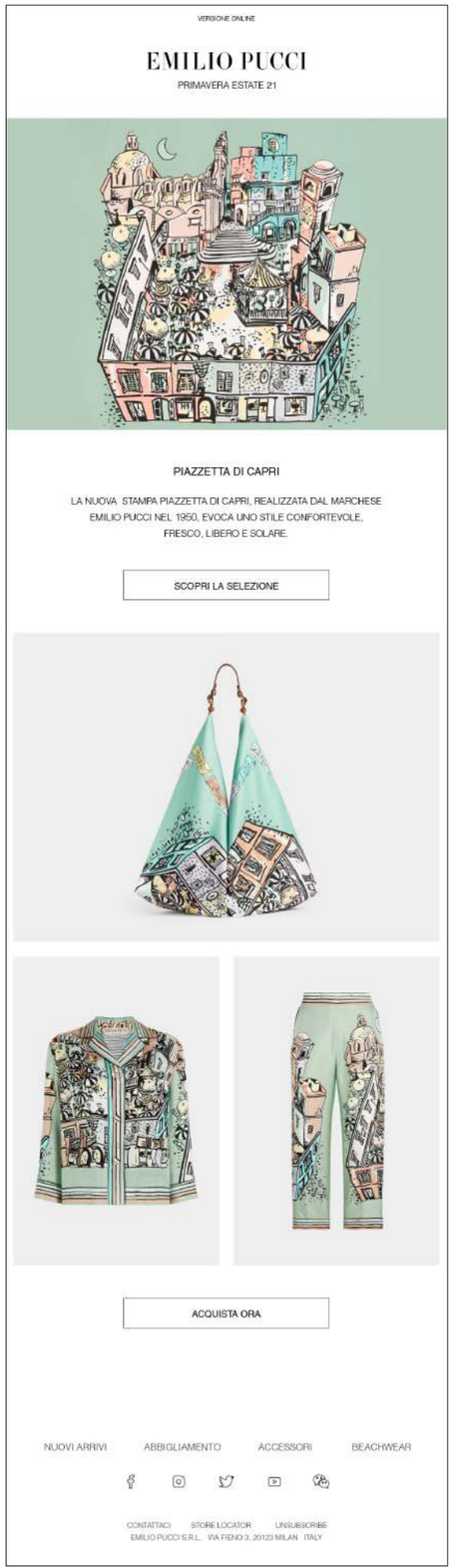
EMILIO PUCCI (art direction Antonio Piccirilli)

Visual design_social/web content creator





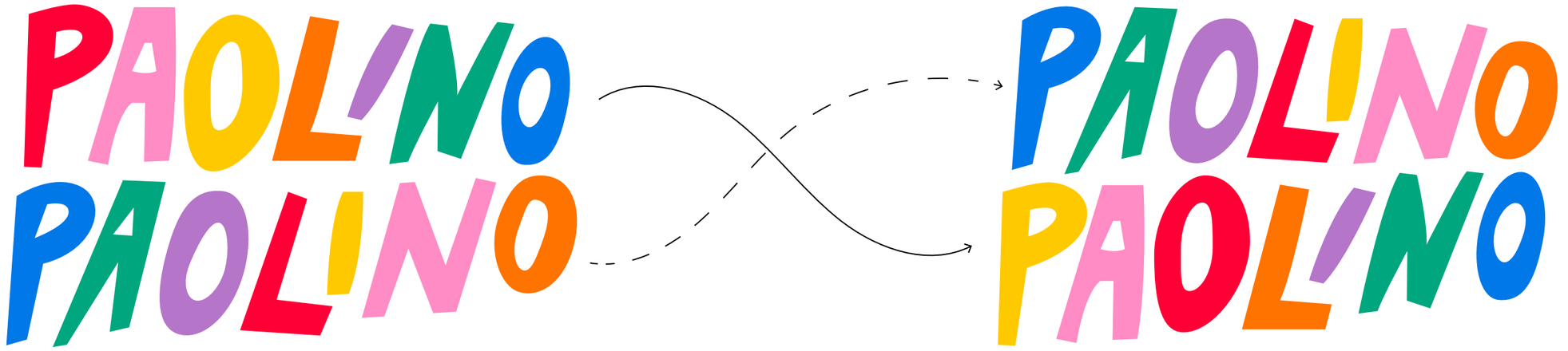




PAOLINOPAOLINO
Visual design_Type design_Web design

PAOLINO

VERSION_1
primary logo



VERSION_2
inverted logo





WEBSITE_click to see the website
paolinopaolino

PAOLINOPAOLINO
Visual design_social/web content creator



WEBSITE_click to see the website
paolinopaolino

PAOLINOPAOLINO
Visual design_social/web content creator

SET DESIGN FOOD STYLING MOCKUP

PAOLINO PAOLINO

ABOUT CONTACT CLIENTS

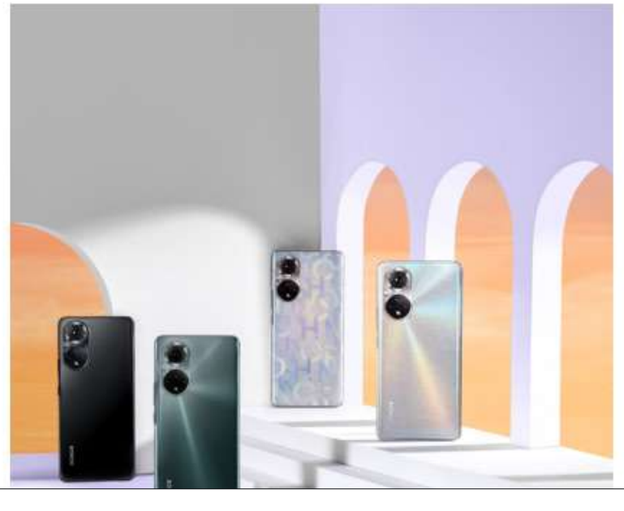






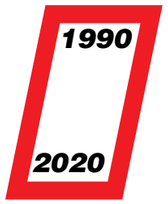






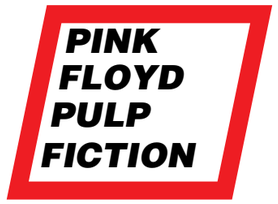
PANORAMA

COCKTAIL / COFFEE BAR



PANORAMA BAR is the historic bar in the small town of Luogosano (AV).

The restyling aims to bring together different worlds: Drinks, Music and Cinema.



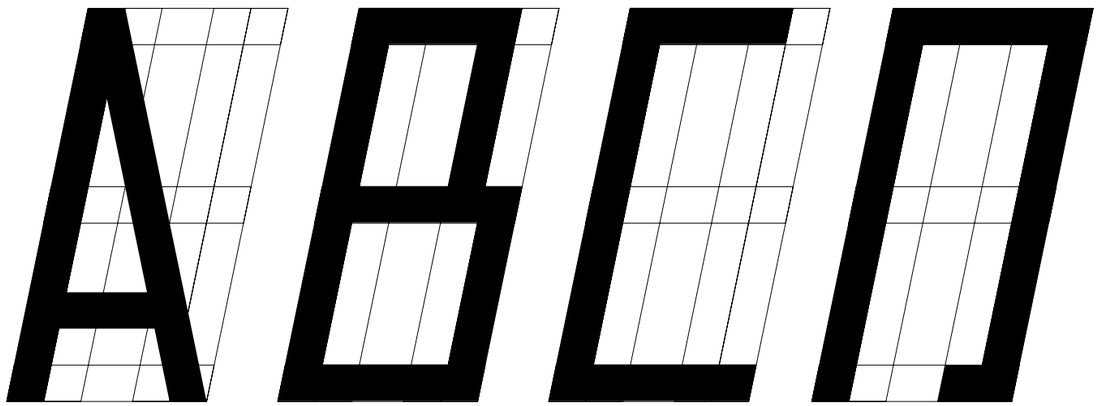
These worlds emerge through the lettering of the new logo. The angular shapes recall the mountains (the view you can enjoy from the bar) and the symbol of musical beats that define the new venue.

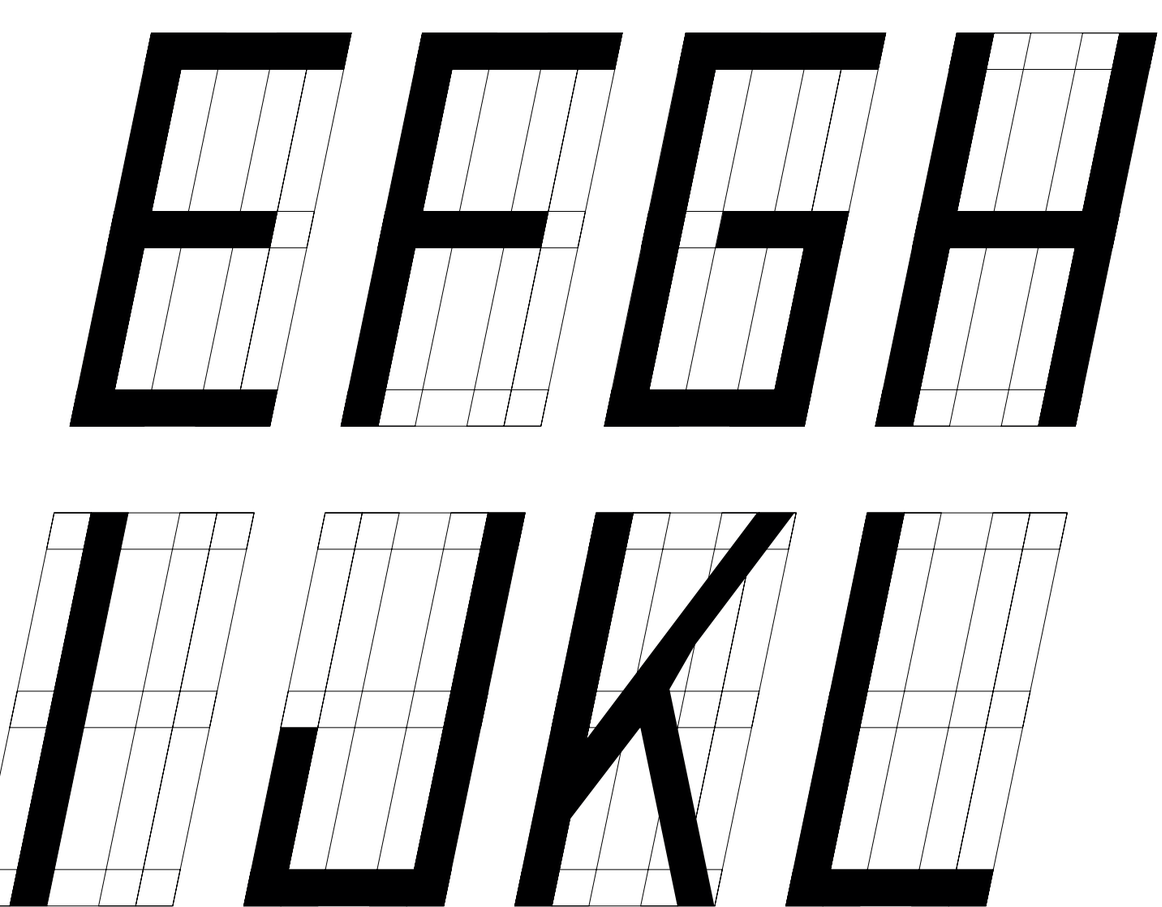


The red central O echoes the venue's historic stained-glass windows and becomes a dynamic container that changes with the text, acting as a screen on which any film can be projected.

PANORAMA FONT

Starting from the shapes of the Panorama logo, a typeface was built for communication inside the venue.





