PORTFOLIO

Progetto25zero1 is a creative oasis in Milan, Italy. The group produces ambitious research projects, creates and sells design products and invents new types of communications.

Recently Progetto25zero1 has exhibited at the Salone Satellite 2006 its last light design: Mr Wax's luminous dreams.

The names and the brains of Progetto25zero1 are Beltran, Carlo, Lorenzo, Nicola and Raffaello. It's still remains to unveil the reason for which they are called Progetto25zero1.

Product Design
Graphic Design
Corporate Identity
WebDesign
Research
Strategy
Creativity
Ideas

Progetto25zero1

Raffaello Dell'Agata

Expert in the management of complex projects and strategies for re-launching companies, Raffaello Dell'Agata has a degree from the Polytechnic School of Milan specializing in Industrial Design, with his experimental thesis on the creation of semantic fabric . His economical and industrial know-how is utilized by Progetto25zero1 and the Polytechnic School of Milan, for which he collaborates regularly.

Beltran Berrocal

A graduate of Industrial Design at the Polytechnic of Milan, Beltran Berrocal has a real passion for strategy projects and cultural management that involves at the same time various sectors of design. For Project25zero1 he runs the main projects regarding the web, exploring the expressive potential of technology and programming. Expert in Macromedia Flash and Action Script, he was nominated in 2000-2001 Microsoft E-ambassador. He has a rich artistic cultural background and is talented in photography. He speaks perfect English, Spanish, Italian, French and Portuguese.

Nicola D'Antrassi

A graduate of cinema at D.A.M.S. of Bologna with a thesis on "Screenplay in Video Games", Nicola D'Antrassi has organized conferences on the subject of video games and the new media, besides musical events and university lessons on net-art. Writer, creative and multi-disciplinary, he deals with the communication workings of Project25zero1 and alternative visions of the planning process.

Lorenzo Gaggiotti

A graduate of Industrial Design at the Polytechnic of Milan, Lorenzo is a well-known graphic artist, interested in the new evolutions of the design both in the Internet and in traditional graphics. He is a specialist in the organizational planning of the "coordinated image" and designs illustrations, paints and is the creator of every graphic enterprise of Project25zero1.

Carlo Bellelli

He has a lot of experience in various areas of planning of electronic apparatus; illumination systems made with non-standard technology and advanced prototypes. A specialist in the management of automatic machines and an inventor of certain electronic circuits. In Project25zero1 he deals with the production and the planning of certain prototypes, which requires a specific electronic know-how, such as alternative systems for the running of emergency systems, interface for specific types of furniture and other innovative gadgets.

International fairs

International furniture fair 2006
Salone del mobile, SaloneSatellite - Milano RHO
Metamorphosis lamps: "The luminous dreams of Mr.Wax"

International furniture fair 2005
Salone del mobile, SaloneSatellite - Milano city
Interactive lamps: "Do you speak Design?" with Pupa lamp, Elica and Viva lamp, kick on, K-On and Accordo,

Publications 2003 / 2006

Cosmopolitan - n. 8 - August2006 - pag. 200
object: Elicalamp
editor: Mondadori - www.cosmopolitan.it

Interior Digest - June2006 - pag. 6
object: Mr.Wax lamps showed at SaloneSatellite 2006, "Lampa Metamorfosa"
Russian Editor - www.idigest.ru

Glamour - n. 170 - April2006 - pag. 292
object: aperitivo with young designers
editor: www.glamour.com - www.glamouronline.it

Design At Home - summer 2005
object: PUPA lamp showed at SaloneSatellite 2005
French editor

Lighting Design Collection - n. 10 - October2005 - pag. 50-51
object: Interactive lamps showed at SaloneSatellite 2005
editor: Reed Business Information, Italy - www.reedbusiness.it

FORM Designtidskriften - n. 4/2005 - pag.1 and 42
object: Interactive lamps showed at SaloneSatellite 2005
efitor: Svenk Form, Holmamiralens väg 2, 111 49 Stockholm, Sweden - www.svenskform.se

BAUMEISTER Zeitschrift für Architektur - n. 102 - pag. 19
object: FoodDesign project "Blokes"
editor: Redaktion Baumeister Callwey-Verlag Streitfeldstrasse 35 81673 München -
Deutschland - www.baumeister.de

