

mmG

CONCEPT + DESIGN





We are a creative agency focused on branding and design.
We create and renew brands.

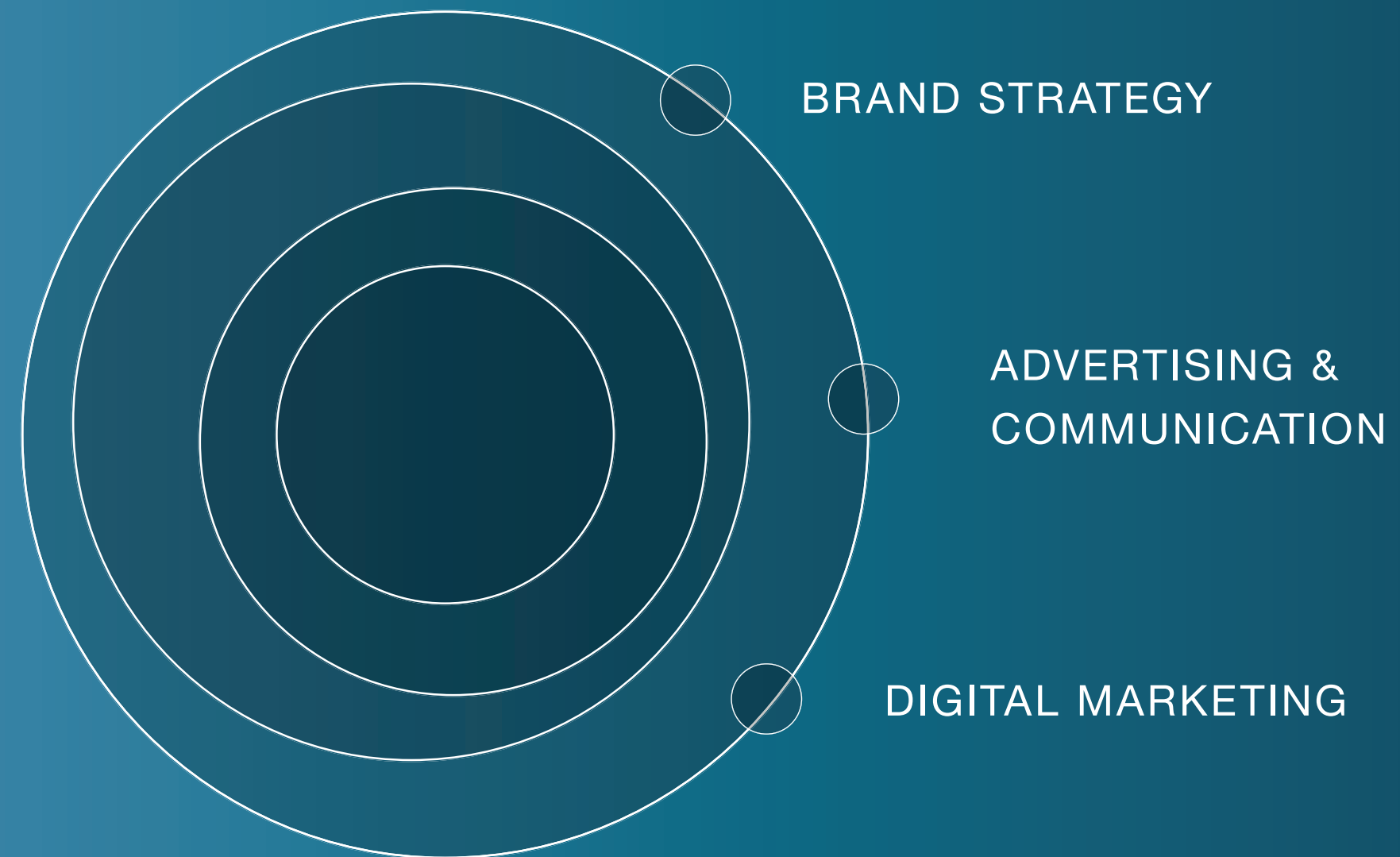
MMG has been created and run by designers.

We work for clients who value creative and practical ideas.

We demonstrate our expertise through our work rather than talking, because design is a craft for us.
We design, visualize and define brands in a way that help companies differentiate themselves from the competition.
Our projects range from product design, brand identity and strategy, brand experience and branded environments to digital activation, omni-channel design, web services and advertising.
We are agile and designer-driven. We partner with our clients to create brands that are meaningful and iconic.
We believe in quality because it is the only thing that stands the test of time.

The operative side of the company comprises 20 people
who work in the creative and IT departments and when needed
we can count on our network of professionals to help.

We offer a full creative service, from insights and strategy to distinct design concepts, for all industries, formats and channels.



BRAND STRATEGY

We apply collaborative methodologies to deliver brand strategies and experiences across all touch-points.

Brand platform
Brand architecture
Brand personality
Product portfolio
Naming
Innovation workshops

Innovation themes
Innovation blueprints
Service and experience design
Product innovation tools
Customer experience toolbox
Experiential Marketing

ADVERTISING & COMMUNICATION

We bring brands to life through thoughtful crafted brand identities and experiences.

Communication Analysis and Strategy
Concept and Storytelling
Visual identity
Brand Book
Brand Guidelines
Graphic design
ADV
Art direction

Photo and Video production
Stand and Retail design
Product design
Packaging design
Events
UX and UI design
Social Media Management
Social Media Engagement

Motion design
Web Design
e-Commerce
CGI
Virtual Reality Platform
Promotions
In-store events
Retail Communication

DIGITAL MARKETING

In order to face the challenges of globalisation and digitalisation of world markets, we need to develop competence, efficiency and creativity. We guide our clients step by step from the creation and management of internet sites to positioning in web search engines, with projects developed and elaborated according to the specific needs of individual markets as well as the continuing evolution of the web, thereby guaranteeing professionalism and experience.

Web Marketing Management

SEM

SEO

Social Adv

Digital Planning

Programmatic Advertising

Advanced Web Analytics

PR Online

Brand Protection

Gestione Google Tag Manager

Google Data Studio Report

Research and Statistics

AWARDS

IF Design Award – Berlin, Germany
Packaging Design
Client: BTicino

Red Dot Design Award – Essen, Germany
Print Communication - Web & Multimedia
Client: Whirlpool Europe

Red Dot Design Award – Essen, Germany
Print Communication
Client: MissoniHome and Richard Ginori

ADI Design Index – Milan, Italy
Selected Project Compasso d'oro - Interaction Design
Client: Legrand \ BTicino

Core 77 Design Awards – New York, New York, USA
Second prize Ex Aequo - Exhibition Communication
Client: 3M

ADI Design Index – Milan, Italy
Selected Project Compasso d'oro - Exhibition Communication
Client: 3M

Fedrigoni Top Application Award – Triennale Milano, Italy
Second prize - Catalogue Design
Client: MissoniHome

ADA American Design Award – San Diego, California, USA
First prize - Best Catalogue
Client: Missoni

ADA American Design Award – San Diego, California, USA
First prize - Best Catalogue
Client: Whirlpool Europe

ADA American Design Award – San Diego, California, USA
First prize - Best Brochure Design
Client: Piazzasempione

Novartis Communication Award – Basel, Switzerland
Communicationn for Leading Program
Client: Novartis Oncology region Europe

ADA American Design Award – San Diego, California, USA
First prize - Best Catalogue
Client: MissoniHome

Novartis Communication Award – Basel, Switzerland
Best Website
Client: Novartis Oncology region Europe

Ideobain – Paris, France
Prix Coup de Coeur - Industrial Design Best Product
Client: Antonio Frattini

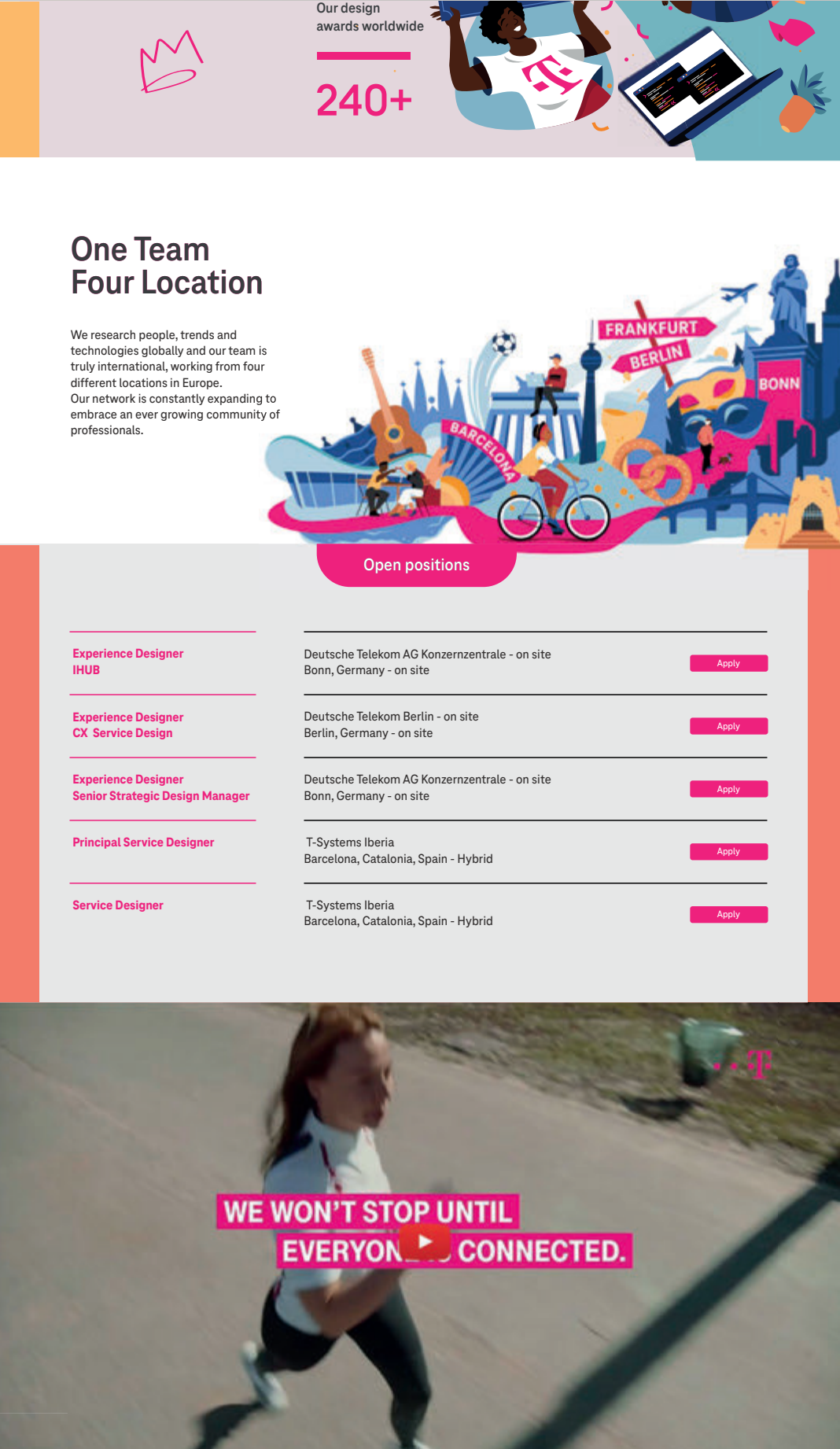
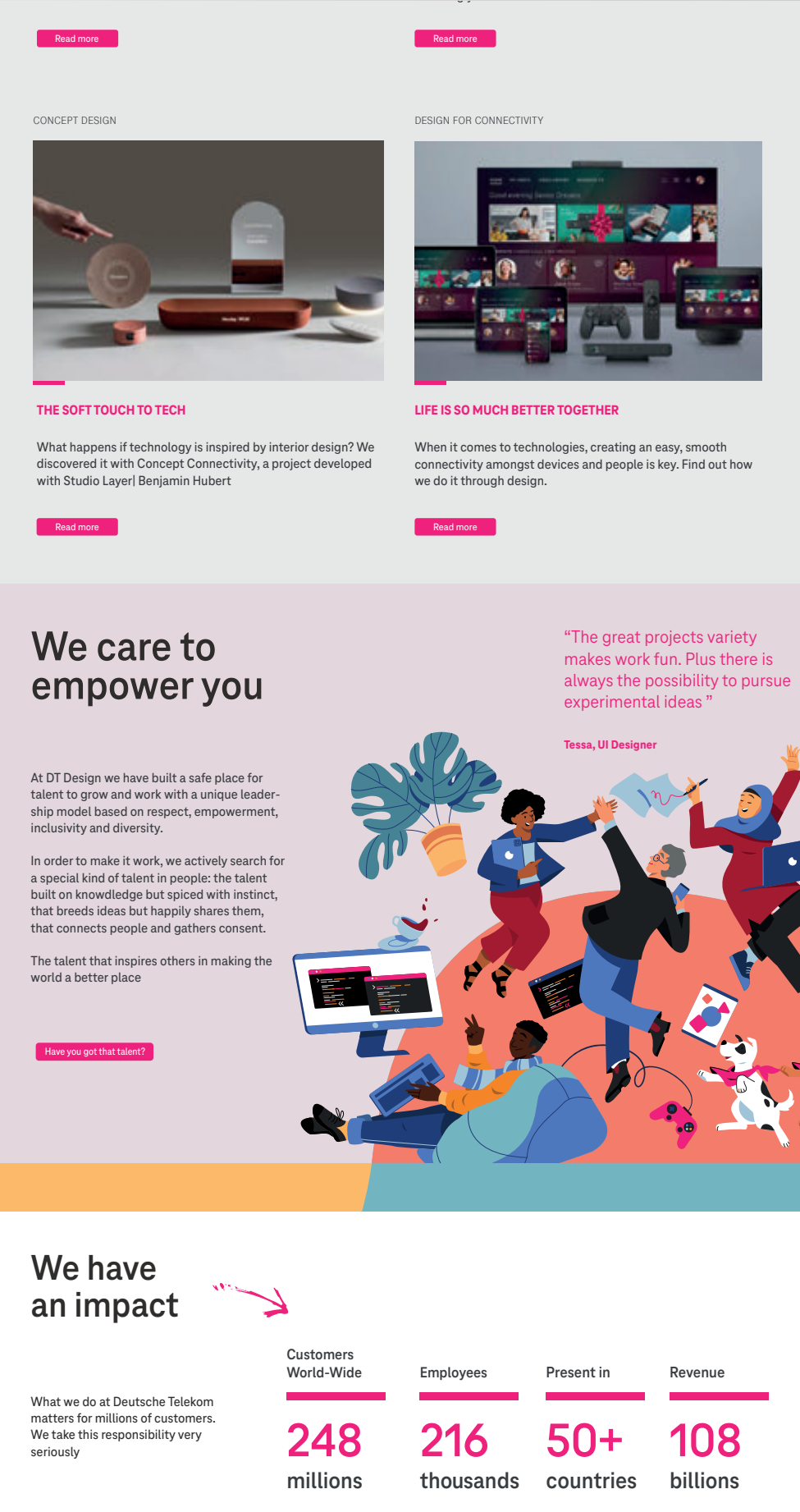
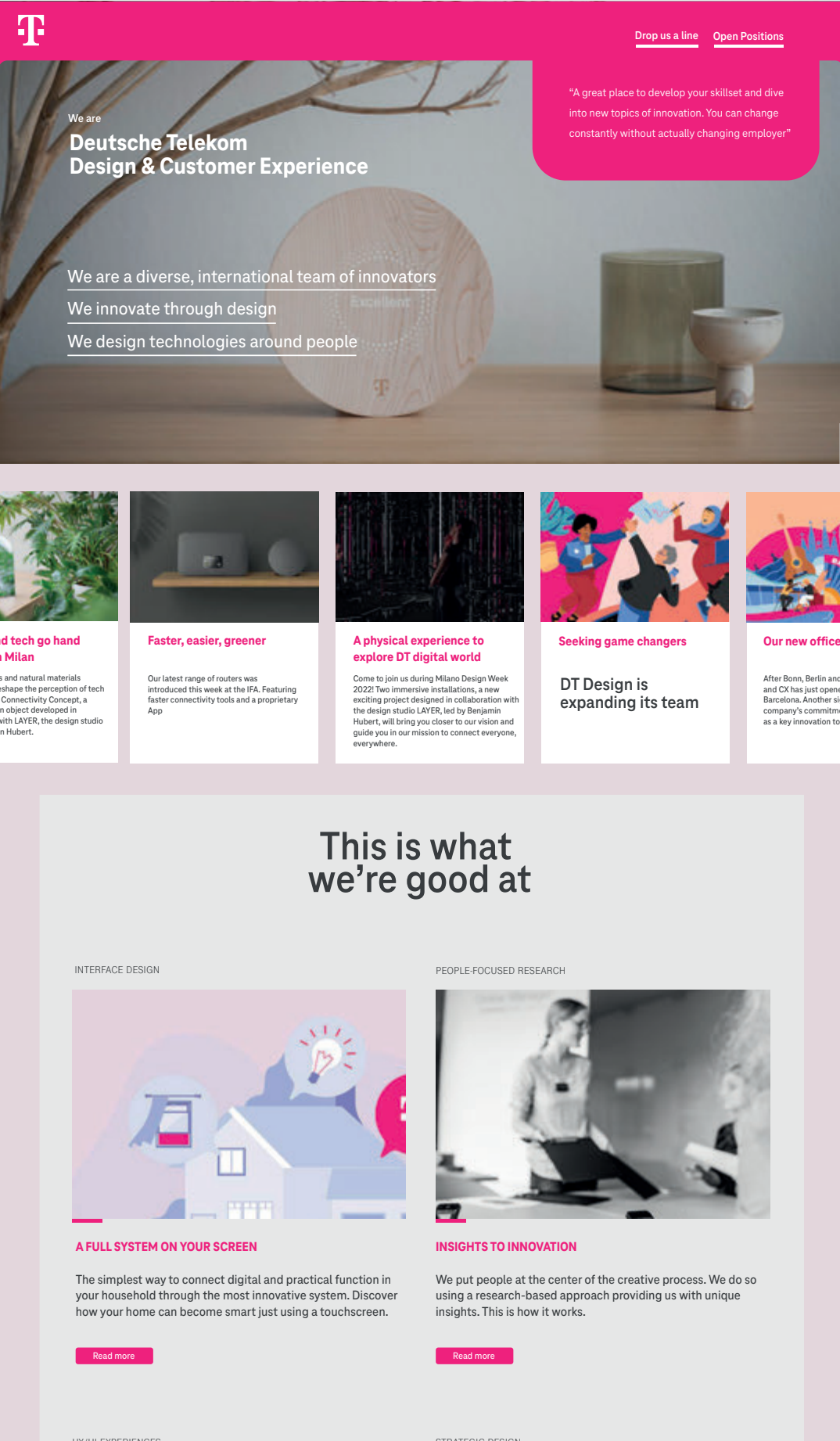
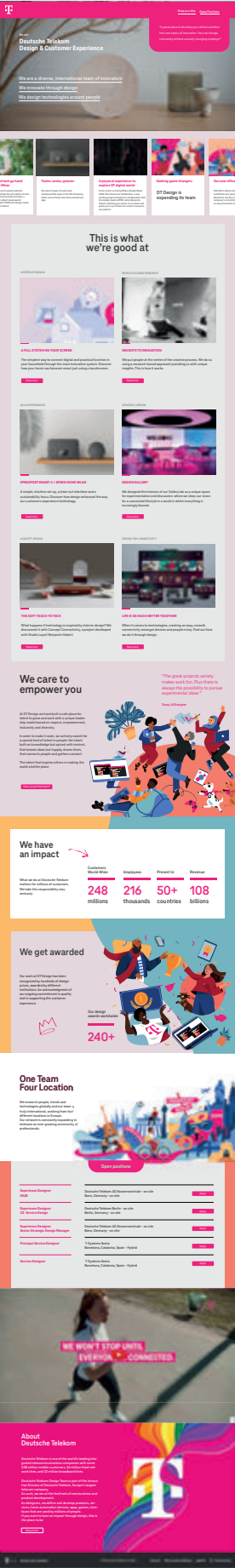
ADA American Design Award – San Diego, California, USA
Second prize - Catalogue Design
Client: MissoniHome

SOME OF OUR CLIENTS

3M
ALONPI CACHEMIRE
BASF
BOSSI CASA
BTICINO
BORETTI
CAMPARI
CPC INOX
CURALEAF
DEUTSCHE TELEKOM
ELICA
ENERGY-UP
FAZZINI
GESSI

GIORGETTI
IL LOFT
INDESIT
IRCA
KITCHENAID EUROPE
KENZO HOME COLLECTION K3
KOH-I-NOOR
LA PERLA HOME COLLECTION
LAVAZZA
LEGRAND
LOROPIANA
MARTHA O' NEILL
MAGA - MUSEO DI ARTE MODERNA
MERLONI PROGETTI

MISSONI
MISSONI HOME
MONTIS
NOVARTIS
PIAZZA SEMPIONE
PLANHOTEL
POST-IT
PUMA
ROSSI DI ALBIZZATE
SASSICAIA - MEREGALLI
SCOTCH-BRITE
SIRMAX
WHIRLPOOL EUROPE
ZEPTER INTERNATIONAL



DEUTSCHE TELEKOM
DESIGN & CUSTOMER EXPERIENCE
BOOKLET



Deutsche Telekom
Design & Customer Experience

Who
we are

We are a diverse, international team of innovators
We innovate through design
We design technologies around people

We are customer-centric,
passionate about people and privacy.
Design for us is a human-focused
discipline, fuelled by curiosity and
experimentation, an engineering
process, turning what's possible into
engaging, seamless and meaningful
customer experiences.

We have a unique team culture
We have a safe place to grow and
innovate in every direction.
We stand for each other, we share what
we know, we get together to the most
important things and we are all committed
to inclusivity and diversity. Deutsche
Telekom Design & Customer Experience
is based in Bonn, Berlin, Darmstadt,
with more locations coming.

Our talent is to grow people's talents
and, together, to produce work with a
positive impact on millions, world-wide.
Deutsche Telekom Design & Customer
Experience is an international group of
professionals who specialise in what they
do: product/service design, UI/UX,
data science, approach, game design
and all the processes in between.

We care
to empower you

We have built a safe place
for designers to grow and we
follow a unique leadership
model based on respect,
empowerment, inclusivity
and diversity.

In order to make it work, we actively search for
a special kind of talent in people: the talent
built on knowledge but spiced with instinct,
that breeds ideas but happily shares them, that
connects people and gathers consent.

The talent that inspires others in making the world
a better place.



We have
an impact

What we do at Deutsche Telekom
matters for millions of customers,
we take this responsibility very seriously.

Customers world-wide	Employees	Present in	Revenue
248 millions	216 thousands	50+ countries	108 billions

The Deutsche Telekom Design
& Customer Experience is part
of the innovation of Deutsche
Telekom. This means we are at
the forefront of new business
and product development of one
of the world's leading integrated
telecommunications companies.

The products and services, that
we develop are used by millions of
people. Our digital solutions have
an actual impact on people's lives,
and we take this responsibility
very seriously.

We get
awarded

Our work has been recognized
by hundreds of design awards
by different institutions.

In acknowledgment of our ongoing
commitment to quality and in supporting
the customer experience.

Our design
awards worldwide
240+

One team
Four locations

SERVICE DESIGN
STRATEGIC DESIGN
UI/UX DESIGN
PROFILE-FOCUSED RESEARCH
INTERFACE DESIGN
DESIGN FOR CONNECTIVITY
CONCEPT DESIGN
BRAND DESIGN

Our network is constantly
expanding to embrace an
ever growing community of
professionals.

We research people, trends and technologies
globally and our team is truly international,
working from four different locations in Europe.



Deutsche Telekom
Design Gallery

The Telekom Design Gallery is
our innovative space. Inspiring,
encouraging dialogue and
flexible. In order to constantly
adapt to change. And, of course,
always with a focus on people
and their needs.

In the Gallery, we turn the strategy of Deutsche
Telekom into a tangible vision. But it's not about
us. Instead, the Gallery is about understanding and
representing customer experiences, collaboration
and the way people co-exist – today and in the future.

The Gallery is our vision of the future when everything
can be connected – in real life and digitally. To make
it tangible, we combine our smart and future
technologies over a base of more than 1500 square
meters at our Group's headquarters in Bonn. Our live
demonstration here are the result of 10 years of
intensive collaboration with our R&D, IT and strategy
experts, who represent all areas of the company.
A conveniently space, set up like a home, where
everyone can experience the future today.

The environment that we designed is the result of
the research, and work in a forum in which critical
users, customers and devices are met, both in
person and digitally, to experience the way we see
our company, from new steps on our roadmap to new
products, prototypes, having the possibility to discuss,
exchange opinions, share visions and improve our
experience and language.

The real power of this space is the ability that it has
to tell a story, to tell, and to connect. It is a place to
share technology with our customers, bringing
together a community of our users and
helping the company to keep in touch the feedback of
the public and the rapid changing of our world.

Deutsche Telekom
Design & Customer Experience

Who we're searching
Careers

Seeking game changers
We love a special kind of talent



The talent that breeds ideas and shares them
because together things come out better.

The talent that taps into competence
because the world is too complex to stop learning.

The talent that connects people
because the stand-alone genius is a thing of the past
(and achieving results together is so much fun).

The talent that gathers consent
because agreement is often the difference
between a good idea and a good product.

Deutsche Telekom
About

Deutsche Telekom is one of the world's leading
integrated telecommunications companies with
some 248 million mobile customers, 20 million fixed-
network lines, and 22 million broadband lines.

Operative for more than 160 years, the in-company
Deutsche Telekom Design and Customer Experience
department reflects on new consumer needs while a
multidisciplinary team of designers experiments new
concepts applied to everyday life in which technology
and design are combined and integrated to improve
the user's experience and use of technology.

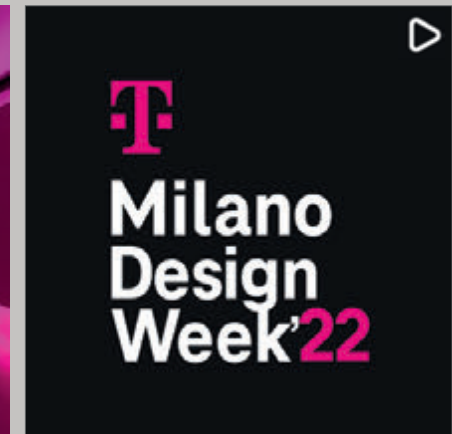
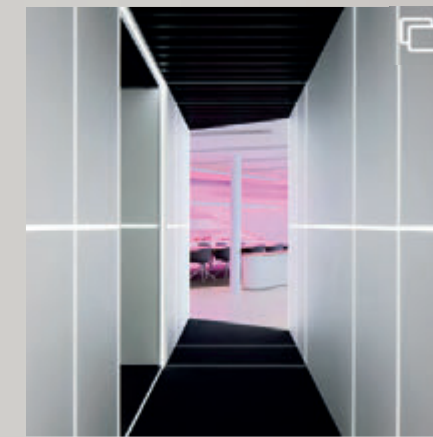
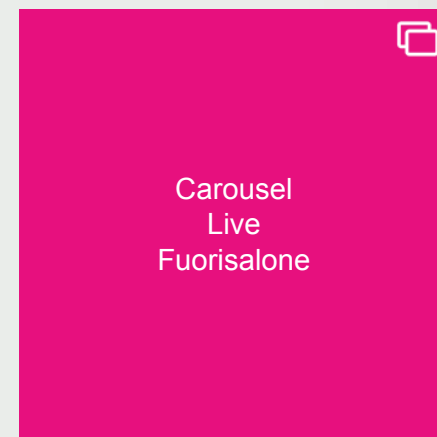
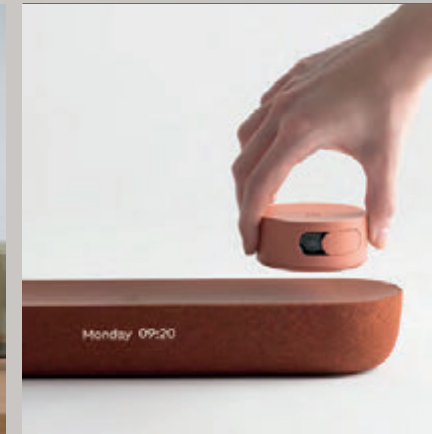
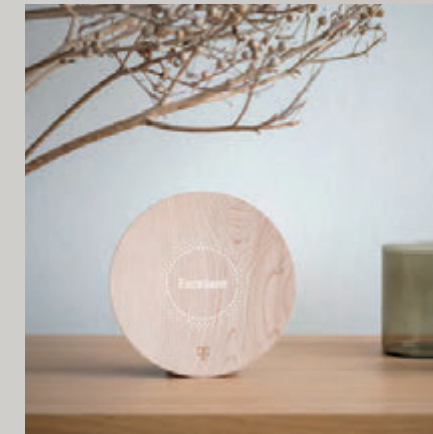
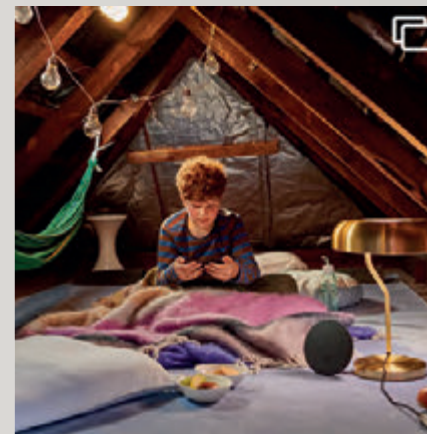
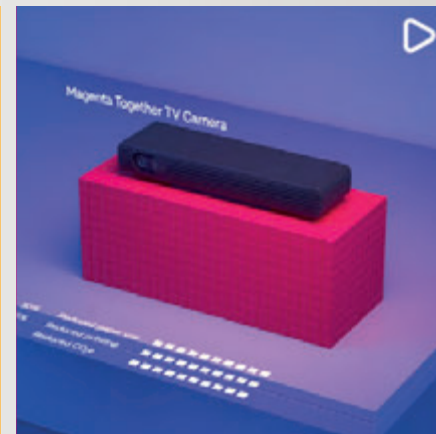
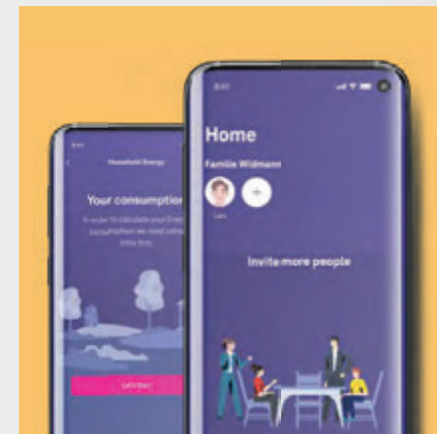
design.telekom.com

