



Lorenzo Piazza

curriculum vitae

WORK EXPERIENCE

7 — 8 2018	latveria design — bold graphic design for henry	-
4 — 8 2018	regione emilia-romagn graphic identity for the e fashion valley, including	emilia-romagna
1 — 4 2018	barilla — parma graphic and product sys design thinking projects	
1 — 4 2018	latveria design — internship — bologna graphic design for harvard, henry cotton's, mcs, marina yachting, culligan and more	
2015	liceo galvani museum — bologna photography of the museum's collection	
softwares	photohop //////// indesign //////// illustrator ////////	



ACADEMIC CAREER

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2019 — 2021	information experience design — royal college of art two-year master of arts degree
2019	graduate diploma in art and design — royal college of art eight-month art and design programme graduated with two distincions and one merit
2015 — 2018	product design — università di bologna works for barilla, neri, bimbotu graduated with 110L (honours)
2010 — 2015	international italian-english scientific high school — galvan liceo galvani, bologna study trips to the uk, france and australia
2013 — 2015	international certificates cambridge esol certificate of proficiency in english six cambridge igcses including art & design, all with grade A diplôme d'études français (république française, french b2)
anguages	italian / native english / bilingual french / everyday



EXHIBITIONS HISTORY

2021	beep beep — london — menier gallery portale, vitia et alienatio museum experience design installations
2021	rca 2021 — Iondon — online portale, vitia et alienatio museum experience design
2021	wip 2021 — Iondon — online bound, matter, veiled photosensitive installations
2019	xcavations — london — crypt gallery portale metal, plastic projection installation
2019	show — london — garden house serelitto heat-sensitive installation
2017	bologna design week — bologna bologna tactile publication



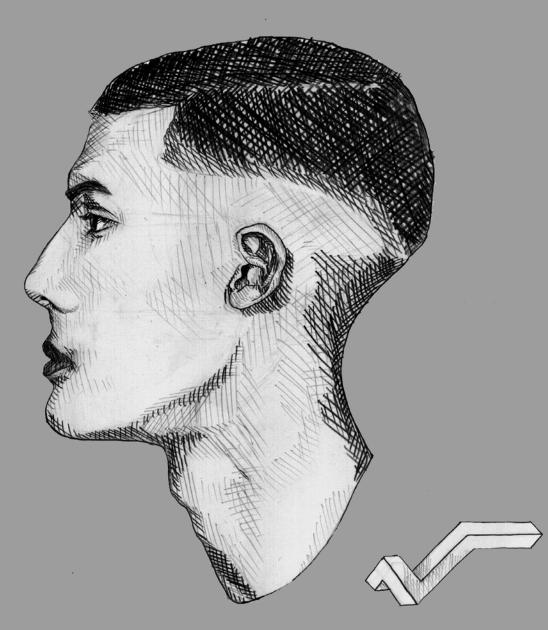
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+44 (0) 7 883 099 515

lorenzopiazzadesign.com



LORENZO PIAZZA

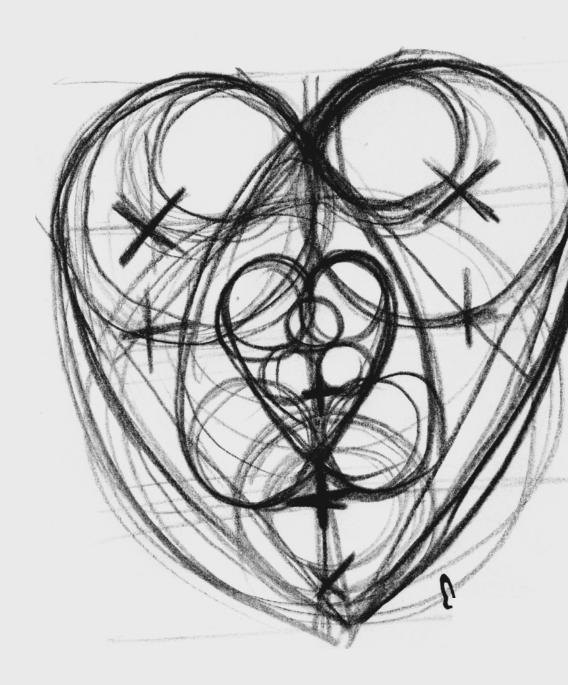


WORKS SELECTION



New Heritage





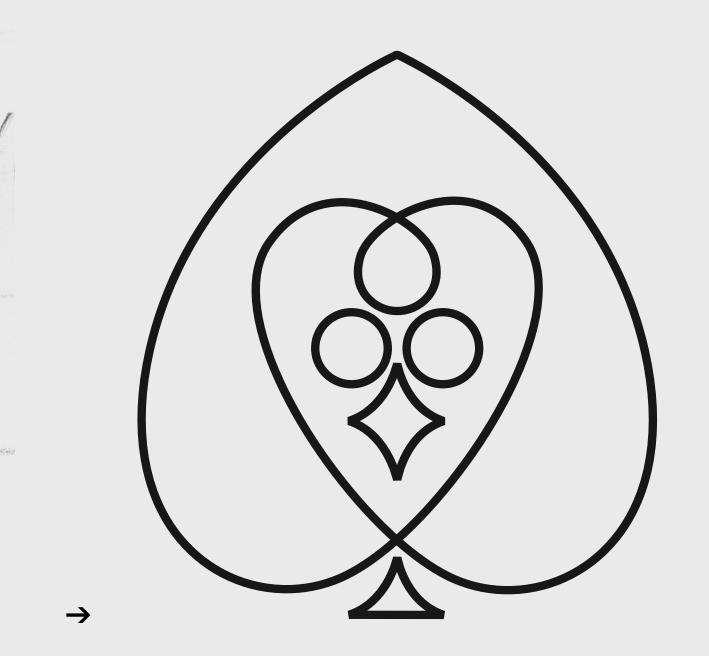
Traditional design Playing-cards suits' symbols.