ESCALA - n. 18- pag. 10-11-12-13
object: Interactive lamps showed at SaloneSatellite 2005
interview to the whole design team Progetto25zero1.
editor: Uma Publicação Altherswanke Comunicação Ltda. Rio De Janeiro - Brasile

DISEÑO INTERIOR - n.155 - pag. 109
object: Interactive lamps showed at SaloneSatellite 2005
editor: Globus Comunicaciòn SA - Madrid - España

ATRIUM magazine - July 2005
object: Pupa lamp
Slovakian editor

PIG MAGAZINE - n. 33
object: Interactive lamps showed at SaloneSatellite 2005
www.pigmag.com

ACTIVA FASHION DESIGN MANAGEMENT - n. 25 - pag. 190-191
object: FoodDesign project "Blokes"
editor: Design Diffusion Edizioni s.r.l. Milano, Italy - www.designdiffusion.com

ACTIVA FASHION DESIGN MANAGEMENT - n. 17
object: J`house and JamSession events, Milano 2003
editor: Design Diffusion Edizioni s.r.l. Milano, Italy - www.designdiffusion.com

ACTIVA FASHION DESIGN MANAGEMENT - n. 14
object: Table "Draakje" -
editor: Design Diffusion Edizioni s.r.l. Milano, Italy - www.designdiffusion.com

broadcasted on TV

NTV "Kvartirny Vopros" (Changing rooms) april 2006
object: Mr.Wax pendant lamp showed at SaloneSatellite 2006 Milano RHO
www.ntv.ru

RAI3 REGIONE LOMBARDIA:
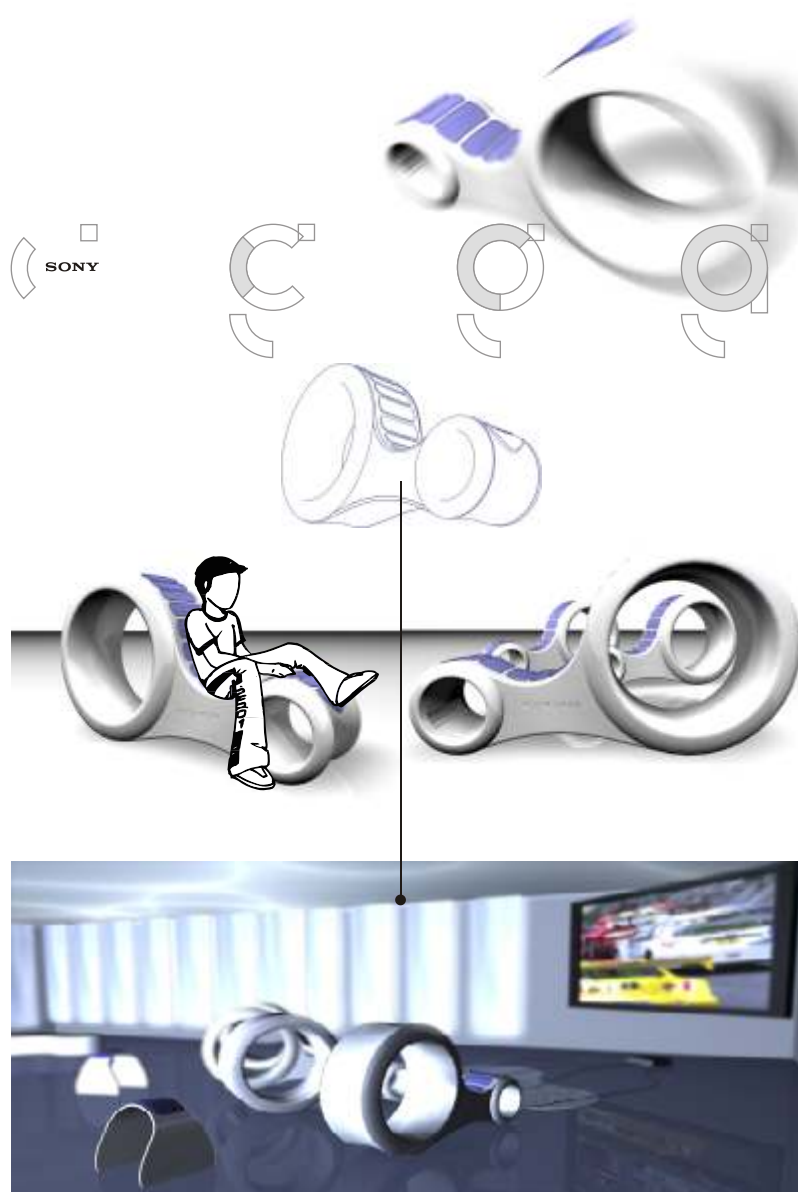object: Interactive lamps showed at SaloneSatellite 2005
duration: 2' 46"