FRACTAL

SOCIAL MEDIA AND COMMUNICATION MATERIALS

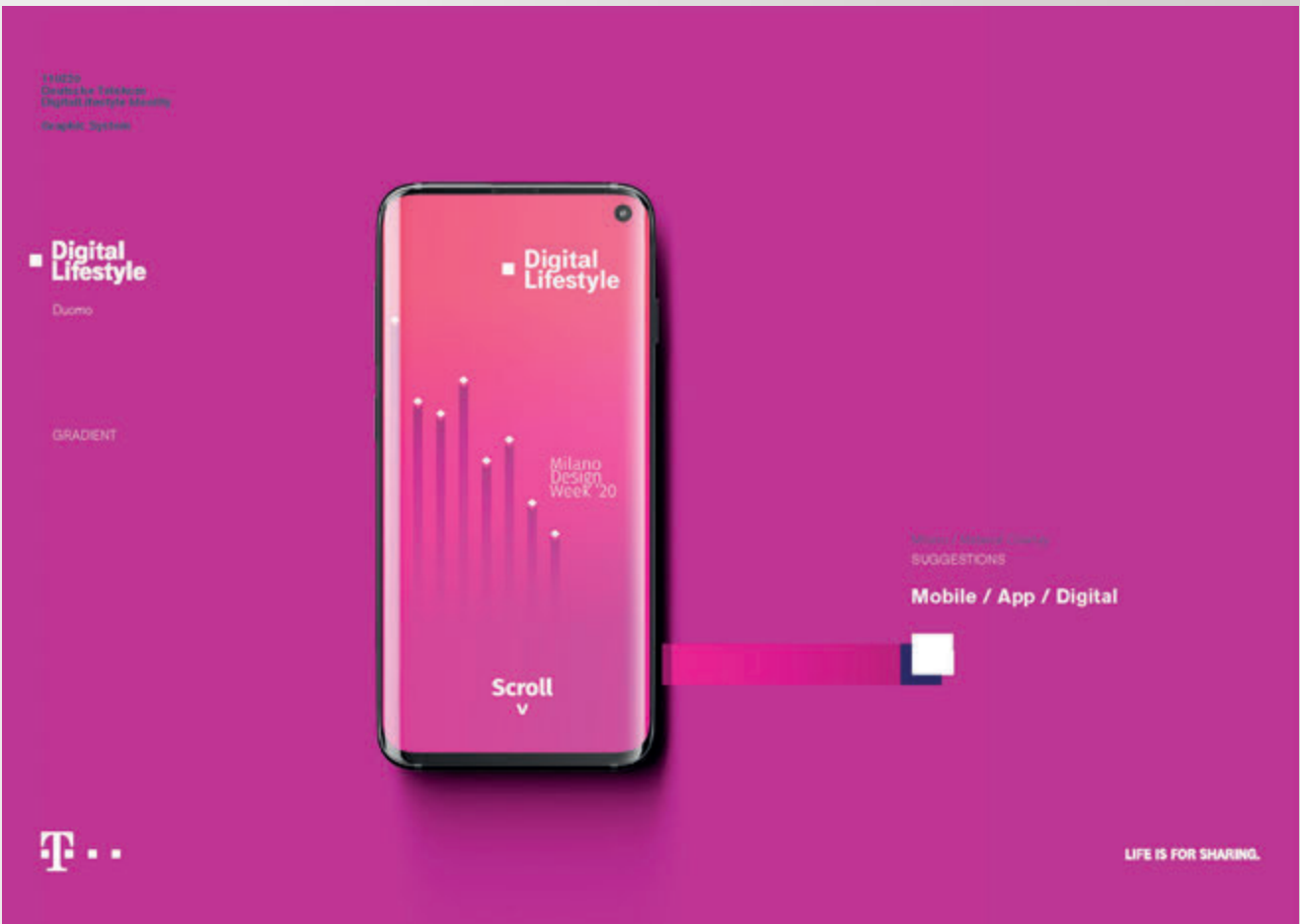
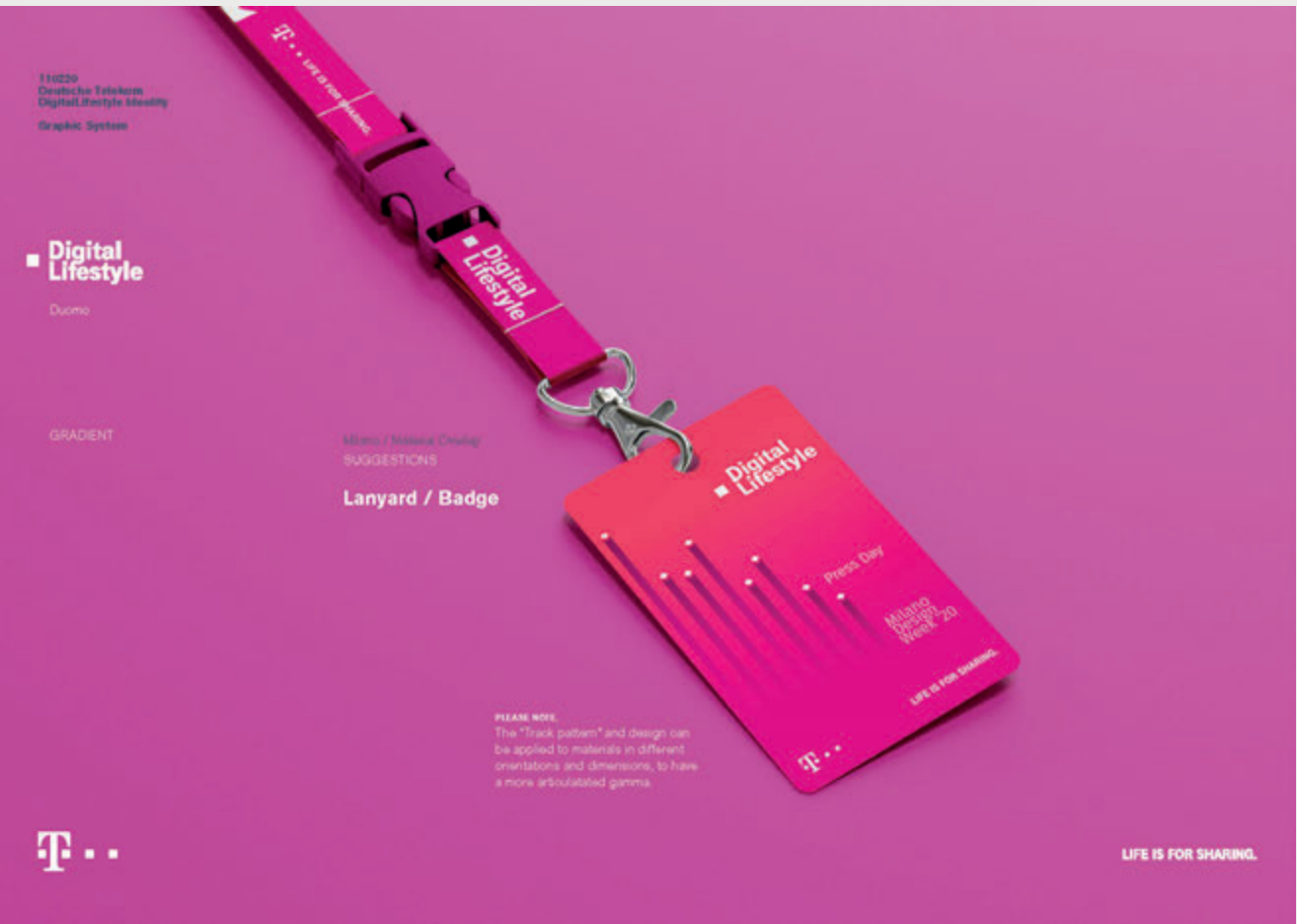
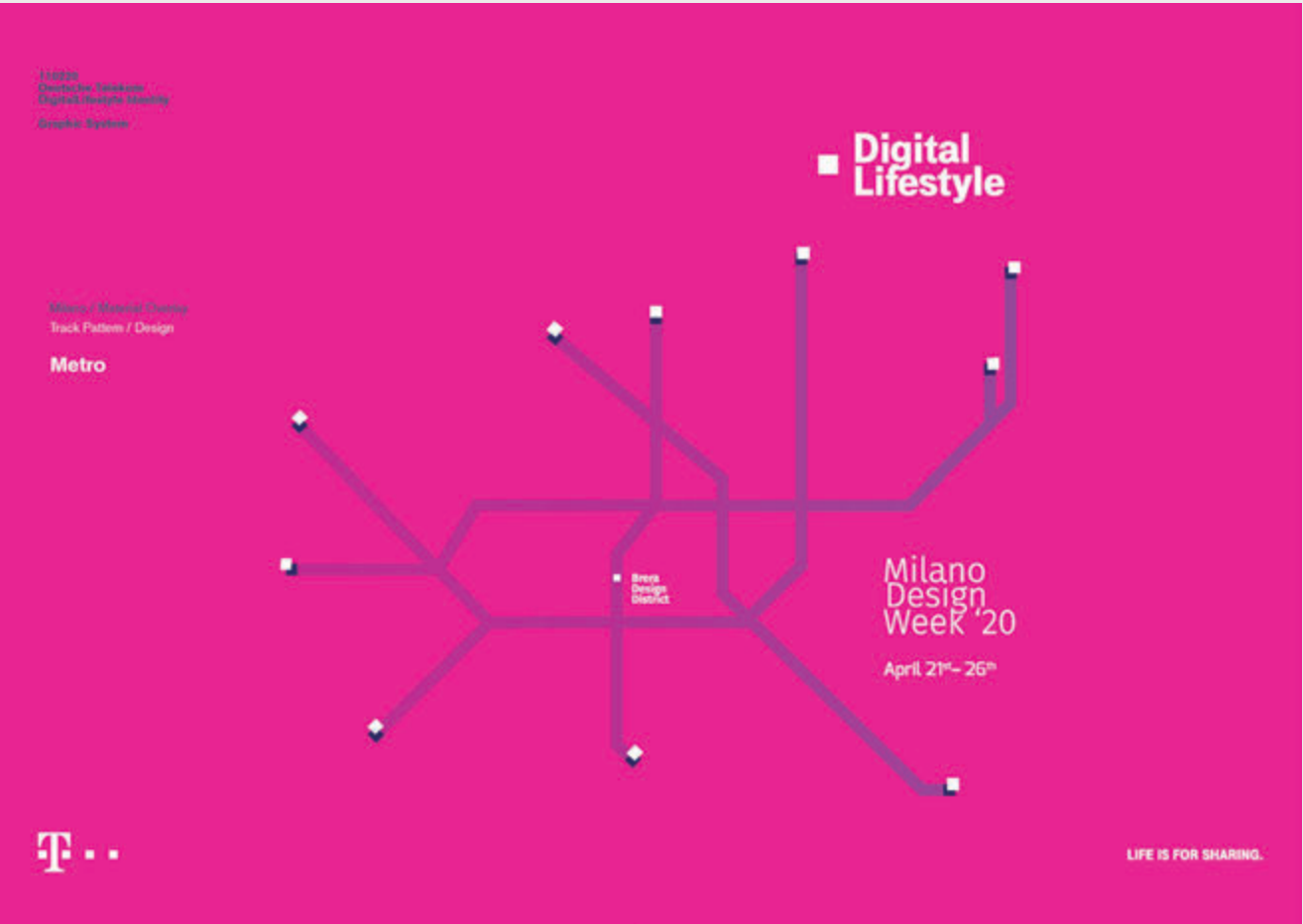
Fractal

Deutsche Telekom
Design & Customer Experience



FRACTAL
EXHIBITION





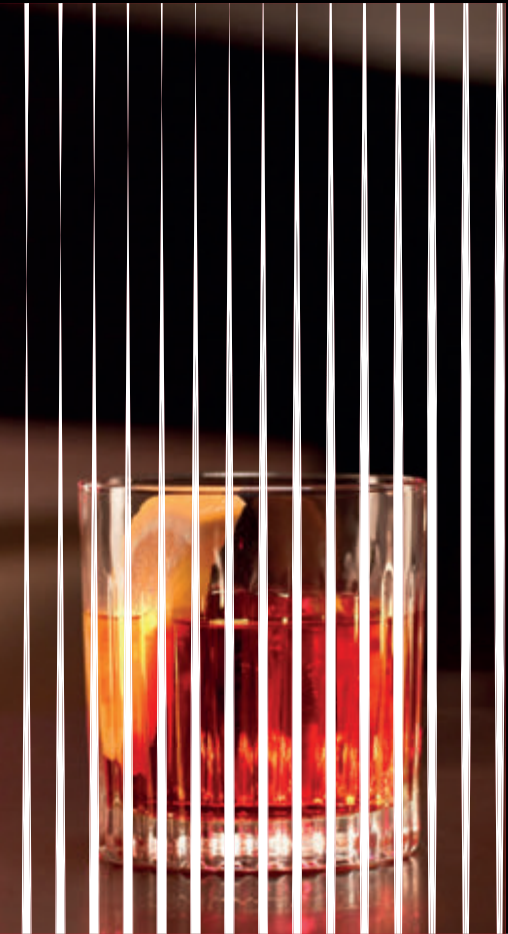
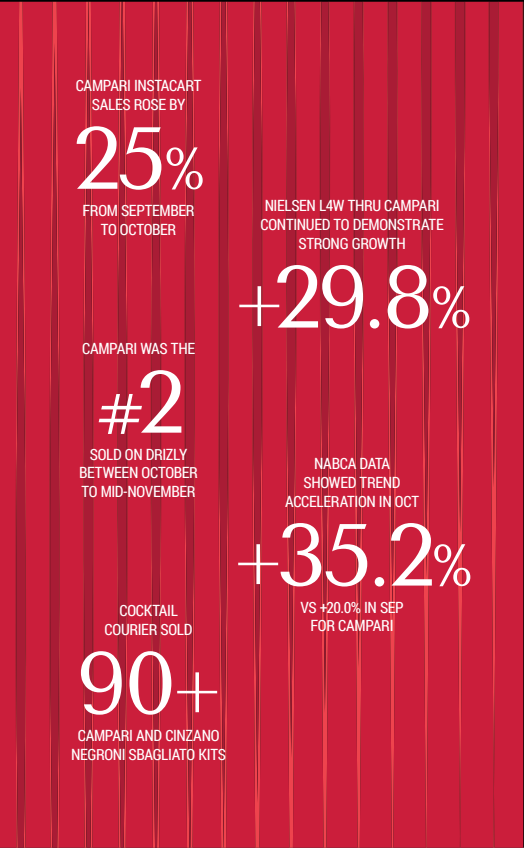
MINI SPEAKER CUSTOMIZATION DESIGN AND COMMUNICATION MATERIALS



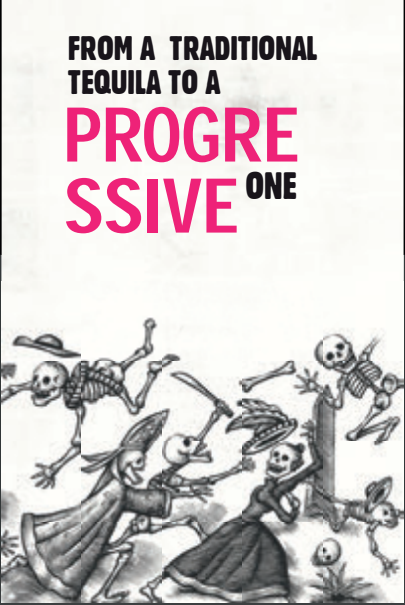
ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS
CAMPARI - ESPOLÒN - WILD TURKEY



ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS
CAMPARI PRESENTATION



ART DIRECTION, CONCEPT DEVELOPMENT, GRAPHIC DESIGN AND SUPERVISION OF THE EVENT'S PRESENTATIONS
WILD TURKEY AND ESPOLÒN PRESENTATION



19.04.24
Montis
p. 4

Visual Identity proposal / first take

How to translate these in our visual identity

COMFORT TO CONNECT
communicates

warmth

A new color palette
An accurate usage of typography

(cor)relation

the DOTS in the Logo
Empathic tone of voice

welcoming

Layout clearness
Unobtrusive/tactfull graphic

mmg


19.04.24
Montis
p. 7

Visual Identity proposal / first take

How to translate these in our visual identity:

Dots as an unicum

Connect



Individuals, not singles, that contribute to the brand whole

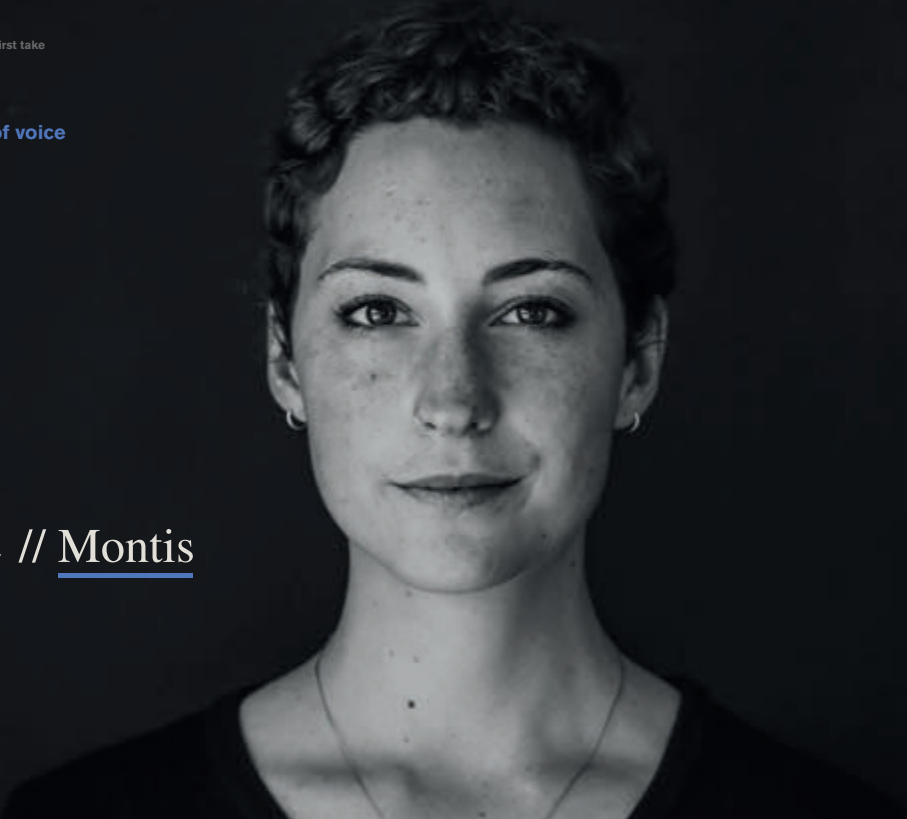
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19.04.24
Montis
p. 8

Visual Identity proposal / first take

How to translate these in our visual identity:

Empathic tone of voice



You,We // Montis

mmg

19.04.24
Montis
p. 9

Visual Identity proposal / first take

How to translate these in our visual identity:

New color palette



Black&White
all usage

Text

Offwhites / Earthy Hues / Backgrounds

Hue emphasis


A warm palette, smooth tones that will not interfere with products.
It will communicate an overall cocooning sensation.
Highlights and accents will be given by a bright color that will be used “parsimoniously”.


mmg

19.04.24
Montis
p. 13

Visual Identity proposal / first take

A color to celebrate its importance





mmg

19.04.24
Montis
p. 6

Visual Identity proposal / first take

How to translate these in our visual identity:

Accurate typography

Serif

sans serif

Hello, I’m Stix

Hi, I’m Gilroy

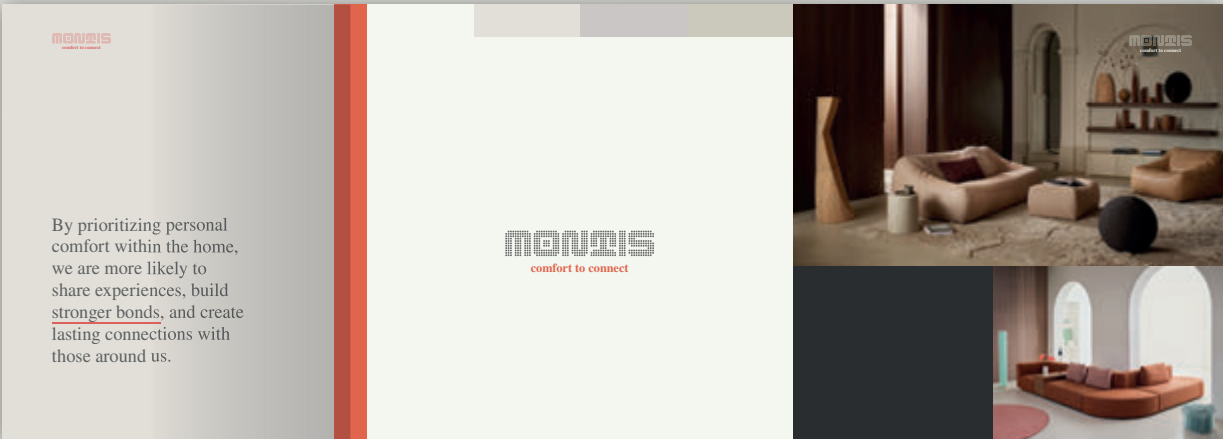
a classy yet contemporary serif font to make things pop out of the layout

a sleek sans serif font to be used in bodycopy texts.

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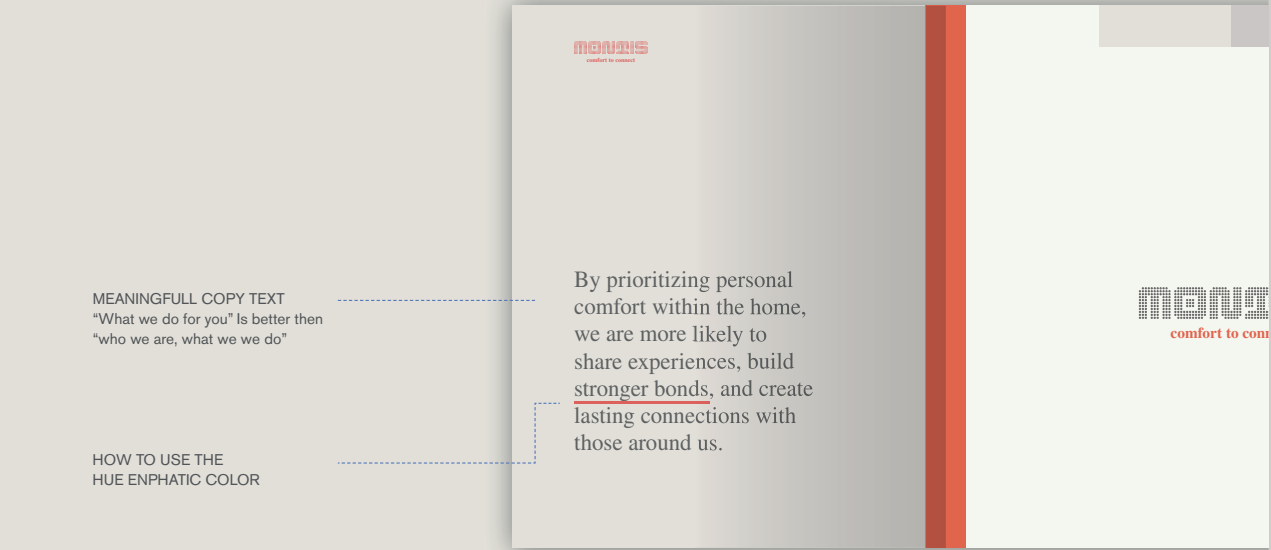
19.04.24
Montis
p. 14

Visual Identity proposal / first take
Palette, layouts, typography
Printed material mood suggestions
6 pages foldable mailer



19.04.24
Montis
p. 15

Visual Identity proposal / first take
Palette, layouts, typography
Printed material mood suggestions
6 pages foldable mailer



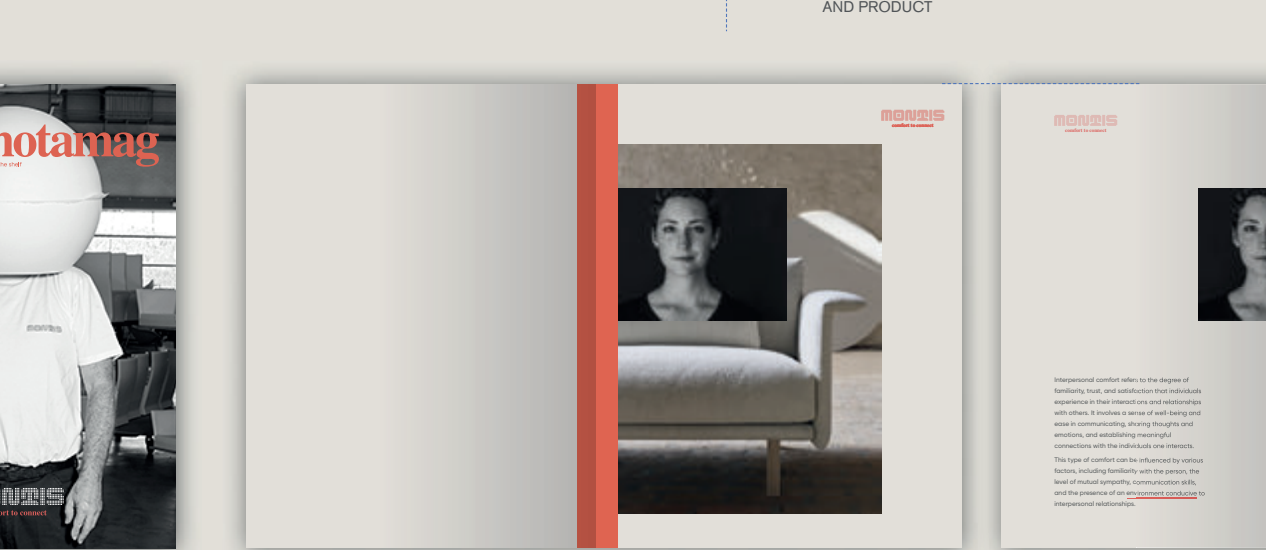
19.04.24
Montis
p. 17

Visual Identity proposal / first take
Not a Mag
Printed material mood suggestions
Magazine or Magalogue



19.04.24
Montis
p. 18

Visual Identity proposal / first take
Not a Mag
Printed material example
Magazine or Magalogue



19.04.24
Montis
p. 21

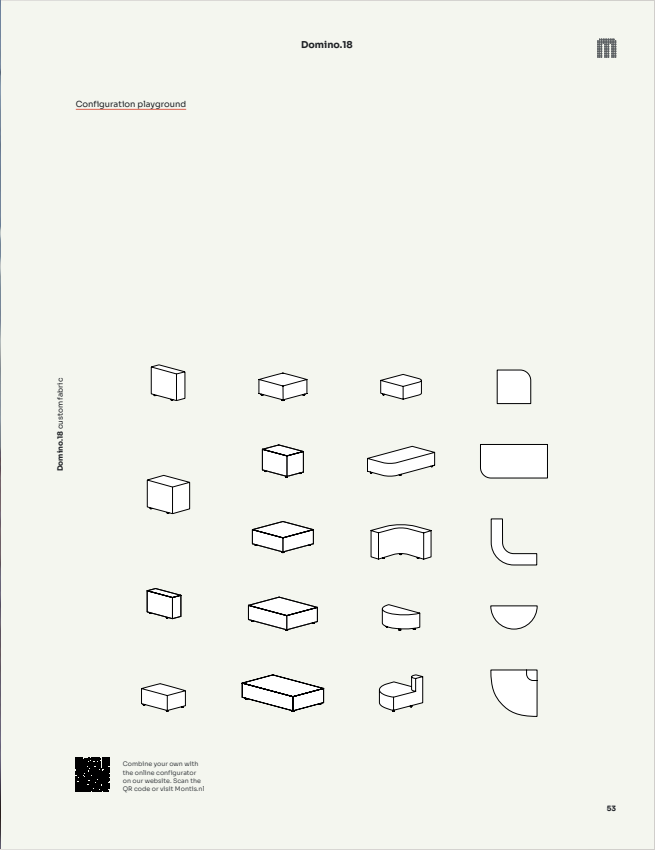
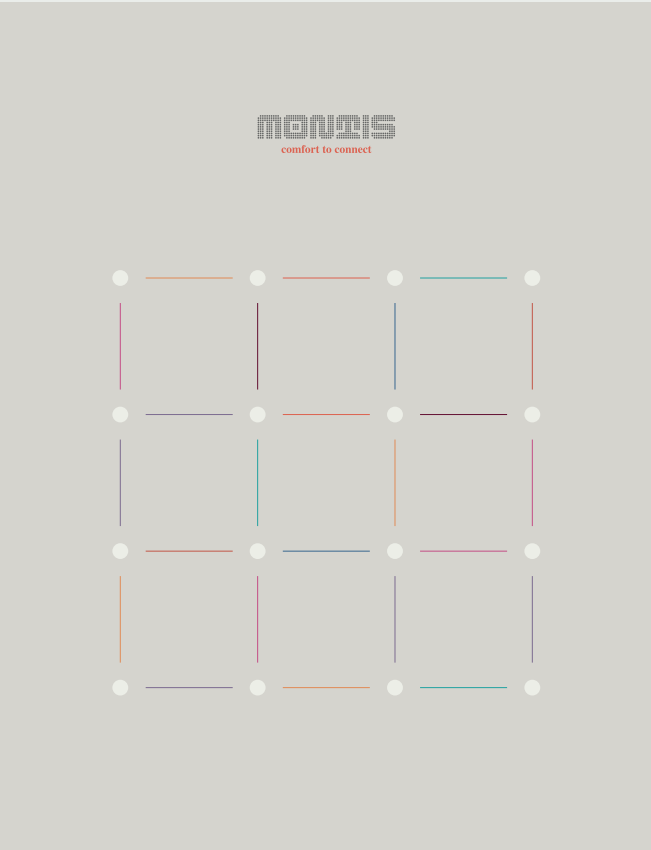
Visual Identity proposal / first take
Not a Mag
Printed material example
Magazine or Magalogue



19.04.24
Montis
p. 22

Visual Identity proposal / first take
Usage of colors
Printed material mood suggestions
Magazine or Magalogue





19.04.24
Montis
p. 24

Visual Identity proposal / first take
Visual identity proposals
Website mood suggestion

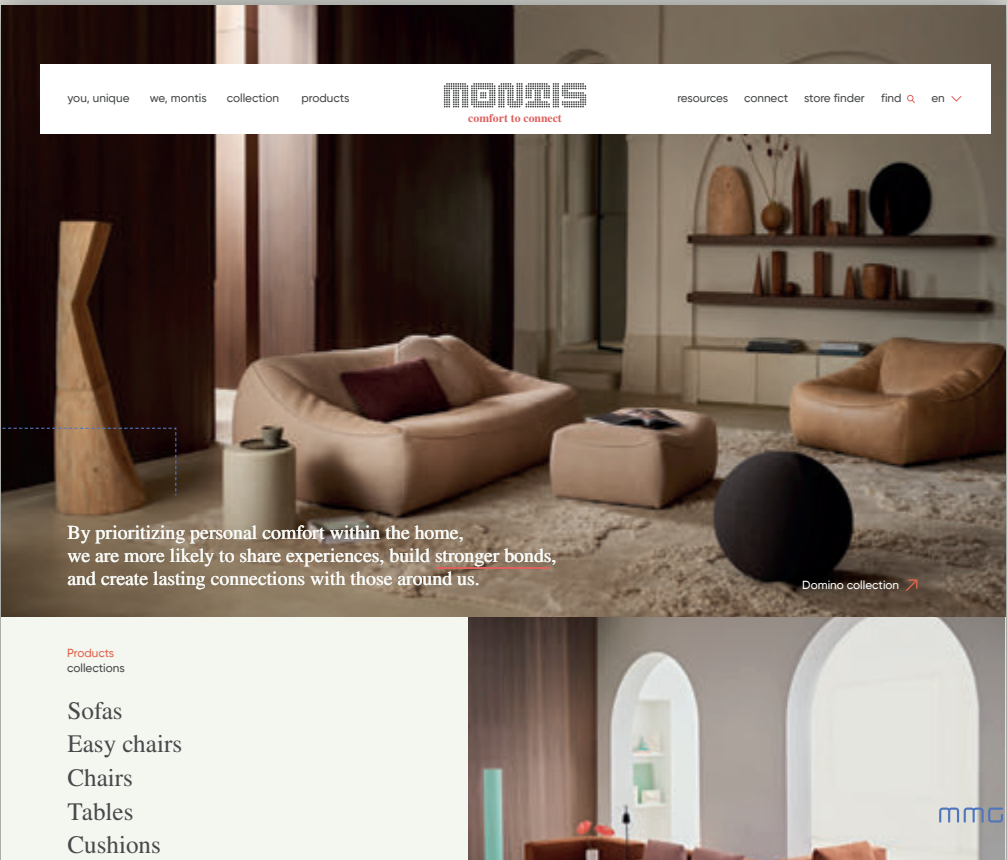


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19.04.24
Montis
p. 29

Visual Identity proposal / first take
Website
Website mood suggestion
Homepage alternative

Elements can be placed
where they serve best.

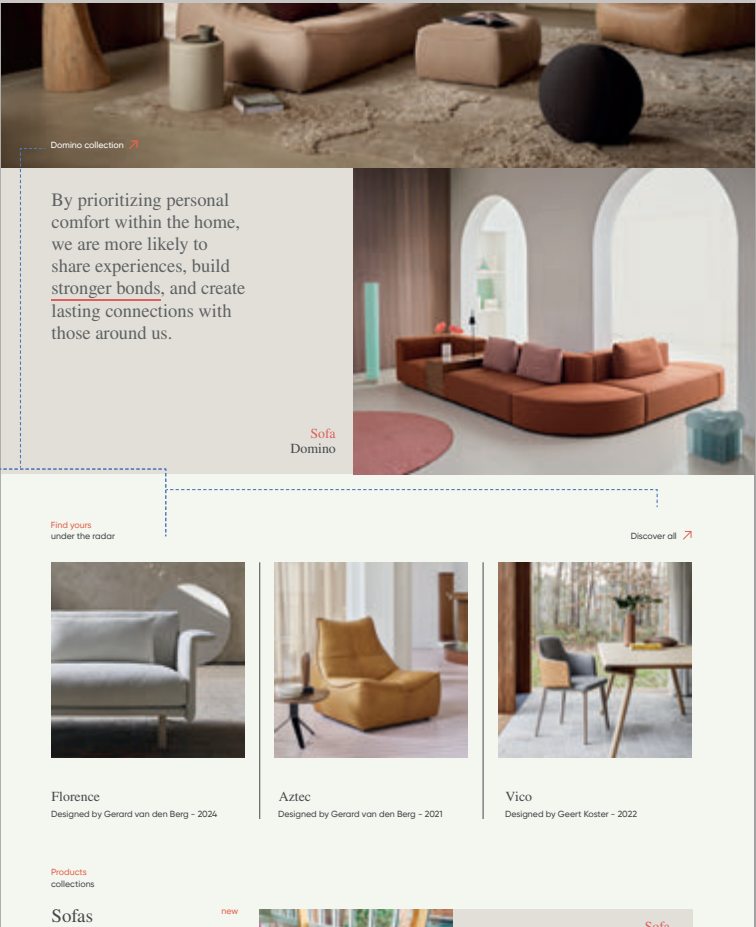


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19.04.24
Montis
p. 27

Visual Identity proposal / first take
Website
Website mood suggestion
Homepage

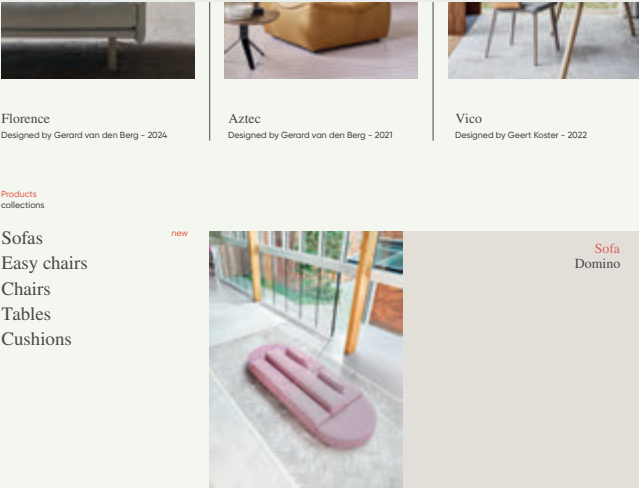
Content Organization &
Clear Navigation



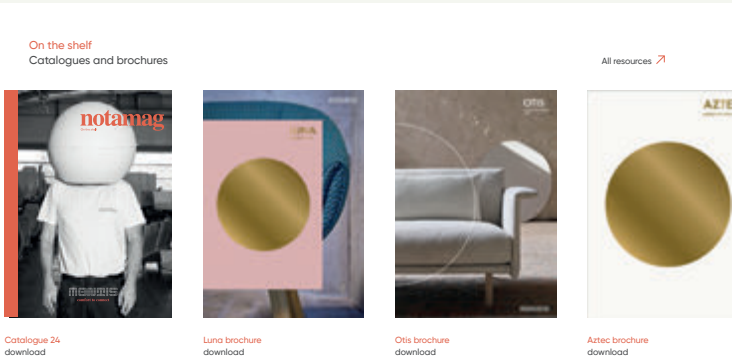
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19.04.24
Montis
p. 28

Visual Identity proposal / first take
Website
Website mood suggestion
Homepage



Galleries,
Products
and resources
at hand and easy
to find



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19.04.24
Montis
p. 30

Visual Identity proposal / first take
Visual identity proposals
Instagram mood suggestion
Feed, posts, reels

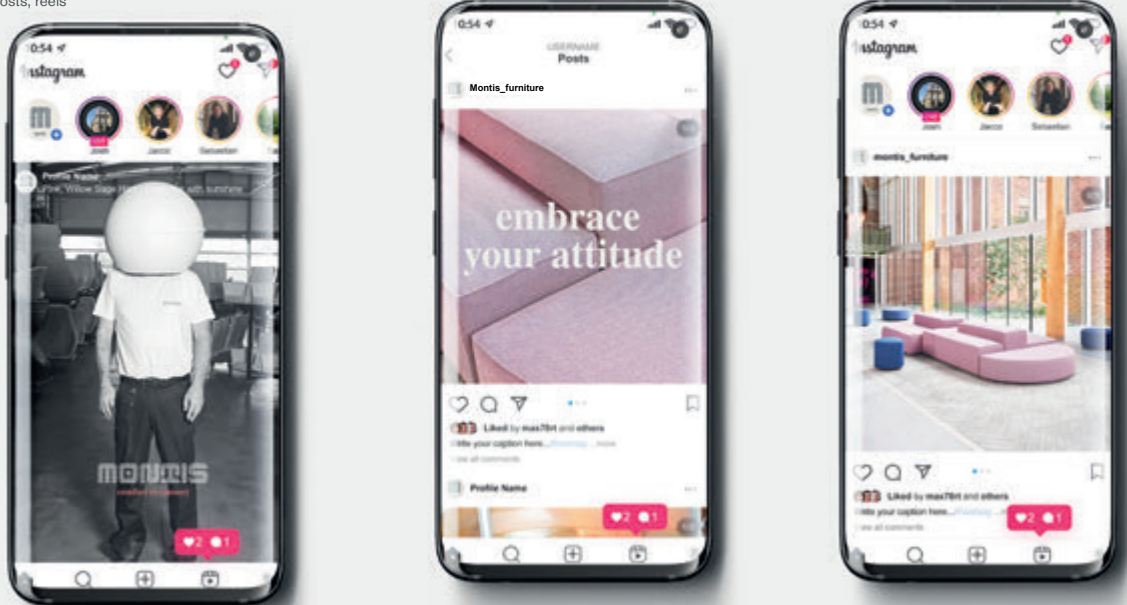


Embrace
your Attitude.