Study Geometrical dissection.

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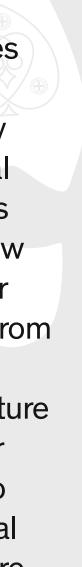
Who Fiorentini+Baker

What **Collection designs** When 2018



New design Each symbol is entwined with the next.

A creation of a series of designs to place on soles of future collections of the Italian-English luxury footwear brand. The goal was to revisit the brand's heritage and give it a new spin. Thus, inspiration for the new designs came from graphics found on older models as well as signature brocade fabrics used for years. Attention was also payed to the brand's dual Bolognese-English nature.



New Heritage

Brocade fabric designs **Who** Fiorentini+Baker What Collection designs **When** 2018





FIORENTINI+BAKER





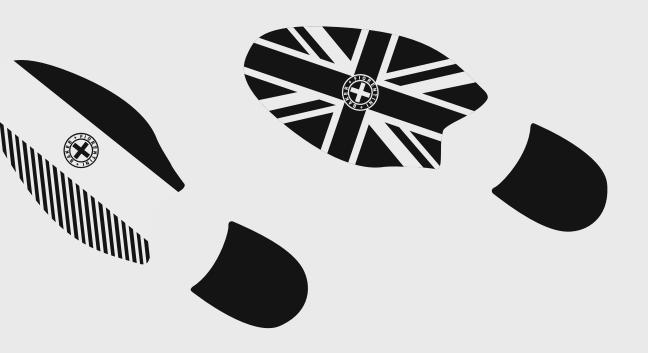
designs

FIORENTINI+BAKER

Who Fiorentini+Baker

What	
Collection	designs

When 2018





Fading Whispers

Thousands of languages worldwide are in the process of being forgotten. Fading Whispers is a proposal of a "language encyclopedia" that would redirect the reader to online archives devoted to preserving those in risk of abandonment. The behaviour of the endangered languages appears to be very similar to that of endangered species. Adopting the familiar language of the latter, this printed prototype features a sample of two languages for each level of endangerment. As pages cover languages in higher danger of disappearing, their appearance starts to fade, as if the printer was running out of ink.



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With	What	When
ELAR, Rosie Boxall	Projection on plaster	2019

It is the model for a more inclusive and extensive version containing the full extent of this linguistic spectrum. This booklet serves as a springboard for the reader's own exploration of the languages present in our world today. It is made in the hope that people will embrace the subject and take their curiosity further. Each page would feature an embedded NFC tag that redirects the reader to information on the language they are seeing (or not seeing) on paper.











A. ATTAX S \$3.4



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Umine e - I - kore

14

fading whispers

aynu=itak Prz.74

The indigenous Ainu is common for the Alt themselves due to a actual population of / characters; therefore,

Statesman and lawyer, Clooro was one / hate and / love. Why / do that, perhaps no us

originally spoken in the arts around home as Latium. It became the dominant language in

Roman Empire. Vulgar Latin developed motes Romance languages, such as Italian, French, Spanish, Portuguese and Romanian and tas controls that many works to the Err

of the greatest Latin authors and crators. / know hot, but / feel it happening and i in totund A REAL PROPERTY

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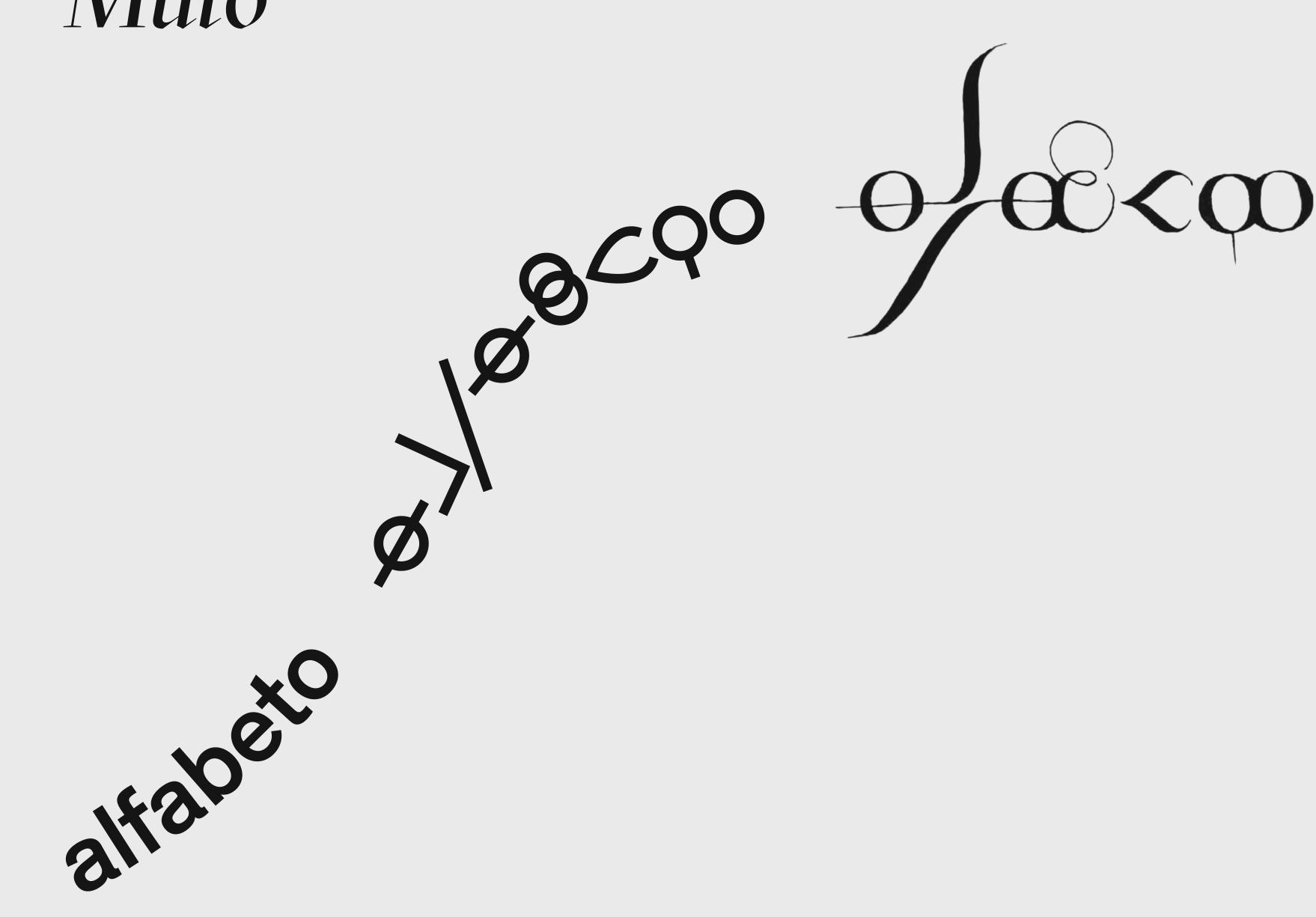
The ancient Greek language is part of the Indo-European languages and includes