RAI2 TG2 COSTUME E SOCIETÀ
object: Interactive lamps showed at SaloneSatellite 2005

NTV "Kvartirny Vopros" (Changing rooms) april 2005
object:Interactive lamps showed at SaloneSatellite 2005
www.ntv.ru

SonyStyle//
concept PlayStation2 seat

_brief   A project for a type of furniture called Sony Style to decorate all the stores of North America (USA and Canada) independently from the already available interior set up of the specific shop. The project briefing requested a family of furnitures that could fit and convey the image of the SonyStyle brand.

_concept   The family of eight different modular types of furniture reflect the style and personality of the slogan SonyStyle: "Go Create". The forms of the different modules are the natural evolution of the logo concept of Walkman. The memory stick of Sony, with its extraordinary accessibility expands the possibility of interconnecting between different systems and supports, and this is what the whole projected line wants to recreate: the modularity of the single piece that can work on its own or in a group; the maximum flexibility given the numerous combinations of different types of furniture modules.

_project   The armchair presented here was inspired by the universe of Play Station 2 and reminds one of the form of the joystick. Even the material (fibreglass and tecnogel) takes one back to a youth and a video library. The chair can be used by itself or together with the modules and in other forms to make up a sofa.

designed for DDM Advertising (Verona)
autumn 2002

SonyStyle//
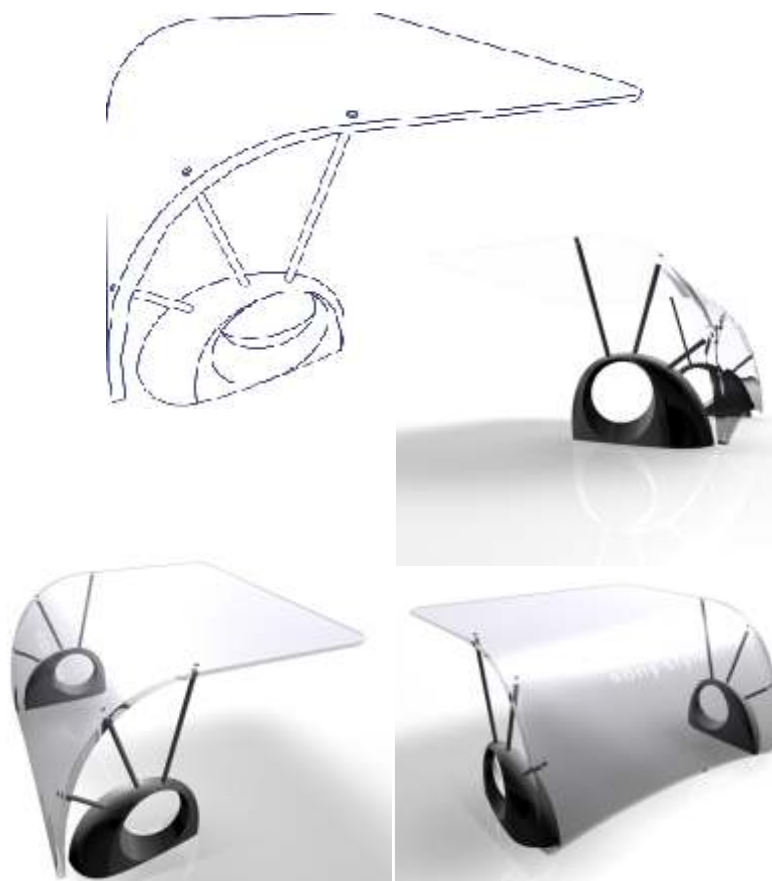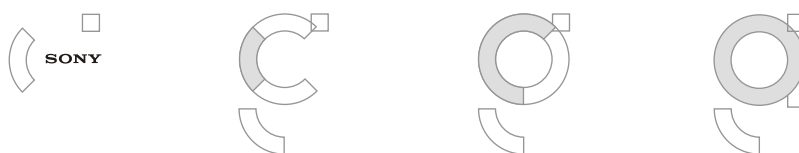## concept hometheatre seat

_brief A project for a type of furniture called Sony Style to decorate all the stores of North America (USA and Canada) independently from the already available interior set up of the specific shop. The project briefing requested a family of furnitures that could fit and convey the image of the SonyStyle brand.