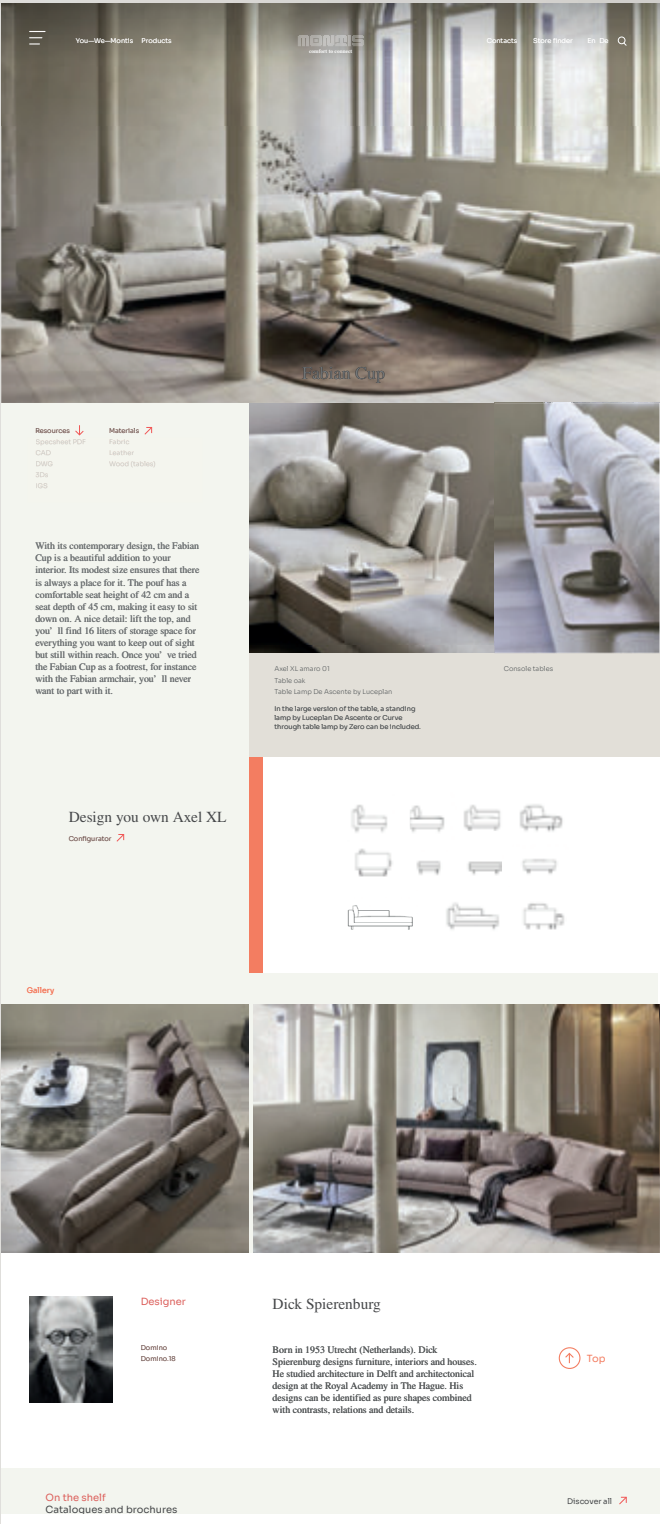
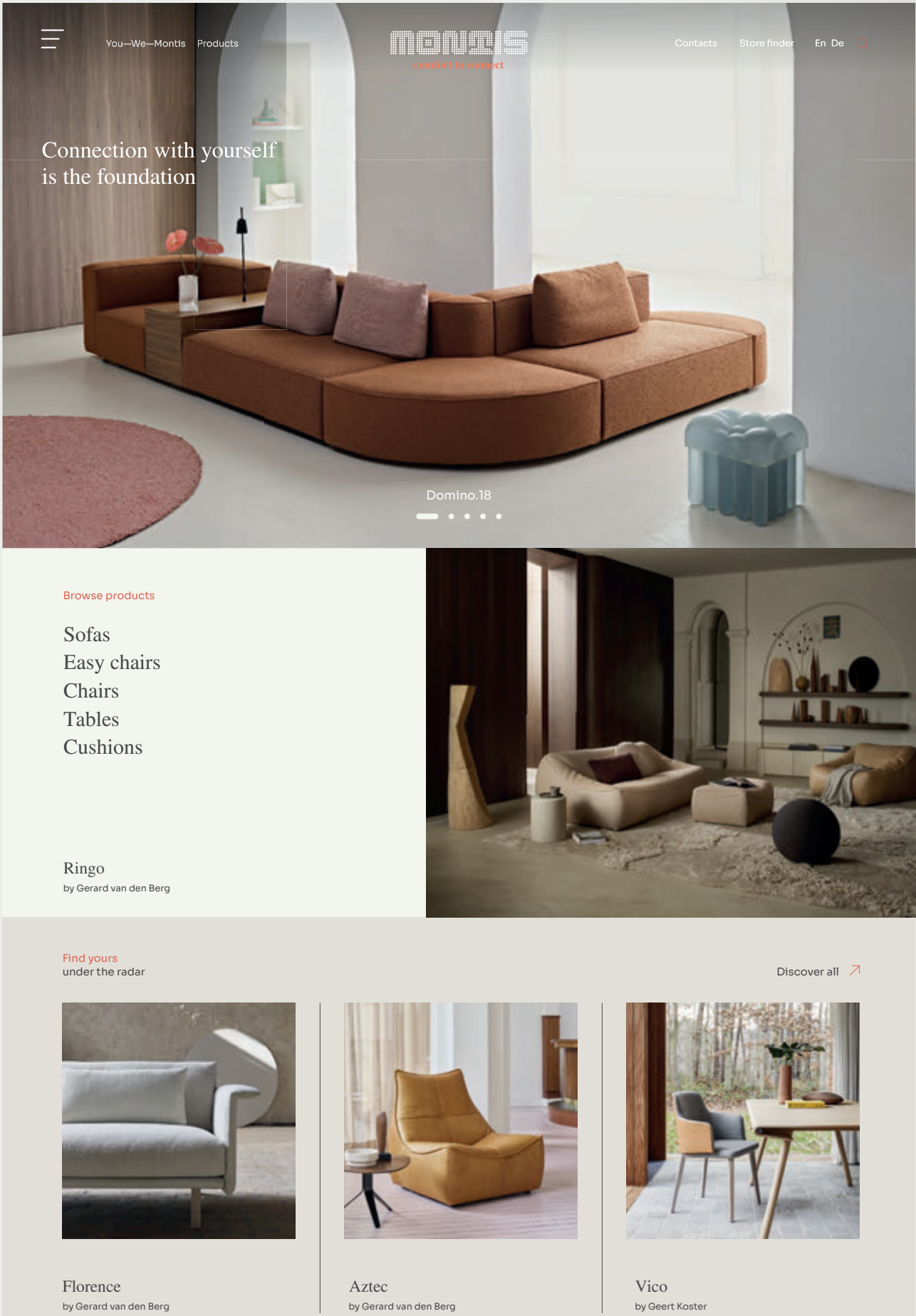
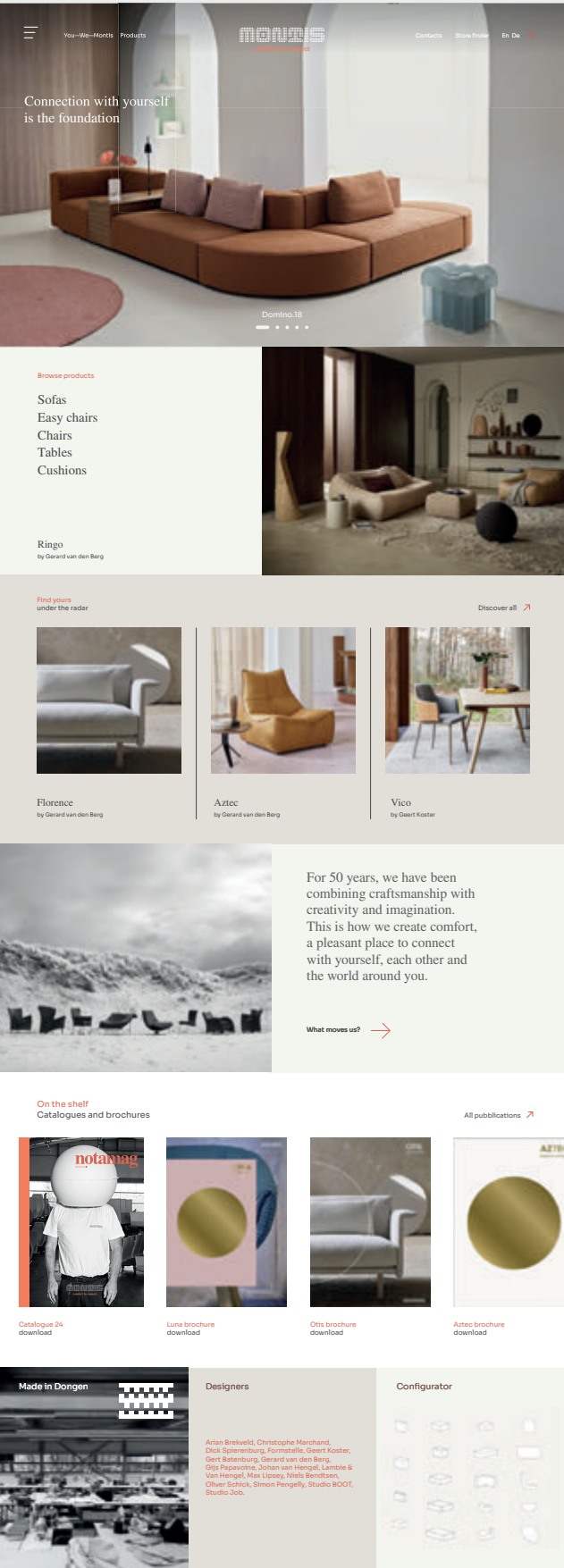
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19.04.24
Montis
p. 34

Visual Identity proposal / first take
Social
Instagram mood suggestion
Feed, posts, reels



mmg



Designer

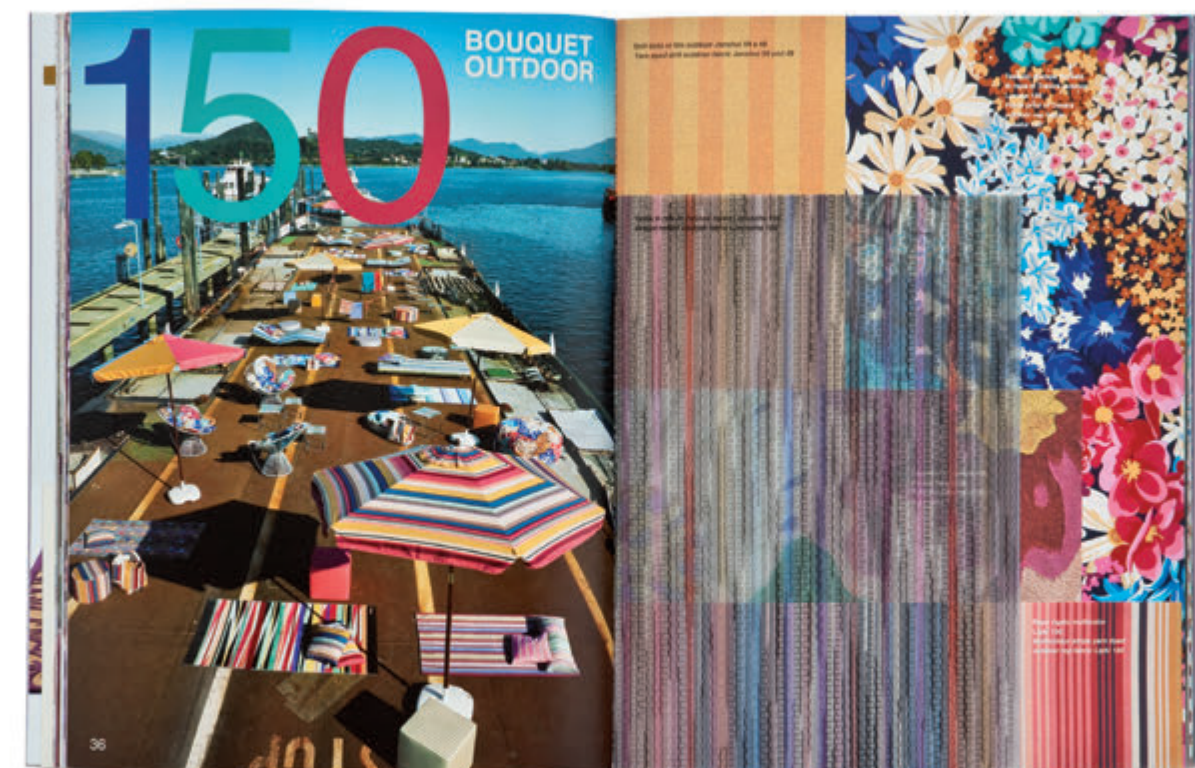
Domino
Domino.18

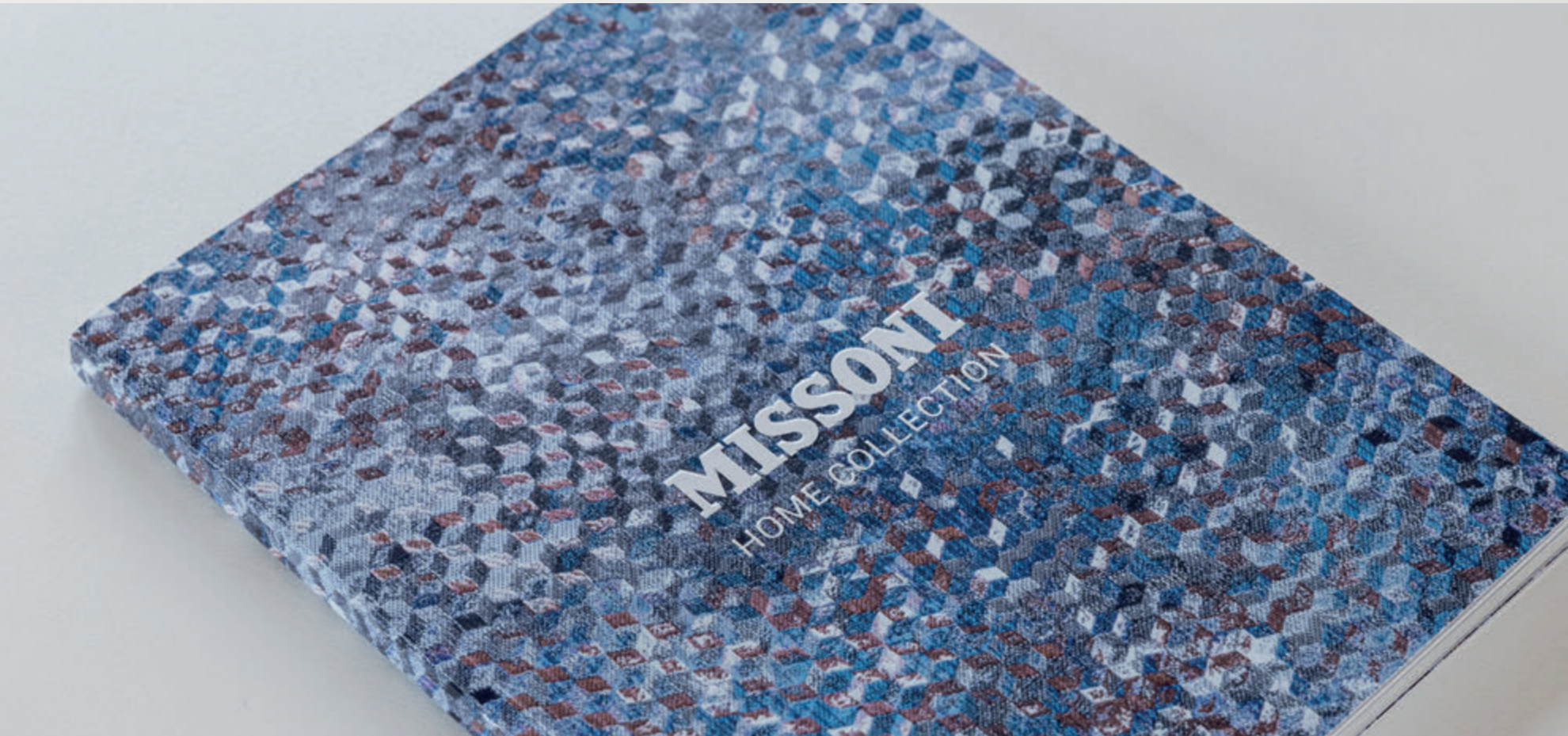
Dick Spierenburg

Born in 1953 Utrecht (Netherlands), Dick Spierenburg designs furniture, interiors and houses. He studied architecture in Delft and architectural design at the Royal Academy in The Hague. His designs can be identified as pure shapes combined with contrasts, relations and details.











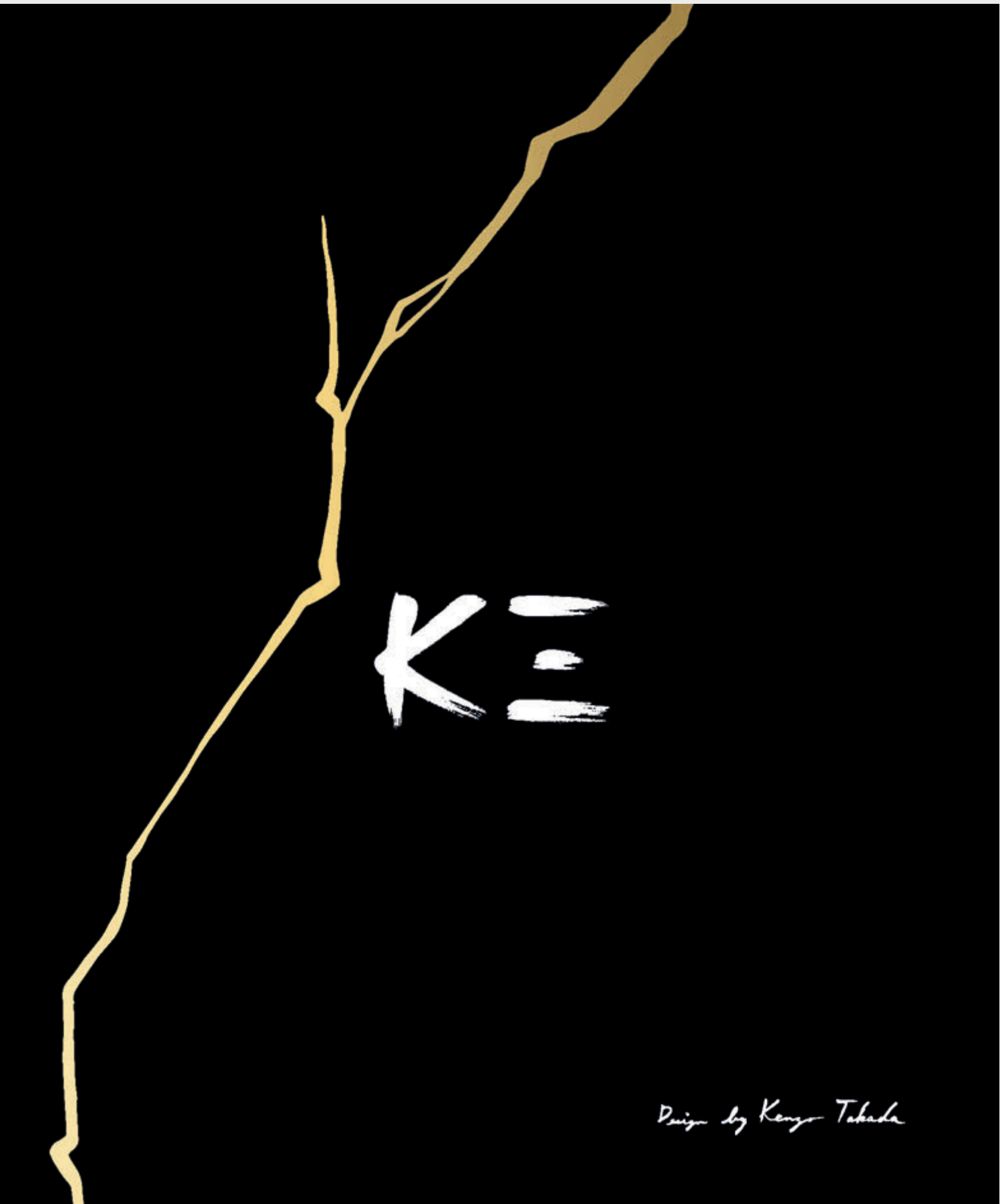
K3 HOME COLLECTION SAISON 1

ART DIRECTION, PHOTOSHOOTING, ADV CAMPAIGN, CATALOGUE, POS MATERIALS



K3 HOME COLLECTION SAISON 2

ART DIRECTION, PHOTOSHOOTING, ADV CAMPAIGN, CATALOGUE, POS MATERIALS



12



13



KINTSUJI
C'est l'art ancestral de la réparation des céramiques japonaises brisées. Elles étaient délicatement collées. Pour sublimer la soudure, de la poudre d'or y était déposée ; ainsi est né l'art du Kintsugi. Tous les objets de la collection K3 ont cette signature. En effet chaque pièce de mobilier porte un grand Kintsugi comme un éclair transparent la matière. Au sein de chaque accessoire K3 se cache un petit Kintsugi. Les tapis ont également en valeur cette signature symbolique.

KINTSUJI
It is the ancient art of repairing broken Japanese pottery. Each piece delicately glued, and gold dust added to enhance the welding thus the art of kintsugi was born. All the objects of the K3 collection have this signature. Indeed each piece of furniture has a large kintsugi, like a bolt of lightning, across the material. Within each K3 accessory a small kintsugi can be found. The rug also have this symbolic signature.

20

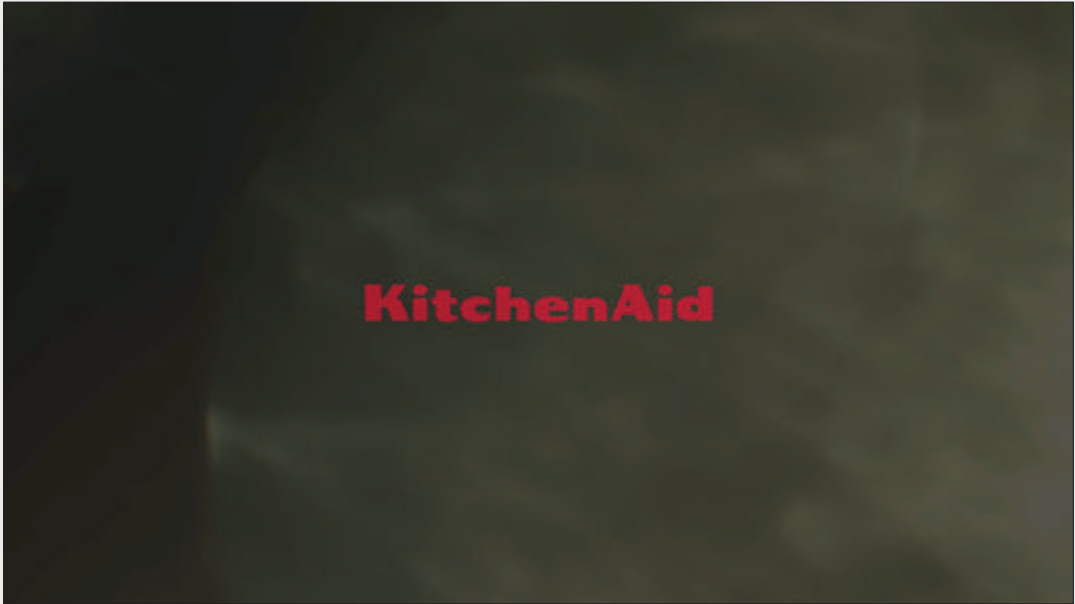
21

22



EUROPEAN MARKETS MDA PRODUCT RANGE CATALOGUES
ART DIRECTION, VIDEO AND PHOTOSHOOTING





EUROPEAN MARKETS SDA PRODUCT RANGE CATALOGUES
ART DIRECTION, VIDEO AND PHOTOSHOOTING

Inspiring creativity in the kitchen since 1919

1893
Best mechanical
Die Erleuchtung
L'illumination
L'illuminazione
Het moment van inzicht

1919
The birth of a legend
Die Geburt einer Legende
La naissance d'une légende
La nascita di una leggenda
Het ontstaan van een legende

1923
Good housekeeping
Anzeige in der Zeitschrift „Good Housekeeping“
Publicité dans Good Housekeeping
Pubblicità su Good Housekeeping
Tijdschrift Good Housekeeping

1927
The mixer of the Stars
Der Mixer der Stars
Il robot da cucina delle stelle
De mixer van de sterren

1936
The design expert
Der Designexperte
L'expert en design
L'esperto di design
De designexpert

1941
Timeless design
Zeitloses Design
Un design indémodable
Design senza tempo
Tijdsloos design

1984
A world of colours
Welt der Farben
Un monde de couleurs
Un mondo di colori
Een wereld van kleuren

2012
Mix with the best
Mit den Besten
mütschen
Votre meilleur allié
Il re dell'impasto
Mixer als de besten

2013
Full range of appliances
Komplette Küchenausstattung
Gamme complète d'appareils électroménagers
Una gamma completa di elettrodomestici
Volledig assortiment apparaten

2015
A year of big changes
Das Jahr der großen Veränderungen
Une année de grands changements
Largo alle novità
Een jaar van grote veranderingen

2018
#1 Mixer Brand in the World.
Weltweit die n° 1 für Küchenmixer
Marque de robots pâtisseries multifonction, n° 1 dans le monde
Marca n°1 al mondo per i Robot da Cucina
Het n°1 merk voor mixers wereldwijd

KitchenAid

Inspiring creativity in the kitchen since 1919 | Unverfälschtes Kochen – seit 1919
Authenticité en cuisine depuis 1919 | Autenticità in cucina dal 1919 | Authentiek koken sinds 1919



ARTISAN

Enter a world of colour

Entdecken Sie die Welt der Farben | Bienvenue dans un monde de couleurs
Entrate in un mondo pieno di colori | Betreed een wereld van kleur

KitchenAid



ARTISAN

BAKING

Backen
Pâtisserie
Pasticceria
Bakken

Whatever you're creating, our iconic Stand Mixers and their extensive range of attachments and accessories will inspire you throughout your culinary journey. | Was immer Sie auch zubereiten: Unsere wegweisenden Küchenmaschinen und das umfangreiche Zubehör werden auf Ihrer kulinarischen Reise für immer neue Anregungen sorgen. | Nos robots pâtisseries multifonctions emblématiques et leur gamme étendue d'accessoires vous guideront dans tous vos voyages culinaires. | Qualsiasi cosa meditate di preparare, i nostri robot da cucina iconici e l'ampia gamma di accessori disponibile saranno un'inesauribile fonte di ispirazione per le ore trascorse in cucina. | Wat u ook creëert, onze iconische mixers/kuikenrobots en het uitgebreide assortiment accessoires/toebehoren zullen u tijdens uw culinaire reis inspireren.

KitchenAid

<p>KitchenAid</p> <p><small>*Availability depending on the country. *Verfügbarkeit ländersabhängig *La disponibilité peut varier selon le pays *Disponibilità in base al paese *Beschikbaarheid afhankelijk van het land</small></p>	 <p>SKSM17SPSER*</p>	 <p>SKSM17SPSCU*</p>	 <p>SKSM17SPSGA</p>	 <p>SKSM17SPSIC</p>	 <p>SKSM17SPSVB</p>
 <p>SKSM17SPSCA</p>	 <p>SKSM17SPSBK</p>	 <p>SKSM17SPSMS</p>	 <p>SKSM17SPSMY</p>	 <p>SKSM17SPSPT</p>	 <p>SKSM17SPSRI</p>
 <p>SKSM17SPSOB*</p>	 <p>SKSM17SPSIL</p>	 <p>SKSM17SPSAC*</p>	 <p>SKSM17SPSP</p>	 <p>SKSM17SPSAP</p>	 <p>SKSM17SPSBY</p>



IL MARCHIO DI ROBOT DA CUCINA
PIÙ VENDUTO AL MONDO.

Un design inconfondibile e prestazioni di altissimo livello
er un robot da cucina amato ed apprezzato persino dai
grandi chef. Grazie a 18 accessori opzionali, rende
possibili tutte le più importanti azioni in cucina.