GIN TONIC CORNER
SOUR CORNER
ITALIAN CORNER
LONG DRINKS CORNER
SPRITZ CORNER
CLASSICS CORNER
ENOTECA
SODATI/AMARI

SOCIAL COMMUNICATION_click to see the videos & profile

PANORAMA COCKTAIL COFFEE BAR
Art direction_brand design_social content creator














Wes Anderson




A STANLEY KUBRICK FILM







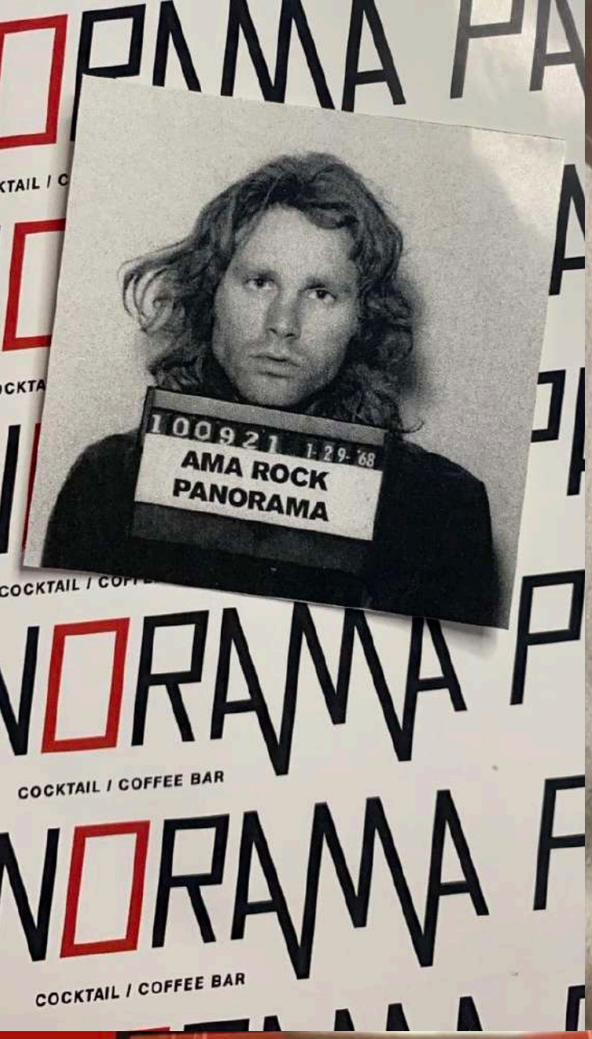


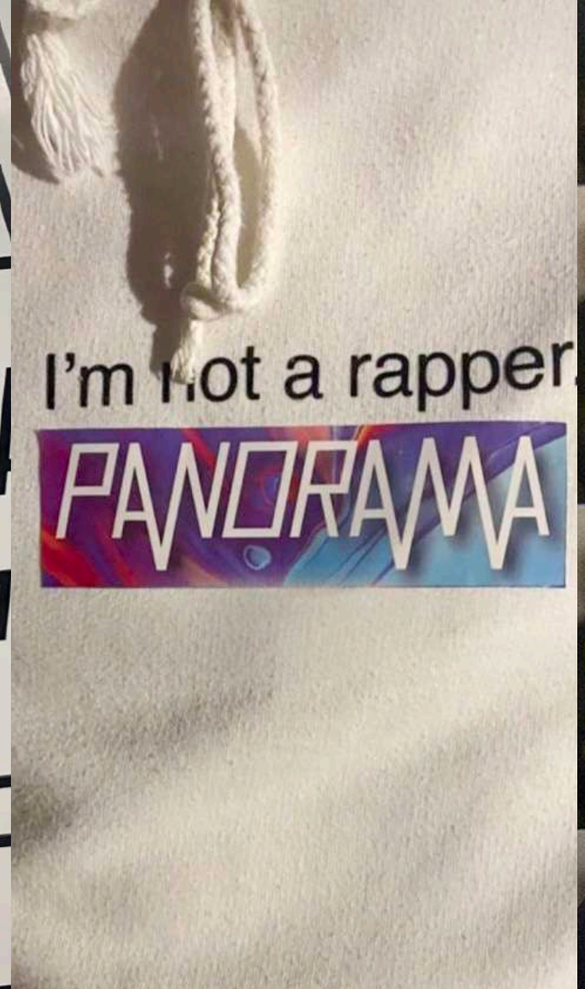

ESTINTORE






ESTINTORE


100921 1-29-68
AMA ROCK
PANORAMA
COCKTAIL / COFFEE BAR
COCKTAIL / COFFEE BAR


I'm not a rapper
PANORAMA

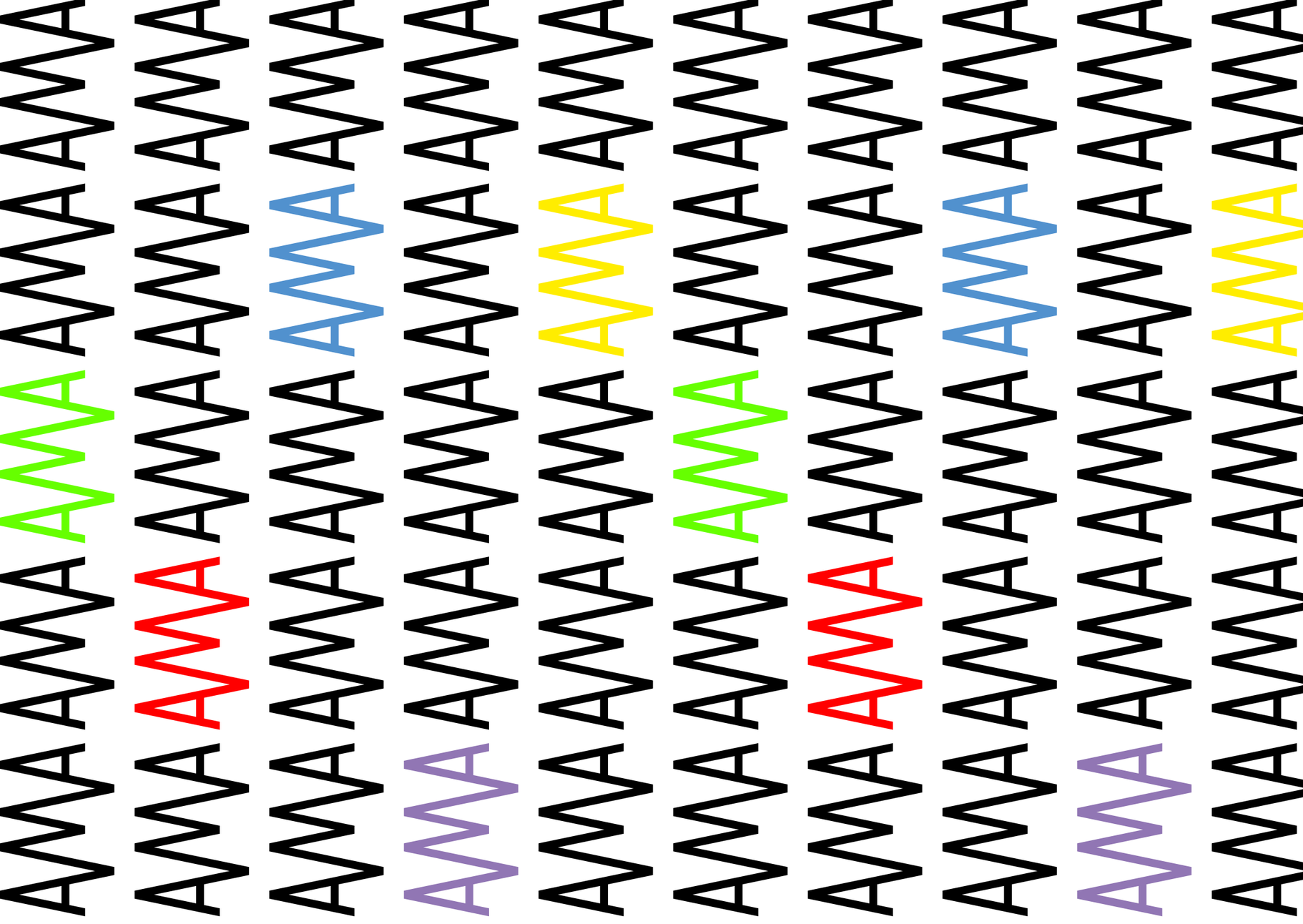

AP SOUND & LIGHT
PANORAMA

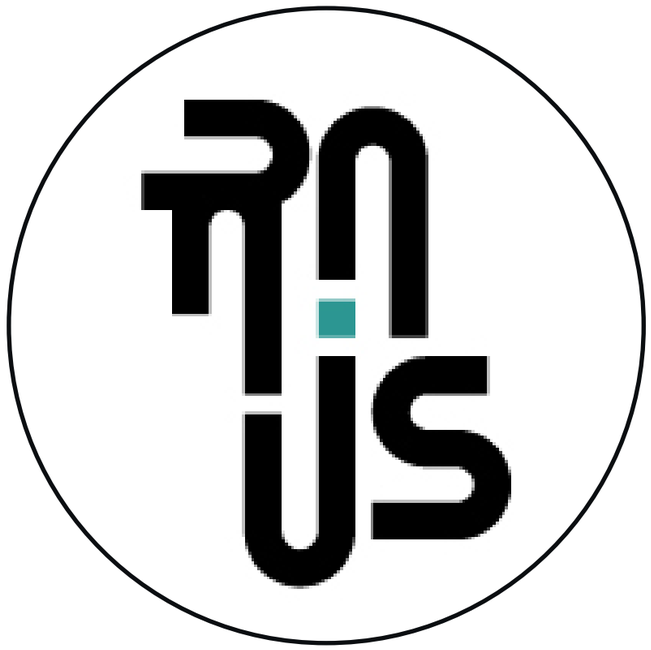

PANORAMA


AMA


AMA
PANORAMA
Summer
AMA


PANORAMA
AMA

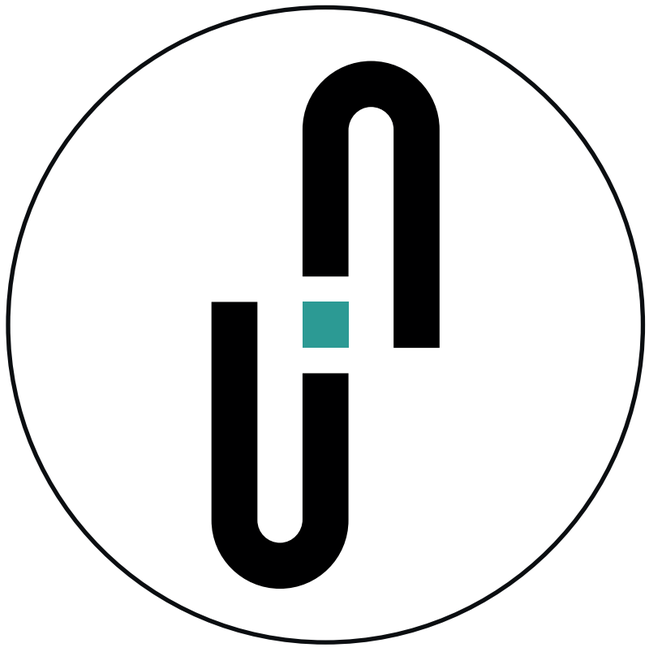






The RUINS brand identity retraces all the experiences lived inside this historic venue. The logo takes up the arch of the main entrance that defines the place, turning it into a path through the type.

This path becomes the identity of the venue. A starting point and a point of arrival. Every crack tells a story. Every experience is personal and leaves emotions behind, brought back into the venue as keepsakes treasured and shared with those who will come after.



RUINS EXPERIENCE
Art direction_brand design_social content creator



Every place, when truly lived, leaves memories behind. We imagine its story through its walls, as worn as they are lived-in.

Every crack tells of a past lifetime, lived so intensely that it left its mark.

Every life lived carries its cracks; everyone who never gave up carries their “wrinkles”, and they are beautiful, so beautiful they cry out for rebirth.

After all, we are all a little like that small crack where a wall can begin to come down.

RUINS wants to bring a touch of innovation to the past, making it present and letting the magic resurface.
From a ruin a garden was born,
from darkness the light returned.
It is from the cracks that wonder is born!

RUINS EXPERIENCE

WINERY, COCKTAIL SHOP & BREWERY

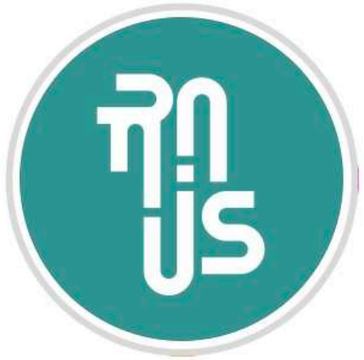
RUINS EXPERIENCE

Art direction_brand design_social content creator





SOCIAL COMMUNICATION_click to see the profile



ruins_bonito.irpinia Segui già Messaggio

206 post **2.022** follower **670** seguiti

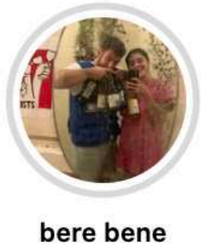
RUINS
VINERIA INCLUSIVA CON CUCINA 🍷
DAL MERCOLEDÌ AL SABATO 19:00/1:00
PRENOTAZIONI 3770998355
Via Roma 36, Bonito 83032

Follower: **rossellaimbriano_imageconsult**

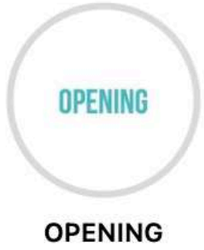

GIOVEDI DEI...