lingua latina - lungia latuna

atin

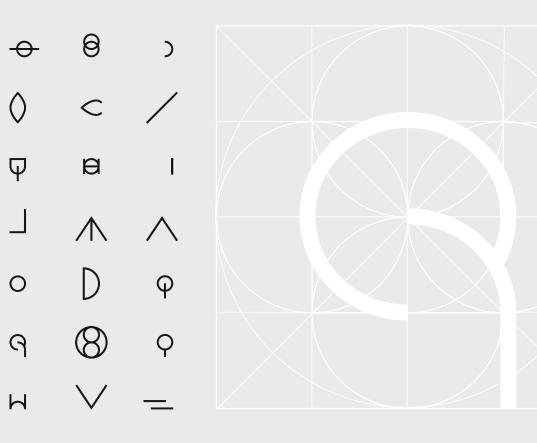


Muto



What Type, calligraphy When 2019

Muto is an attempt at a visual translation of the mute alphabet that as children me and my friends used to use to send messages to each other without being overheard. The glyphs represent the gestures made for each letter of the Italian alphabet, thus excluding j, k, x, y, w and punctuation. The rune-like signs are a hand-drawn calligraphy version of the font, aimed at an elegantly dramatic visual impact.



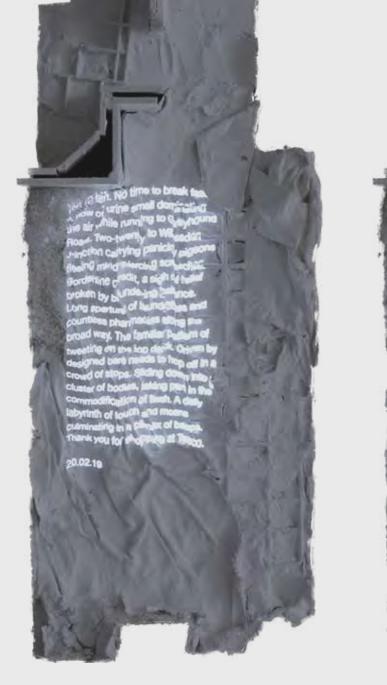




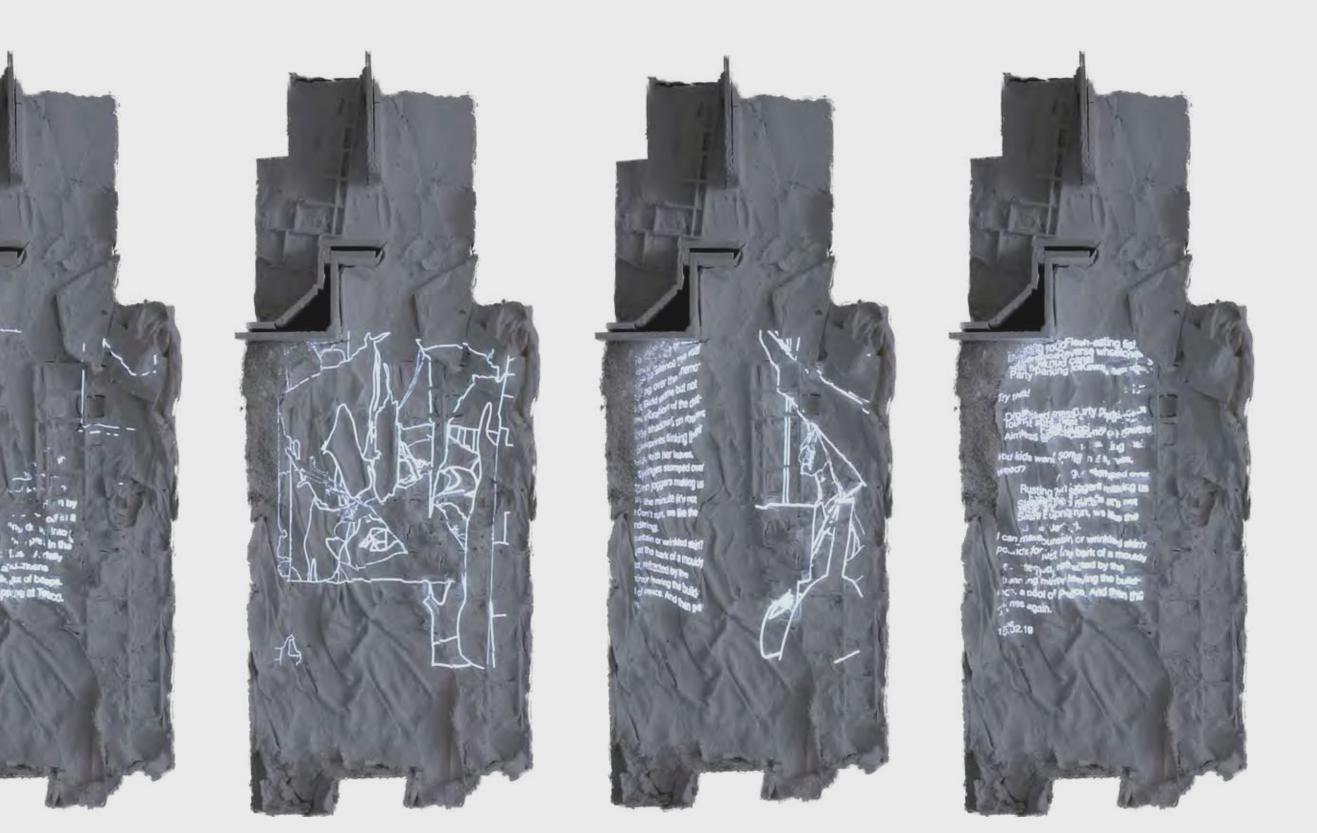


Vanishing Moments

Vanishing Moments was born out of two concerns: the housing crisis for students in London and the perceived futility of disposable objects. As students often have to move, they don't have time to make memories in every accommodation in which they stay. We decided to place some everyday objects in a container shaped like a nondescript student accommodation (as they are all different yet all the same) and poured plaster over them as a way to freeze them in time. We then used projection to show our wanderings around London and pieces of creative writing on these **topics.** —vimeo.com/326192262



With Marius Pfennigdorff WhatWhenProjection on plaster2019



In Limine

In Limine was a student-led event of the RCA 2021 Show. We wanted to generate a discussion around the line that divides the physical and the digital and its everincreasing blurriness. The event featured both an online symposium and the building of a small temporary pavilion in a park. The graphics I designed for the event are aimed at representing the liminal space and transition between digital and physical, with well-defined letters that are gradually distorted towards the abstract. The graphics also inhabit both spaces, as they are applied to a range of outputs that go from material posters to virtual meetings backgrounds used for the online talk.