KitchenAid

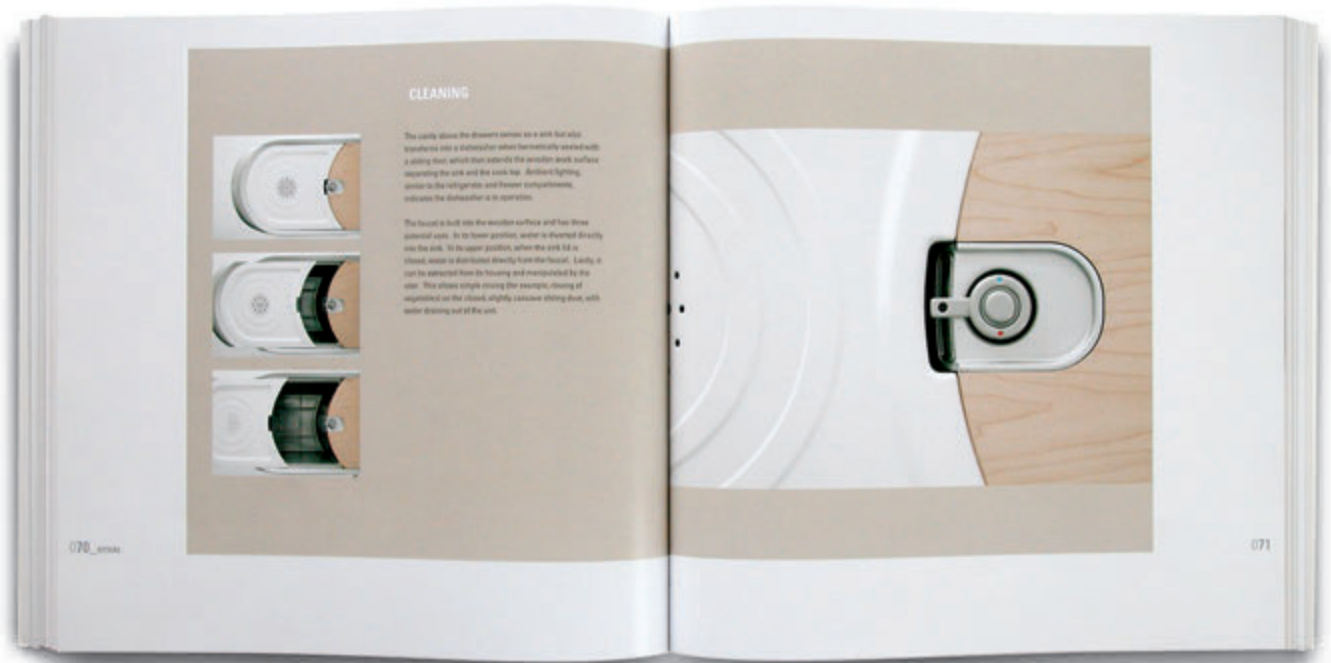
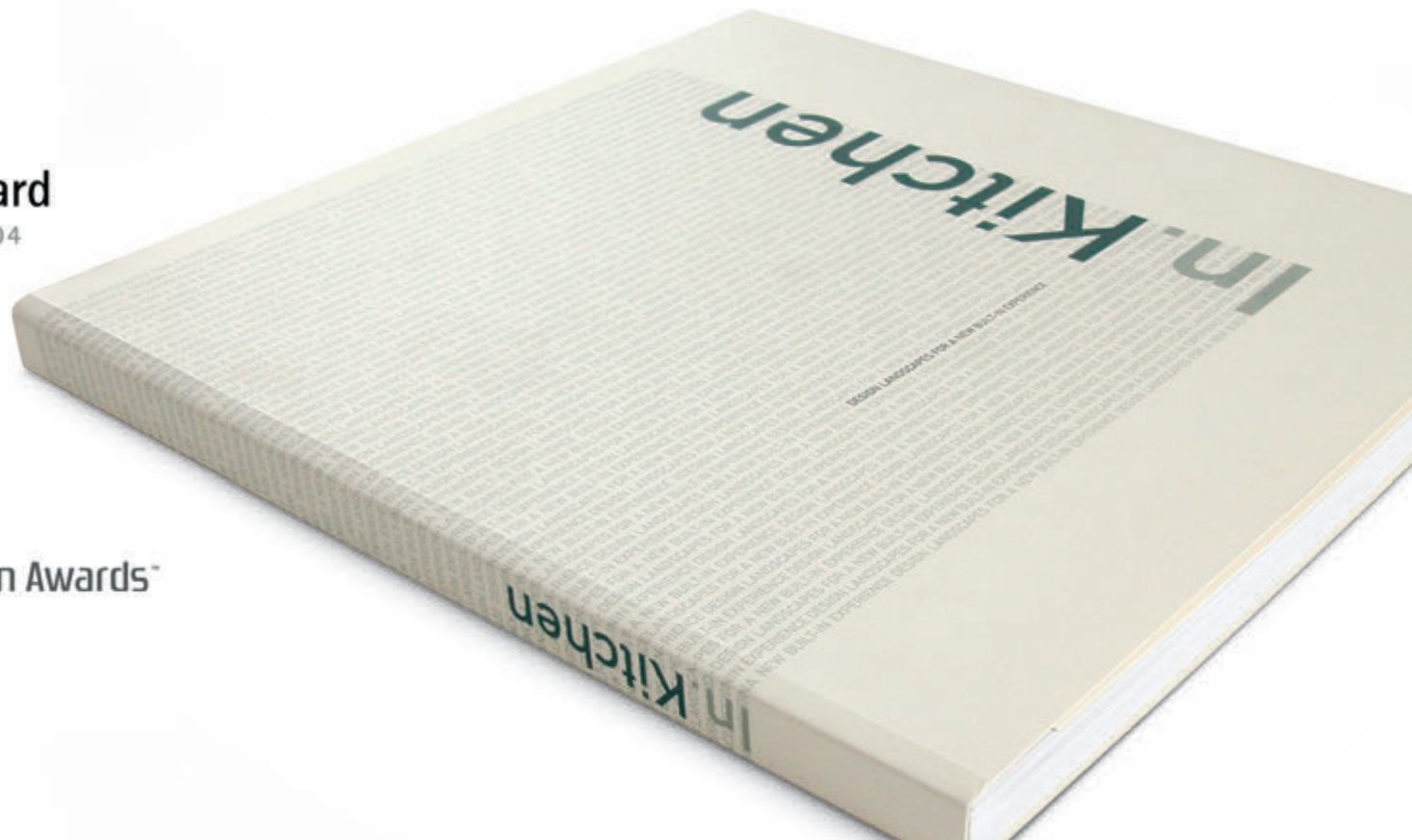
Scopri tutte le sue potenzialità ai mini-corsi KitchenAid.
Info e date su www.KitchenAid.it/MiniCorsi

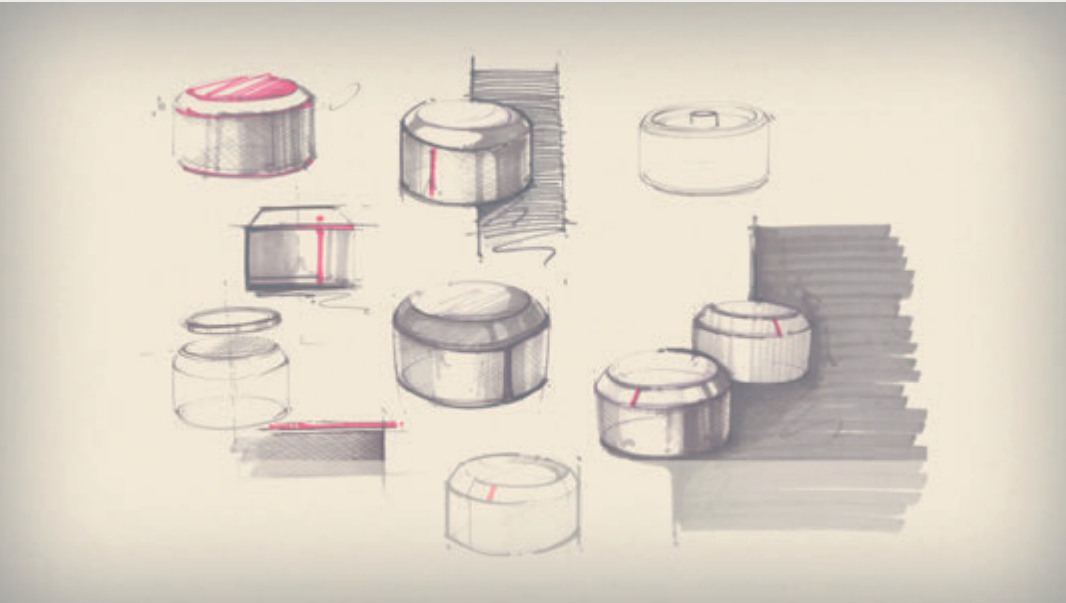
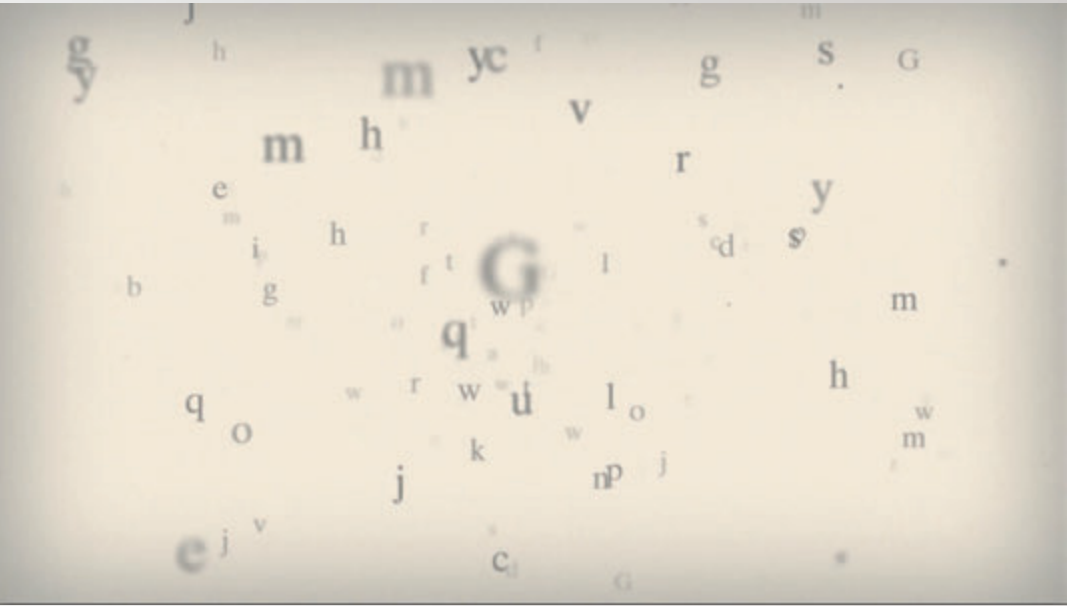
www.kitchenaid.it



DESIGN LANDSCAPES FOR A NEW BUILT-IN EXPERIENCE

ART DIRECTION, CATALOGUE, WEBSITE, PRESENTATION EVENTS COMMUNICATION AT THE SALONE DEL MOBILE (MILAN)

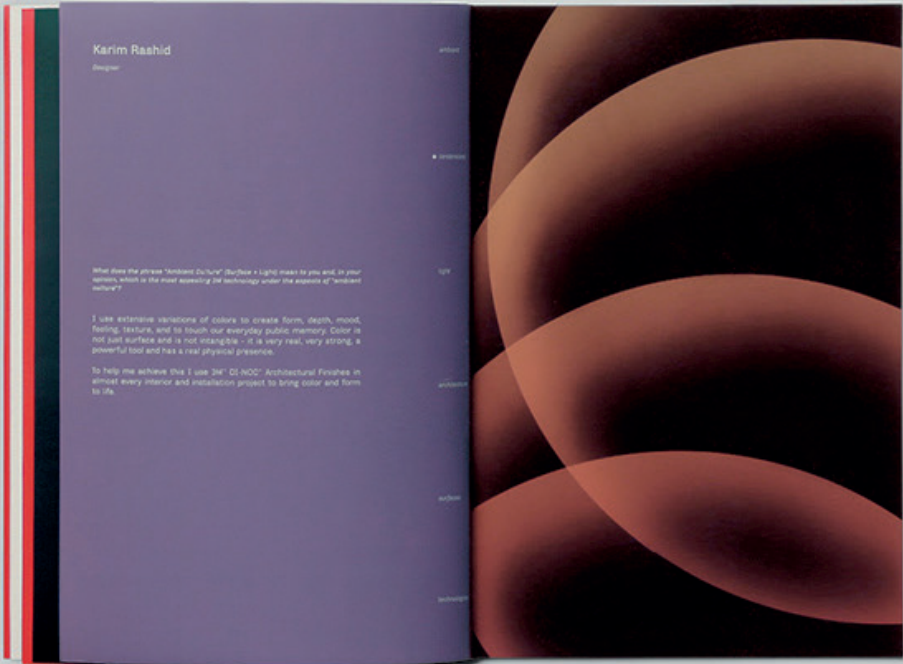






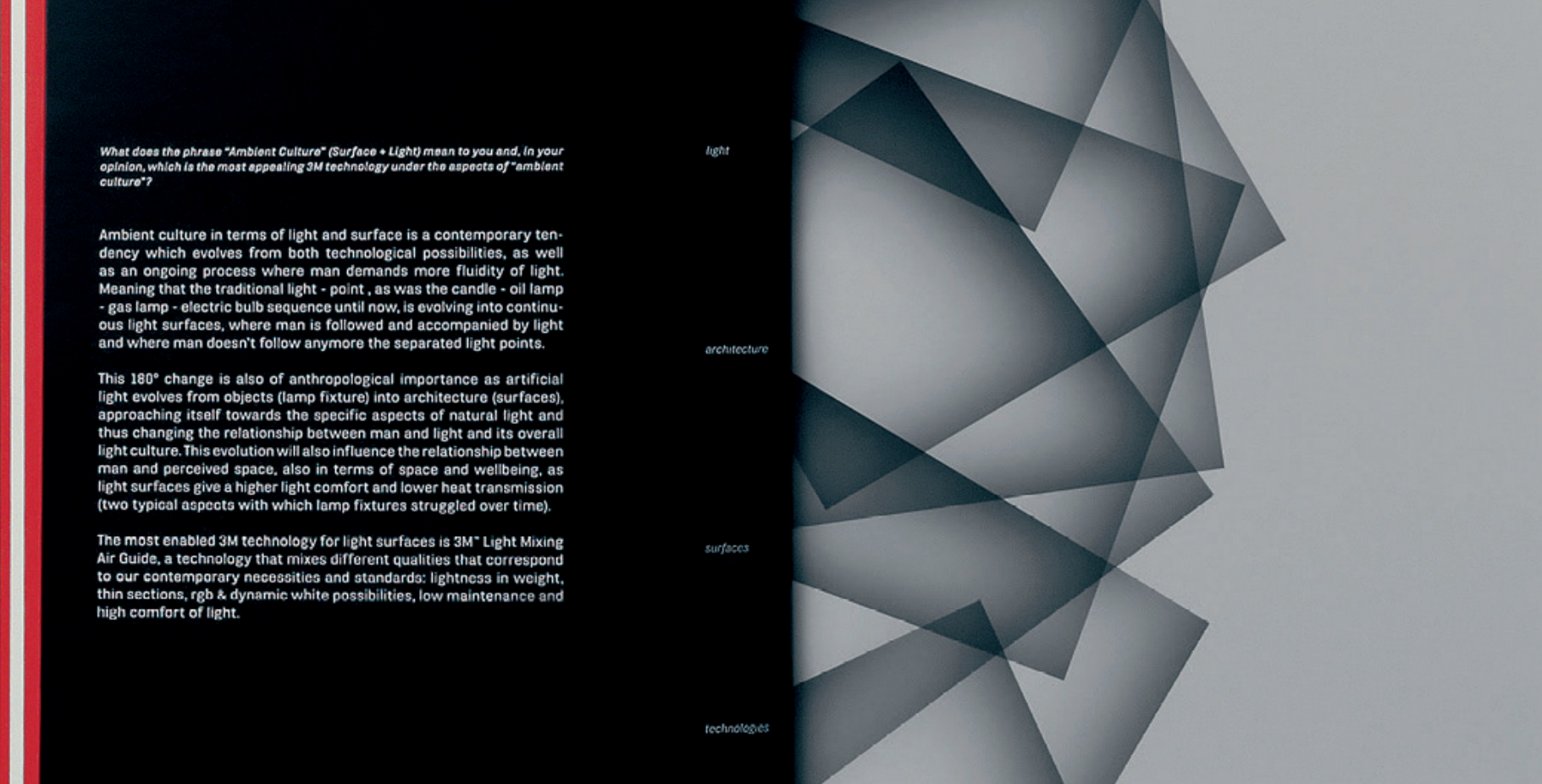
3M





3M – a worldwide leader in innovation and new product development with top – notch products and technologies in branches ranging from healthcare to safety, from graphics to transportation and much more – showcases its solutions for the architectural and design market in an astonishing exhibition at the renowned Triennale di Milano, during the 2011 Milan Week of Design.

"Infinite Innovation" is a masterfully staged installation entirely dedicated to a series of advanced, futuristic and sustainable 3M technologies for Ambient Culture in architecture and design, an exploratory trip through the world of surface finishing solutions and artificial and natural lighting, allowing for the integration of light as part of the architectural and design project as ambience solutions.

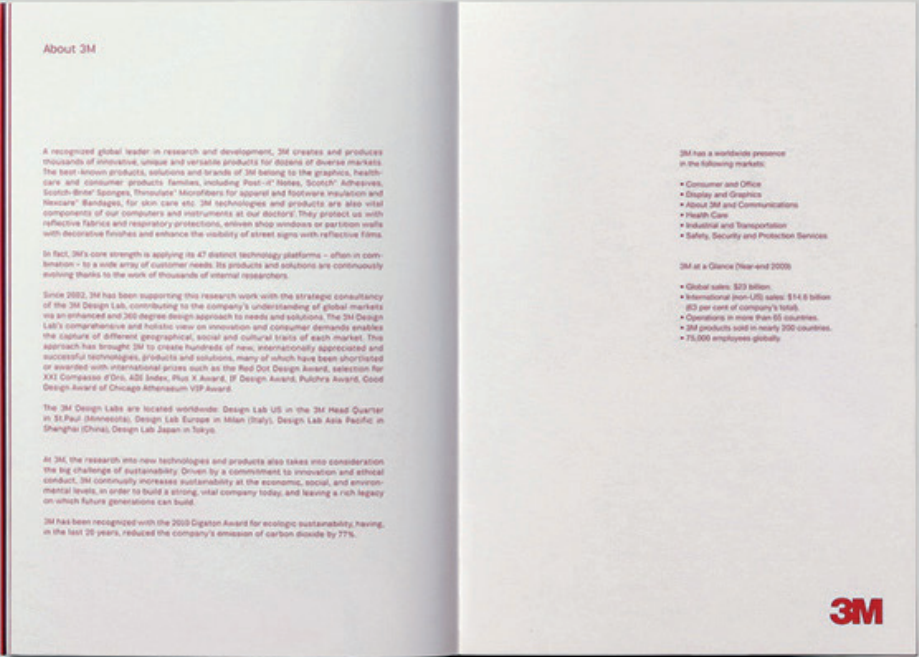


What does the phrase "Ambient Culture" (Surface + Light) mean to you and, in your opinion, which is the most appealing 3M technology under the aspects of "ambient culture"?

Ambient culture in terms of light and surface is a contemporary tendency which evolves from both technological possibilities, as well as an ongoing process where man demands more fluidity of light. Meaning that the traditional light - point, as was the candle - oil lamp - gas lamp - electric bulb sequence until now, is evolving into continuous light surfaces, where man is followed and accompanied by light and where man doesn't follow anymore the separated light points.

This 180° change is also of anthropological importance as artificial light evolves from objects (lamp fixture) into architecture (surfaces), approaching itself towards the specific aspects of natural light and thus changing the relationship between man and light and its overall light culture. This evolution will also influence the relationship between man and perceived space, also in terms of space and wellbeing, as light surfaces give a higher light comfort and lower heat transmission (two typical aspects with which lamp fixtures struggled over time).

The most enabled 3M technology for light surfaces is 3M® Light Mixing Air Guide, a technology that mixes different qualities that correspond to our contemporary necessities and standards: lightness in weight, thin sections, rgb & dynamic white possibilities, low maintenance and high comfort of light.



About 3M

A recognized global leader in research and development, 3M creates and produces thousands of innovative, unique and valuable products for dozens of diverse markets. The best-known products, solutions and brands of 3M belong to the graphics, healthcare and consumer products families, including Post-it® Notes, Scotch® Adhesives, Scotch-Bond® Spunges, Transcure® Absorbents for wound and burncare treatment and Resoure® Bandages, for skin care etc. 3M technologies and products are also vital components of our computers and instruments at our disposal. They protect us with reflective fabrics and respiratory protections, allow shop windows or partition walls with decorative finishes and enhance the visibility of street signs with reflective films.

In fact, 3M's core strength is applying its 47 distinct technology platforms – often in combination – to a wide array of customer needs. Its products and solutions are continuously adding thanks to the work of thousands of internal researchers.

Since 2002, 3M has been supporting this research work with the strategic consultancy of the 3M Design Lab, contributing to the company's understanding of global markets via an unlimited and 360-degree design approach to needs and solutions. The 3M Design Lab's comprehensive and holistic view on innovation and consumer demands enables the capture of different geographical, social and cultural traits of each market. This approach has brought 3M to create hundreds of new, internationally appreciated and successful technologies, products and solutions, many of which have been shortlisted or awarded with international prizes such as the Red Dot Design Award, selection for XXI Compasso d'Oro, A&O Index, Plus X Award, IF Design Award, Pulihra Award, Good Design Award of Chicago Athenaeum V&P Award.

The 3M Design Labs are located worldwide: Design Lab US in the 3M head Quarter in St Paul (Minnesota); Design Lab Europe in Milan (Italy); Design Lab Asia Pacific in Shanghai (China); Design Lab Japan in Tokyo.

At 3M, the research into new technologies and products also takes into consideration the big challenge of sustainability. Driven by a commitment to innovation and ethical conduct, 3M continually increases sustainability at the economic, social, and environmental levels, in order to build a strong, vital company today, and leaving a rich legacy on which future generations can build.

3M has been recognized with the 2009 Digital Award for ecological sustainability, having, in the last 10 years, reduced the company's emission of carbon dioxide by 77%.

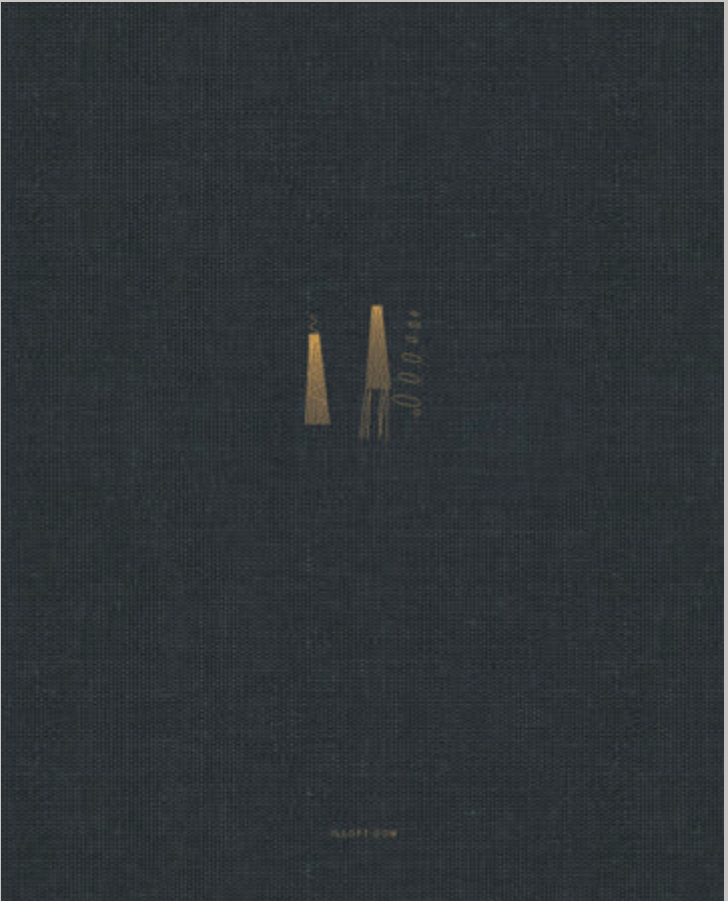
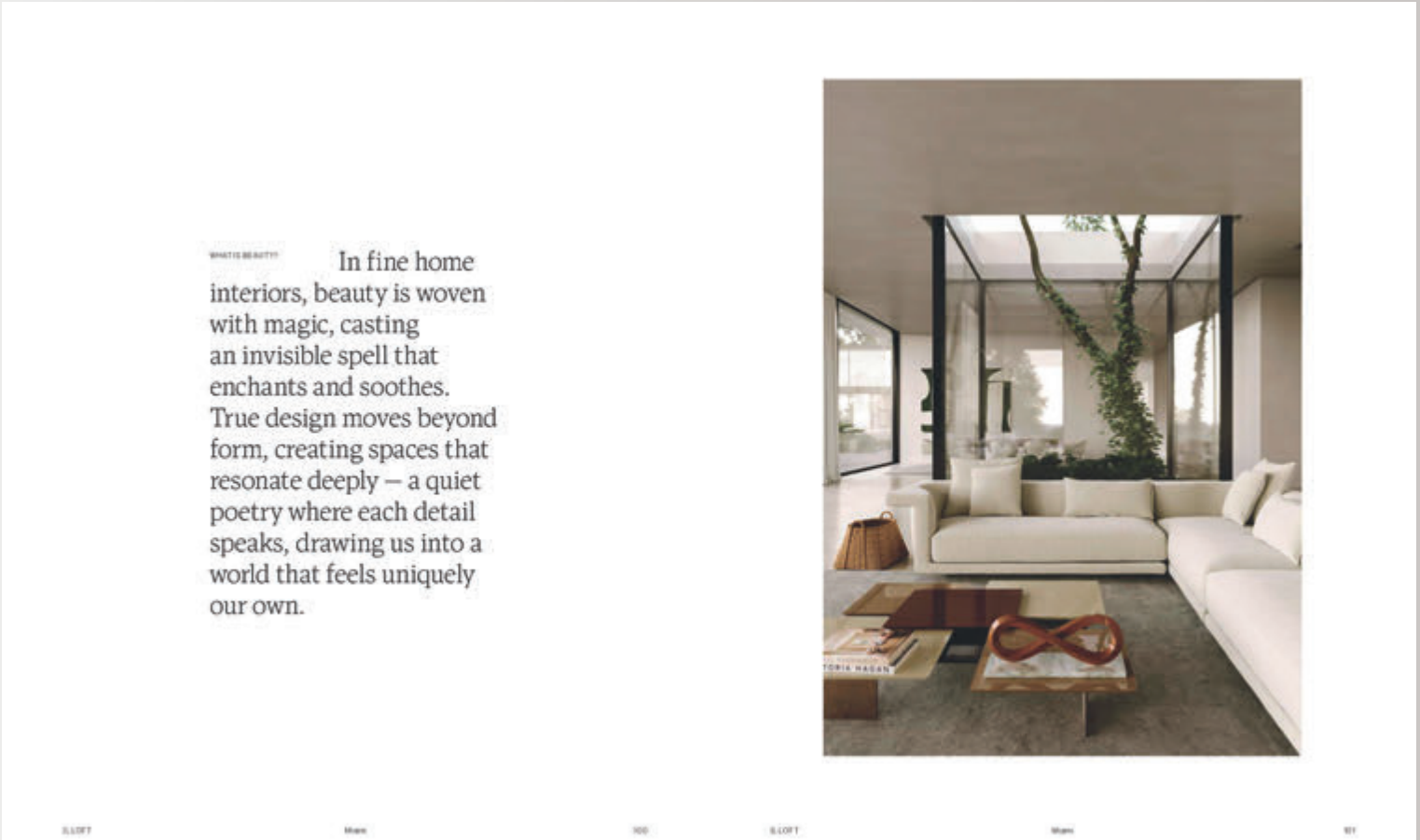
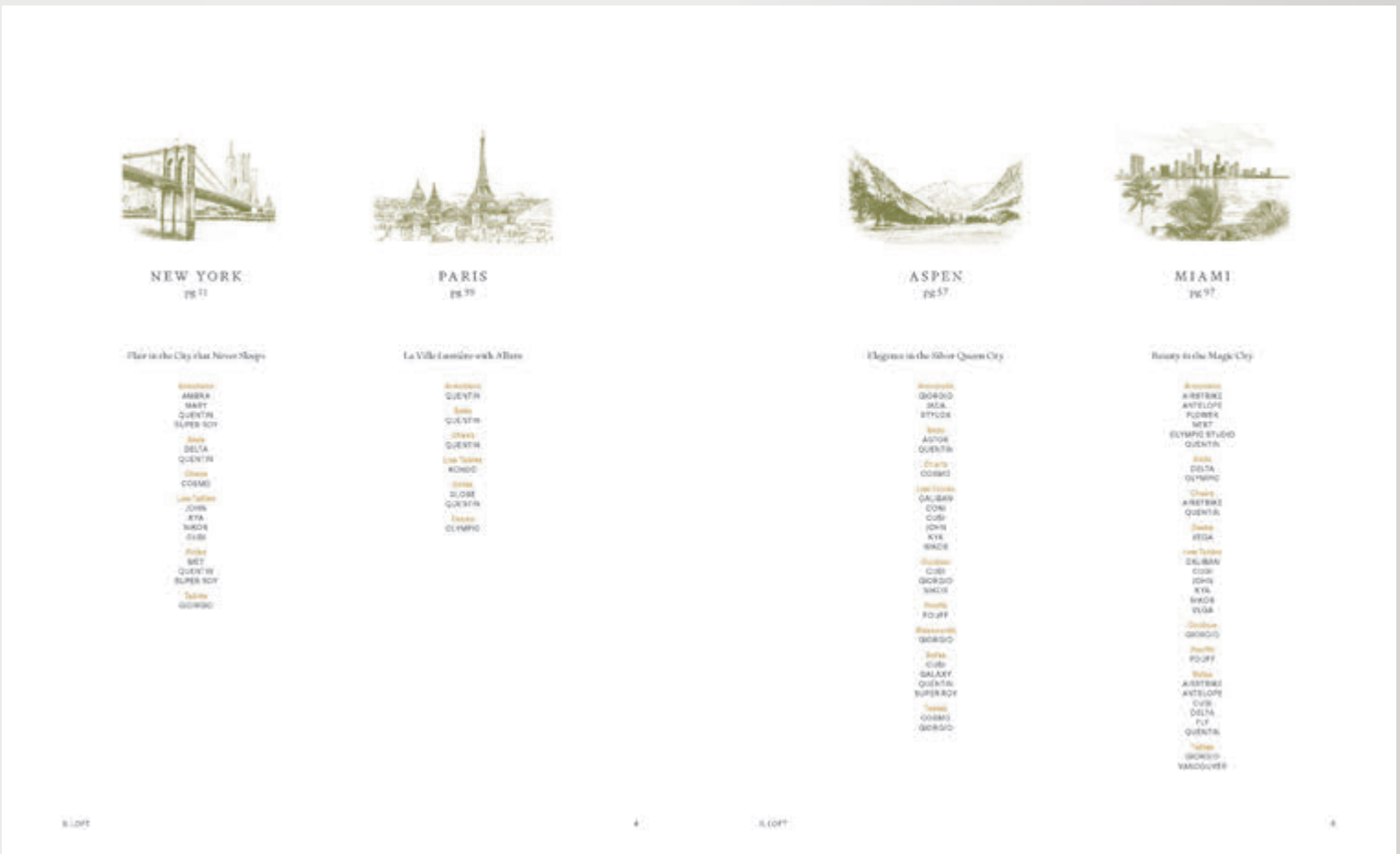
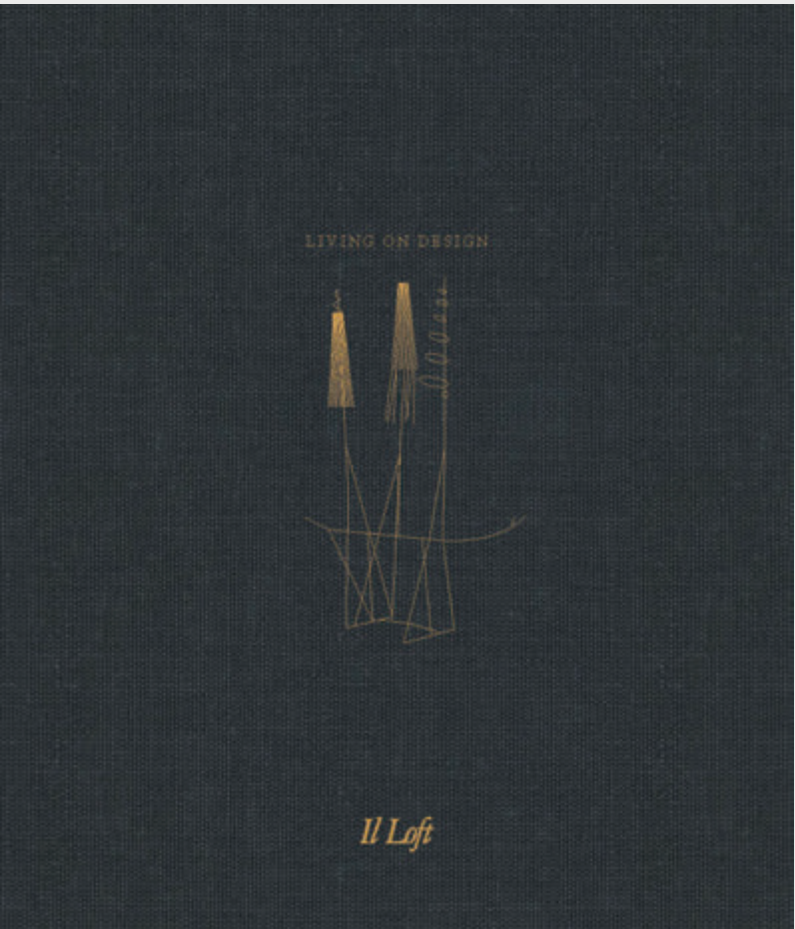
- 3M has a worldwide presence in the following markets:
- Consumer and Office
 - Display and Graphics
 - About 3M and Communications
 - Health Care
 - Industrial and Transportation
 - Safety, Security and Protection Services
- 3M at a Glance (Year-end 2009)
- Global sales: \$23 billion
 - International non-US sales: \$14.6 billion (63% per cent of company's total)
 - Operations in more than 65 countries
 - 3M products sold in nearly 200 countries
 - 75,000 employees globally



FIAT CRYSLER AUTOMOBILES EVENT IN TORINO
CONCEPT, BOOTH DESIGN AND COMMUNICATION TOOLS



ART DIRECTION, PHOTO AND VIDEO, ADV, CATALOGUES, WEB SITE, NEWSLETTERS, SOCIAL MEDIA



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Prodotti

Divani

Poltrone

Tavolini

Tavoli

Sedie

TUTTI I PRODOTTI

Storia

Design by Giorgio Saporiti

"L'ineluttabile ciclo della trasformazione interessa la nostra casa e il mondo attorno a noi. Nell'atto di creazione una cosa mi resta sempre impressa nella mente: occorre raggiungere la perfetta unione con l'interno che costantemente si rinnova".

SCOPRI DI PIÙ

Servizi

Concept

Un servizio di design haute couture che mira alla creazione di spazi total look unici, di altissima qualità estetica e funzionale, che riportano la chiara firma di Giorgio Saporiti riflettendo però allo stesso tempo la personalità e il gusto di chi li abita.