In giro


Vendemmie


bere bene


Experience



OPENING



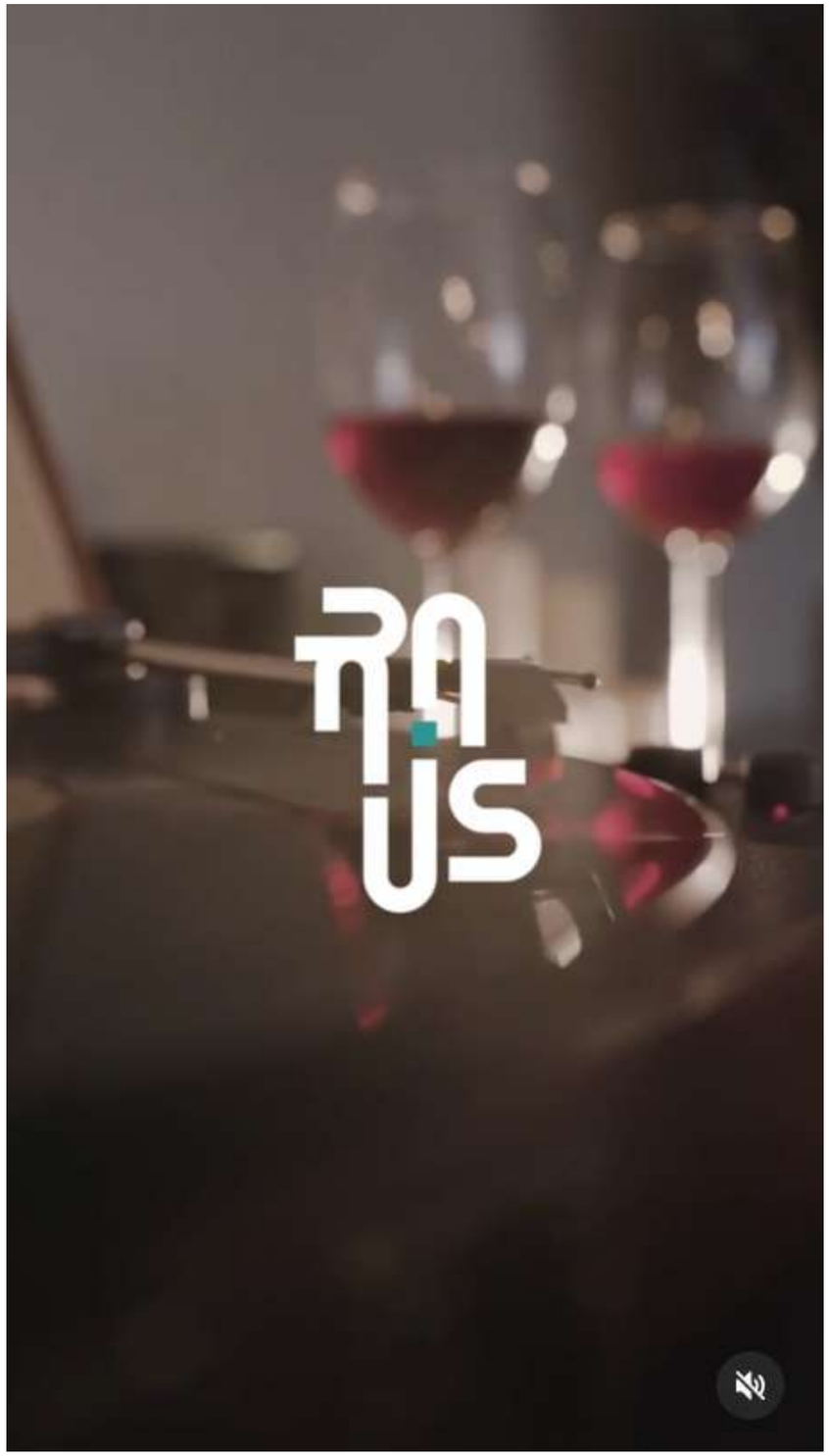




SOCIAL COMMUNICATION

RUINS EXPERIENCE
Art direction_brand design_social content creator

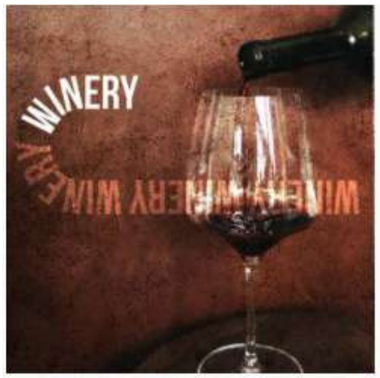






SOCIAL COMMUNICATION_click to see the post & Instagram profile

RUINS EXPERIENCE
Art direction_brand design_social content creator





























CHE SAPÒ
Visual design_Content creator

che sapò,
ICE CREAM

che_sapo Segui già Messaggio

152 post **4.866** follower **434** seguiti

Che Sapò
Gelateria
🍦Gelateria Artigianale
💚Il gelato agricolo a Km 0
📍Bonito (AV)
“Il gelato è la risposta, non importa quale sia la... altro

Follower: **isidoroviscucci** e **maria_ruzza__**

Curiosità🍦 **Ciria-zioni😎** **Eventi** **Voi🧡** **Orari** **Dove Siamo**







CHE SAPÒ
Visual design_Content creator

ciabattone
Cioccolato



Gelato Artigianale al biscotto | Km 0
AZIENDA AGRICOLA ILIANA | PRODUZIONE LATTE E TRASFORMAZIONE

ciabattone
Pistacchio



Gelato Artigianale al biscotto | Km 0
AZIENDA AGRICOLA ILIANA | PRODUZIONE LATTE E TRASFORMAZIONE

ciabattone
Stracciatella



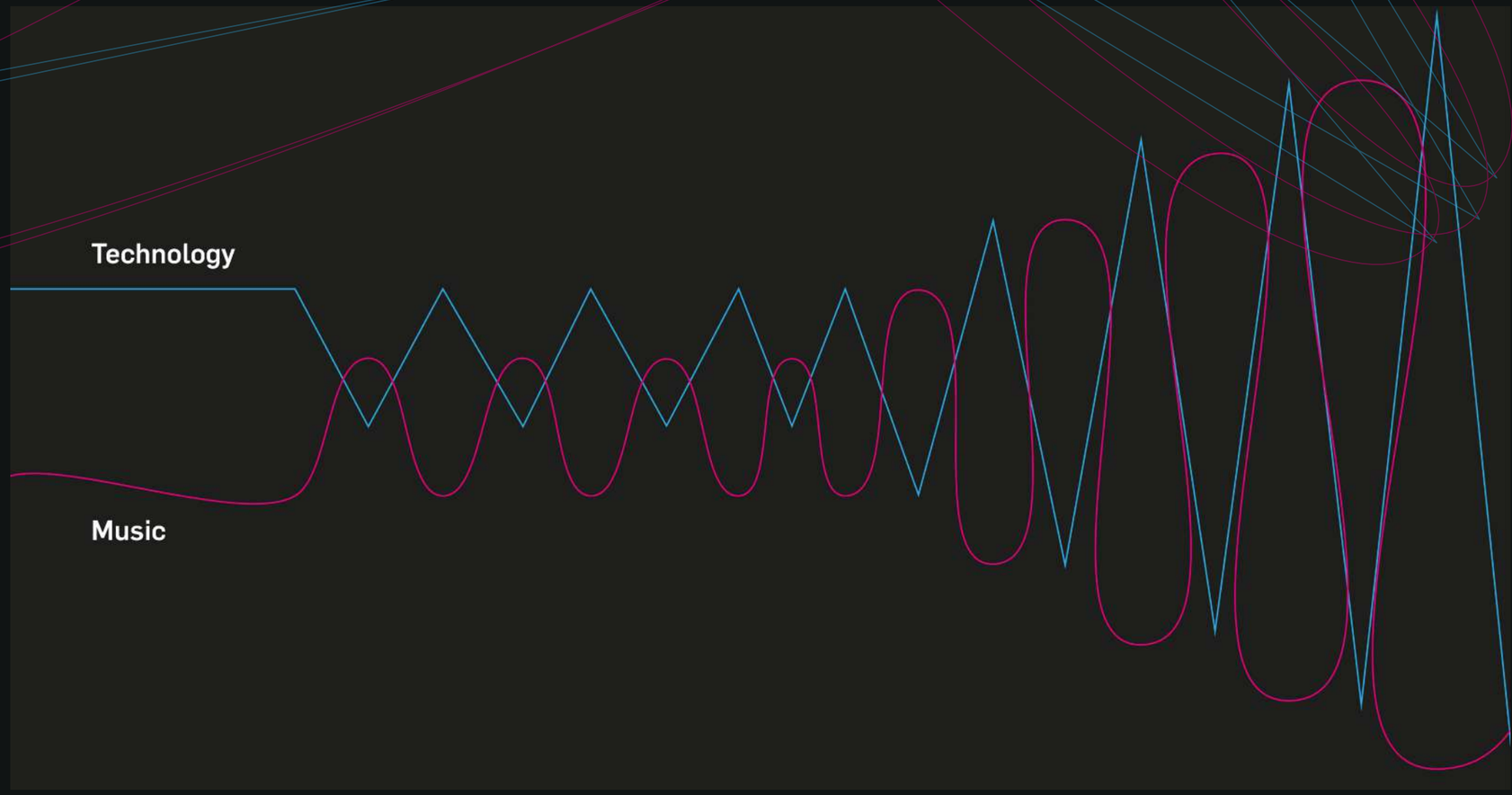
Gelato Artigianale al biscotto | Km 0
AZIENDA AGRICOLA ILIANA | PRODUZIONE LATTE E TRASFORMAZIONE

SONAR 2019
Dynamic brand_Brand design

sónar

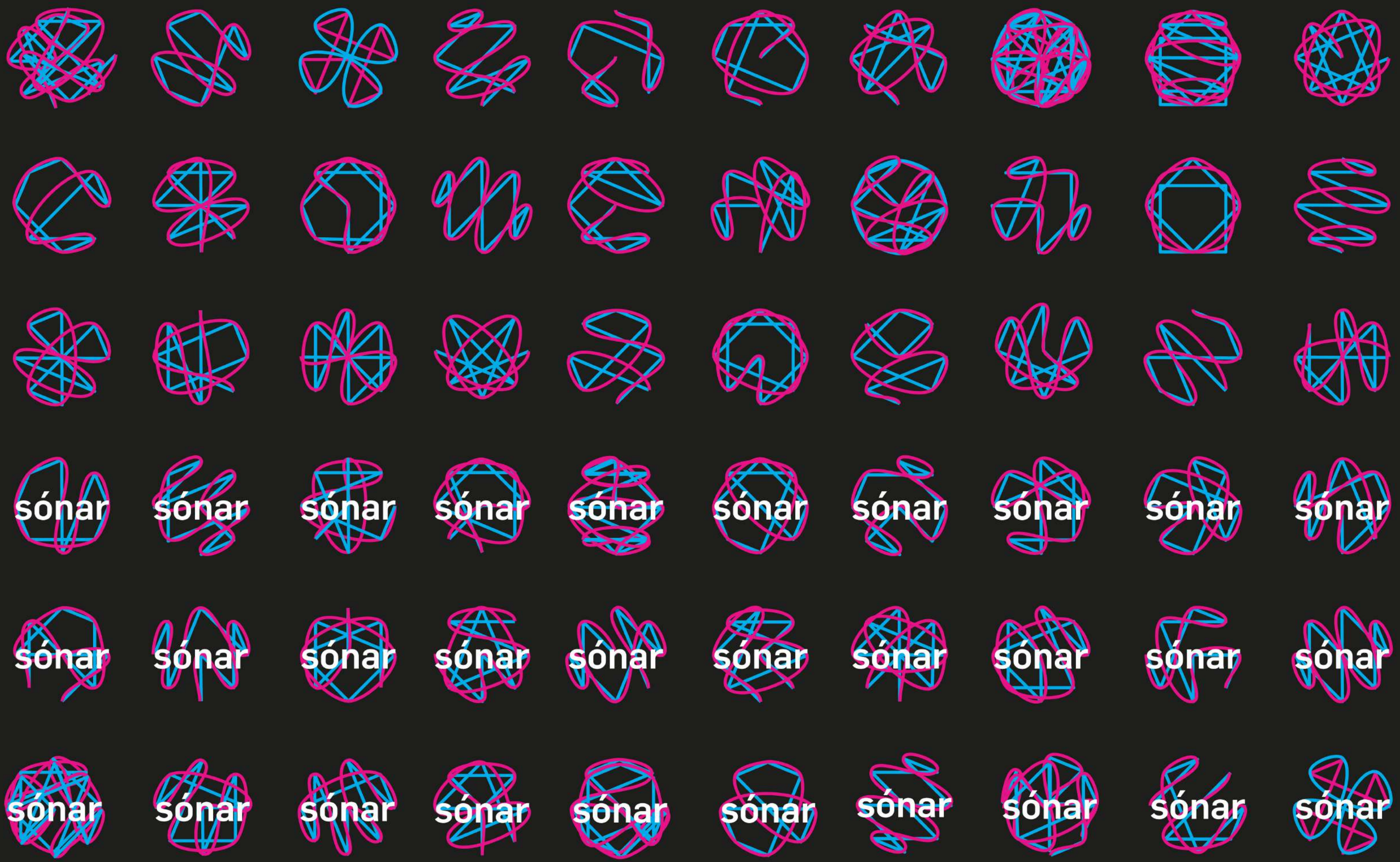
CLICK for full project on behance

Sónar is the meeting point of different poles (people, sounds, music genres and interdisciplinary arts).
Its liveliness comes from the collision of different waves. Intertwining, they create a new force that spreads out from the central core. From the clash and union of these forces, contaminating one another, a third and new element is born: vibrant, ready to spread through space.