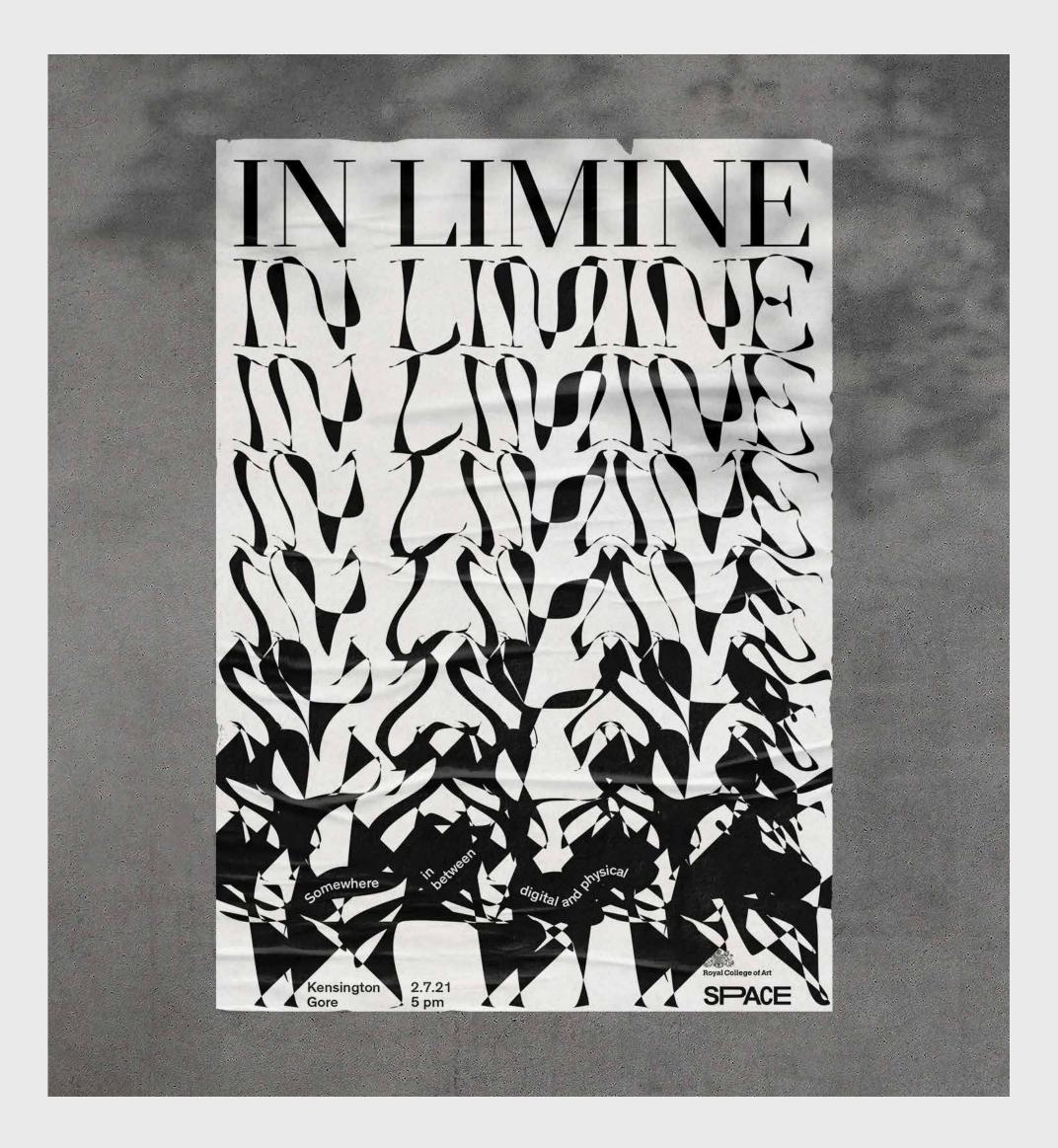




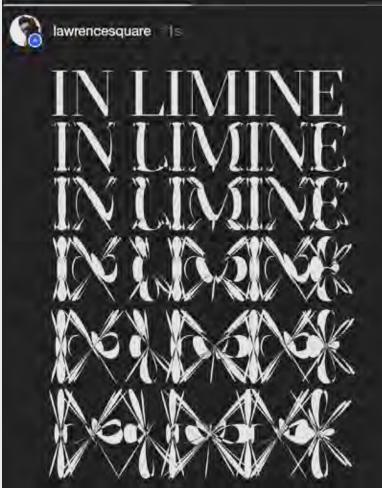
Where Online, London

What Graphics, print

When 2021



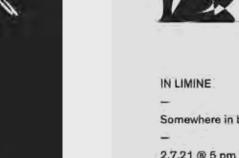
In Limine



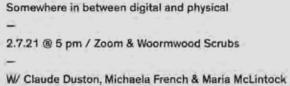
IN LIMINE

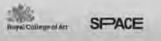
Somewhere in between digital and physical --2.7.21 @ 5 pm / Zoom & Woormwood Scrubs --W/ Claude Doston, Michaela French & Maria McLintock

SPACE



-







a
rm
rei

Where Online, London

What Graphics, print **When** 2021

and physical

nwood Scrubs

ench & Maria McLintock

←
 IG Stories
 Set of six graphics

→
 IG Post
 Set of four graphics



Piace a mariusleqipfennigdorff e altre 35 persone rcaled TOMORROW 17:00 (GMT+1) In Limine is a liminal space of transition between the digital space and the physical world. We will hear from three different practitioners about their creative processes in working with experimental spatial typologies, moving in between digital and physical spaces, with a discussion afterwards. Online event that will be