_concept The family of eight different modular types of furniture reflect the style and personality of the slogan SonyStyle: "Go Create". The forms of the different modules are the natural evolution of the logo concept of Walkman. The memory stick of Sony, with its extraordinary accessibility expands the possibility of interconnecting between different systems and supports, and this is what the whole projected line wants to recreate: the modularity of the single piece that can work on its own or in a group; the maximum flexibility given the numerous combinations of different types of furniture modules.

_project This armchair is the big sister of the preceding one (PS2). Here the leather covering and padding are geared towards satisfying the ideals of comfort for even the most refined person. It is an armchair planned for Home Theatre and even this can be used singularly as an armchair or together with other modules to form a couch.

designed for DDM Advertising (Verona)
autumn 2002

SonyStyle//
table concept

_brief   A project for a type of furniture called Sony Style to decorate all the stores of North America (USA and Canada) independently from the already available interior set up of the specific shop. The project briefing requested a family of furnitures that could fit and convey the image of the SonyStyle brand.

_concept   The family of eight different modular types of furniture reflect the style and personality of the slogan SonyStyle: "Go Create". The forms of the different modules are the natural evolution of the logo concept of Walkman. The memory stick of Sony, with its extraordinary accessibility expands the possibility of interconnecting between different systems and supports, and this is what the whole projected line wants to recreate: the modularity of the single piece that can work on its own or in a group; the maximum flexibility given the numerous combinations of different types of furniture modules.

_project   The sinuous curves of the table top is covered in a filter that is transparent , called Lumisty. The filter in question has the properties of being opaque if you look at it on its side or transparent if you look at it at a perpendicular angle, from the front. The curious optical properties of this filter make it possible that you can create a dynamic relationship between the table and the position of the observer. The closer to get to it, the more transparent the table top seems to change into mist, as if the table was made of smoke and fog.

designed for DDM Advertising (Verona)
autumn 2002

Table "Draakje" //
curved wood table concept

DRAAKJE
TAFEL

_project Draakje is a table composed of modules in curved wood. The table breaks the surfaces that are all flat with a big sinuous wave, giving lightness and dynamics to an element of interior design often made in a static or monolithic way. Draakje means, in Dutch or Flemish, "Little Dragon". The central wave is a methapor of the movement of the back of a sea dragon that comes out of the deepness of the sea to jump back into the water and then disappear into the deepness. Draakje breaks with tradition and suppresses the fact of the historical character of the table: "the head of the table".

design contest "Materiale Legno" di Riva 1920 (Cantù)
june 2001

_context   In September 2003 Tim Spa invited 4 architectural offices of Italy, including GTP of Turin, to present proposals to re-design the name brand stores "the cell phone". GTP then asked Project25zero1 to participate in the creative phase of the competition. The race was won and our contribution to the project will be visible in all the new Tim stores. The whole project was obviously the result of a double effort by our studio and GTP and the result is a collective endeavour, however we can tell you that the "relax area" was thought out and planned entirely by Project25zero1. The first store is already open on Via Meravigli in Milan.

_project   One of the proposals that Project25zero1 planned consisted of a table/counter adapted for decorating the insides of stores. The forms allow to hide a computer, leaving only the wave structure visible.

TIM S.p.A. contest
partnership: GTP (Torino)
summer 2003

Bel TranTran//
catalogue holder

_situation   In 1997 the Studio Branco is about to launch its first satellite salon. For the occasion they hire Beltran, member of 25zero1, to plan a catalogue holder.

_project   "Bel tran tran" is a modular piece of furniture, a totem bookshelf in wood. It is composed of only one module that can be multiplied to infinity. Later, during the satellite salon, the product attracted so much attention that it was put up for sale.

made for Branco Design
Salone del mobile 1997 - Milano

DO U SPEAK DESIGN?

_introduction   In 2005, during the prestigious manifestation dedicated to furniture in Milan, in the pavillion reserved to young and emergent designers, Progetto25zero1 presented a series of interactive lamps that explore the relationship between light and gesture. The choice of such a precise theme has two main reasons: the first one is the intentional confrontation, but from a distance, with Euroluce, the important international lighting event hosted as well inside the fair; the second consists in giving organicity and coherence to the family of exhibited products.