DYNAMIC BRAND SONAR FESTIVAL

SONAR 2019
Dynamic brand_Brand design



FONT SONAR FESTIVAL

SONAR 2019
Dynamic brand_Brand design

a b c d e f g

h i j k l m n

ó p q r s t u

v w x y z

1 2 3 4 5

6 7 8 9 0

& , . -


afrodeutsche
18-19-20 luglio


sónar Barcellona
paul
kalkbrenner
18-19-20 luglio


disclosure
18-19-20 luglio


sónar Barcellona
sho madjozi
18-19-20 luglio


sónar
Barcellona
18-19-20 luglio
music
creativity
and technology
Fira Montju ï c
Avinguda Rius i Taulet
sonar.es


sónar Barcellona
18-19-20 luglio
A$AP ROCKY,
PAUL KALKBRENNER, BAD
AF BUNNY, AFRODEUTSCHE,
CATNAPP, YLIA, BAD GYAL,
FOUR TET, DISCLOSURE,
KOU
VA VVA, BILL KOULIGAS, SHO
ADJOZI, JARREAU VANDAL
NIEL AVERY, AMELIE LENS
Fira Montju ï c Avinguda Rius i Taulet
sonar.es
sónar

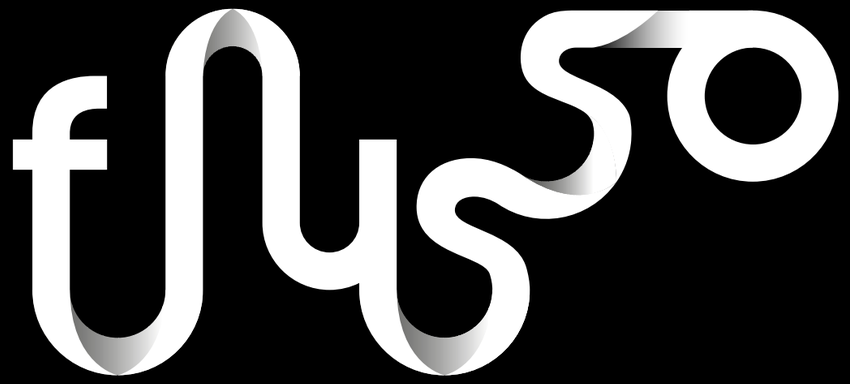

sónar
sónar by night
music, creativity & technology
barcelona
Fira Montju Rius i Taulet
Palco
sónar dome
Entrata
settore C
Data
20.07.2019
Ora
22:30
sónar festival
Tot: € 79,00
C.F.Tit: 12345678911
C.F.Org: 12345678911
ID Sistema: 12345678
Carta: A12345678
Progr: 123456
Genere Siae 52
S.F. 12a34g545gds45678
Data/ora: 21.02.2019
15.13
Auditb09 evento -
1038 ordine
112233 cod cliente
(00)123456789101112133
Sono previsti controlli all' ingresso con metal detector
Vedi regolamento di sicurezza su auditorium.com


sónar
sónar pass vip
music, creativity & technology
barcelona
Fira Montju Rius i Taulet
Palco
sónar village
Entrata
all
Data
all days
Ora
08:30
sónar festival
Tot: € 58,00
C.F.Tit: 12345678911
C.F.Org: 12345678911
ID Sistema: 12345678
Carta: A12345678
Progr: 123456
Genere Siae 52
S.F. 12a34g545gds45678
Data/ora: 21.02.2019
15.13
Auditb09 evento -
1038 ordine
112233 cod cliente
(00)123456789101112133
Sono previsti controlli all' ingresso con metal detector
Vedi regolamento di sicurezza su auditorium.com


sónar
sónar by day
music, creativity & technology
barcelona
Fira Montju Rius i Taulet
Palco
sónar village
Entrata
Settore B
Data
19.07.2019
Ora
09:30
sónar festival
Tot: € 58,00
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C.F.Org: 12345678911
ID Sistema: 12345678
Carta: A12345678
Progr: 123456
Genere Siae 52
S.F. 12a34g545gds45678
Data/ora: 21.02.2019
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Auditb09 evento -
1038 ordine
112233 cod cliente
(00)123456789101112133
Sono previsti controlli all' ingresso con metal detector
Vedi regolamento di sicurezza su auditorium.com


sónar
sónar
sonar.es
Fira Montju Tº Avinguda Rius i Taulet,
08004 Barcellona
Telefono +49 000 0000000

FLUSSO
wayfinding design_brand design_app design



Flusso, the new energy of San Lorenzo by night.

This project aims to regenerate the San Lorenzo neighbourhood and to design a wayfinding system suited to its nightlife.

Context

San Lorenzo is a historic Roman neighbourhood known for its liveliness, frequented and inhabited by many young people.

The area has been the scene of some dramatic events; because of them, and of some of the people who frequent it, it is now seen as a dangerous neighbourhood.

Goal

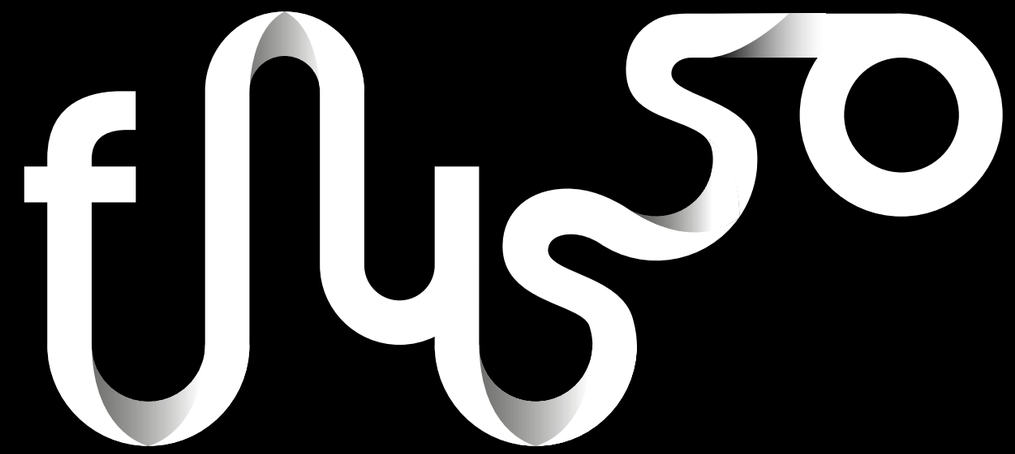
The project aims to regenerate the San Lorenzo neighbourhood, making it safer through lighting, new activities and landmarks that help people find their way.

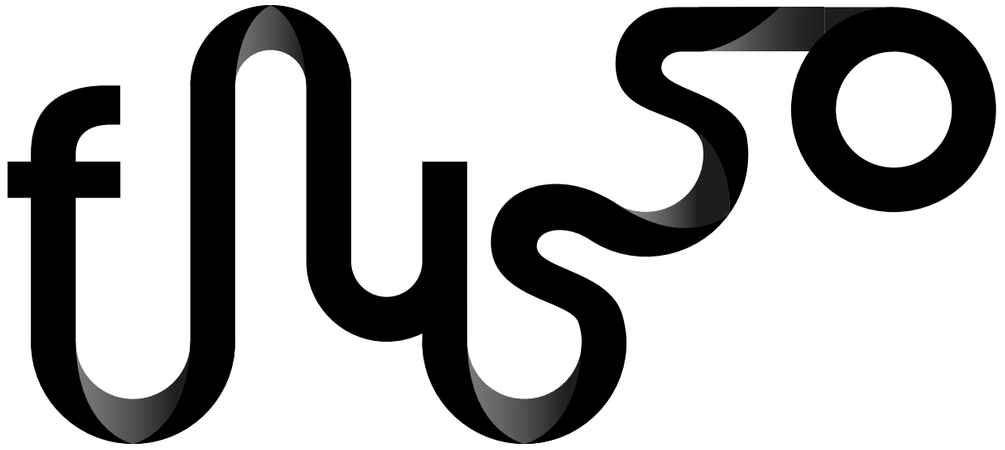
Naming

To overcome the issues affecting the area, we named the project Flusso (“flow”): a continuous stream embodied by the lights and the people who become the new life of San Lorenzo.

Logo

The idea is to represent Flusso as a line of energy that connects and lights up the neighbourhood. To do so we used the lettering: the links between the letters represent light and its continuous flow through the area.

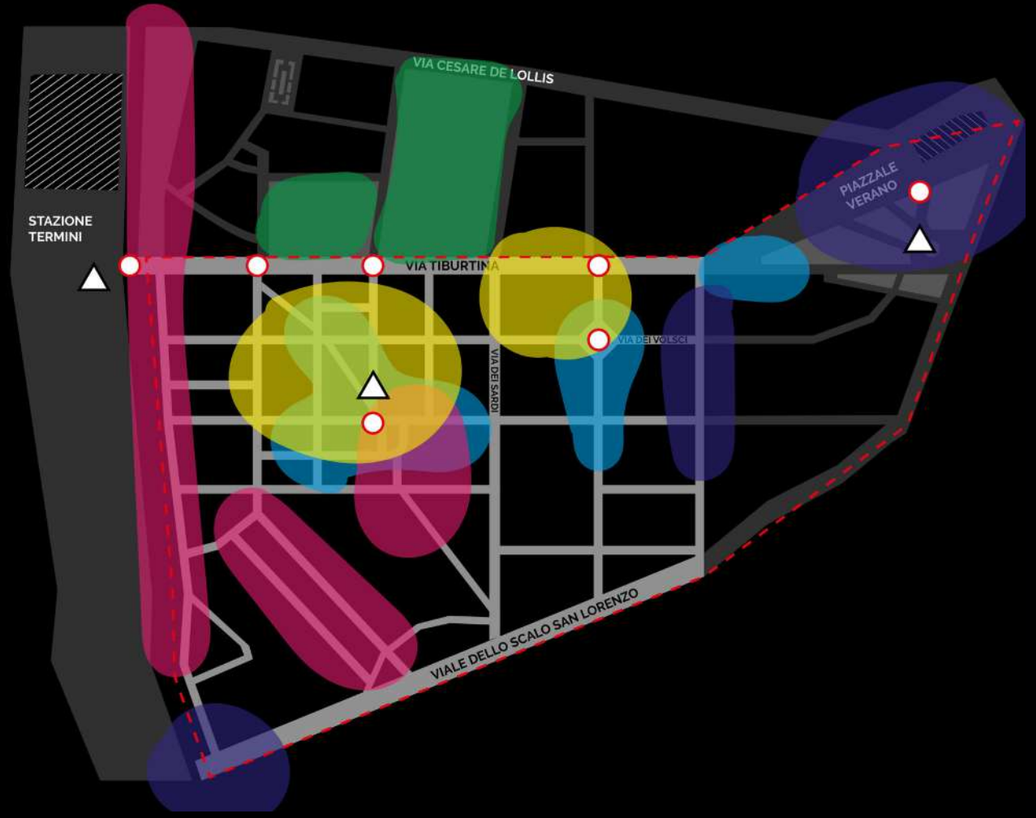




Mental map

An analysis was carried out to highlight the busiest and the most dangerous areas.

- Nodes
- Landmark
- Green areas
- Main roads
- Barriers
- Transit stops
- Bars area
- Restaurants area
- Danger zones



Flusso activities

New activities will be placed in the most dangerous spots of the neighbourhood to regenerate the area. The wayfinding system is based entirely on light.

- Main squares
- Music event areas
- Light installations
- Artist murals - night-time
- Video mapping
- Entrances
- Static lighting along the main route
- Dynamic lighting at entrances



INSTALLATIONS AREA

FLUSSO
wayfinding design_brand design_app design



PROJECTIONS AREA

FLUSSO
wayfinding design_brand design_app design



BINOMIO

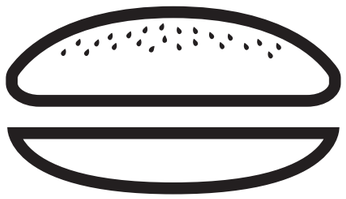
HAMBURGERIA

CLICK for full project on behance

The Binomio project stems from the idea of combining FOOD and GRAPHICS through a burger joint. Diners can build the burgers that best reflect them: the combinations of patties and ingredients vary, and everything is represented graphically through STROKES and FONTS.

The goal is not just another burger joint, but a true culinary and artistic experience that differs from person to person.
One burger, one story, many emotions.