SCOPRI DI PIÙ

New in

Tavolo Giorgio

SCOPRI DI PIÙ

News & Eventi

Salone del Mobile 2025

ROAD - HALL 11

STAND - BOOTH G21 G23

8 - 13 APRILE 2025

9.30 - 18.30

VAI ALLA NEWS

Newsletter

Ricevi le nostre ispirazioni

Email

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illoftdesignbygiorgiosaporiti

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Prodotti > Divani

QUENTIN CURVO

Design by Studio Ervas Basilico Girardi

Download

Pdf

2D

3D

Poltrone

GIORGIO

JADA

QUENTIN POLTRONCINA

QUENTIN GIREVOLE

STYLOS

AIRSTRIKE

AIRSTRIKE GIREVOLE

ANTELOPE

SAVE THE DATE

8-13 April 2025

Padiglione/Hall 11

Stand/Booth G21 G23

Fiera Milano, Rho

9.30 am - 6.30 pm

Il Loft

SALONE DEL MOBILE

SAVE THE DATE

8-13 April 2025

Padiglione/Hall 11

Stand/Booth G21 G23

Fiera Milano, Rho

9.30 am - 6.30 pm





Username

Password

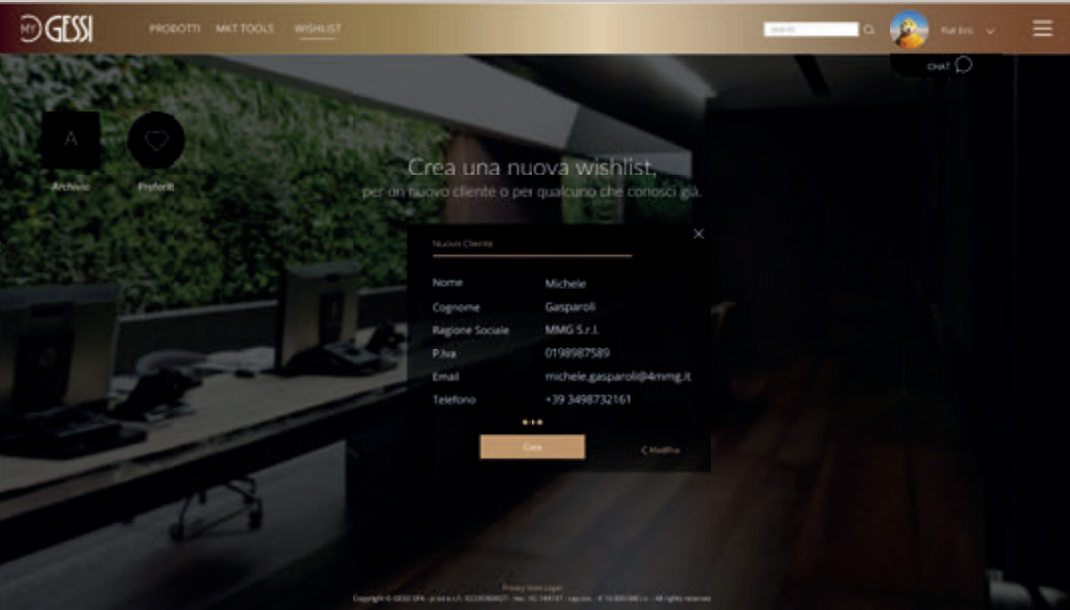
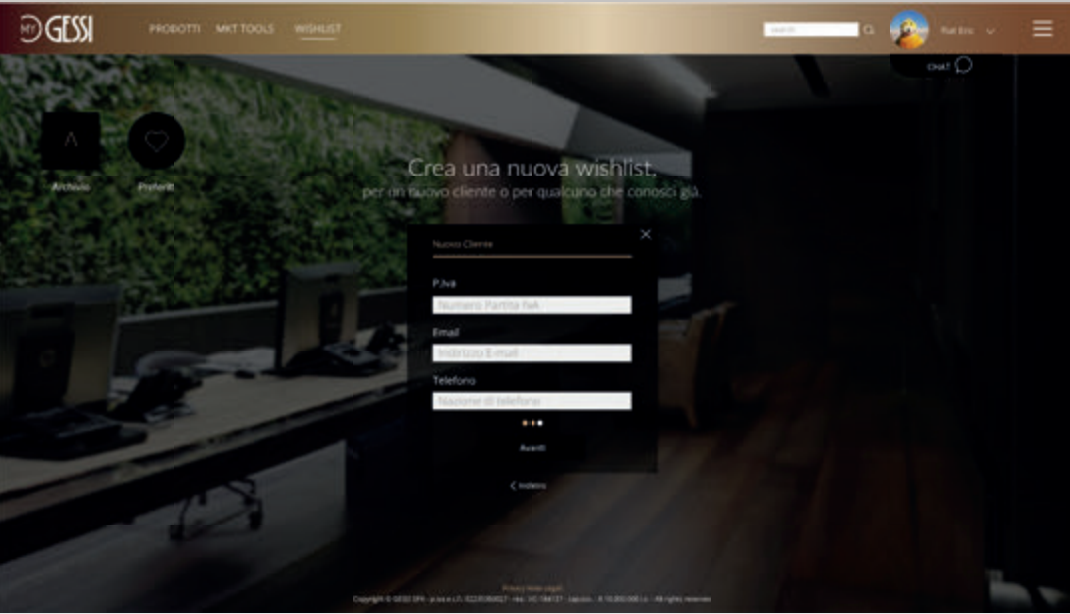
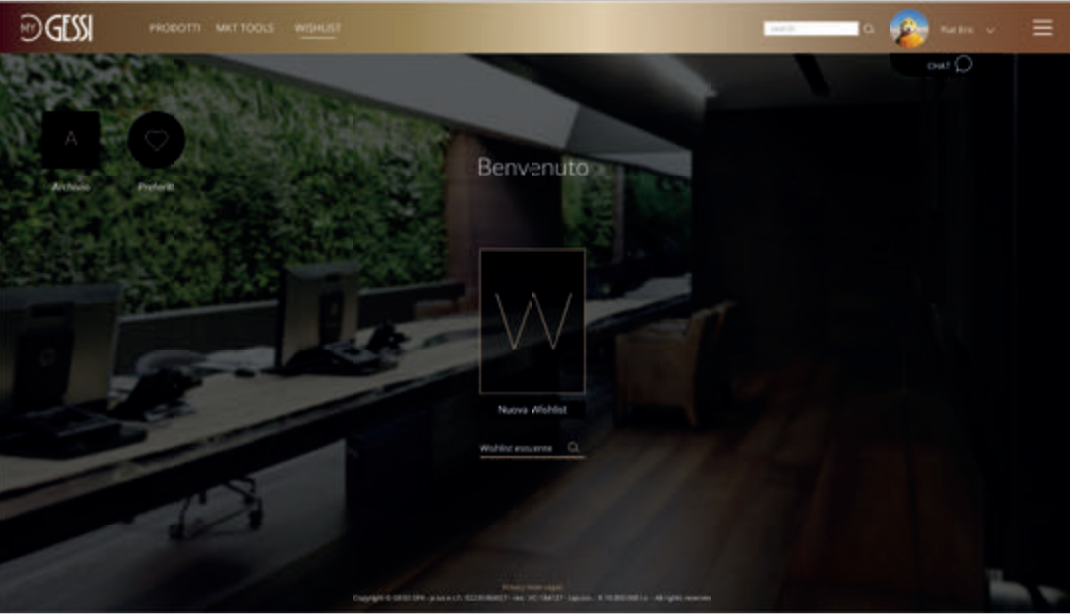
Recupera Password

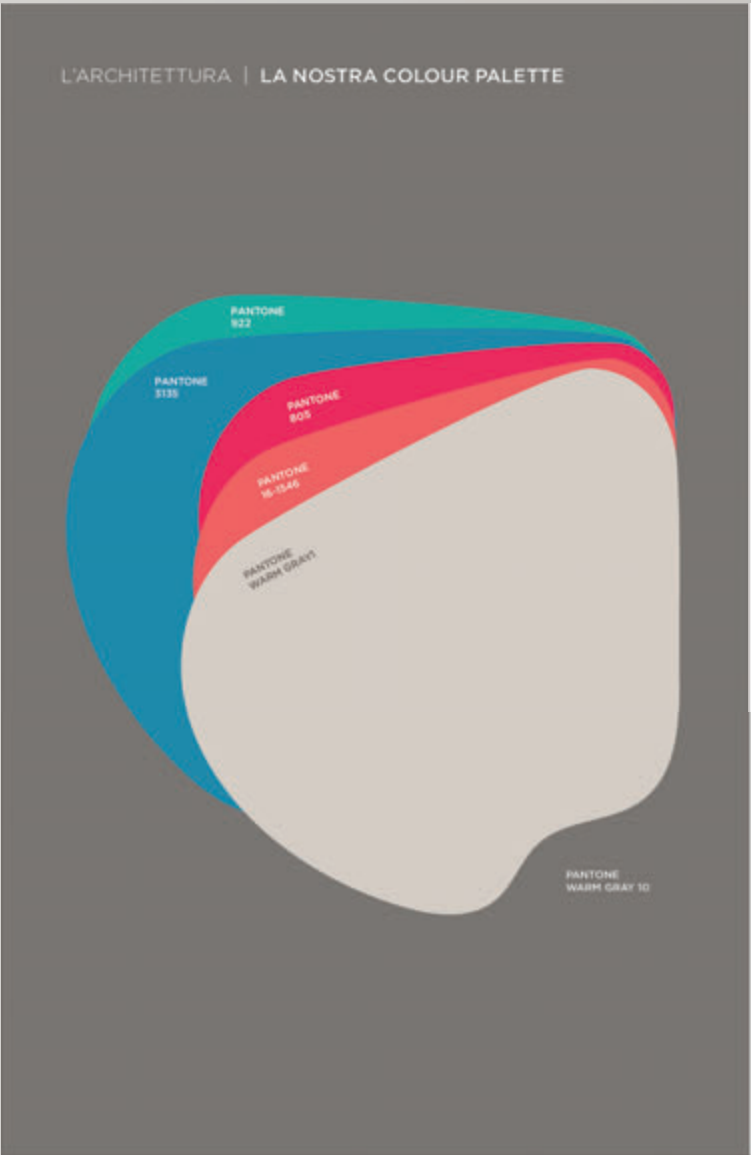
☐ Ricordami

Gessi,
my wonders of water

Log In

Registrati >





PALETTE COLORI PRIMARIA

Nelle differenti applicazioni e materiali di brand online/offline, si prevede una palette colori "primaria", che include tonalità presenti nel marchio ed esplose in tinte più forti per permetterci di sorprendere ed osare anche con i colori.

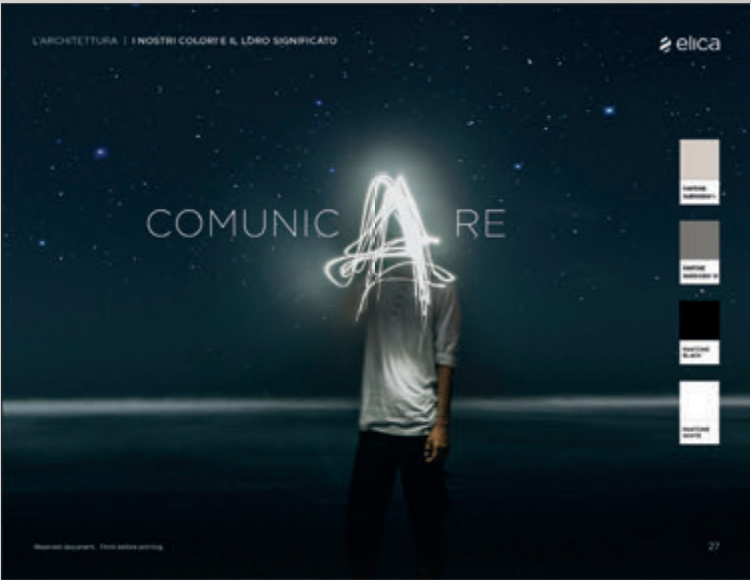
Questi colori possono essere scelti separatamente o combinati insieme a seconda dei concetti da comunicare.

COTTURA si suggerisce l'utilizzo di Pantone 15-1546 + Pantone 805

ASPIRAZIONE si suggerisce l'utilizzo di Pantone 3135 - Pantone 922



TINTE: da 100% a 20%
STEP: 5 da 20%



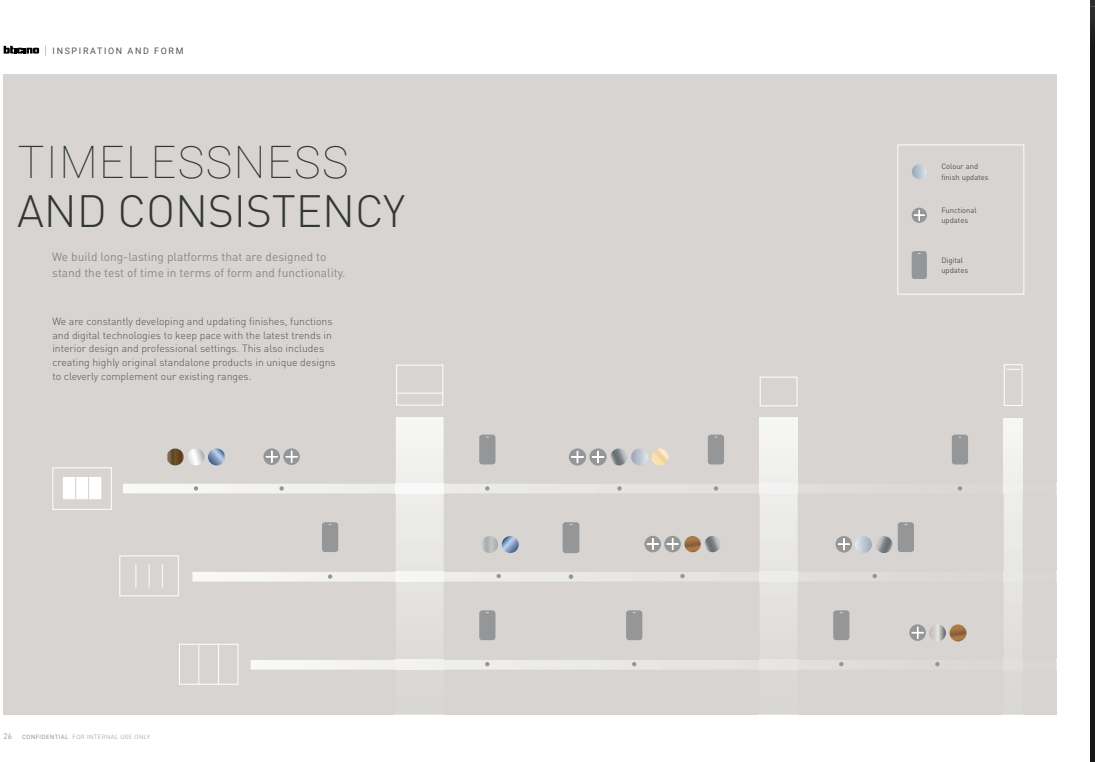
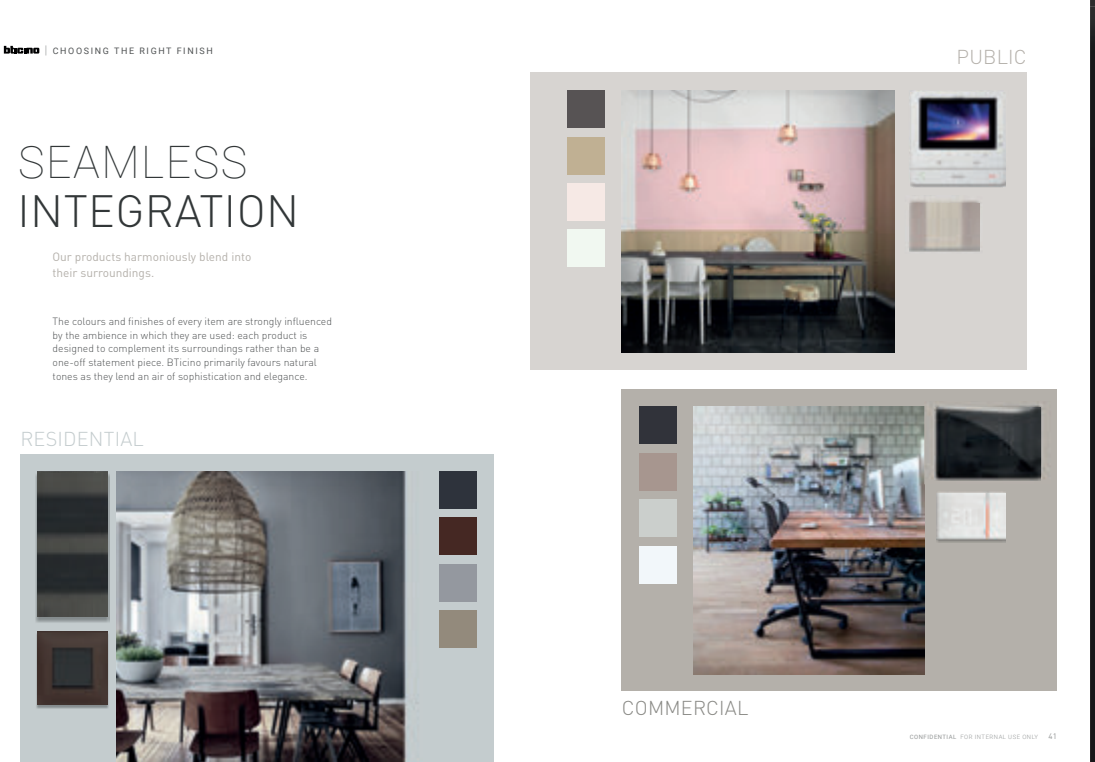
 elica

 elica



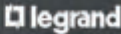
FROM CONCEPT TO DESIGN

Shaping the BTicino product experience

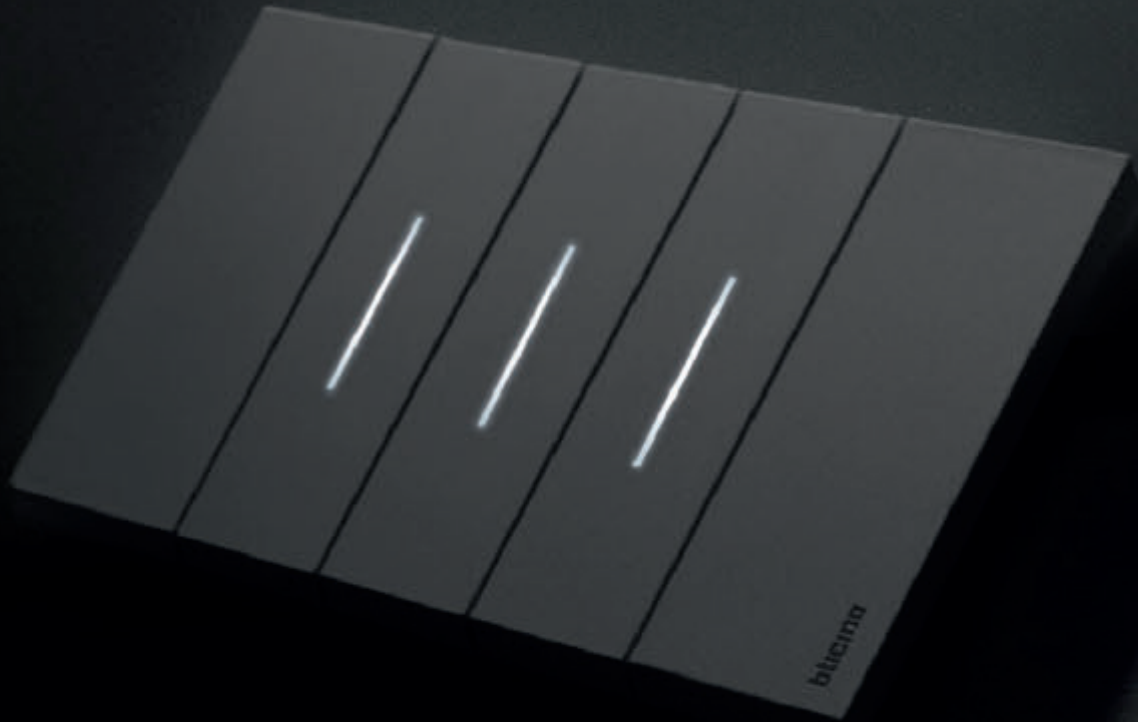


BITICINO
RESPONSIBLE PACKAGING
PACKAGING DESIGN



A Group Brand | 

LIVING
now®



 **biticino**

LIVING
now®

LIVING NOW ADVANCE

LOGO DESIGN, GRAPHIC SYSTEM, PACKAGING, SHOOTING AND ADV

LIVING 
now®



biticino

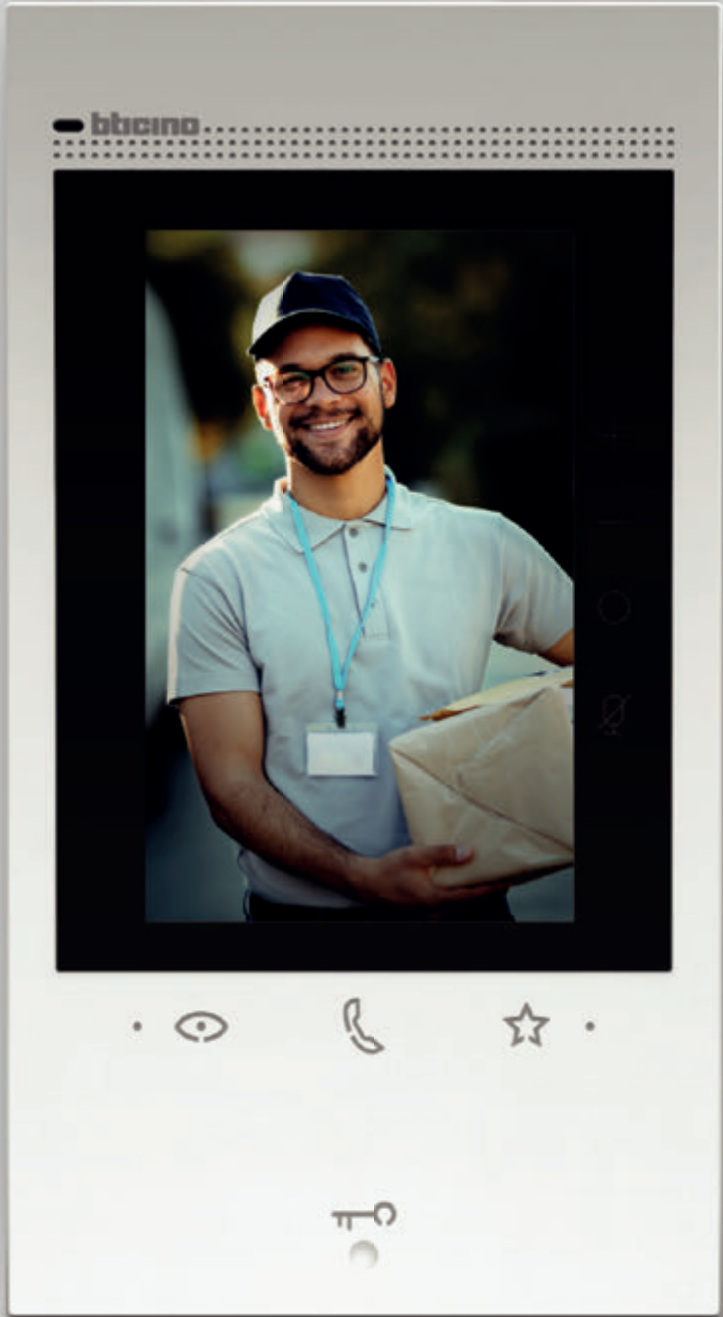
LIVING 
now®





CLASSE
300EOS | WITH
Netatmo

bticino



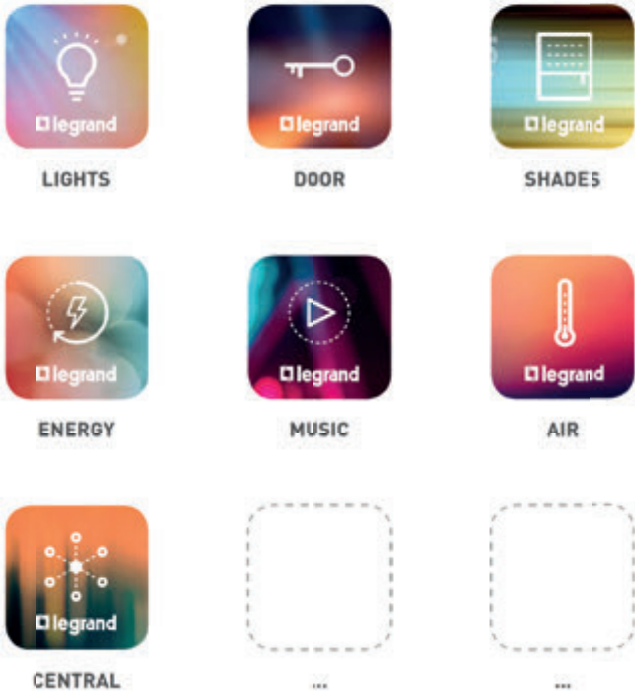
Connected
and Secure

HOME + SECURITY



Visual identity: graphic universe

CLUSTERS



Apps Thumbnails

Apps thumbnails are defined by the cluster's background and the app's icon. Legrand/Biticino logo is always present.

11

Graphic applications

SECURITY APPS CLUSTER

DOOR ELIOT
Full Screen Mode

Lorem ipsum



FULL SCREEN
turn the device to activate
full screen mode

77

Visual identity: graphic universe

BACKGROUNDS

Health

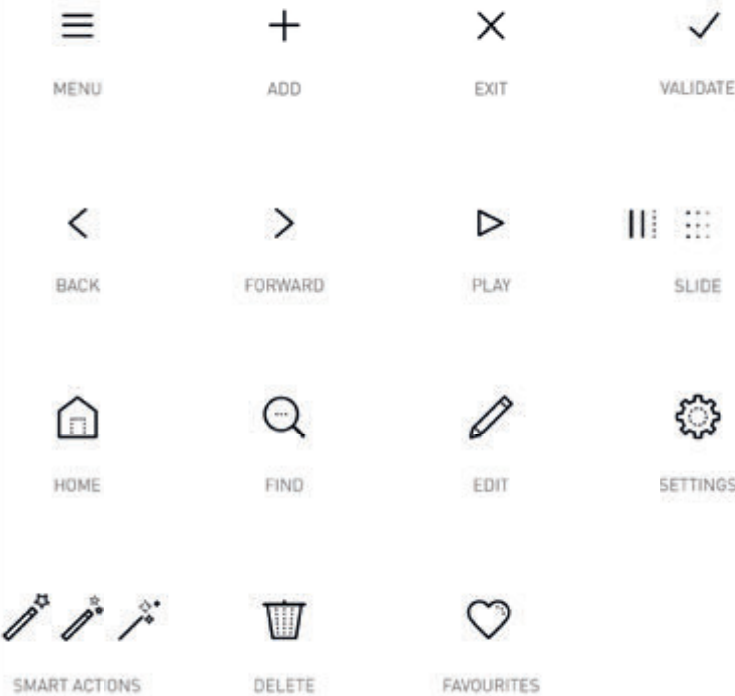


V_1.0 / march 25°, 2016

16

Visual identity: graphic universe

ICONS



Navigation icons

Ex et et estrum alitior et, tem ipsa quissim t

21

Graphic applications

SECURITY APPS CLUSTER

DOOR ELIOT
Dashboard Construction



VIDEO
4:3

MENU
see guidelines at page ??

BUTTON AREA
variable H

76

Visual identity: graphic universe

NAVIGATION OVERVIEW



SPLASHPAGE
app loading
a cosa serve
caratteristiche

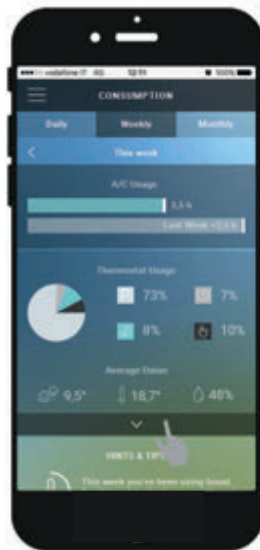
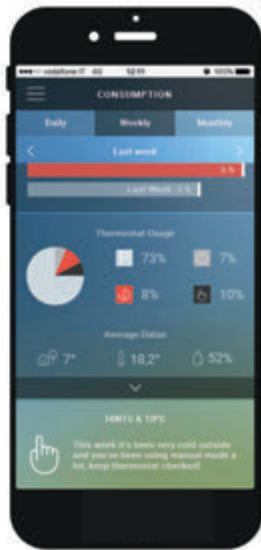
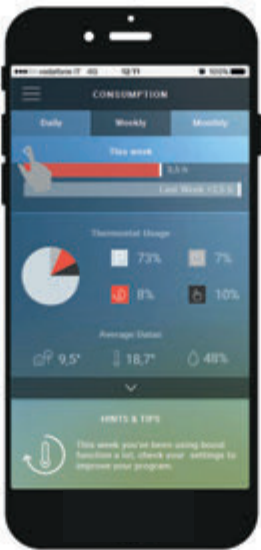
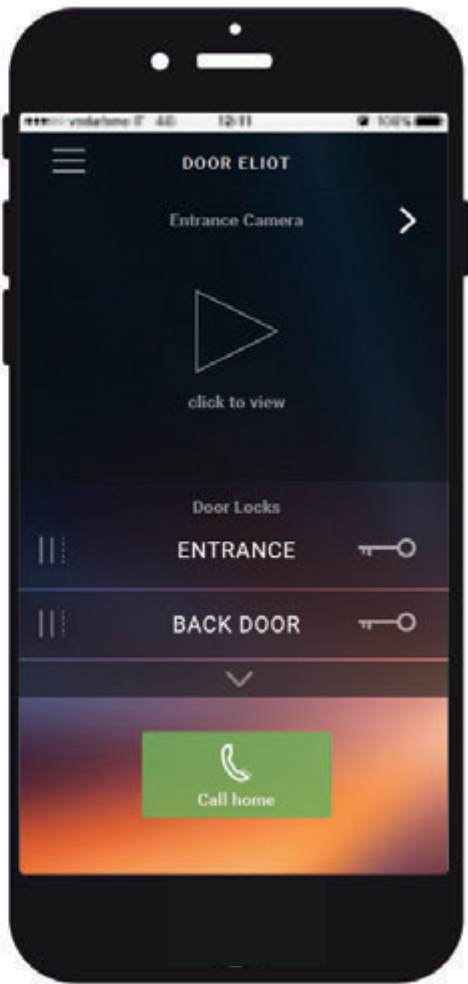
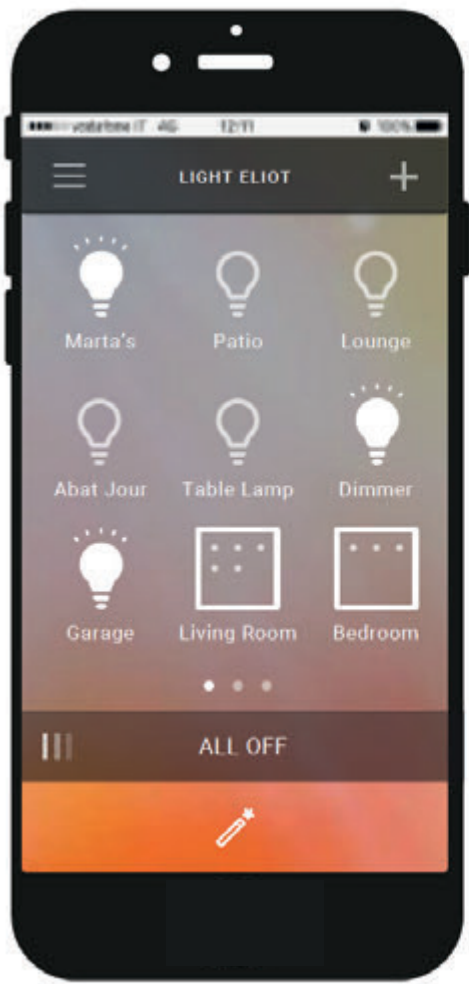
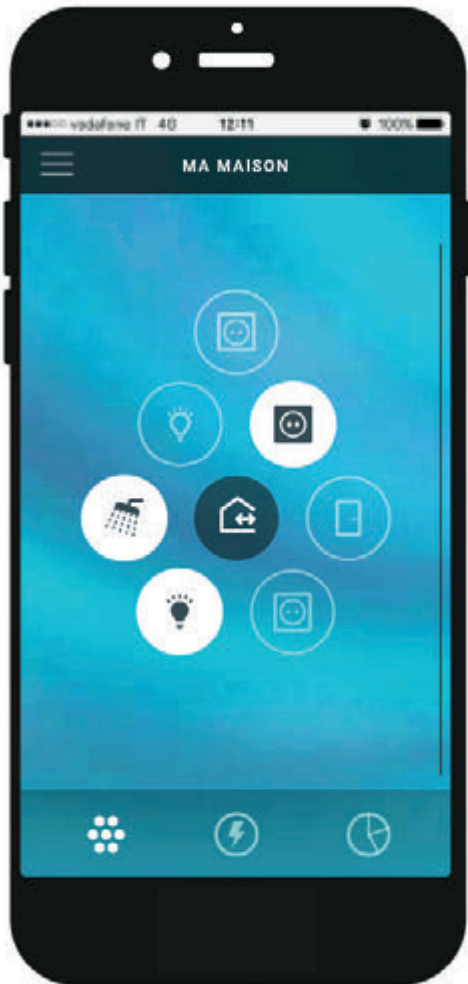
SETTINGS
apps settings menu
a cosa serve
caratteristiche

HOME
apps general menu
a cosa serve
caratteristiche

SMART ACTIONS
cross apps menu
a cosa serve
caratteristiche

Ex et et estrum alitior et, tem ipsa quissim
tectis aut quae reptata tusturp idebitam,

41



ALONPI

personality

VALUES

Research

Craftsmanship


Quality

Creativity

Sustainability

Experience

Only if you know the rules perfectly can you successfully break them.
This is the secret of Alonpi, the result of top-quality production that captures attention with technical and artistic inventions capable of surprising even the most sophisticated connoisseur.



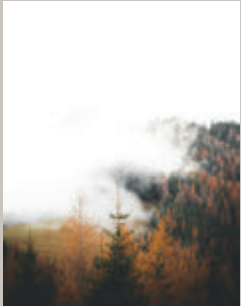
6



BRAND BOOK

7

personality



Sustainability

Alonpi products are conceived, designed and manufactured to last over time.
The commitment to sustainability and social responsibility is evidenced by the use of various tools, from publishing of a Sustainability Report to obtaining important certifications including ISO, GOTS, RWS, OEKO-TEX and SFA.

7

ALONPI

architecture

Logo must be used with or without the payoff only in the following color variants.
Positive: either Bark Brown (Corporate Color) or black;
Negative: either Cashmere White or Pure White.

ALONPI

ALONPI

LIFESTYLE CASHMERE

ALONPI

ALONPI

LIFESTYLE CASHMERE

ALONPI

ALONPI

LIFESTYLE CASHMERE

ALONPI

ALONPI


LIFESTYLE CASHMERE

BRAND BOOK

11

USE OF THE BRAND

Logo can be placed onto images only if there is a neutral background.



ALONPI

architecture

Usage for titles, quotes, and highlights.

Times

Times

Times

Usage for body copy.

Avenir

Avenir

Avenir

Avenir

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

Medium

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Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 123456789#+-%&@=/>{[?!.,

BRAND BOOK

12

TYPOGRAPHY

Arenaria Orange

Forest Green

Pure White

Cashmere White

Clay Grey

C: 22
M: 78
Y: 88
K: 15

C: 71
M: 44
Y: 62
K: 60

C: 0
M: 0
Y: 0
K: 0

C: 3
M: 4
Y: 4
K: 4

R: 177
G: 73
B: 40

R: 50
G: 68
B: 58

R: 255
G: 255
B: 255

R: 242
G: 238
B: 238

#D3CCCC7

#32443A

#FFFFFF

#F2EEEE

#D3CCCC7

#473728

COLOR PALETTE

Bark Brown


Corporate Color

PANTONE 7533C

C: 51
M: 59
Y: 69
K: 66

ALONPI

Arenaria Orange as background with neutral tones



BRAND BOOK

19

ALONPI

visual identity

IMAGES

Lifestyle - Set Design

Highlighting Alonpi's contemporary, exclusive, and eclectic character.

- Setups and props complement the product without overwhelming it:
- Spaces should be essential, with few but iconic elements included.
 - The shots should be wide, in order to give the products room to breathe.
 - The color palette should be neutral, avoiding contrasting accents.
 - The locations should evoke refined atmospheres without being excessive colors, finishes, materials, and lighting come together to create a sophisticated ambience of elegance and personality.

BRAND BOOK



22

ALONPI

visual identity

IMAGES

Focus on materials - Close up

The shot must highlight style, quality of materials, finishes, and craftsmanship:

- Highlight the material qualities of the product.
- Emphasize the details that express care and sophistication.

BRAND BOOK



24

ALONPI

visual identity

IMAGES

Mood

The images must complement the communication of the Alonpi lifestyle, underlining its most evocative aspects:

- Macro: details that evoke comfort, intimacy, and express beauty and sophistication, favoring natural materials with desaturated colors and tactile sensations.
- Still life: well-presented and illuminated raw materials, intact, clean, and organized with a strong graphic style.

BRAND BOOK



25

ALONPI

visual identity

IMAGES

Inside Alonpi

Reportage images should tell the story of the company in a realistic and authentic way:

- Photographs of artisans while working should focus on their hand movements, their attention to details, and their knowledge of the technologies.
- Raw materials: prioritize close-up and macro shots.

BRAND BOOK



26

ALONPI



BRAND BOOK

visual identity

Key Visual Reference

Visual identity of the images must intuitively convey and communicate the brand values and style, highlighting the artisanality, quality, and its distinctive aspects.

Lifestyle
product images staged or worn

Focus on materials
close-ups

Mood
inspirational images

Inside Alonpi
production images

Eventi
images from fairs, presentations, exhibitions, etc.