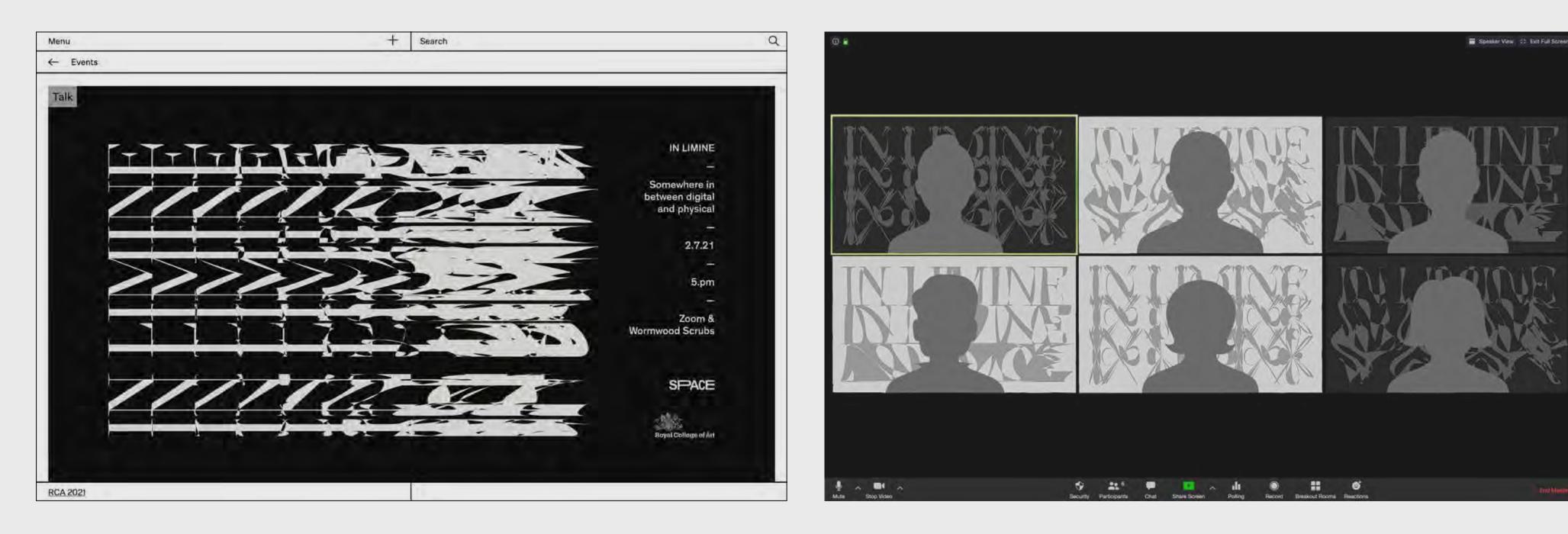
In Limine

 \rightarrow

Banner RCA 2021 page,

e-mails

 $\rightarrow \rightarrow$ Backgrounds set Online talk event



Where	What	When
Online, London	Graphics, print	2021



IN LIMINE

Somewhere in between digital and physical

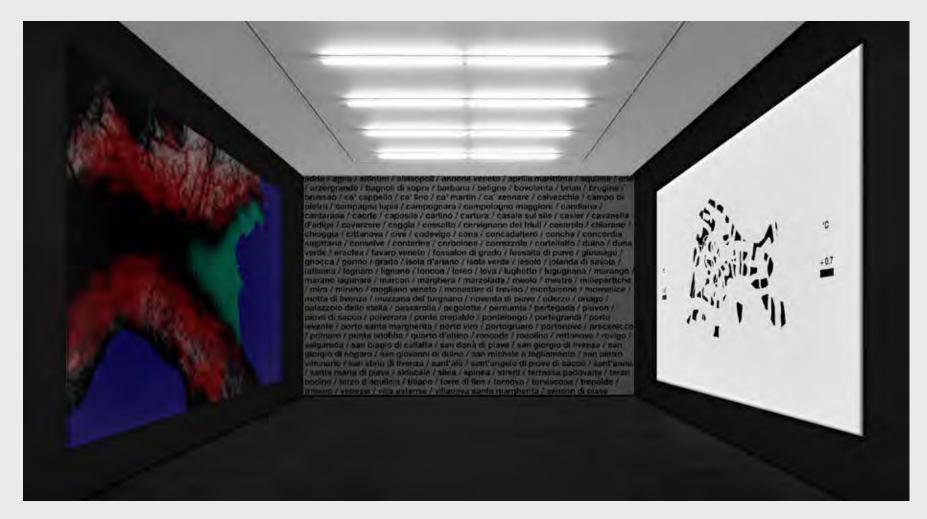
2.7.21 @ 5 pm / Zoom & Woormwood Scrubs



Serelitto

Serelitto is the concept for an installation about the effects of global warming in Venice. It is a room where the temperature increases gradually, prompting a transformation of the two artworks displayed, showing the effects of future floodings, and of the walls themselves, listing the towns that would disappear. All is made using