THE BUN



THE MEAT

THE CHEESES



THE EXTRAS



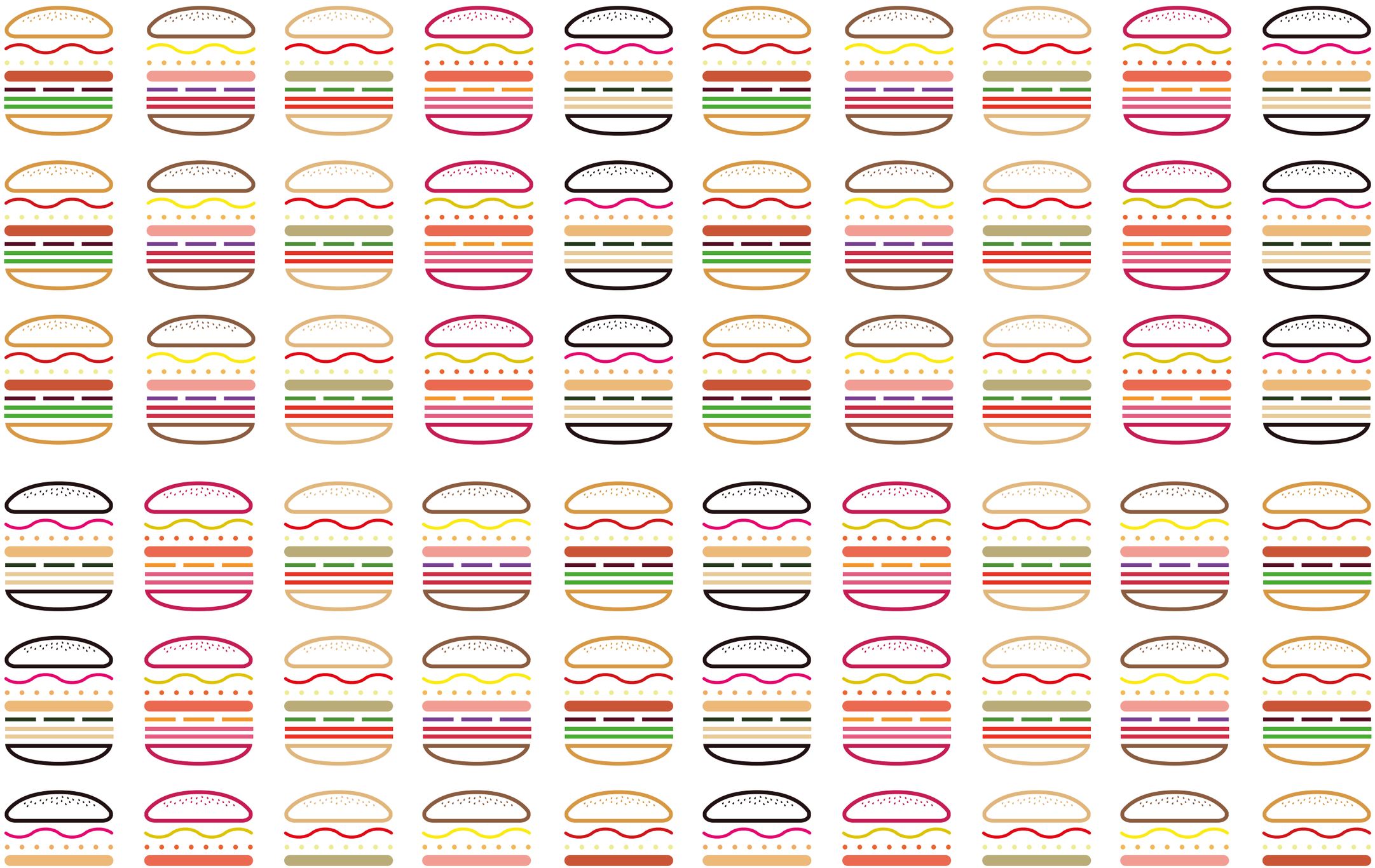
THE VEGGIES



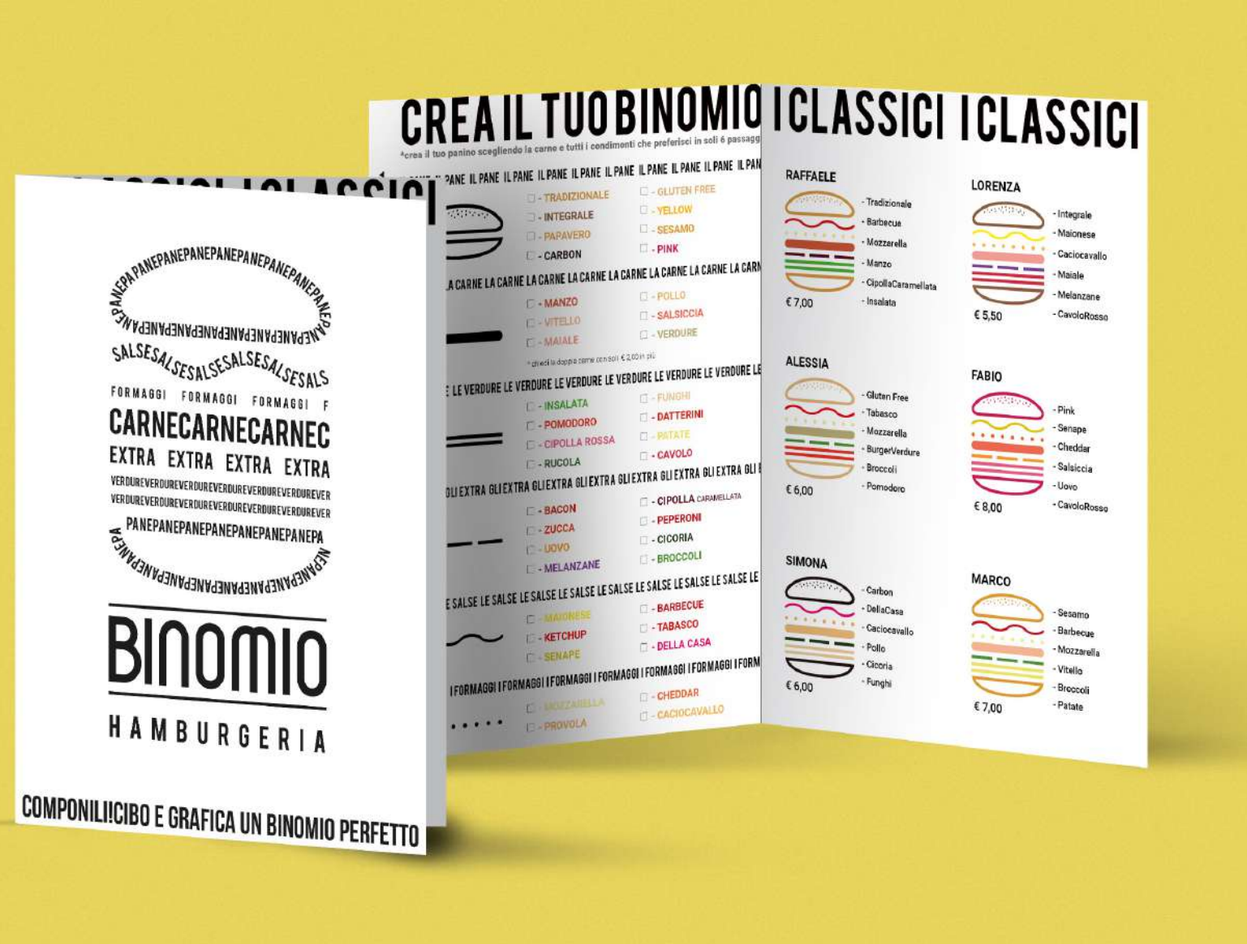
THE SAUCES

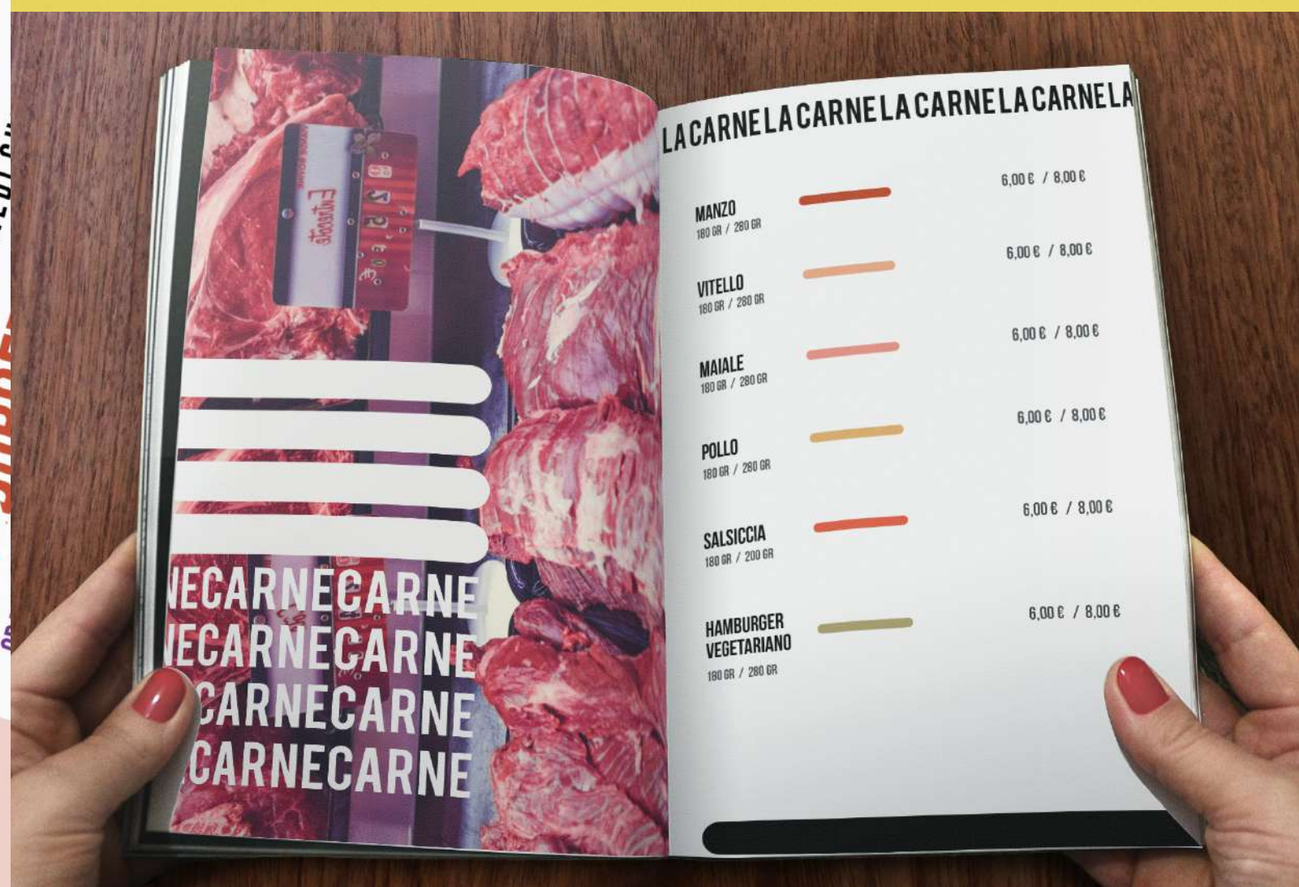


BUILD YOUR OWN




APERTI> MAR/MER/GIO/VEN/SAB/DOM
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HAMBURGERIAHAMB
ORARI> 11:30–00:30 /11:30–00:30 /11:30–0
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VIA FILIPPO MEDA 169 (RM) VIA FILIPPO MEDA 169 (RM) VI
BINOMIO
HAMBURGERIA


CREA IL TUO BINOMIO
I CLASSICI
RAFFAELE
LORENZA
ALESSIA
FABIO
SIMONA
MARCO
BINOMIO
HAMBURGERIA
COMPONILI!CIBO E GRAFICA UN BINOMIO PERFETTO


LA CARNE LA CARNE LA CARNE LA CARNE LA
MANZO
180 GR / 280 GR
VITELLO
MAIALE
POLLO
SALSICCIA
HAMBURGER VEGETARIANO
6,00 € / 8,00 €


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COMPONILI.
CIBO E GRAFICA BINOMIO PERFETTO
ROMA - VIA FILIPPO MEDA, 14
BINOMIOHAMBURGERIA.COM
since 2002
MOONDAY
THE WEEKEND
MOVES ON...
- EVERY MONDAY DEEP-TECH-HOUSE -


COMPONILI.
CIBO E GRAFICA, BINOMIO PERFETTO.
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BINOMIO
HAMBURGERIA

BINOMIO-APP

COMPONI IL TUO PANINO











REBRANDING LA GALLERIA NAZIONALE

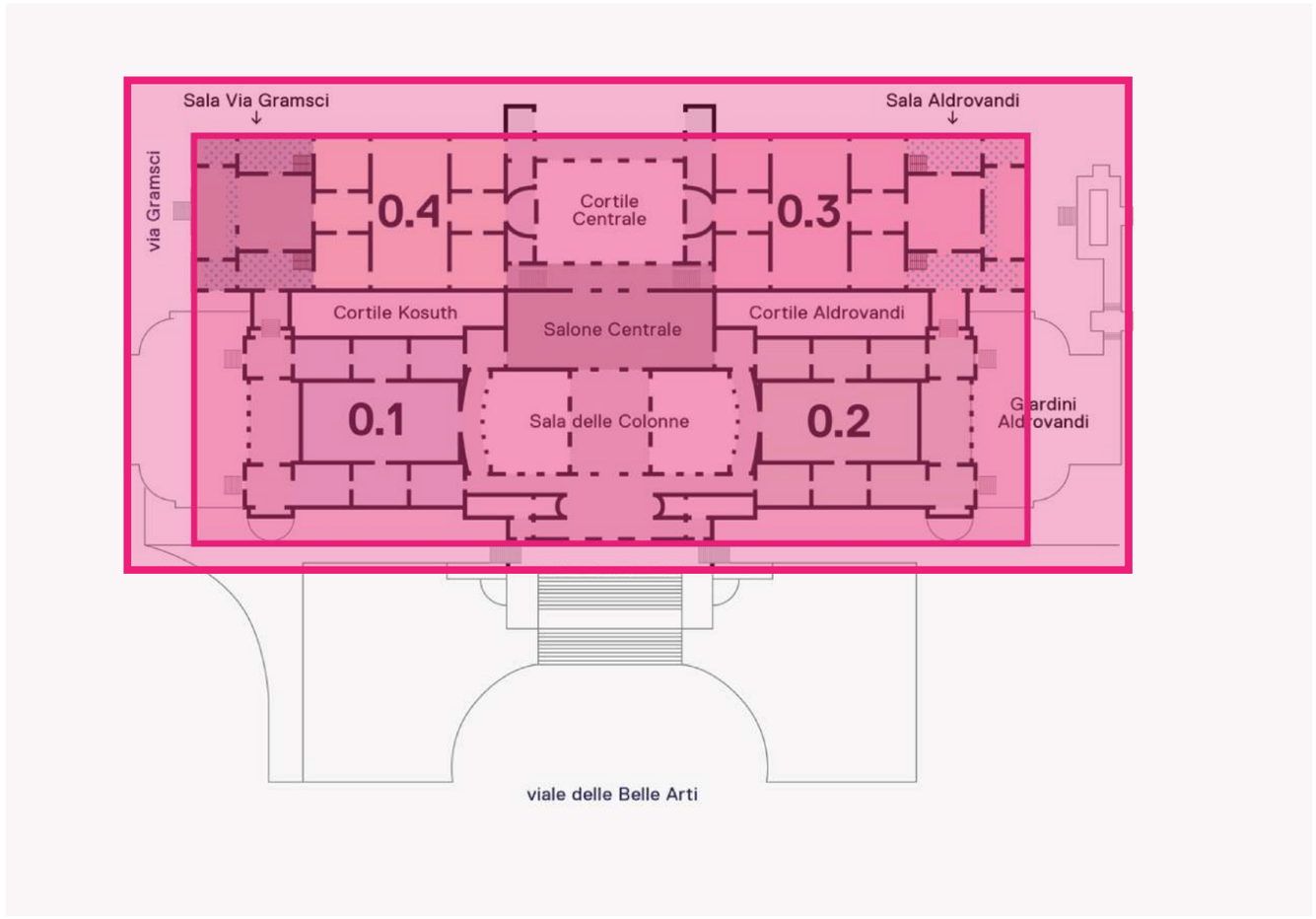
LA GALLERIA NAZIONALE
dynamic design_brand design_visual design