Timeless
black and white images

21

ALONPI

visual identity

IMAGES

Lifestyle - Worn

Focus must always be on the product:

- The model should be portrayed in natural poses to communicate warmth and encourage identification towards Alonpi products.
- The model should not wear accessories, such as jewelry or watches, and should not have nail polish. Makeup should be natural.
- Lighting and compositions should represent intimate and spontaneous contexts and actions.

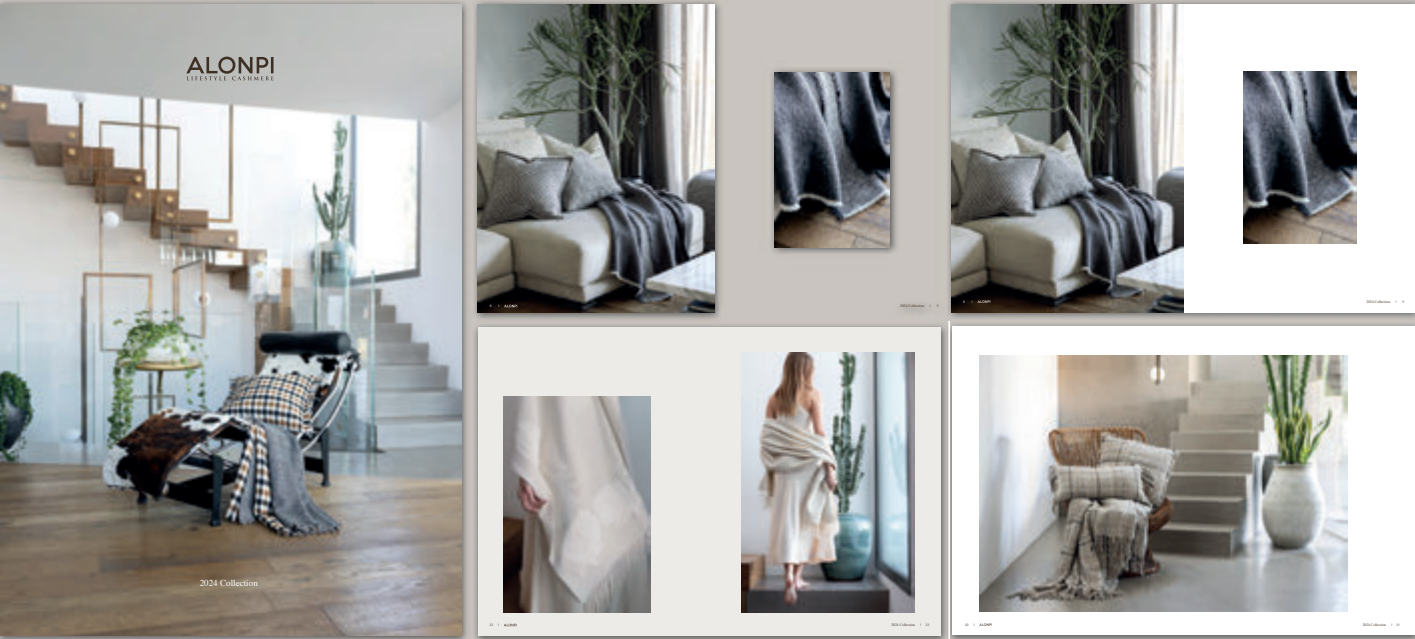
BRAND BOOK



23

ALONPI visual identity

LOOKBOOK



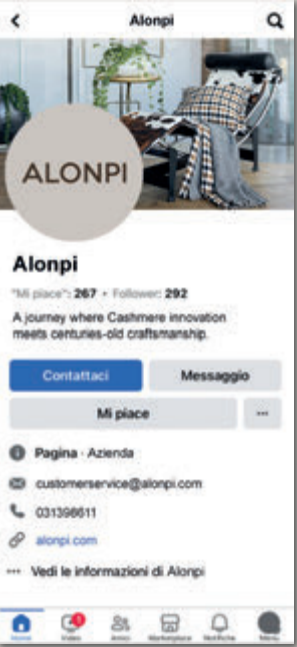
BRAND BOOK

36

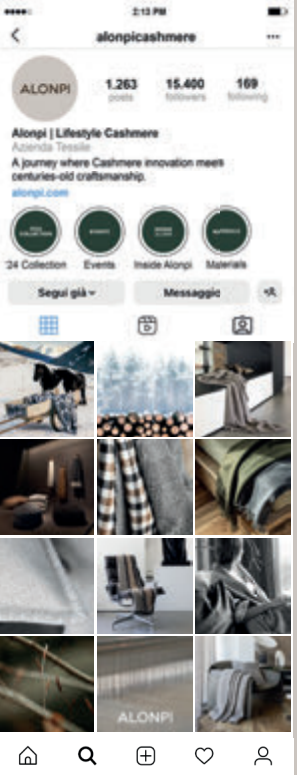
ALONPI visual identity

SOCIAL IMAGE

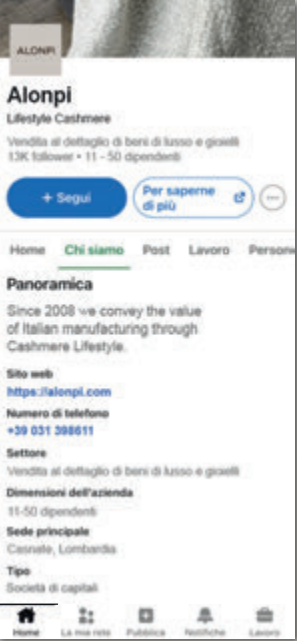
FACEBOOK



INSTAGRAM



LINKEDIN

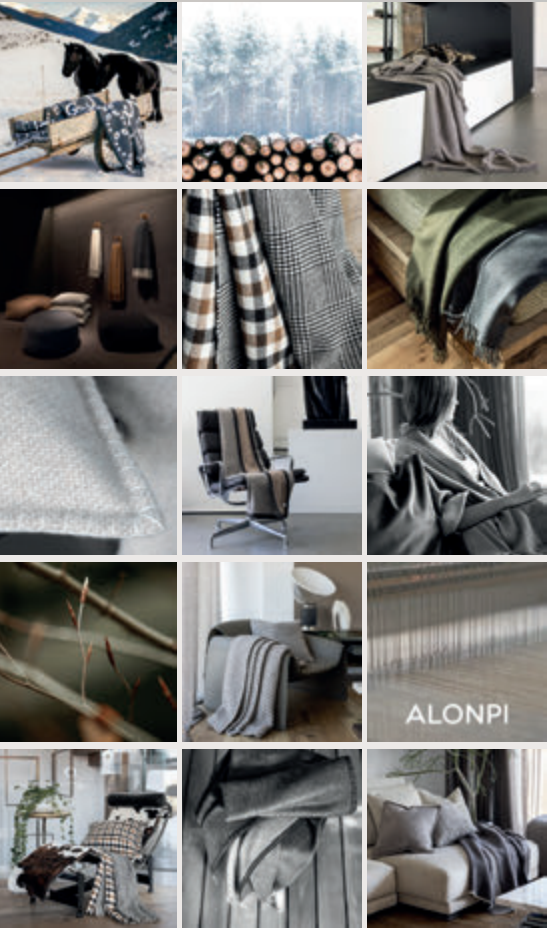


35



BRAND BOOK

ALONPI visual identity



BRAND BOOK

33

COMMUNICATION STRATEGY - REBRANDING, MANIFESTO, ART DIRECTION, CONTENT DEVELOPMENT, WEBSITE, CATALOGUES, HOUSE ORGAN, SOCIAL MEDIA, EVENTS, ETC.



COMMUNICATION STRATEGY - REBRANDING, MANIFESTO, ART DIRECTION, CONTENT DEVELOPMENT, WEBSITE, CATALOGUES, HOUSE ORGAN, SOCIAL MEDIA, EVENTS, ETC.

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

Brand BookCPC

PayOff / Tagline che comunichi in modo incisivo.



Come procederemo

1.

DEFINENDO HDM

raccontandola grazie a:
CPC Brand Book e Company Profile,
Documento Non Finanziario HDM,
Magazine HDM, Podcast, Webcast.

BRAND BOOK CPC

DOCUMENTO NON FINANZIARIO

TAGLINE / PAYOFF

che illustrino e affermino:
valori, fini e personalità
di questa "anima con due cuori"
HDM = CPC + VC

La promessa e i pillar di CPC
(PUNTUALITÀ, RAPIDITÀ, QUALITÀ)

CPC InoxCreative Proposal

SviluppoLa Campagna



Come procederemo

4.

CAMPAGNA [r]YOU

Un sistema che si espande

I nuovi siti dedicati verranno integrati nell'ecosistema digitale, arricchendolo di contenuti e generando maggior traffico su tutte le piattaforme.

CPC InoxCreative Proposal

SviluppoMetodo, soluzioni, applicazioni

Come procederemo

2.

CREANDO CONNESSIONI

IDENTITÀ VISIVA

Esercizio di restyling e gerarchia dei loghi

Questo trattamento di restyling dei loghi*, e della loro gerarchia, è utile a visualizzare come potrebbero essere veicolate le realtà della Holding.


*L'esercizio di stile non rappresenta, in questo momento, una proposta progettuale.




CPC InoxCreative Proposal


SviluppoMetodo, soluzioni, applicazioni

LinkedIn





Brand Book



Company Profile

Come procederemo

2.

CREANDO CONNESSIONI

IDENTITÀ VISIVA

- ie. applicazioni -

Applicazione di una gerarchia tra i loghi della Holding con esempi di identità visiva applicata, come Brand Book, Company Profile e Pagina LinkedIn.



CPC InoxCreative Proposal



Come procederemo

3.

BRAND EQUITY

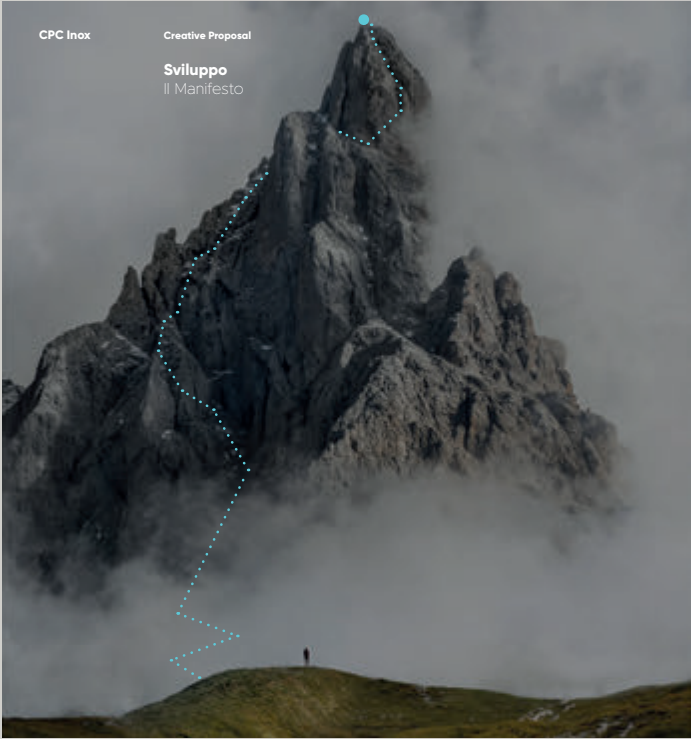
Prodotti di comunicazione interna

NON un libro aziendale, ma una brochure o rivista periodica come strumento utile a migliorare l'immagine, la brand reputation e l'identità del brand.

Può essere interno con l'obiettivo di accrescere l'identità aziendale o esterno rivolto ai clienti (e ai potenziali clienti) per informarli sui prodotti e servizi dell'azienda e sulle ultime novità.

CPC InoxCreative Proposal

SviluppoIl Manifesto



Come procederemo

4.

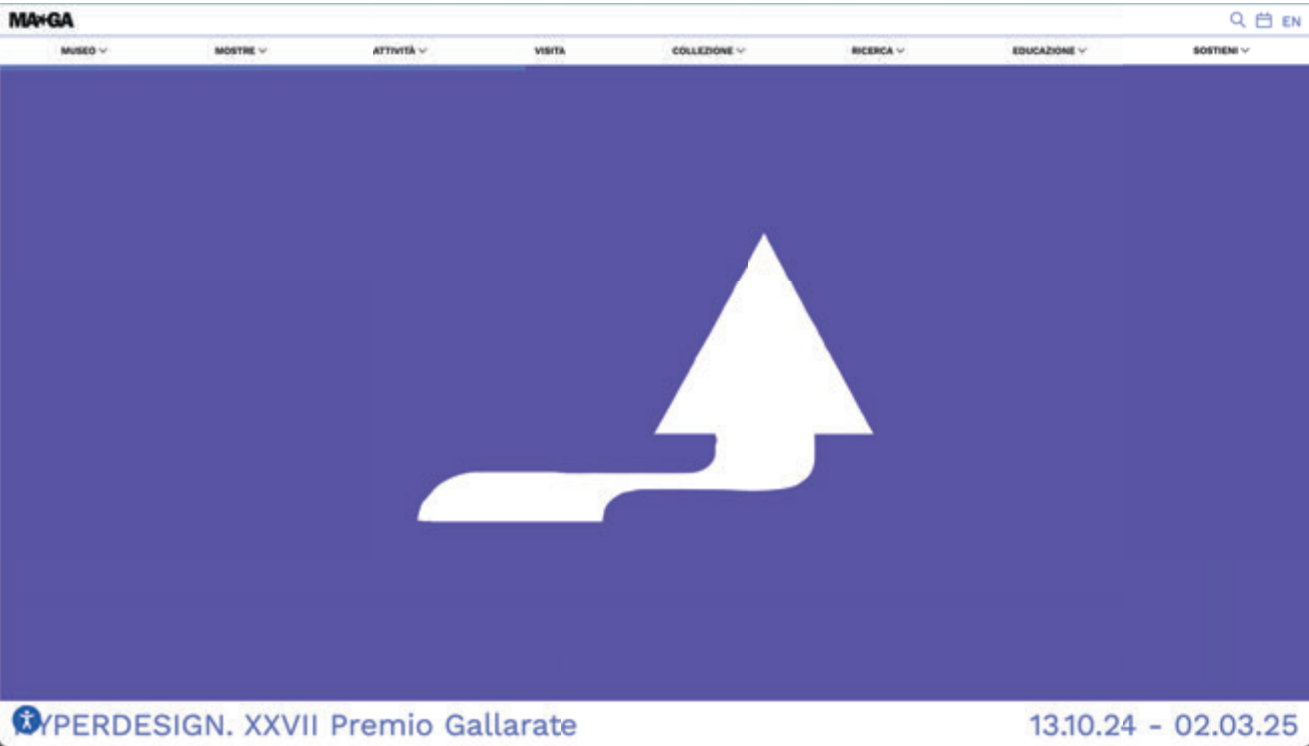
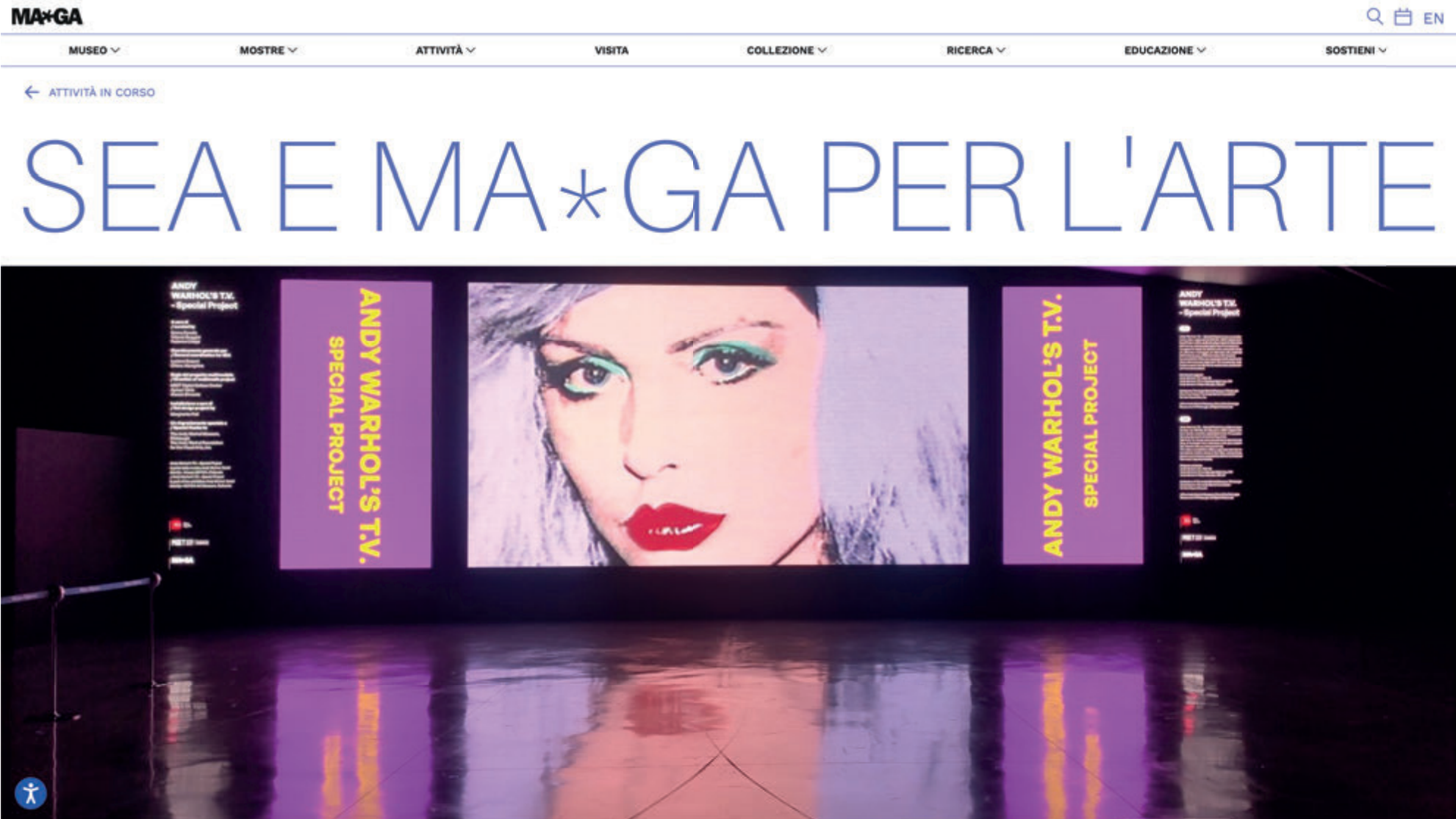
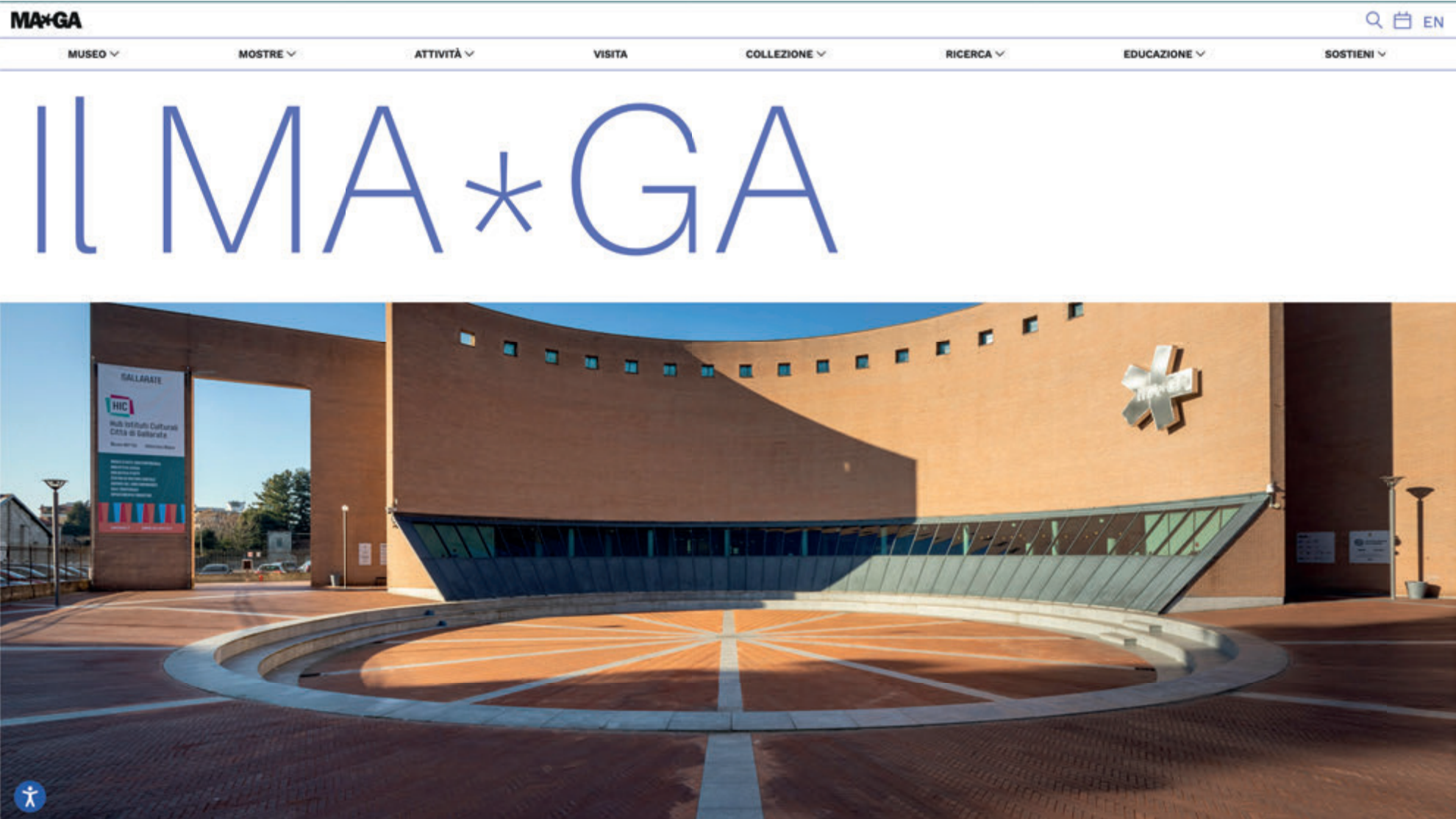
MANIFESTO

MERCATO E LAVORO

> Crediamo che sia meglio avere fiducia in un risultato ambizioso e di difficile realizzazione che tagliare un modesto e sicuro traguardo.

> Sosteniamo e crediamo in un mercato che rappresenti la convinzione delle persone della validità di un prodotto o di un servizio.

> Agiamo consapevoli che qualsiasi attività svolta con passione e contribuisca alla costruzione dell'armonia globale.



URBAN MINING
RIGENERAZIONI URBANE

MA*GA

14 MAGGIO
17 LUGLIO
2016

CENTRO URBANO
DI GALLARATE

MUSEO MA*GA

MUSEO DEGLI
STUDI PATRI

**XXV
PREMIO NAZIONALE
ARTI VISIVE
CITTÀ DI GALLARATE**

OFFICINA CONTEMPORANEA

museomaga.it

**KEROUAC
BEAT
PAINTING**

MA*GA

03.12.17 - 22.04.18

MUSEO MA*GA
VIA EGIDIO DE MAGRI 1
21013 GALLARATE (VA)
WWW.MUSEOMAGA.IT

MARTEDÌ - VENERDÌ
9.30 - 12.30 | 14.30 - 18.30
SABATO E DOMENICA
11.00 - 19.00

**ABITARE
È ESSERE
OVUNQUE
A CASA
PROPRIA**

OPERE E RICERCHE
NELL'AMBIENTE URBANO
1962-2016

UGO LA PIETRA
16 APRILE / 18 SETTEMBRE 2016

MA*GA

MA*GA
via Egidio De Magri 1
Gallarate
www.museomaga.it

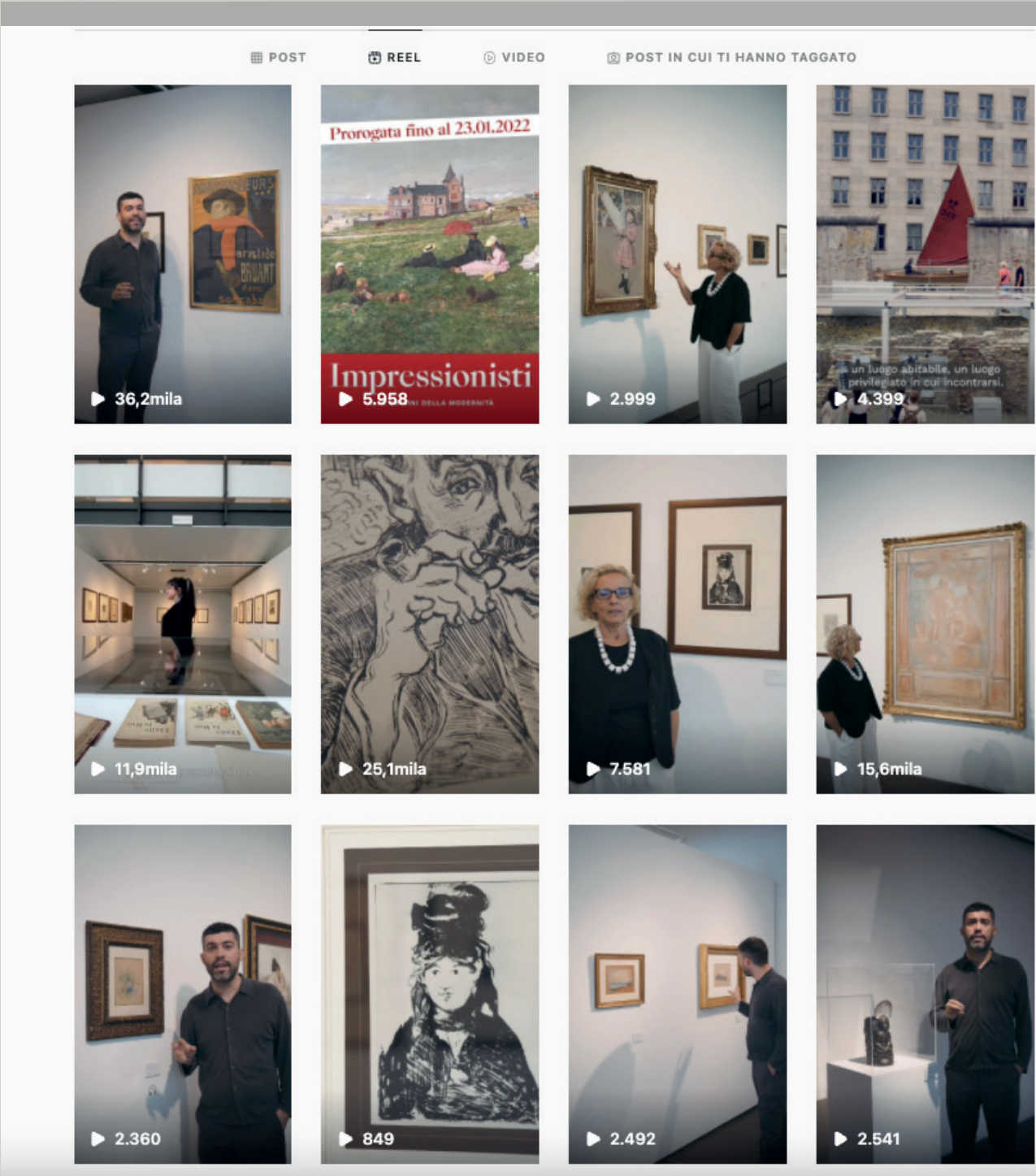
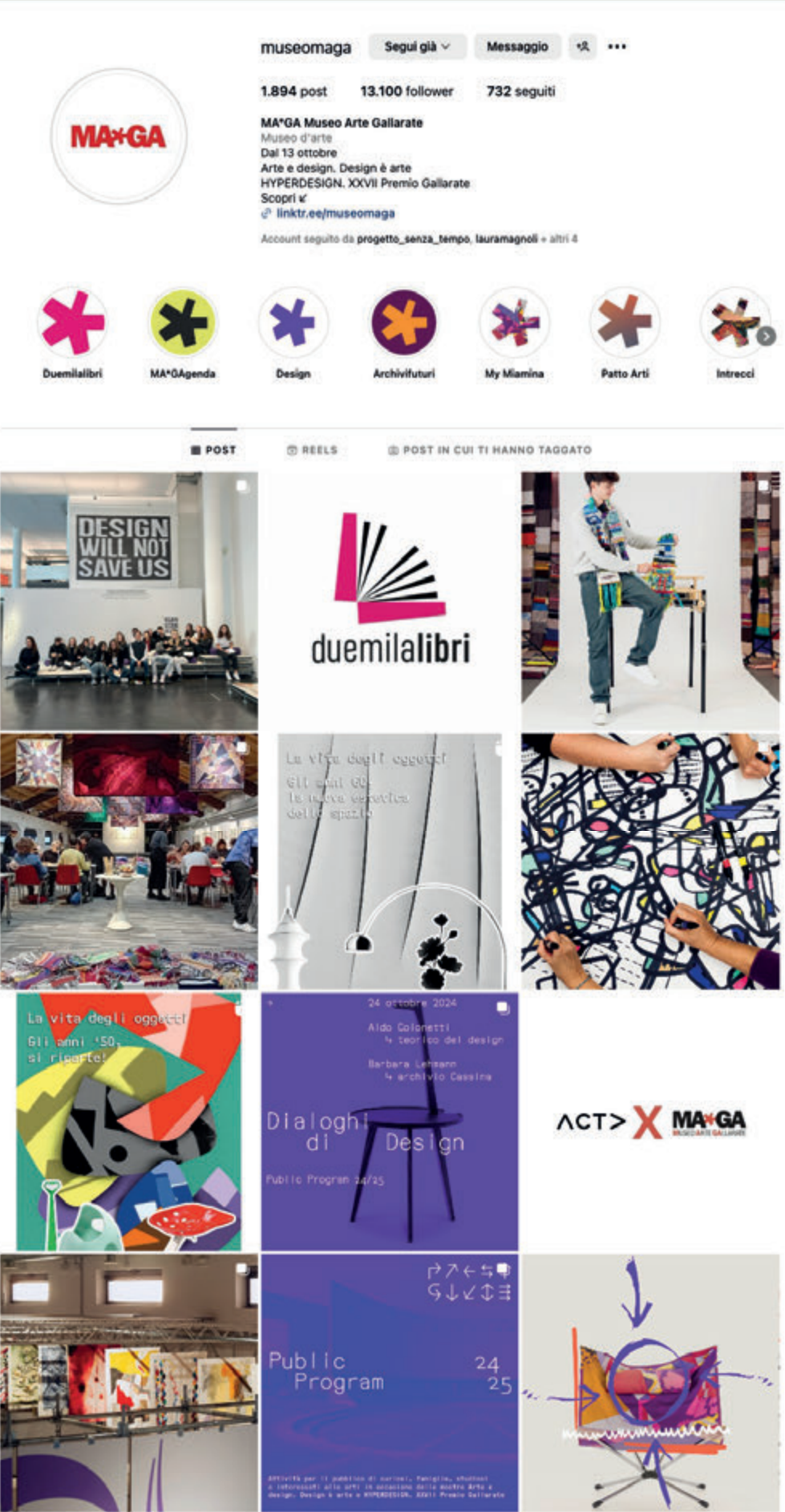
**Aeroporto di Milano Malpensa
Terminal 1**
Area adiacente Porta di Milano
e ViaMilano Lounge

Soci Fondatori
Ministero del Beni e delle Attività Culturali e del Turismo
Regione Lombardia
Partners istituzionale
Dipartimento PAVARESE

Museo associato
amaci
fondazione cariplo
MUSEO MAGA

MUSEO MAGA

SOCIAL MEDIA STRATEGY DESIGN AND MANAGEMENT





TAGLINE

Experiencing and suggesting Brand Pillars.

Conveying an international Italian Lifestyle through brand pillars:

- ICONIC DESIGN
- ITALIAN ORIGINS
- QUALITY
- INTERNATIONAL ITALIAN LIFESTYLE

BRAND
PILLARS

Logo Guidance



WORDMARK LOGO + TAGLINE

BORETTI Passione in Cucina

Tagline may be used as a standing-alone element, as a lock-up with Wordmark logo.

It is essential on advertising pages, representing brand on events' materials or when Wordmark Logo appears among other brands.

Font, proportions and lock-up visual guidelines should not be altered or rearranged in any matter.

Font color has to match main Wordmark logo color (black).

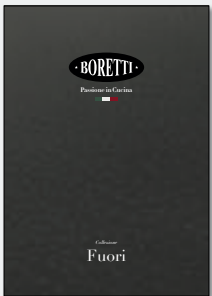


vertical



horizontal

Marketing Materials



COVER

All pictures are to be considered as suggestions/placeholders.

PRODUCT CATALOGUES & BROCHURES



BORETTI PILLARS

Color Guidance

DOVE GRAY

print	C	0	PMS - Warm Gray 3U
	M	6	
	Y	7	
	K	40	
digital	R	177	
	G	171	
	B	167	
	#	B7AA66	
web	#	B7AA66	

SAND GRAY

C	0	PMS - Warm Gray 2U
M	3	
Y	4	
K	20	
R	240	
G	240	
B	239	
#	F0F0EE	

IVORY WHITE

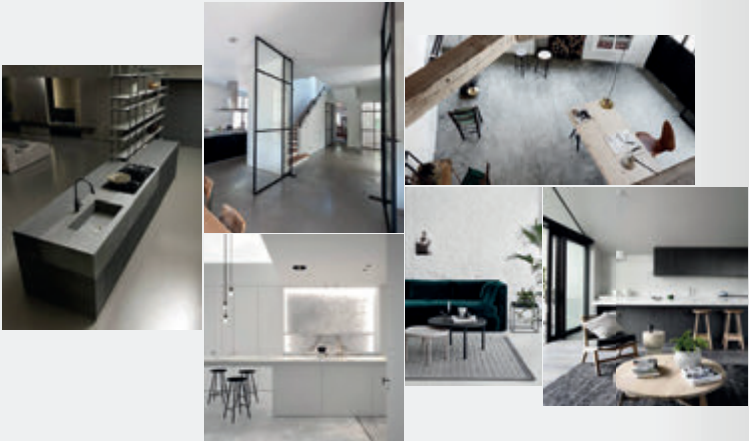
C	0	PMS - Warm Gray 1U
M	0	
Y	1	
K	0	
R	240	
G	240	
B	239	
#	F0F0EE	

EXTENDED COLOR PALETTE

PRODUCTS-INSPIRED EXTENDED COLOR PALETTE 100% 70% 30% SHADES

C 20	M 10	Y 08	K 07	# 51	C 77	M 49	Y 70	K 45	R 60	G 85	B 68	# 3c5544	C 00	M 00	Y 00	K 80	C 22	M 13	Y 10	K 27	C 13	M 19	Y 24	K 07	C 34	M 31	Y 35	K 02	C 00	M 05	Y 17	K 80	C 40	M 55	Y 53	K 43	C 25	M 71	Y 46	K 17	C 10	M 100	Y 79	K 40	R 148	G 17	B 31	# 93101e
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Photography Guidance



PR PHOTO DIRECTION

Authentic lifestyle through a understated approach.