heat-sensitive inks. The people watching will also be affected, starting to feel hot and sweating, experiencing the effects of this issue on their very skin. A ticking sound in the background triggers senses of urgency and need for immediate action.





What	When
Heat-sensitive inks, screen printing, heat	2019

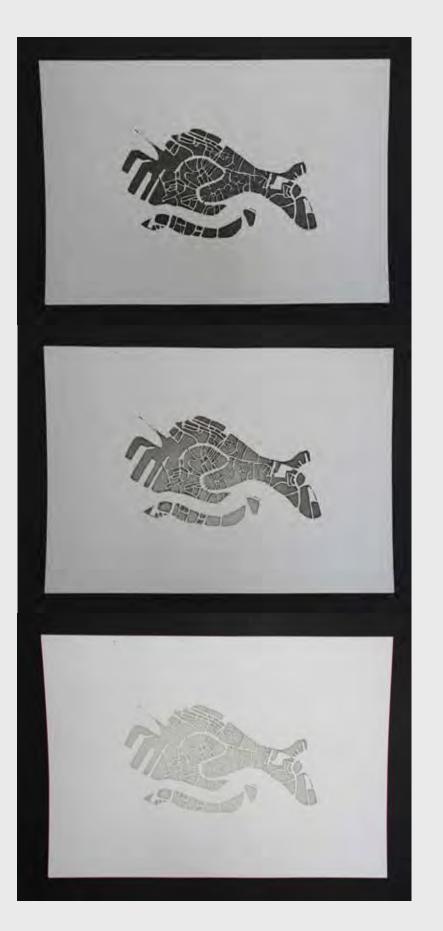


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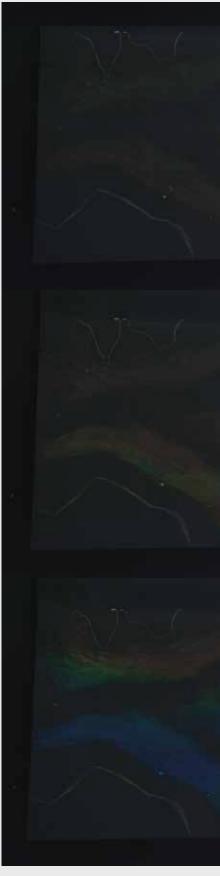


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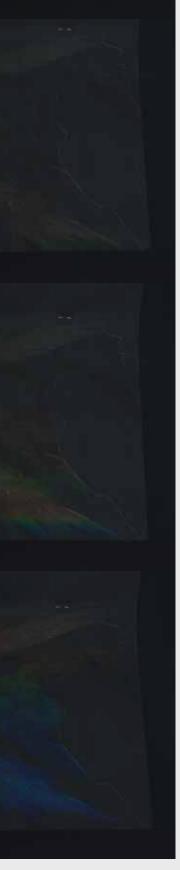
Serelitto



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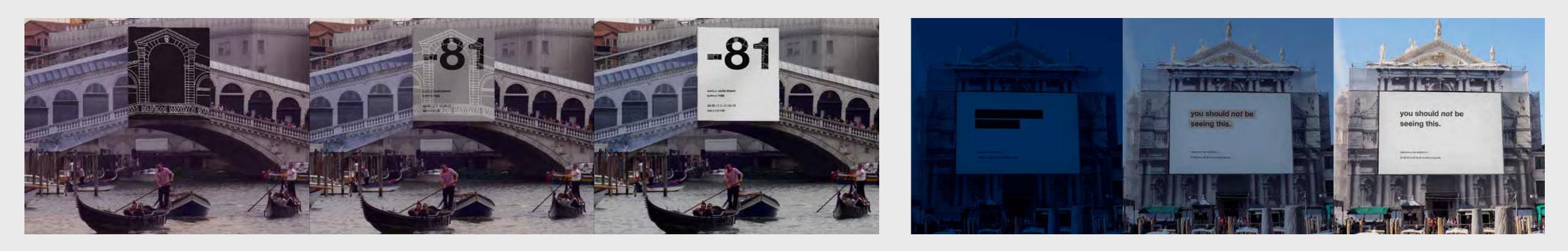
What	When
Heat-sensitive inks, screen printing, heat	2019