la galleria nazionale

«Mi aspetto da un'istituzione artistica del XXI Secolo che sia **flessibile**, **sincera**, democratica, multiculturale, **contraddittoria** e **audace**. Splendida quando è ricca, **eroica** quando non ha denaro. Deve avere la testa fra le nuvole, funzionare in maniera esemplare, avere lo spirito di squadra, *i piedi per terra* e *un cuore grande così*.
Mi aspetto che ami gli artisti, si prenda cura del pubblico e rimanga aperta sino a tardi»

– David Thorp

_the starting point: the building’s floor plan



The idea is to communicate the identity of La Galleria Nazionale starting from its history, and therefore from its “foundations”.

The system is built on a design **grid** based on the proportions taken from the floor plan of the building’s new internal layout.

_building the logotype

Starting from the grid derived from the building's floor plan, the logotype was built in several steps. The grid was opened and then shifted (downwards).

The final result is the visual subtraction of the two overlapping layers.





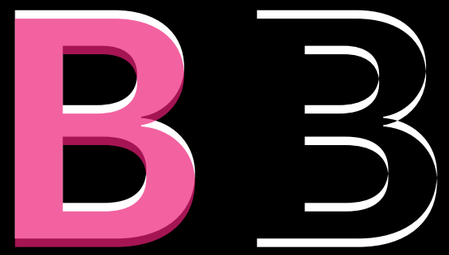




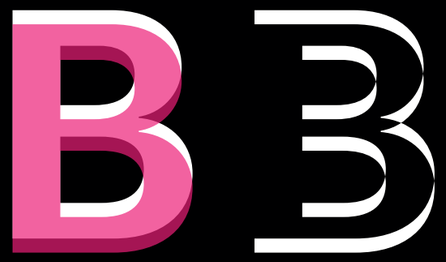
_the new typeface weights and typographic textures

Depending on the amount of shift, three different weights of the typeface are generated.

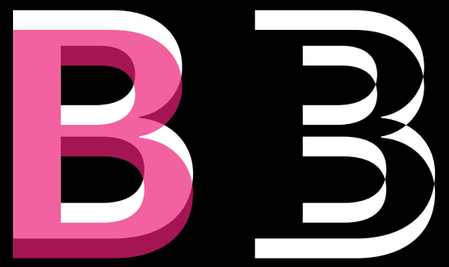
Combining the various glyphs creates typographic textures for decorative use.



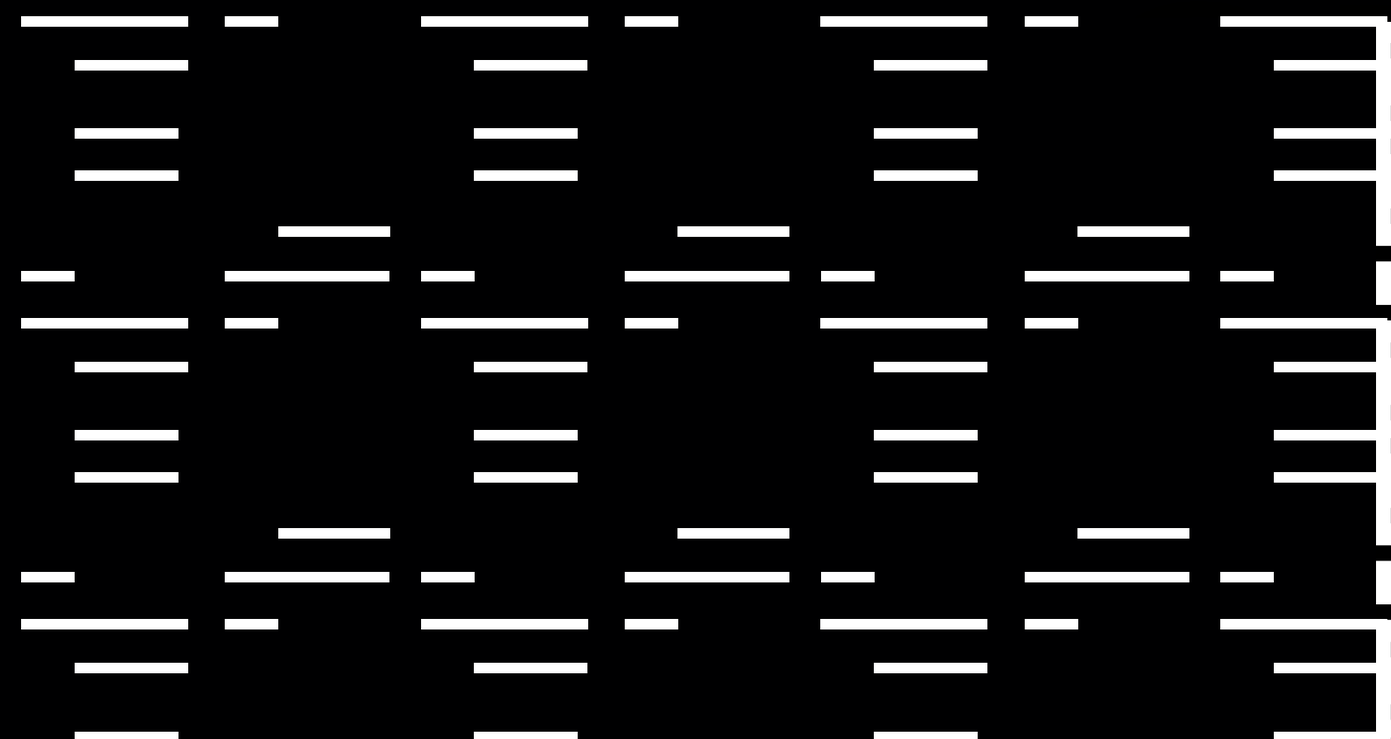
light
shift 1mm

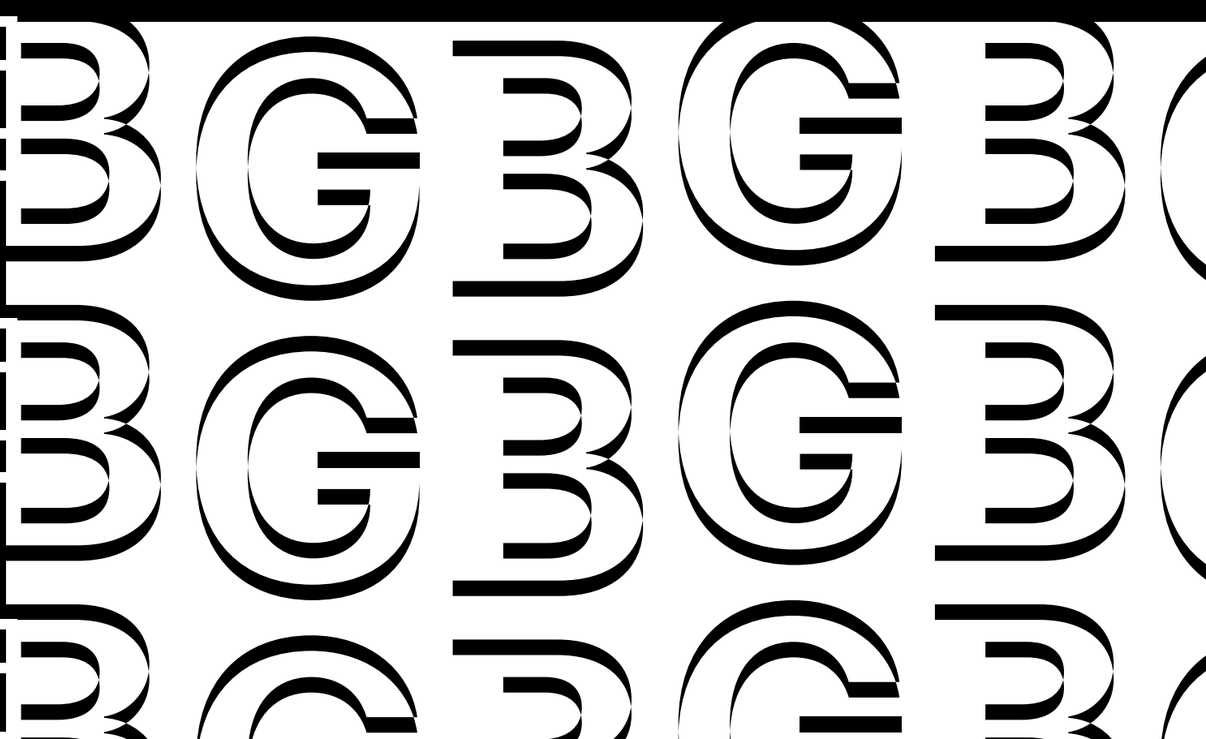


medium
shift 2mm



bold
shift 3mm





LA GALLERIA NAZIONALE
dynamic design_brand design_visual design

IL RITRATTO DI UN'EPOCA.

Amedeo Modigliani

15_OTTEBRE_2019 **01_MARZO**_2020

Galleria Nazionale d'Arte Moderna e Contemporanea
viale delle Belle Arti, 131 - Roma

enel · REGIONE LAZIO · Ministero dei beni e delle attività culturali e del turismo · LA GALLERIA NAZIONALE

15_OTTEBRE_2019
01_MARZO_2020

DAL FUTURISMO ASTRATTO AL FUTURISMO ICONICO

Giacomo Balla

enel · Ministero dei beni e delle attività culturali e del turismo · REGIONE LAZIO · LA GALLERIA NAZIONALE

MOONDAY
THE WEEKEND


Ministero dei beni delle attività culturali
LUCIO FONTANA
30_MAGGIO_2020
TOTALE EUR 10,00
cliente:
6583 3254
LUCIO FONTANA
LUCIO FONTANA
I MONDI OLTRE LA TELA
Galleria Nazionale d'Arte Moderna e Contemporanea
viale delle Belle Arti, 131 - Roma
LA GALLERIA NAZIONALE