Simple, natural, never posed for.
Soft, natural, warm glow of light.
Slightly desaturated color treatments in order to convey a "buongusto" look.
Real scenarios and re-created sets are sophisticated but human and cozy.
The Italian signature is perceived through the presence of details (eg. a Moka left on the burner).

Materials and finishings does not communicate deliberate luxury, yet an understated and authentic lifestyle.
Essentialism in styling combined with "storytelling details" and an accurate choice of finishings among materials convey "Passione in Cucina".

Photography Guidance



PRODUCT PHOTO DIRECTIONS

Close-up and key-features pictures inviting to touch and experience products.

Sophisticated, bold, attractive.

Products' close-ups aim to highlight features, shapes and finishings with clean compositions. Natural use of light and blurred white/black backgrounds are suggested.

Product's ambience pictures are intended to convey the sense of "object of desire".

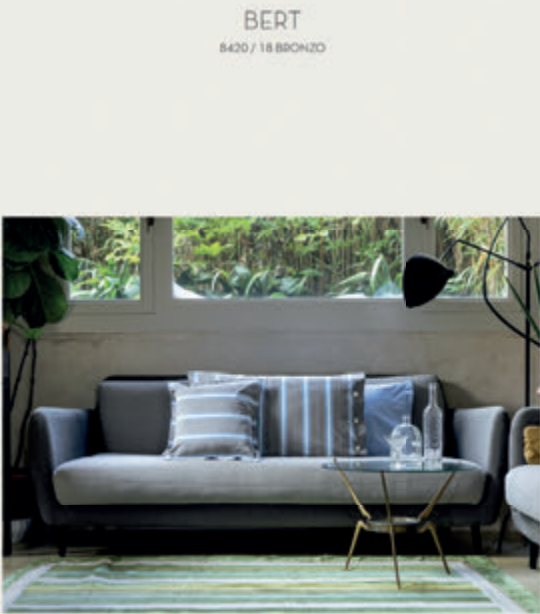
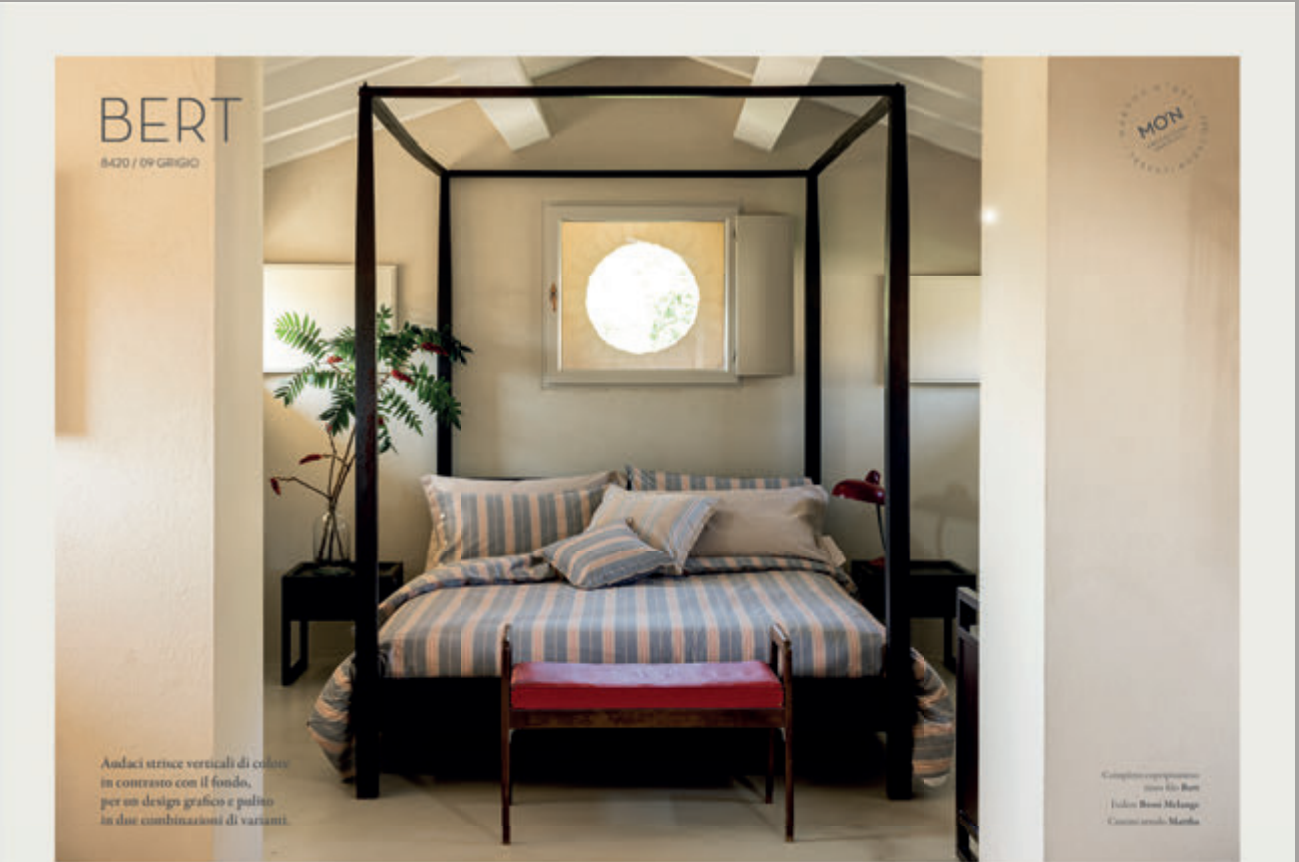
Lights and shadows combine with black and gray background in order to highlight details, such as chromed parts, and other details standing out of the picture.

BORETTI

BILLBOARD CAMPAIGN

CONCEPT AND PHOTO AND VIDEO SHOOTING

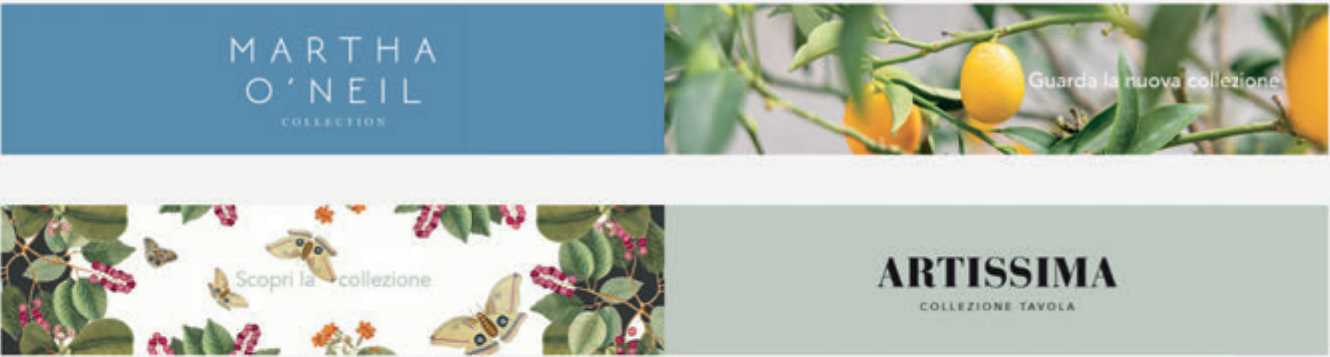






BOSSI veste il tuo letto con colori contemporanei, mescola piccole righe a grandi quadri, tesse sapientemente geometrie rigorose, ravvivando una storia totalmente italiana di tradizione e creatività.

COLLEZIONI



QUALITÀ 100% produzione italiana

Dettagli di qualità

La biancheria Bossi si distingue, oltre che per la qualità della materia prima impiegata, per l'accuratezza della confezione. Rispetto alle normali lenzuola, il Tessuto Bossi ha più fili al cm², che lo rendono più ricco e piacevole al tatto e più resistente nel tempo. I nostri tessuti sono tutti tagliati a strappo e non in serie con tagliere industriali. Viene incisa la cimosa del tessuto e poi strappata in modo da seguire perfettamente il filo di trama. Si ottengono così capi che rimangono perfettamente dritti anche dopo molti lavaggi. Le cuciture sartoriali e l'attenzione dei particolari contribuiscono infine a definire Bossi il totally made in Italy.

Tessuto tinto in filo

Il tratto caratteristico dei tessuti Bossi è dato dalla tintura del filo. Ciò significa che i motivi sono ottenuti grazie alla tessitura di filati tinti, anziché dalla stampa su un tessuto grezzo. In questo modo i colori sono più intensi, penetrano più a fondo e durano più a lungo, anche dopo anni di lavaggi. Inoltre i disegni sono più nitidi e identici su entrambe le facce del tessuto.

Puro cotone pettinato

Il cotone pettinato di Bossi antichece il filato sia tecnicamente che esteticamente. Es solito il filato è composto da fibre di lunghezza differenti unite in modo casuale. Grazie alla procedura di pettinatura vengono eliminate le fibre più corte ed allineate quelle nobili nella stessa direzione. Ciò consente di rendere il tessuto più morbido, omogeneo e resistente ad ogni lavaggio.

Per Abitare

La Biancheria per Abitare di Bossi propone lenzuola, trapunte, coprietti, copripiuma, biancheria per la tavola e tessuti alti 300 cm. Sviluppiamo e realizziamo tessuti per designer e aziende commerciali con i loro disegni esclusivi.

UNA STORIA dal 1827

LA STORIA DI UNA ECCELLENZA ITALIANA

La fondazione di Bossi risale al 1827 quando Luigi Molino fondò a Mortara uno stabilimento di tessitura.

• Leggi

QUINTO BOSSI

Nel 1907 l'azienda si trasforma nell'ingrossa "Società Commerciale Bossi" e l'intuito per gli affari.

• Leggi

SVILUPPO KNOW-HOW

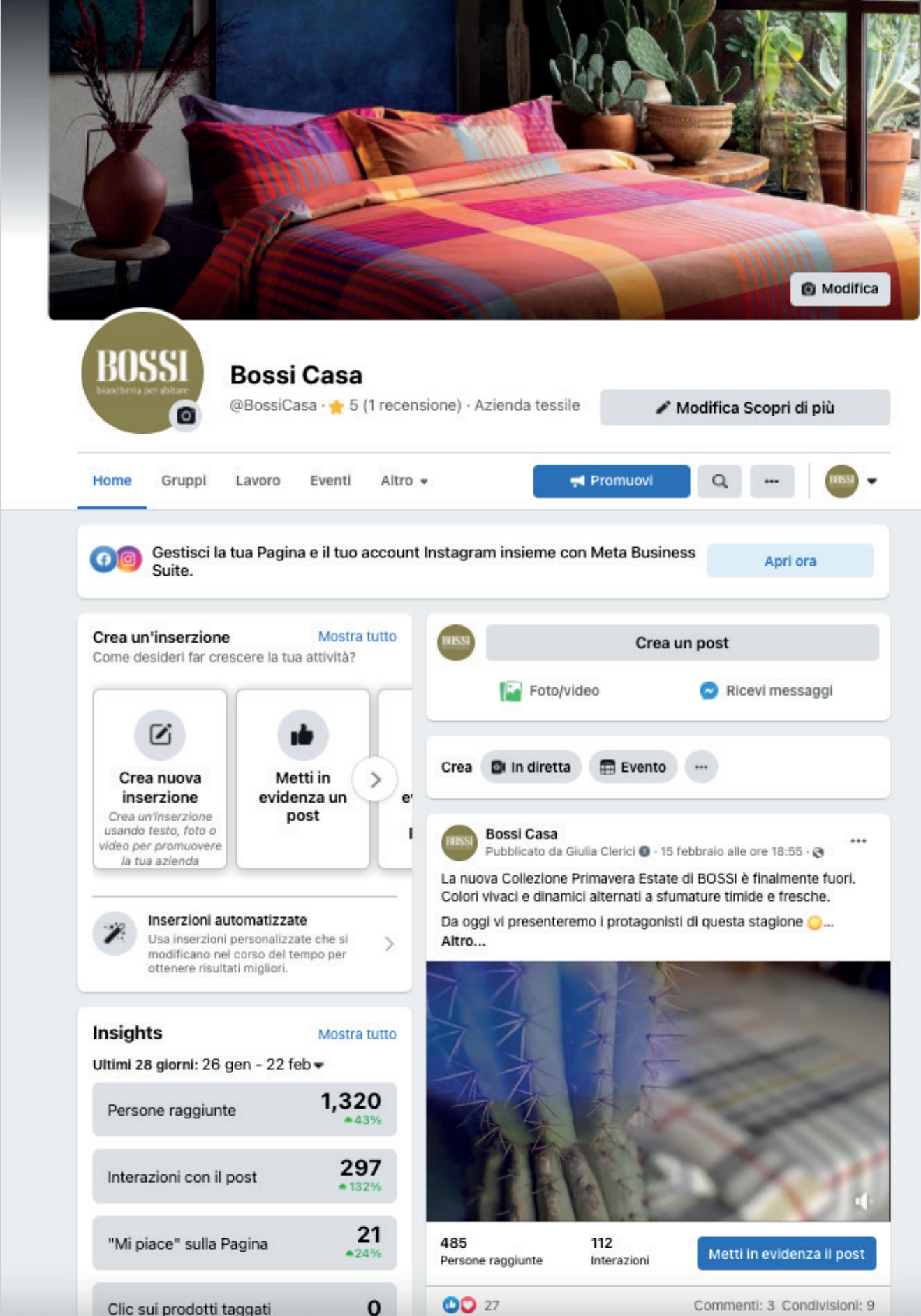
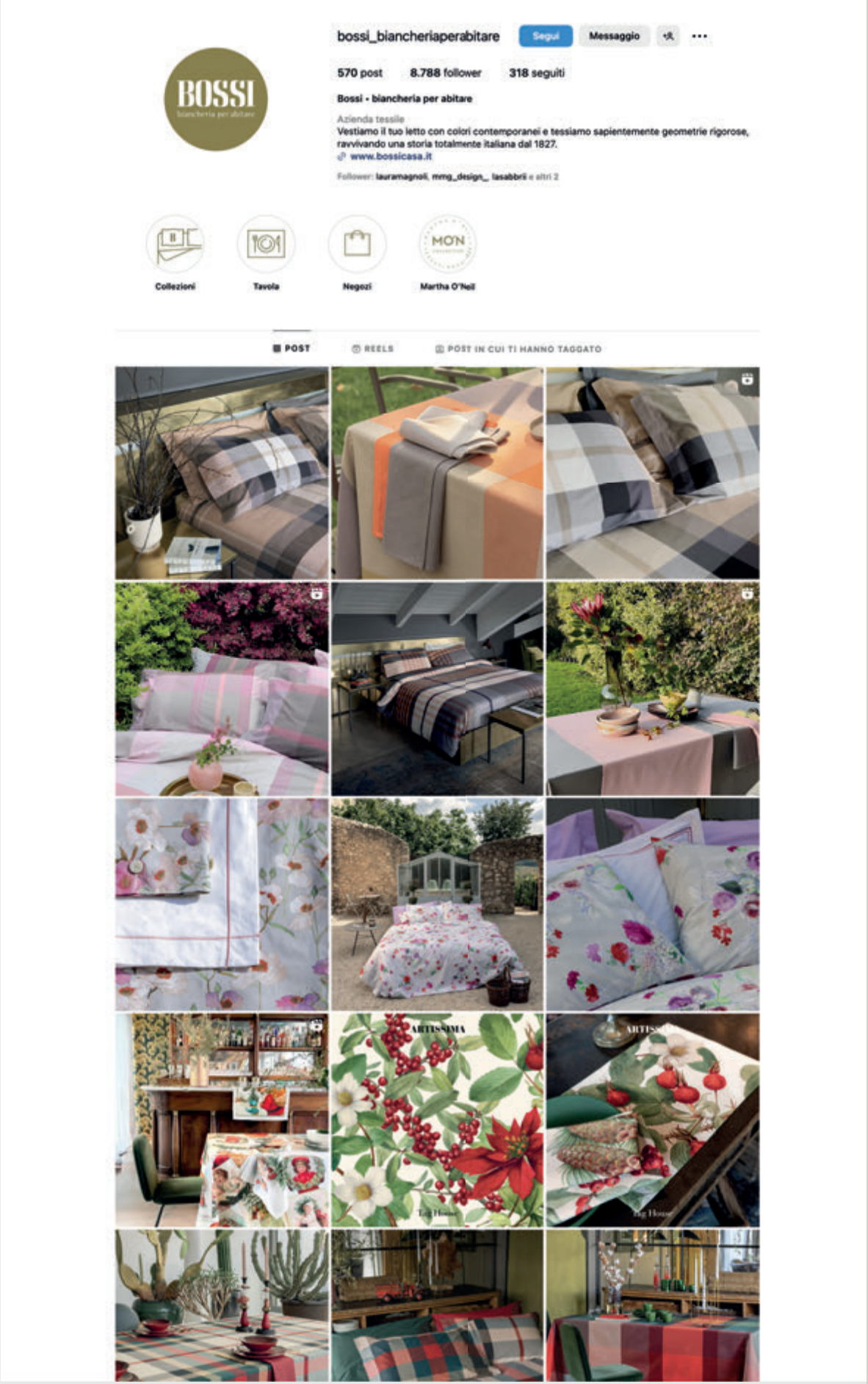
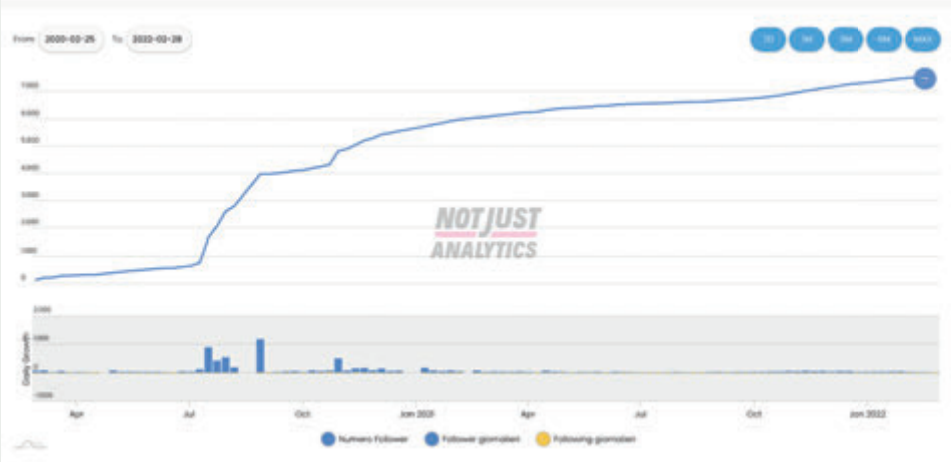
Nonostante le vicissitudini delle due guerre mondiali, l'azienda si arricchisce dei processi necessari ad...

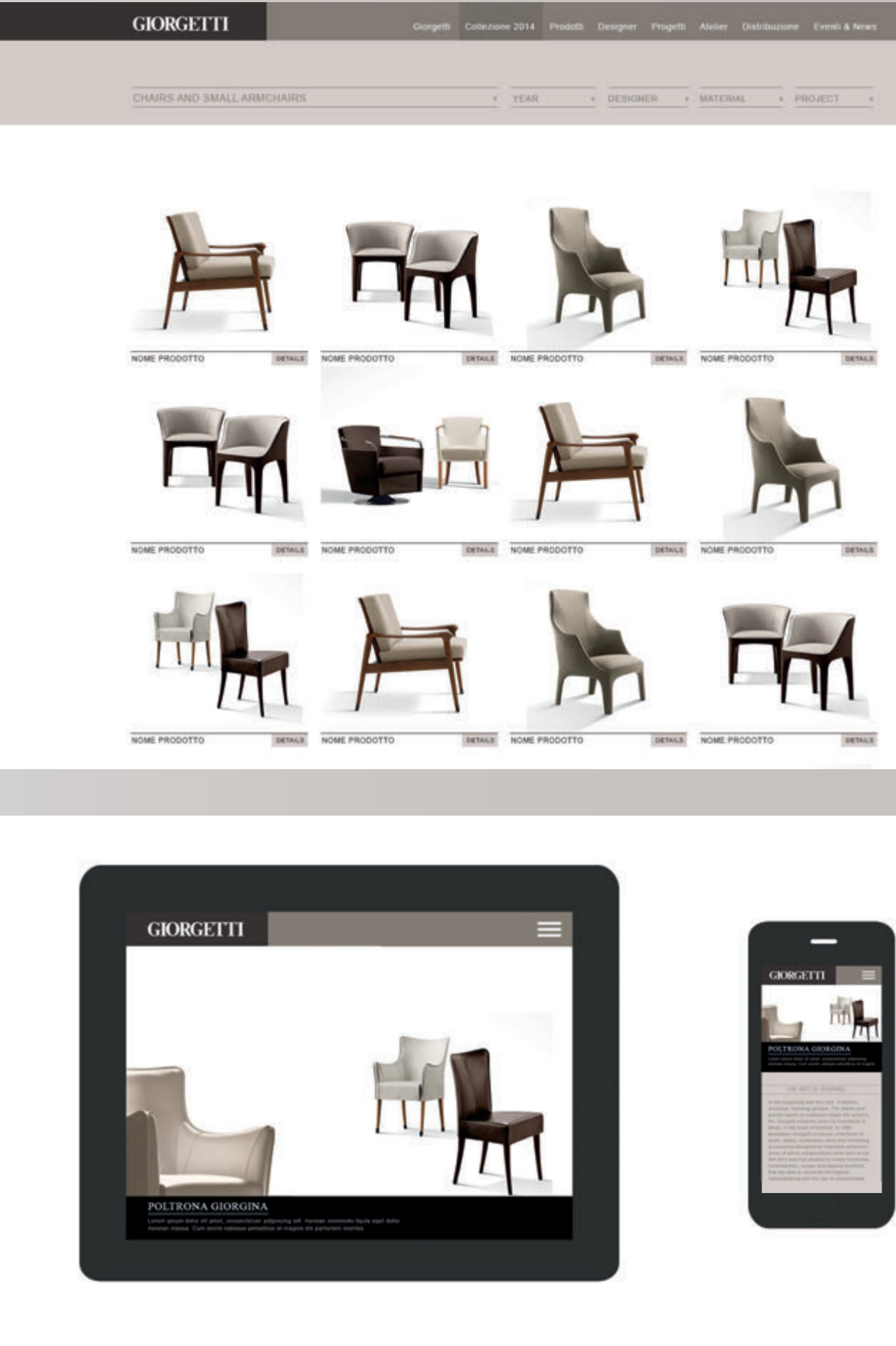
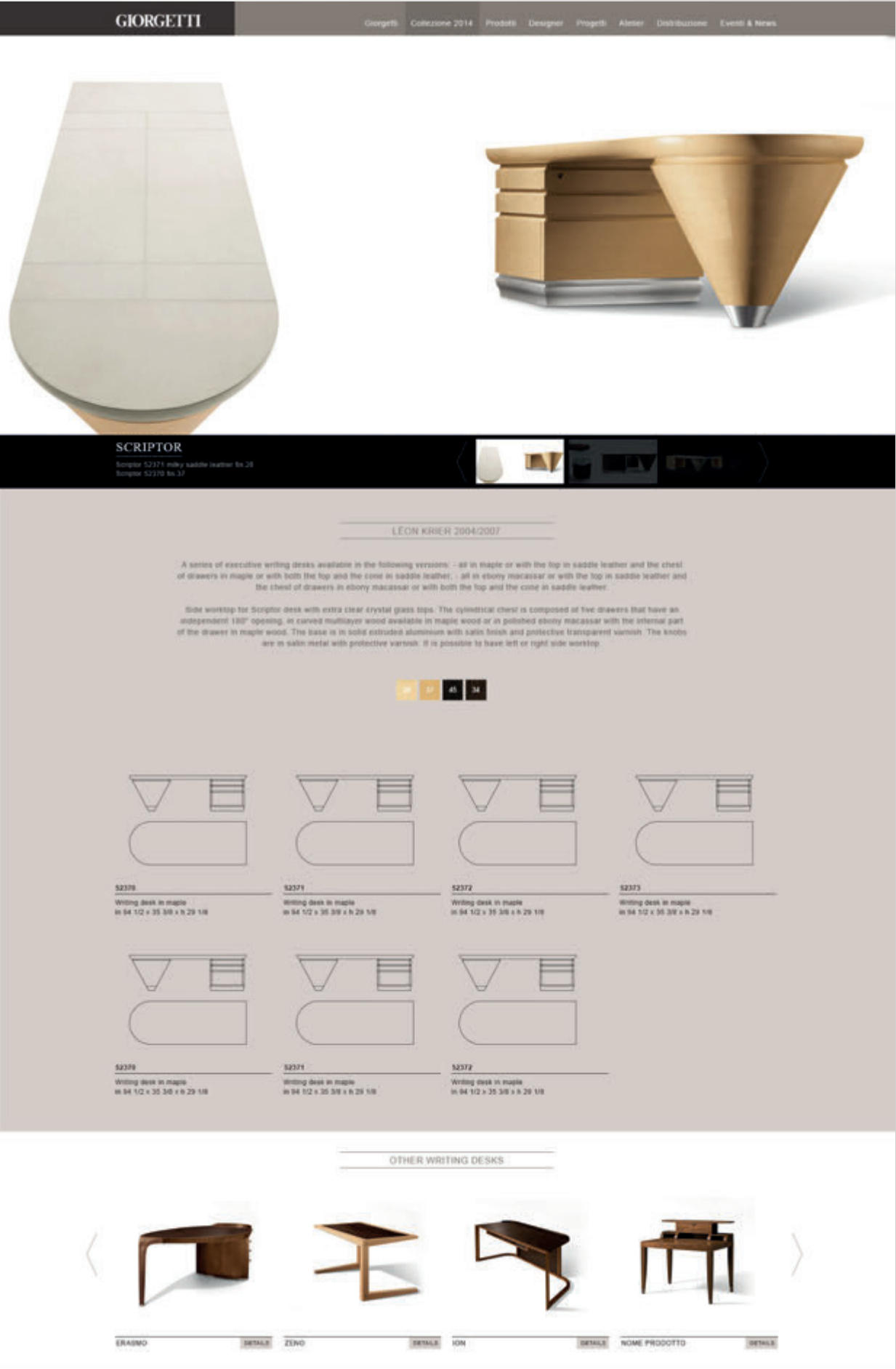
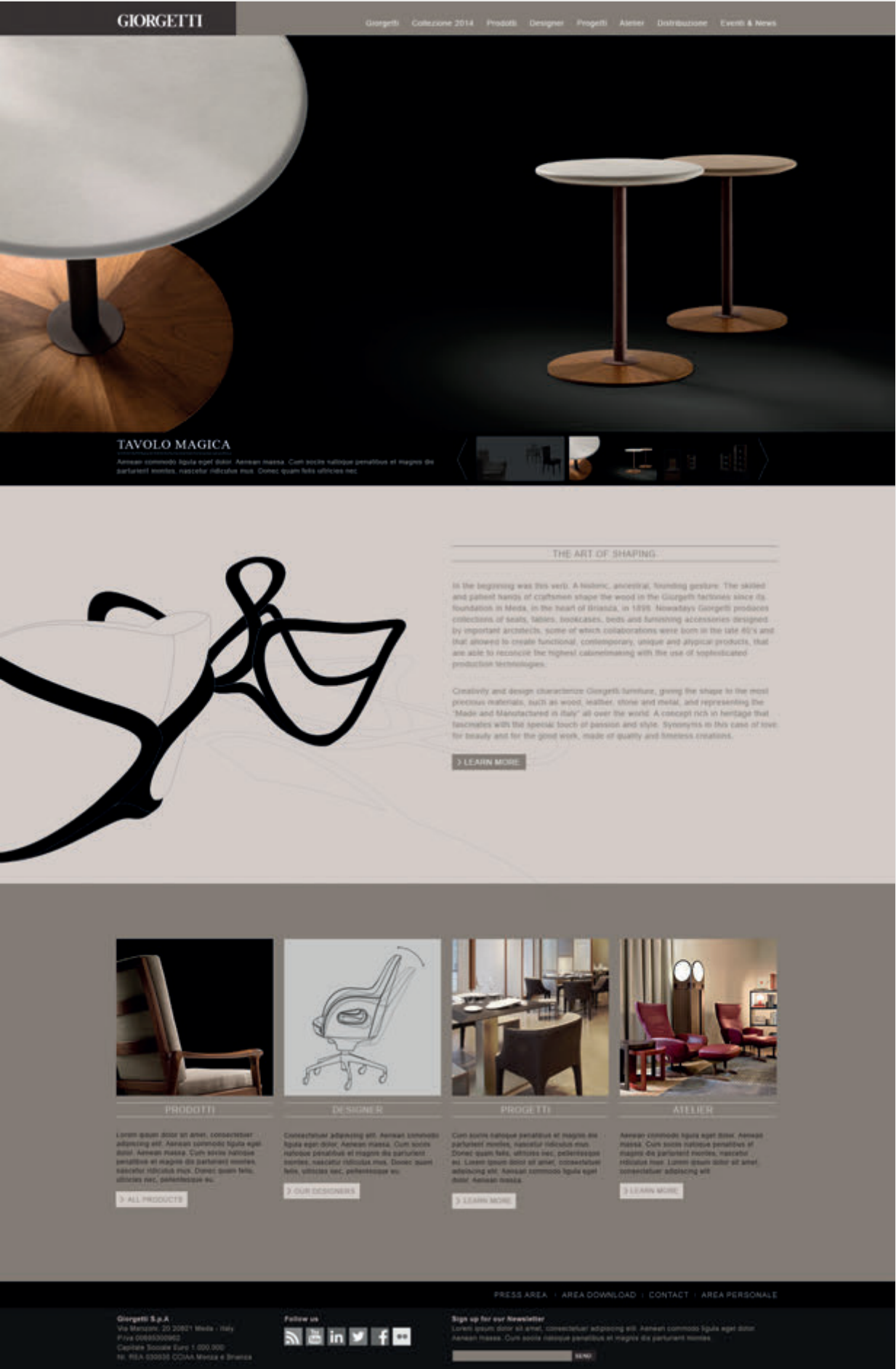
• Leggi

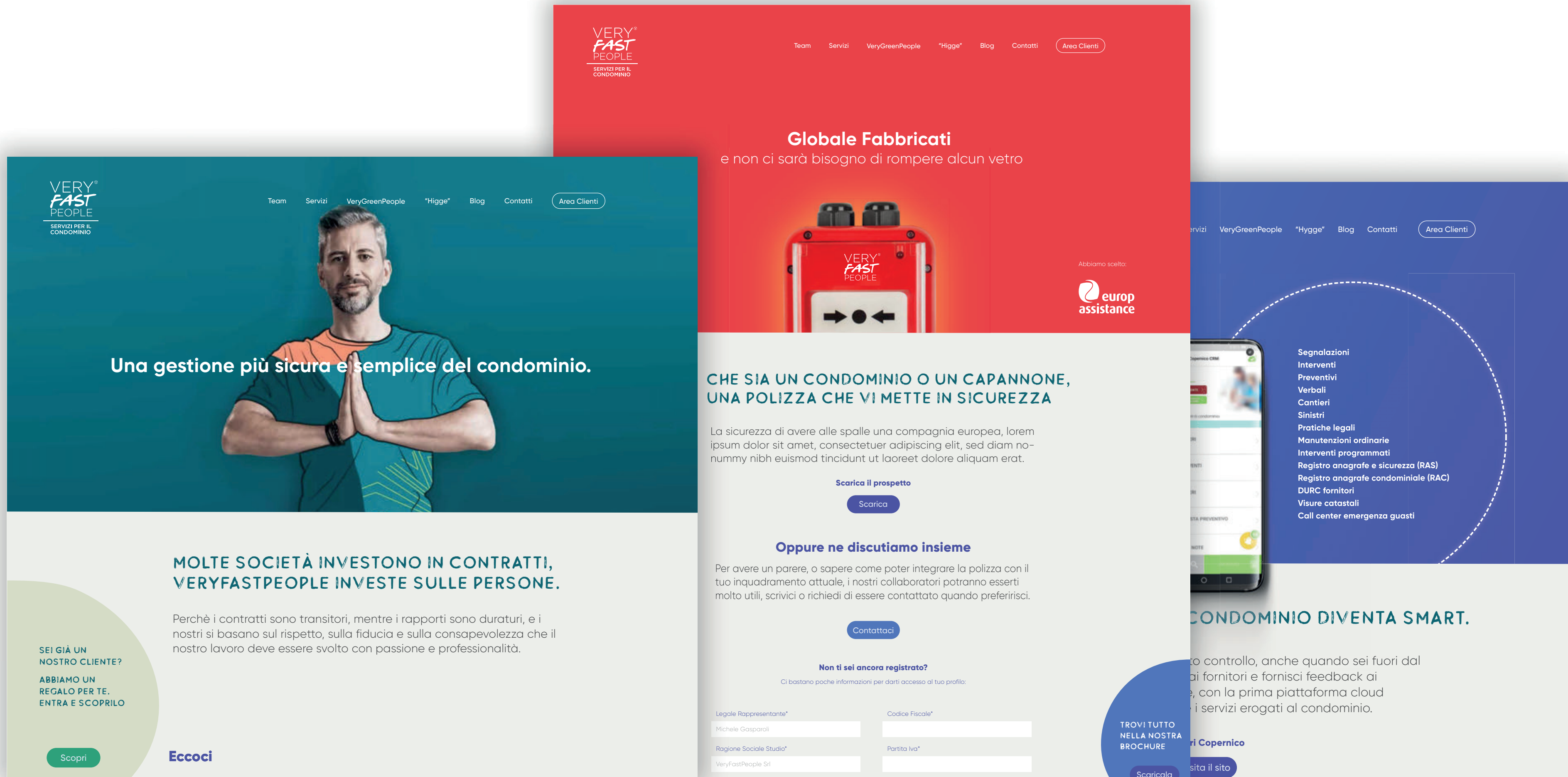
BOSSI E L'ARTE

Bossi è anche un esempio rappresentativo per la storia del disegno industriale italiano. L'eccellenza...