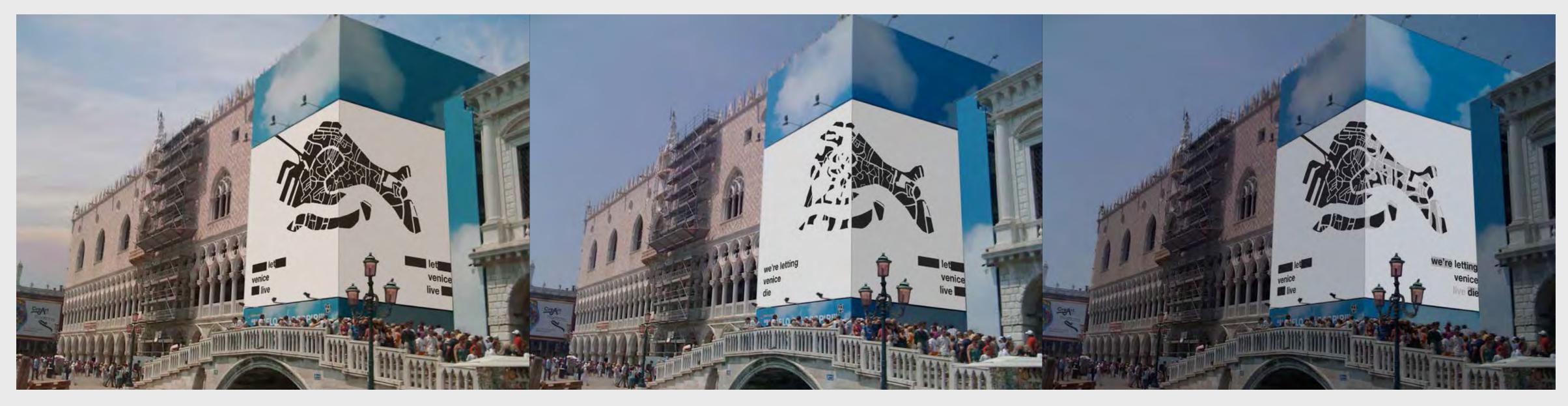


Tests aimed at grounding the exhibition concept to reality, exploring materials to see what works and what doesn't, setting limits and defining parameters. The pictures show the transformation of the artworks as temperature increases.

Serelitto

Promotion & Awareness
Temperature-sensitive bill



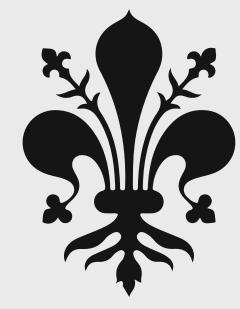


	What	When
llboards	Heat-sensitive inks, screen printing, heat	2019

Bologna Firenze 2036

A proposal for the brand identity for the Bologna-Florence joint pitch to host the summer Olympic Games of 2036. The logo consists of a combination od the Florentine lily and the Bolognese lion, the town symbols, that come together in a blaze representing the Olympic flame. The tones connecting Bologna's red and Florence's purple became the identity colours, their middle shade becoming the main reference. Given that the logo is rich in shapes, it can be dissected to the point that each element can itself become the identity for a sub-category within, obviously, the same project.





What Brand identity

When 2020-21





Bologna Firenze 2036



What Brand identity

When 2020-21





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21.June.2020

BRANDING MOCK.UP VOL. 4.0

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Where can I get some?

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum.



Ezio

This is a very personal project, as I made it as a tribute to my uncle, Ezio, who died of cancer this year. He was an artisan who had a small business making olive oil and my idea to pay homage to him is a limited series of 63 bottles, one for each year he lived, made with the olives harvested on the year of his passing. The naming for the label is an impression of his appearance via some characteristic elements like his ever-present glasses and the shape of his nose. However, his signature feature was the glorious golden moustache. And, through the punched paper, it is the oil itself that brings it back to life.



Who Azienda Agricola la Civetta

What Label design **When** 2021

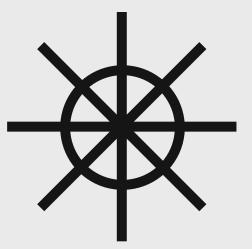


Fashion Valley

For my BA thesis project I was asked to design the brand identity of the Emilia-Romagna Region as Fashion Valley, a project being developed by the government to promote the local fashion system. I came up with two ideas. The first is an acronym for Fashion Valley Emilia-Romagna where the serif of the V becomes the line of the F, creating the logotype FVER (to pronounce as 'fever'). The second is a fusion of \times (a stylised thread and needle), + (accessories) and O (community). The resulting shape calls to mind the wheel of the silk mills upon which the area built its fortune in the Middle Ages. This solution has great potential as it can be used to generate an entire iconographic alphabet that lends itself to immense versatility (e.g.: website). Who **Emilia-Romagna Region** What Brand identity When 2018