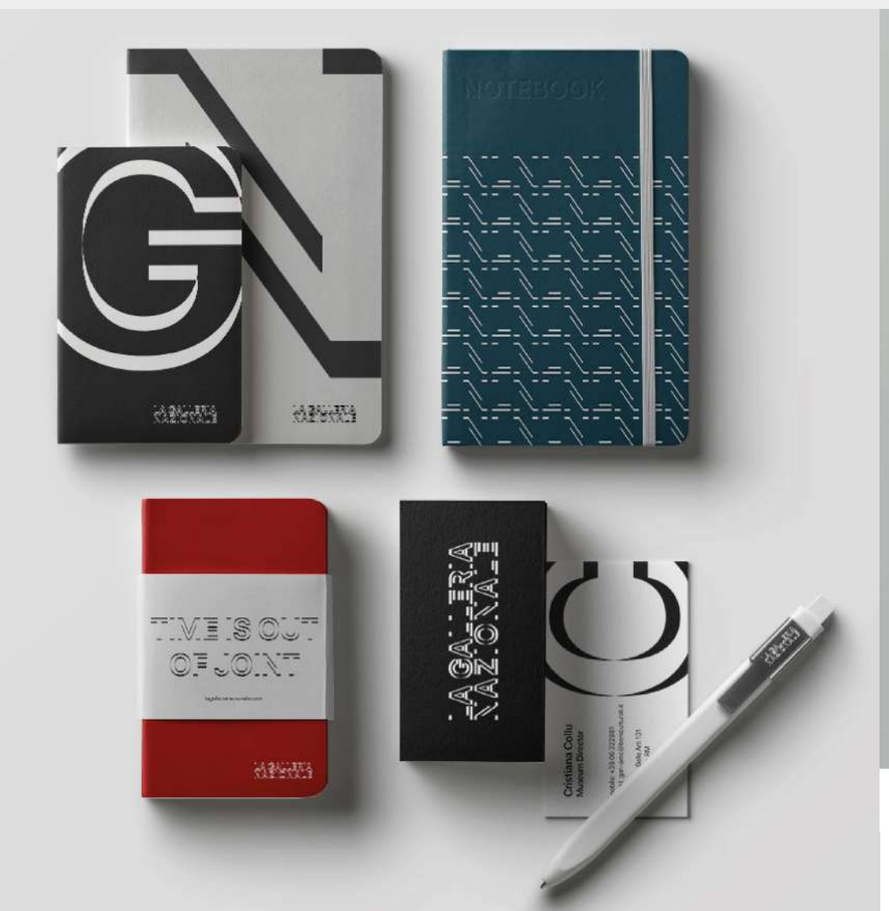

Ministero dei beni delle attività culturali
TIME IS OUT OF JOINT
30_MAGGIO_2020
TOTALE EUR 10,00
cliente:
6583 3254
TIME IS OUT OF JOINT
TIME IS OUT OF JOINT
LA FORMA DELLA CRISI, IL SEGNO DEL COMUNE
Galleria Nazionale d'Arte Moderna e Contemporanea
viale delle Belle Arti, 131 - Roma
LA GALLERIA NAZIONALE


LA GALLERIA
NAZIONALE


CERCA
HOME
MENÙ
LA GALLERIA
NAZIONALE
ROMA VIA DELLE BELLE ARTI, 131 ROMA VIA DELLE BELLE ARTI, 131
MOSTRE IN CORSO
TIME IS OUT OF JOINT
WHAT'S ON?
WRAP MUSEUM:
il progetto di Christo
per la Galleria Nazionale


MENÙ
mostre
eventi
educazione
what's on?
progetti
visita
stampa


CERCA
TICKET
MENÙ
A DISTANZA RAVVICINATA
Il giorno più bello è iniziato qualche
settimana fa, quando tutto lentamente
ha cominciato a muoversi perché
si è delineato un orizzonte. Il tempo unità di
dismisura, uscito dai cardini per entrare
nell'indistinto, era tornato a scorrere
e a correre. E negli ultimi giorni abbiamo
sentito persino il fiato sul collo
e l'adrenalina del conto alla rovescia.
Apriamo per restituire la Galleria
Nazionale al pubblico.
Leggi altro
ACQUISTA TICKET
visita il museo
codice comportamento


NOTEBOOK
TIME IS OUT OF JOINT
LA GALLERIA NAZIONALE
Cristiana Collu
Museum Director



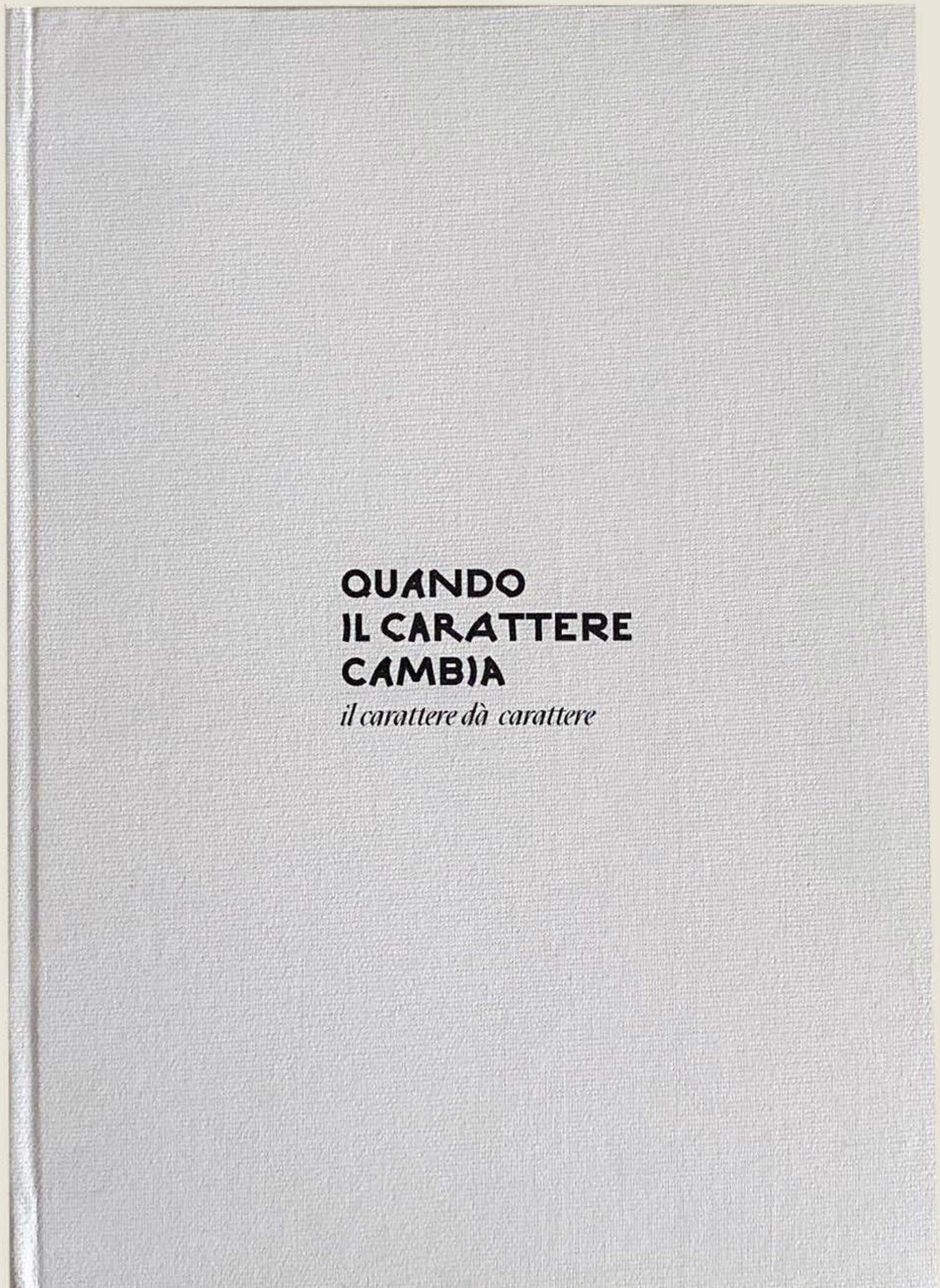



TIME IS OUT OF JOINT
TIME IS OUT OF JOINT
TIME IS OUT OF JOINT

WHEN CHARACTER CHANGES

Type gives character | The new identity of Emilio Pucci

Brand/Visual design_social/web content creator_Type design_Editorial



CAPITOLO *uno*

IL SEGNO COME APPARTENENZA

io sono

strumenti di tipizzazione

IL CARATTERE TIPOGRAFICO

Akzidenz Grotesk
Franklin Gothic
Gill Sans

Univers
Helvetica

Futura
Paul Renner
Paul Renner
Paul Renner
AOM

Classificazione dei caratteri

TESTO E IMMAGINE

(IN CHE MODO (FONT-I)N FLUENZANO

CONSCIO SUBCONSCIO

Chomsky
avant garde
BODONI
Futura
DIDOT

Il carattere tipografico è una cospirazione? Ci costringe con messaggi segreti nascosti a dire una cosa, ma a farne un'altra. Esso appare proprio davanti ai vostri occhi e li chiude alla visione. Istanti nel momento in cui ci facciamo coscienti, vediamo il messaggio di cui ci nutriamo, la sua scelta, la sua lettura, la sua scelta che è quella di non prestare realmente attenzione ad esso in maniera consapevole e di concentrarsi sulla lettura di ciò che le parole in realtà dicono. (semantica della parola)
Ma, nonostante ciò, il carattere sta ancora trasmettendo molte informazioni e lo sta comunicando direttamente al nostro subconscio. Tale asserzione però ci conduce autonticamente adun'altra riflessione: in qualsiasi momento possiamo scegliere di essere consapevoli o meno dei messaggi che i tipi testesi ci stanno comunicando. Deve però essere sottolineato che possiamo scegliere se notare, e dunque essere consapevoli, solo dei messaggi subliminali e non di quali subliminali.

'Nessun carattere è immune alla storia'.

FLUID) TÀ D) ELABO RAZ)O NE

B G C
T H B B
b g c
t h b b

Comunicazione non verbale

La personalità del carattere tipografico dà il tono a ciò che stai per leggere nello stesso modo in cui le tue prime impressioni sull'aspetto di una persona influenzano il modo in cui ascolterai e risponderai.

I nostri vestiti, come i nostri beni, infatti, trasmettono indizi sulla nostra personalità, sullo stato finanziario, sul nostro gruppo sociale di appartenenza, sullo sfondo ecc. **Dicono al mondo chi siamo**, o **chi vogliamo essere** oggi e **i caratteri**, proprio come i vestiti, **trasmettono informazioni non verbali**: la nostra scelta che ricade su un determinato carattere **dic(ono)e chi siamo** in qualche modo e conduce il lettore proprio verso **le nostre emozioni e intenzioni** prima che esso venga realmente letto; e qualora andassimo ad utilizzare un font non corrispondente al nostro modo di essere ecco che la nostra credibilità potrebbe essere messa addirittura in discussione.

CAPITOLO *due*

IL PERSONAL) TÀ E MODA

Solo attraverso l'apparenza - parole, atti, sguardi, abiti - io ho accesso all'identità.

EM)LIO PUCCI

Da questo momento il brand è un dispositivo di nuovi progetti di comunicazione in cui moda si confronta con diversi generi, tecniche e linguaggi in bilico tra immagine e immaginario come dispositivo estetico e culturale.

EMILIO PUCCI
EMILIO PUCCI
EMILIO PUCCI
EMILIO PUCCI

EMILIO PUCCI — Avenir

Avenir LT Std



...ipizzazione

Non è quindi possibile esimersi dall'immergersi nel progettare e raccontare storie mediante gli strumenti visivi che si incontrano, perché, come ancora suggerisce Bauman, l'essere umano ha da sempre a raccontare storie di identità, che in questo senso di cui ci serviamo abitualmente di comprendere i nostri proprio per tale motivo di "segno come appartenente centrale per l'uomo di se stesso e/o riconoscimento di un determinato

...ativ...

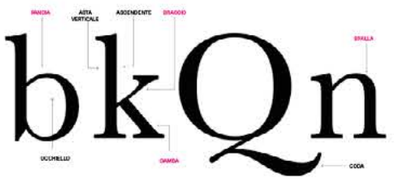
io sono



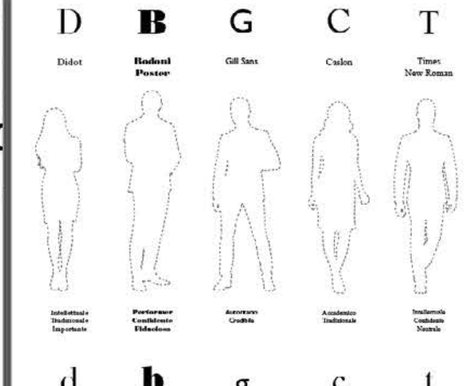












maniera, norma, regola, tempo, melodia, modalità, ritmo, tono, moderazione, guisa, discrezione.

LA SINGOLARITÀ E L'ICONICITÀ, L'INDIPENDENZA E L'IDENTIFICAZIONE DIVENTANO COSÌ ISTANZE IRRINUNCIABILI NEL DISCORSO COMUNICATIVO INTERPERSONALE.