• Leggi

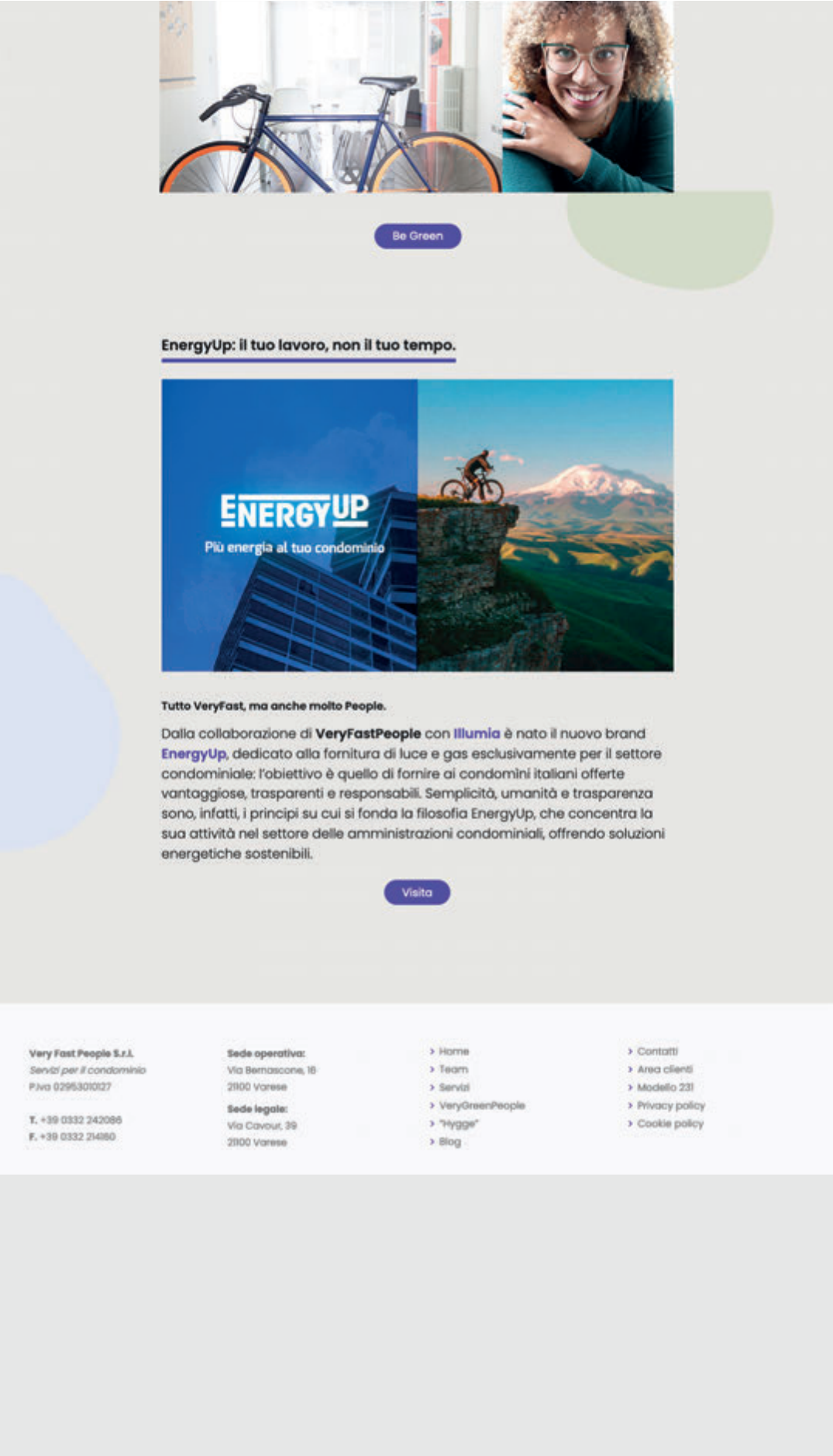




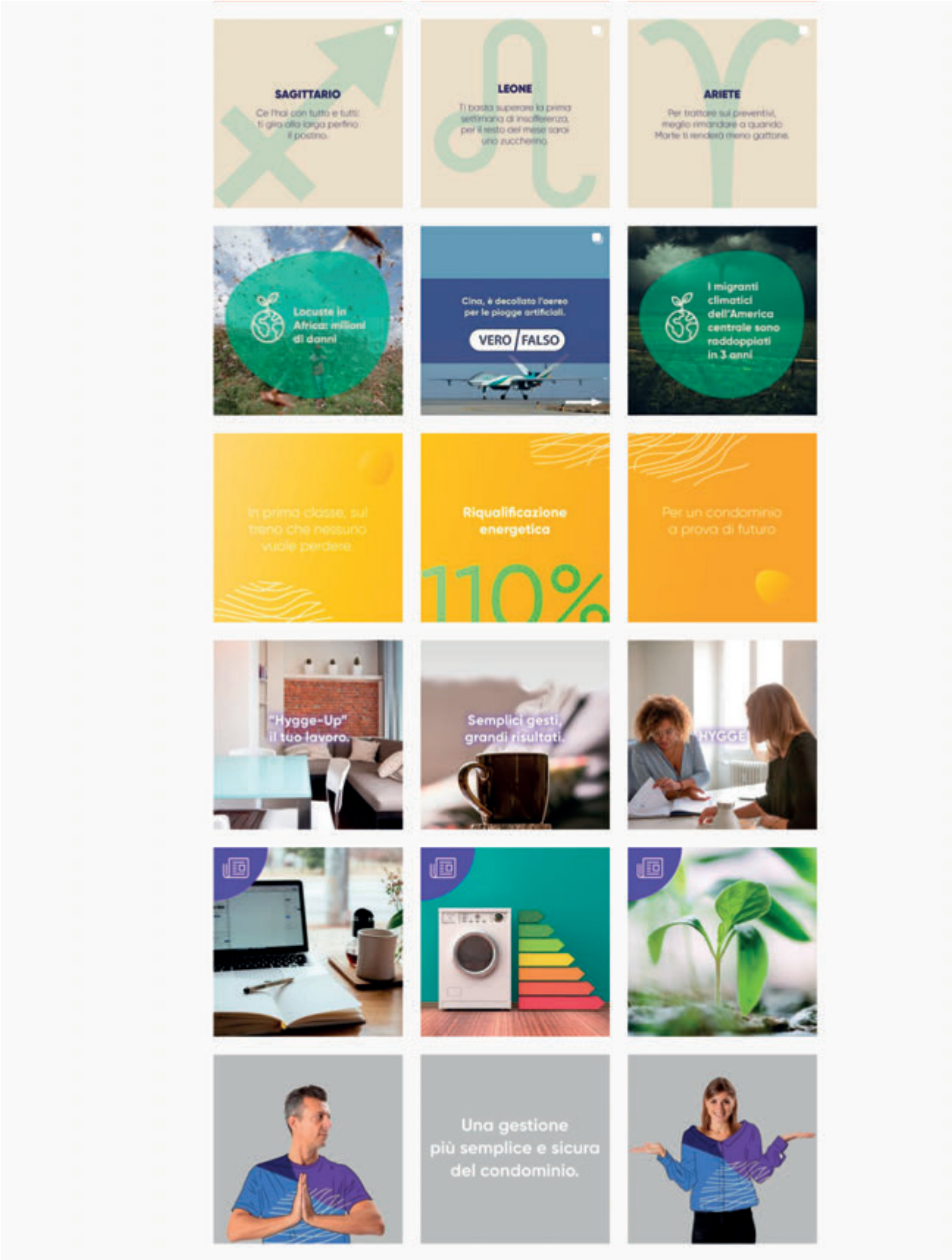
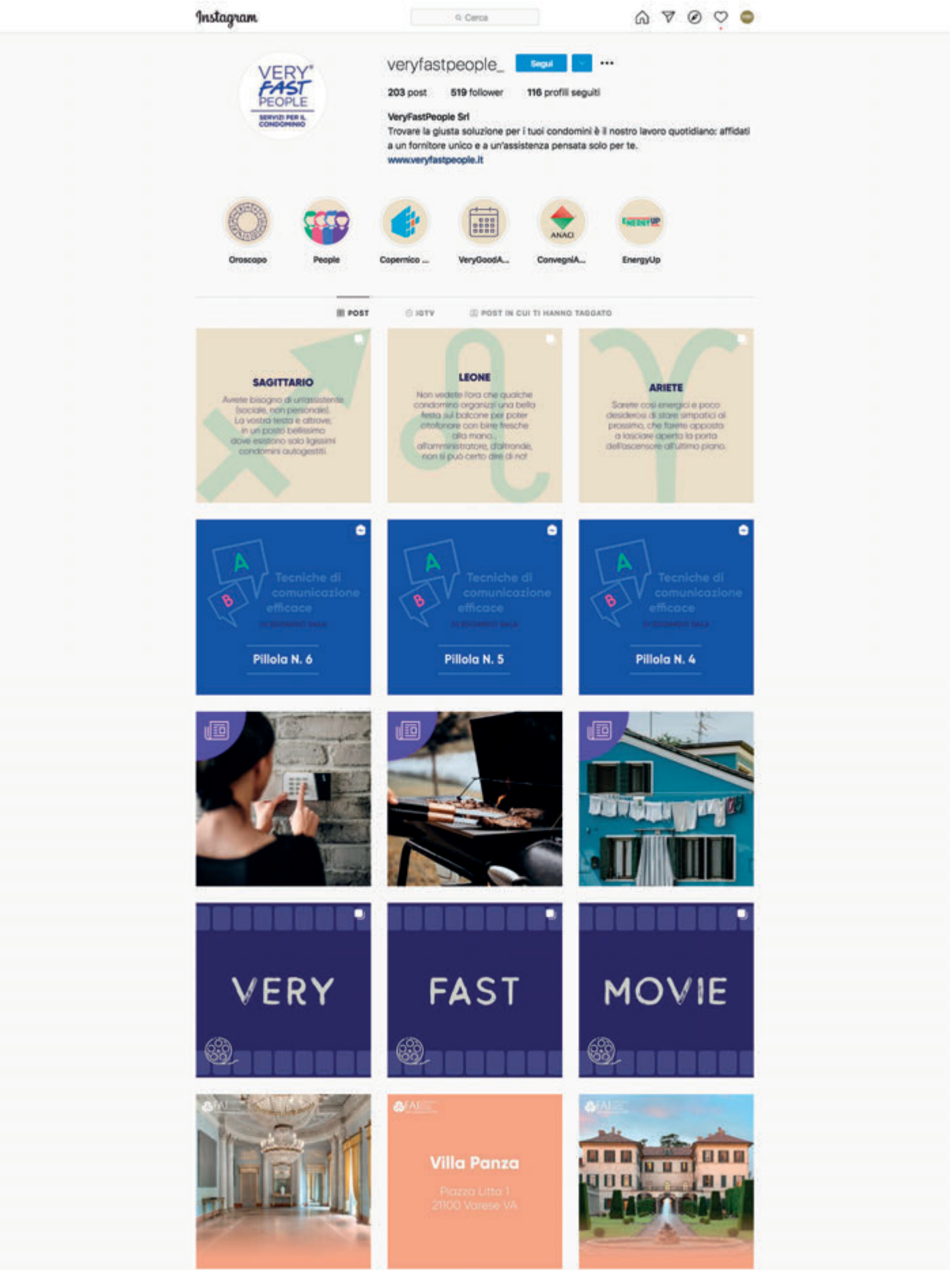
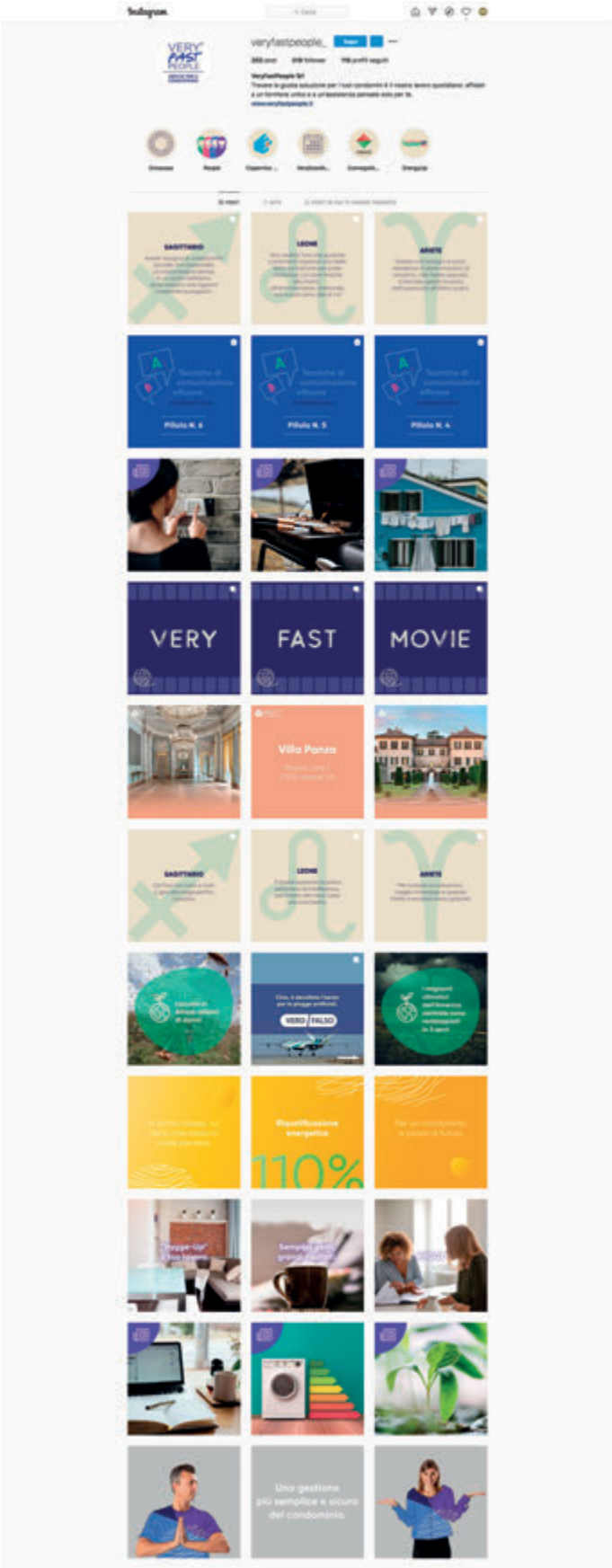


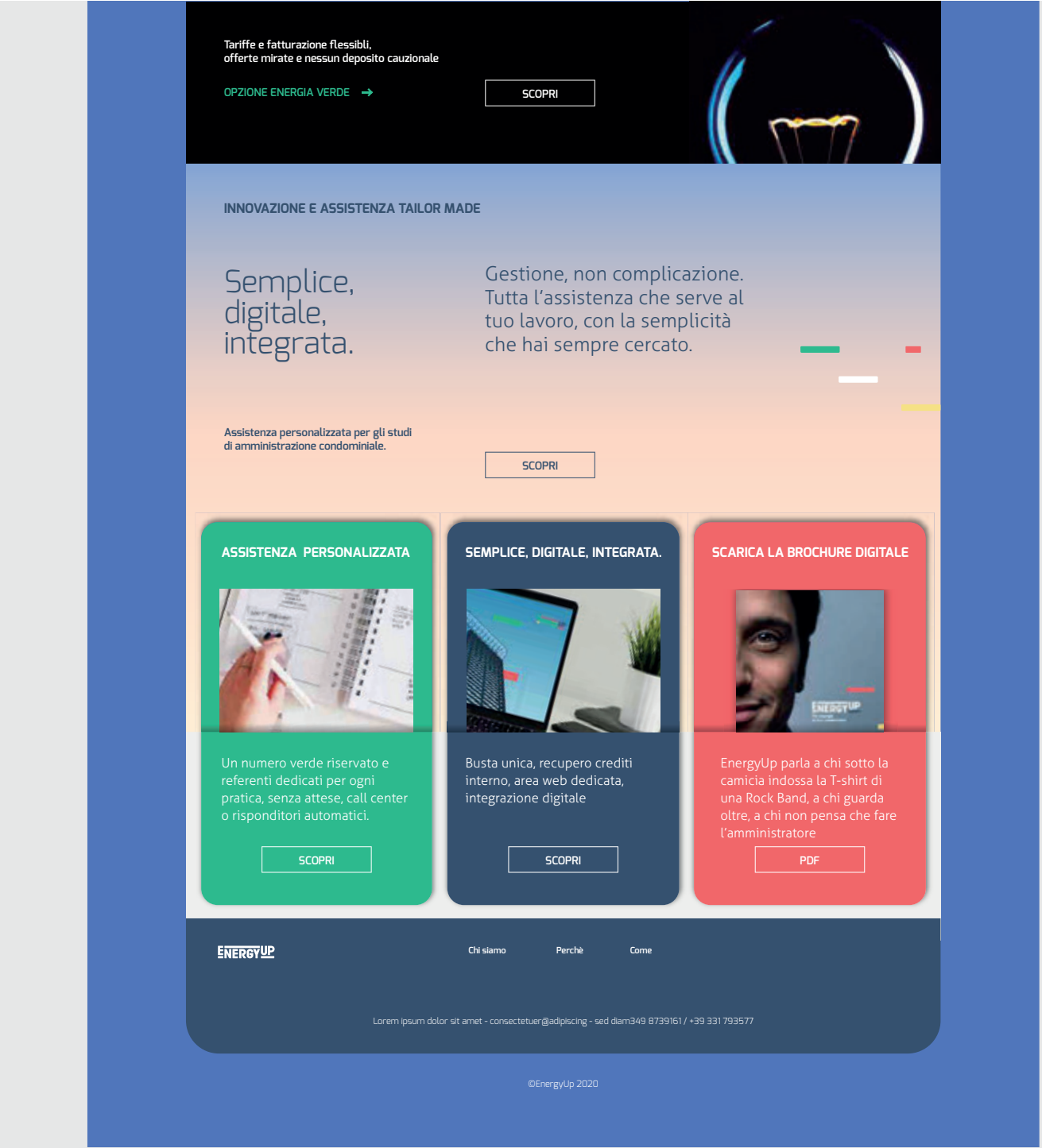
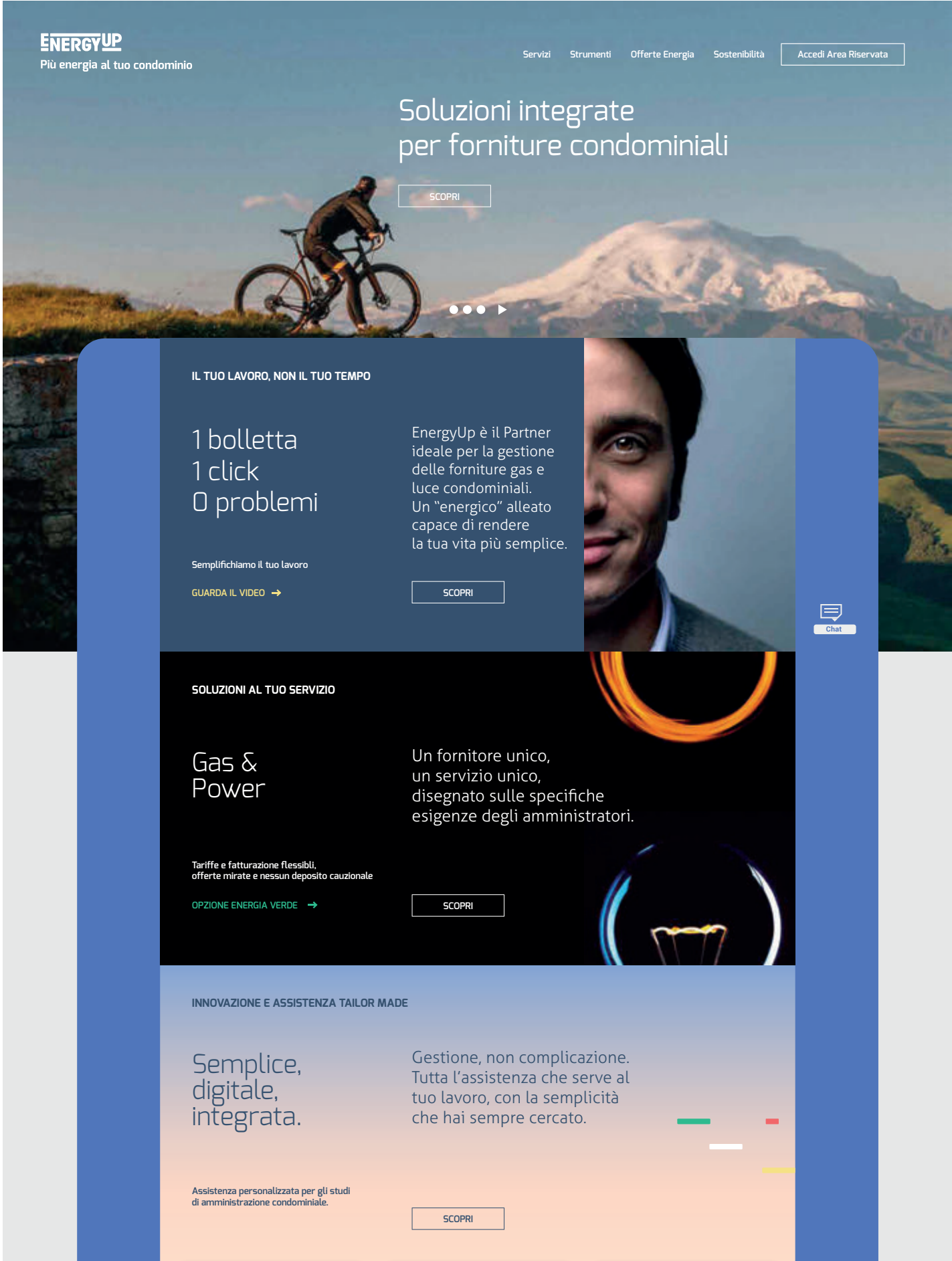
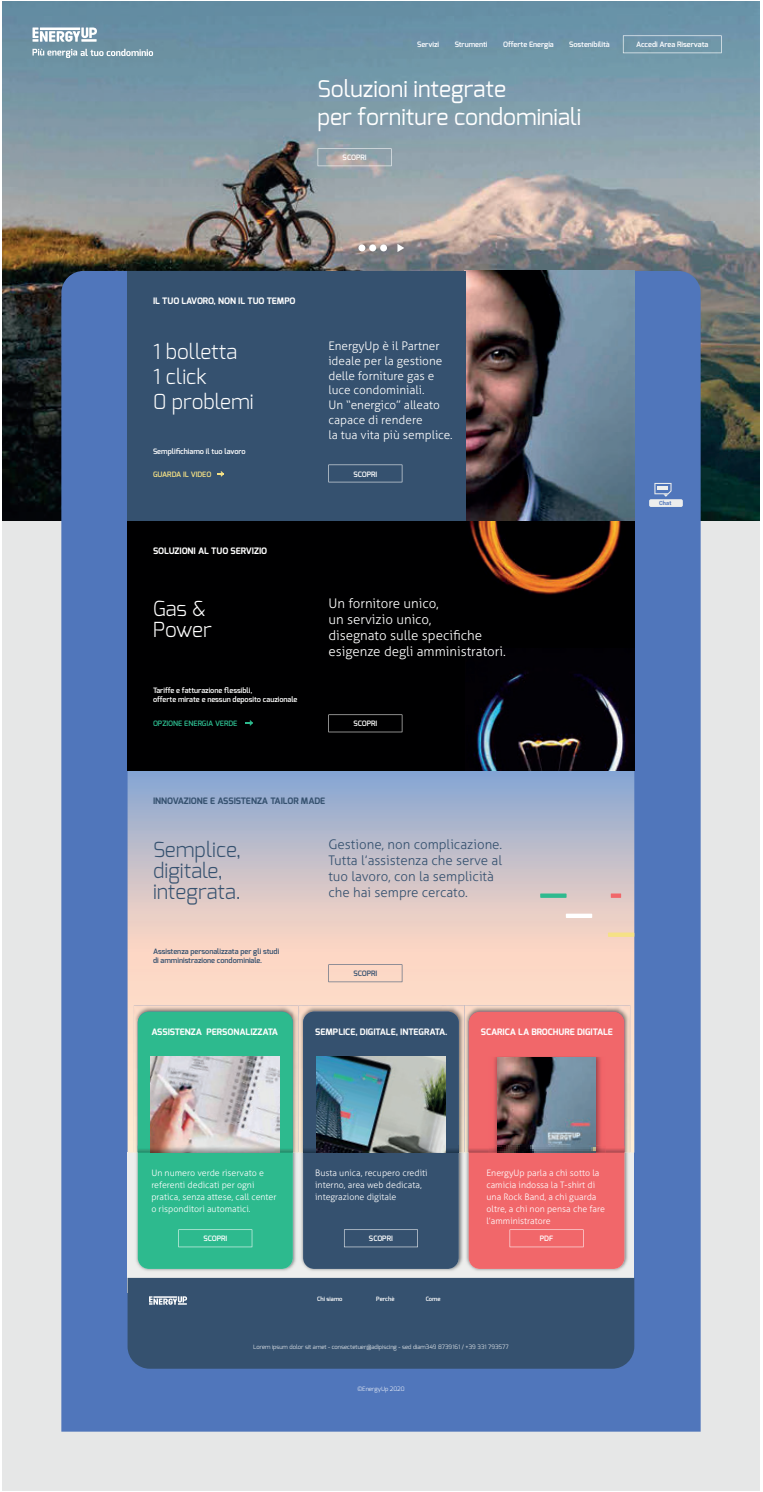
VERY FAST PEOPLE

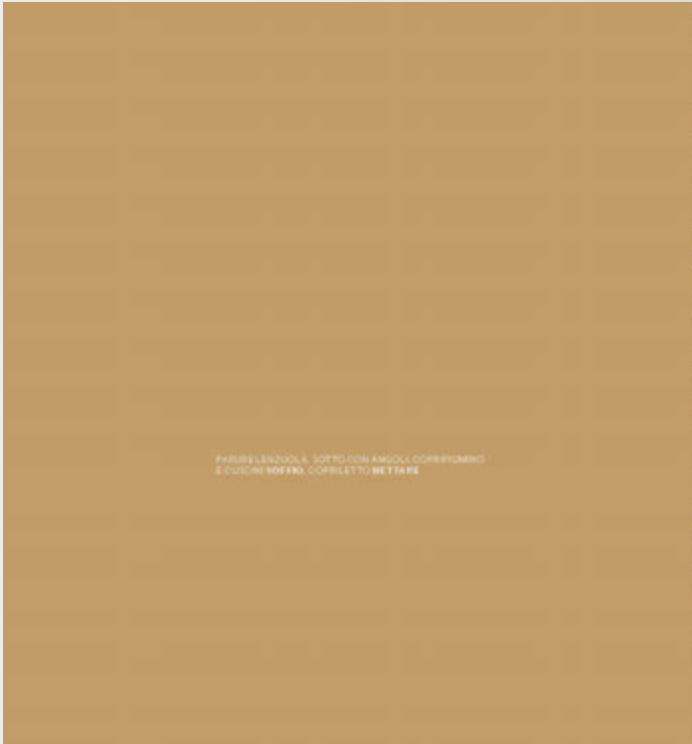
WEB SITE + APP COPERNICO UI DESIGN AND DEVELOPMENT



VERY FAST PEOPLE
SOCIAL MEDIA STRATEGY DESIGN AND MANAGEMENT

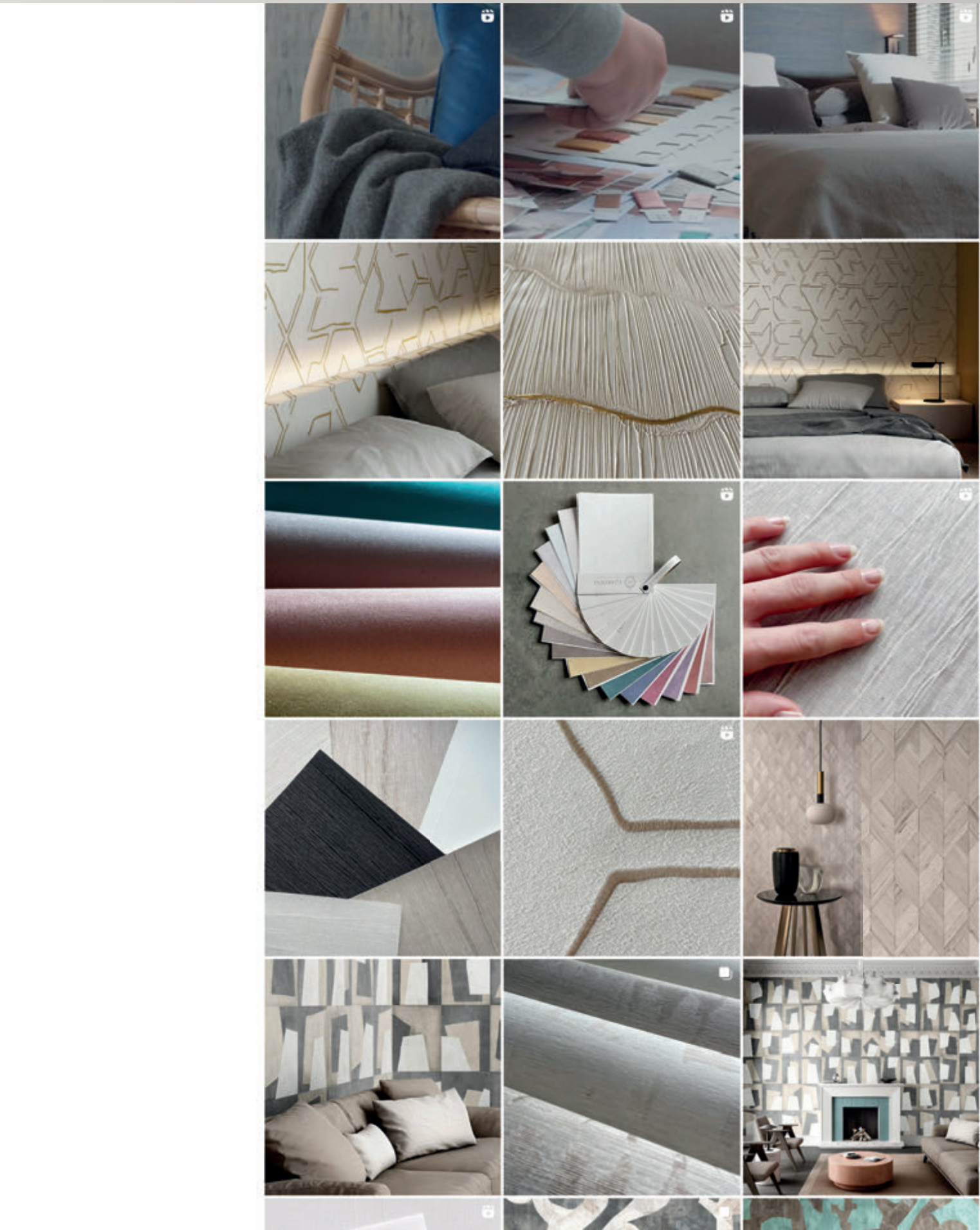
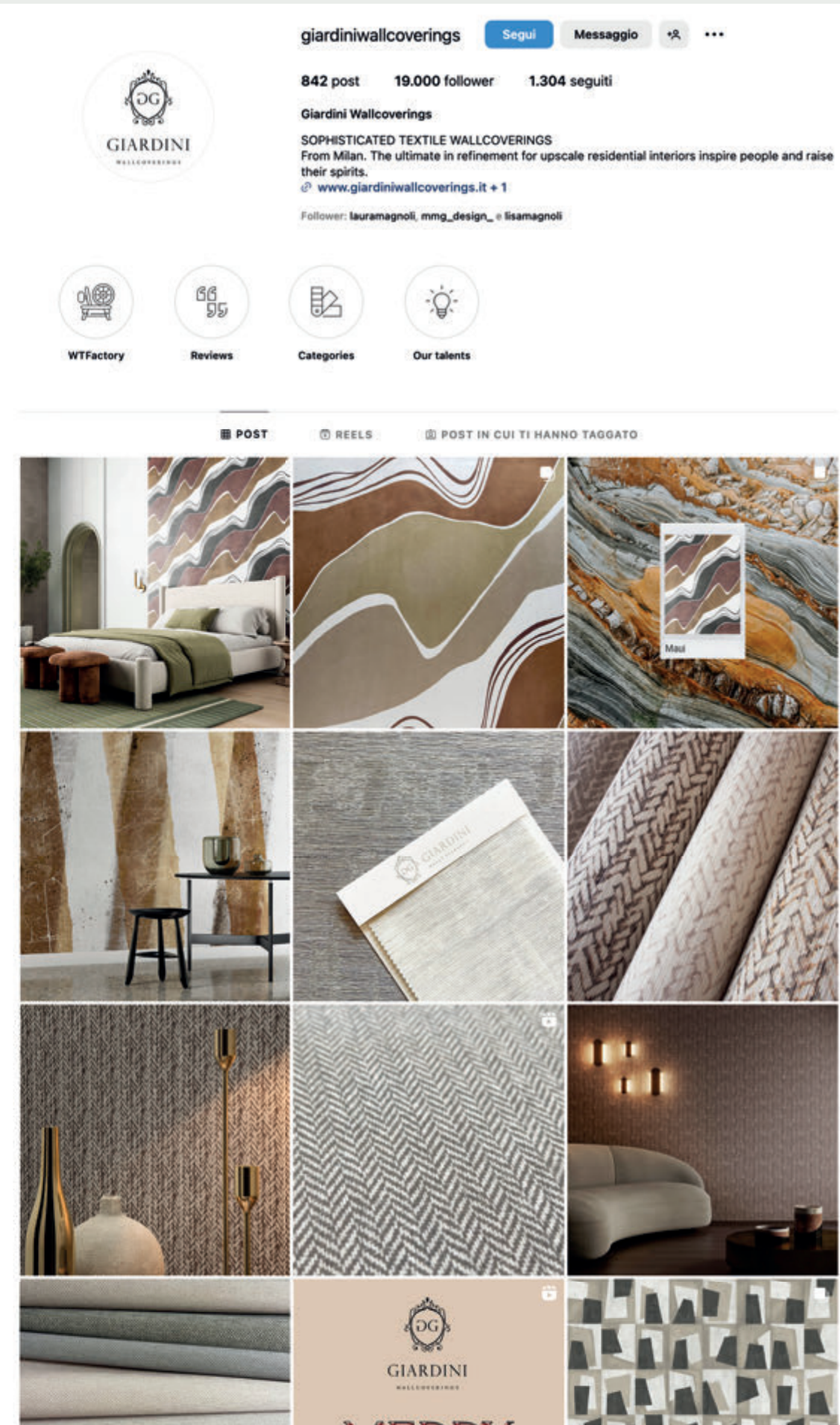












mmc
Grazie