ver





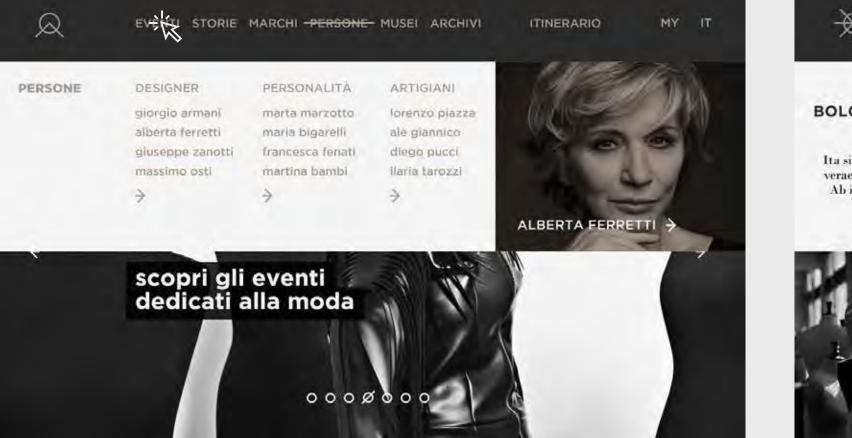
fashion valley

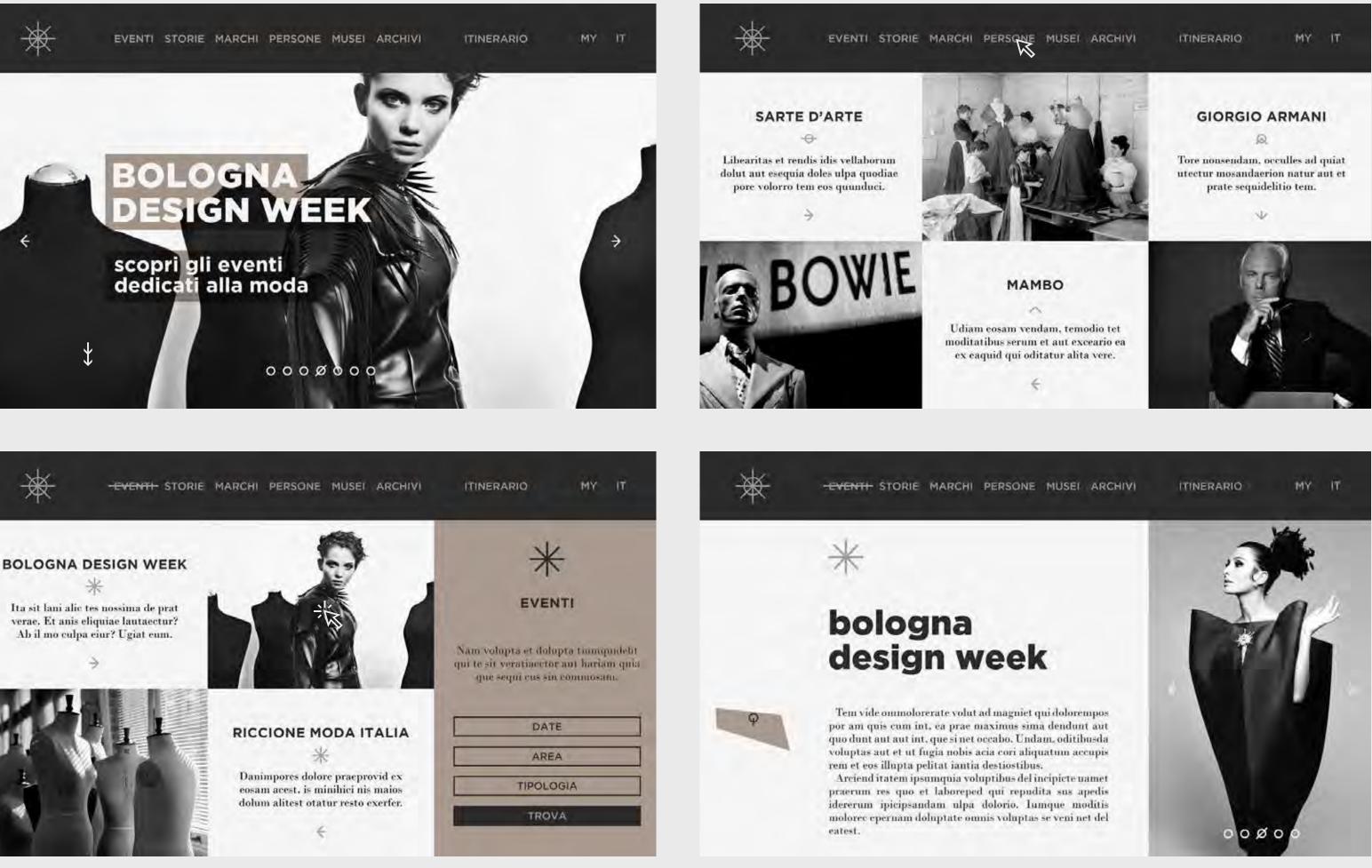
 $\mathcal{O} \checkmark \times (\mathbf{n}) \Rightarrow \mathscr{O} \checkmark - \mathfrak{O} \checkmark (\mathbf{n}) \times \mathbf{n}$



Fashion Valley







Who Emilia-Romagna Region

What Brand identity

When 2018

Fashion Valley





Who Emilia-Romagna Region

What Brand identity **When** 2018







fashion valley

Il bambino sopravvissuto.

Il signore e la signora Dursley, di Privet Drive numero 4, erano orgogliosi di poter affermare che erano perfettamente normali, e grazie tante.

Erano le ultime persone al mondo da cui aspettarsi che avessero a che fare con cose strane o misteriose, perché sciocchezze del genere proprio non le approvavano. Il signor Dursley era direttore di una ditta di nome Grunnings, che fabbricava trapani. Era un uomo corpulento, nerboruto, quasi senza collo e con un grosso paio di baffi.

La signora Dursley era magra, bionda e con un collo quasi due volte più lungo del normale, il che le tornava assai utile, dato che passava gran parte del tempo ad allungarlo oltre la siepe del giardino per spiare i vicini. I Dursley avevano un figlioletto di nome Dudley e secondo loro non esisteva al mondo un bambino più bello. Possedevano tutto quel che si poteva desiderare, ma avevano anche un segreto, e il loro più grande timore era che qualcuno potesse scoprirlo.

Nome Cognor Designer



DESIGNER

nome cognome a mail.com 331 1367768







Randomness





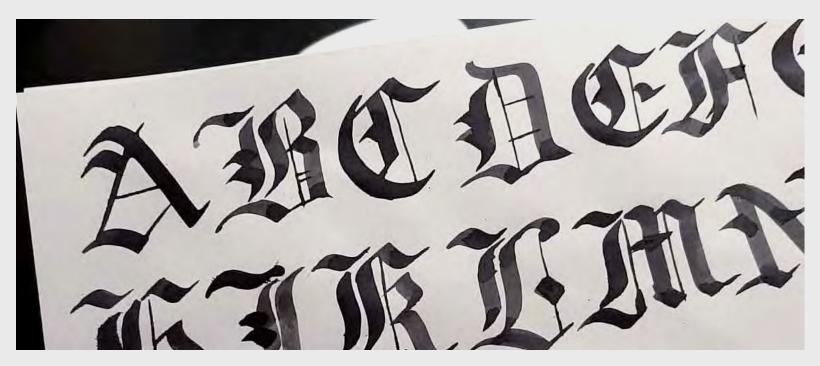
What

A collection of random examples of casual calligraphy and graphics



Randomness







What

A collection of random examples of casual calligraphy and graphics





Lorenzo Piazza

To see more of my work, especially my experience design projects, please visit: lorenzopiazzadesign.com

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Thank you for taking time to go over my portfolio.