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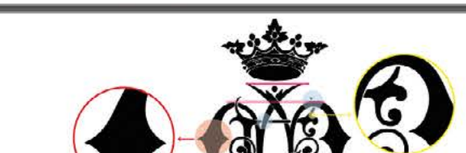


BALENCIAGA YVES SAINT LAURENT BURBERRY CÉLINE

BALENCIAGA SAINT LAURENT PARIS BURBERRY LONDON ENGLAND CELINE













CAPITOLO UNO

Introduzione 12—14

Segno come appartenenza 18—22

I caratteri tipografici 24—53

Testo e immagine 55—64

In che modo ti influenzano i font 66—76

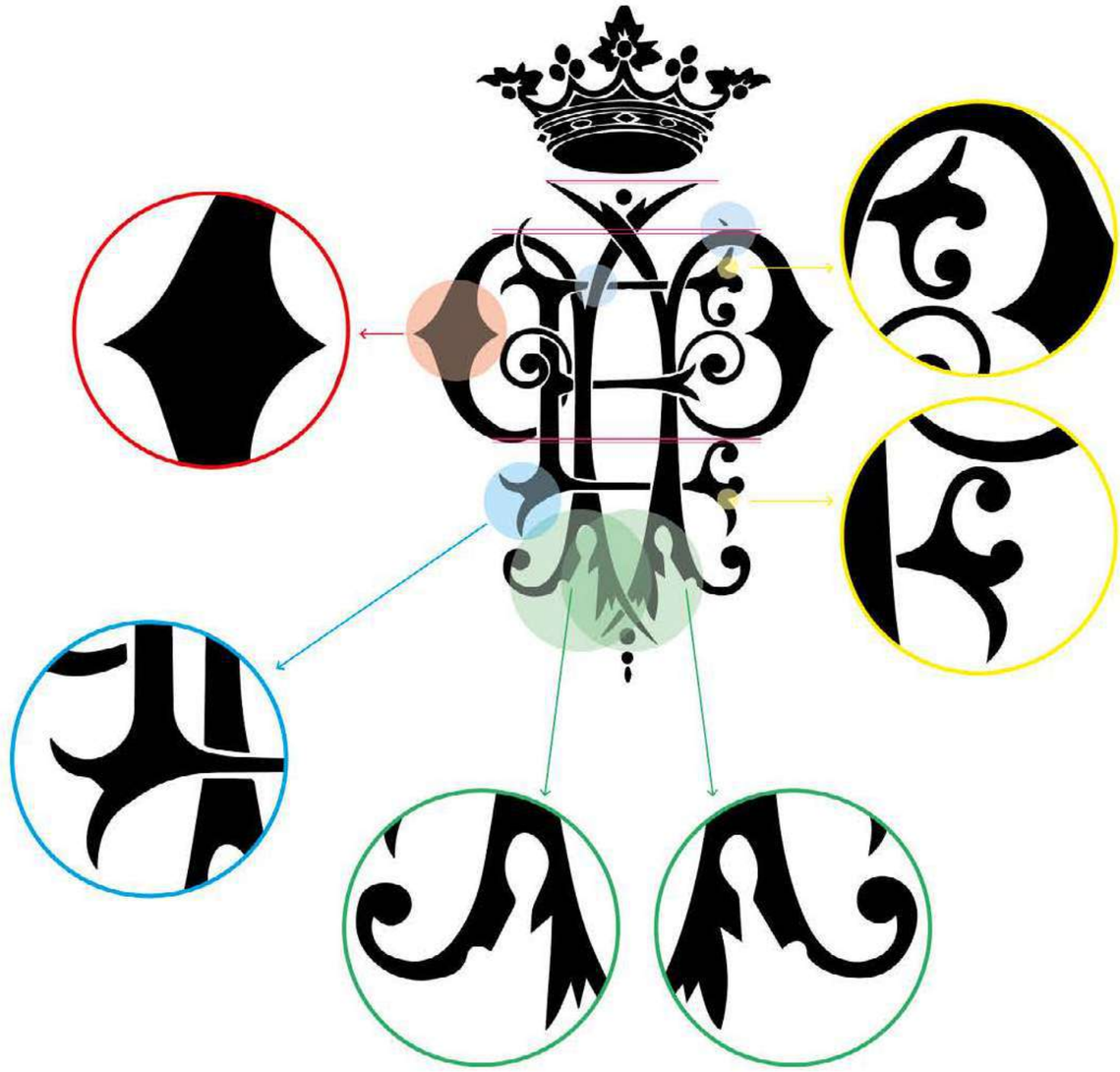
Fluidità di elaborazione 78—82

Il carattere è una macchina del tempo 84—86

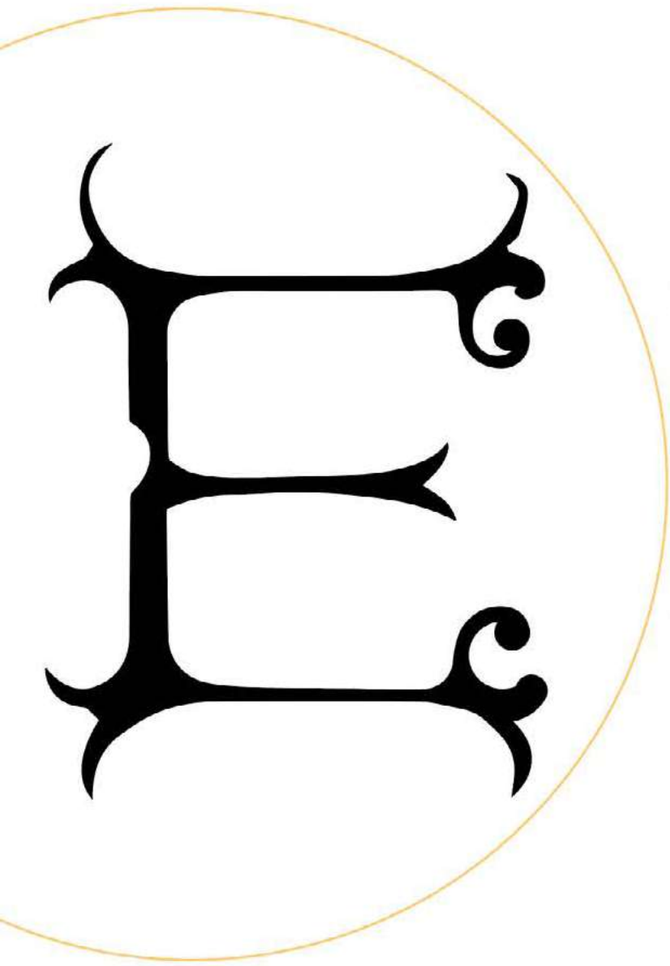
Personalità 88—98

Analisi Araldica/Monogramma

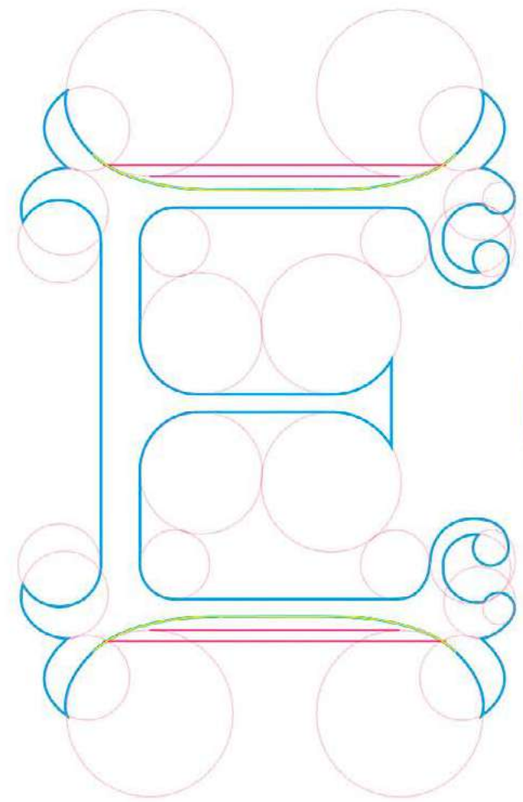
- Spigoli irregolari, nessuna proporzione
- Irregolarità degli angoli all'interno della lettere "E"
- Congiunzioni irregolari e spazi differenti
- Lettere "P" differenti negli spessori e nelle decorazioni
- Allineamenti irregolari su tutto il monogramma

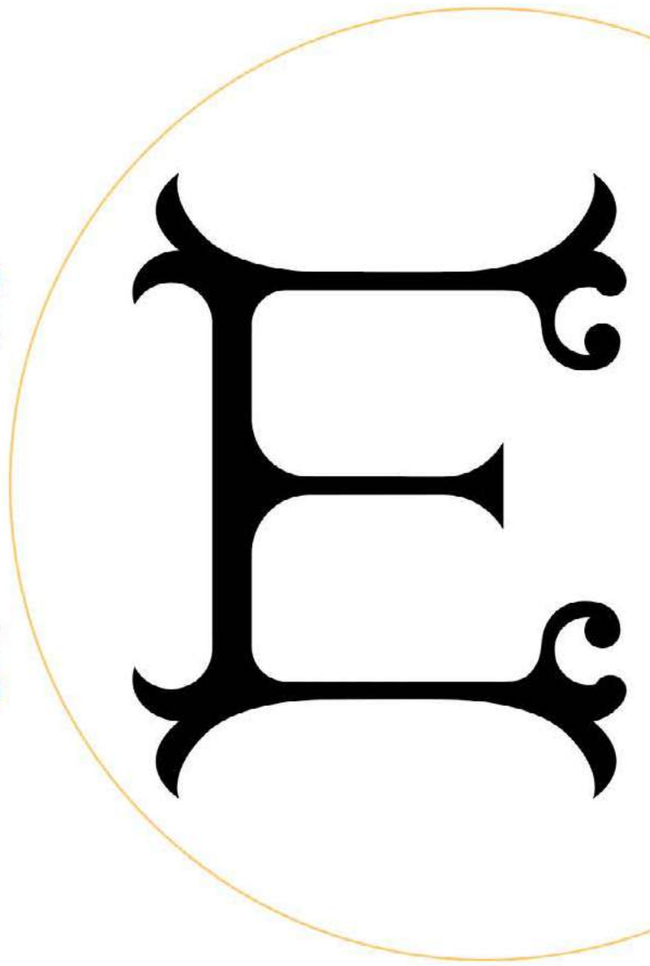


Processo evolutivo Araldica "E"

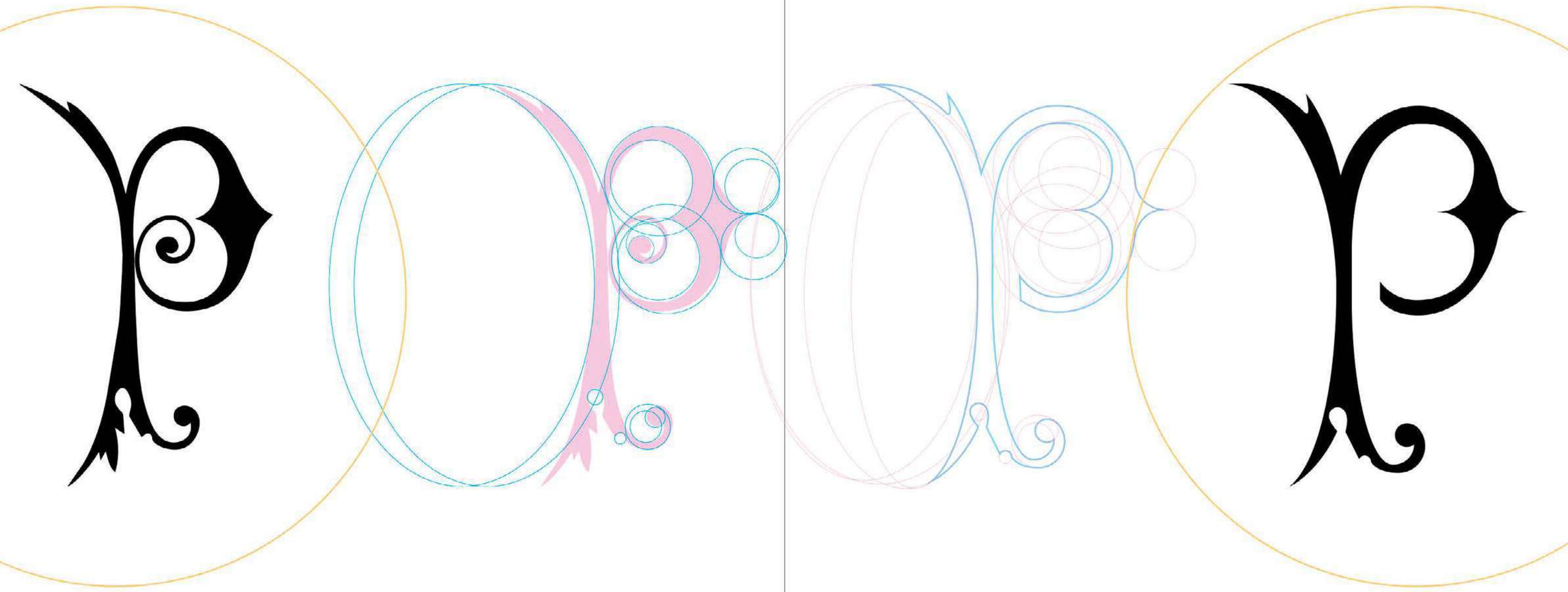








Processo evolutivo Araldica "P"



Il carattere tipografico è una cospirazione? Ci costringe con messaggi segreti nascosti alla vista? No, tutt'altro.

Esso appare proprio davanti ai vostri occhi ed è chiaro da vedere. Infatti nel momento in cui non cogliamo, vediamo il messaggio dato dal carattere è perché abbiamo fatto una scelta che è quella di non prestare realmente attenzione ad esso in maniera consapevole e di concentrarsi sulla lettura di ciò che le parole in realtà *dicono*. (se-

mantica della parola)

Ma, nonostante ciò, il carattere sta ancora trasmettendo molte informazioni e lo sta comunicando direttamente al nostro subconscio. Tale asserzione però ci conduce automaticamente ad un'altra riflessione: In qualsiasi momento possiamo scegliere di essere consapevoli o meno dei messaggi che i font stessi ci stanno comunicando. Deve però essere sottolineato che possiamo scegliere se notare, e dunque essere consapevoli, solo dei messaggi supraliminali e non di quelli subliminali.

WHEN CHARACTER CHANGES

SHAPE-SHIFTING T-SHIRTS

Brand/Visual design_social/web content creator_Type design_Editorial



il carattere dà carattere,
presentandosi come identità
nella quale è possibile ritrovarsi.