_project   The lamp is generally considered as a delicate object, to be carefull with and to beware not to abuse and overuse it. The course of Time has installed and consolidated an ideal interrelational distance between the lamp and the subject that uses it. Also the position of the switch has always been a metaphor of this detachment between the light source and the person. therefore the interaction needed to turn on and off the light device has lived a forced exile that Progetto25zero1 decided to set free. We have created a floor lamp that you can punch (K.On), a pair of bedside table lamps that turn on with two different blows (Elica and Viva), a bureau lamp which switch is like a bass string (Accordo), a lamp that you have to kick (Kick.On) and a suspension lamp that brights up after a caress (Pupa) In this way the user lives a direct relationship with light, a natural and playfull interaction. Our design trys to speak an universal language, that of gestures, and taking into consideration the environmental issues while choosing electronics, reusing old components, without the need of costly artistical solutions. For this reason we have asked the same question to our viewers: "Do U speak design?"

www.progetto25zero1.com/satellite2005

Elica lamp//
interactive lamp

_product Elica is an interactive lamp that turns on and off by blowing, powered by normal electricity through the wall plug. You turn it on by blowing towards the propeller, and after a few turns, it will stop, leaving the lamp lit on. To turn it off you simply need to blow again towards the propeller. The idea of Progetto25zero1 is that of changing the gesture and the switch needed to turn on and off a lamp, from a click on a plastic switch to a more natural air blow. The interaction with the lamp becomes therefore a more natural, poetic and intuitive experience.

Moreover Elica has the following characteristics:
1) When it is off it glows in the dark, allowing to identify its position without disturbing.
2) Elica is separated from its base, so that it can be directed wherever you please.
3) Elica respects the environment because the printed circuit board doesn't contain lead.
4) Is fitted with an energy efficient light bulb.
5) The packaging is elegantly designed, it recalls the Italian "dolce vita" style, with some futuristic re-designs.
6) The instruction booklet has been conceived as if it was a year '50s comics.
7) Elica is not only an ambience lamp, but emits an amount of light that is perfect for reading.

Elica: in a "breeze" everything changes
Packaging dimensions: 23x23x23cm - long life energy saving lightbulb included.

CE

SPEAK DESIGN

DO U SPEAK DESIGN?

_product   Cheeky, ironic and provocative, Pupa is a low pendant lamp that turns on and off only if you caress the white fur within her. Pupa is part of the family of 5 interactive lamps that were ehibited at the Salone del Mobile 2005.
Built in fiberglass, manufactured and costum made on demand.

exposed at "La maison du maquillage"
Milano
spring 2006

www.pupalamp.com

_project   Mr.Wax's luminous dreams.
Mr.Wax is a lamp that changes style in time: from white-minimal-opaque to transparent and
baroque revealing a hidden pattern. At the beginning, at ambient temperature, the material is white
and opaque, and then, heated up the incandescent light bulb, becomes completely transparent
revealing a hidden pattern inside. The process is completely reversible and infinite: when you turn
off the light, the material goes back to its original state, producing some very beautiful crystals on
its way back.
The hidden pattern can be personalized: we can design a pattern exclusively for you or for you
client in a contract case and/or include their logo or their brand in one of the available designs.

Mr Wax lamp has been exhibited in the Salone Internazionale del Mobile 2006 (Salone Satellite), the well known
Italian international furniture fair (Milano RHO)
ReDesigned by Progetto25zero1 in 2006, limited edition available (50pieces)

www.progetto25zero1.com/mrwax

Mr.Wax and Mr.Wax Little//
metamorphosis lamps

Mr.Wax

_what is this?	A lamp that changes style in time.
_when it is off...	It is a white and minimal solid cylinder.
_what happens when it is on?	The heat of the light bulb slowly melts the material inside, that is similar to wax and that changing state from solid to liquid, gradually reveals a hidden decoration.
_what does the lamp reveal in time?	A decoration. every lamp has one different from the other. The decoration can be in Liberty style, Baroque, Street Art, Pop Art, Damasked, Floral, etc. Other decorations in the lamp can be custom designed upon request.
_How long does Mr.Wax take to reveal itsself completely?	Around one hour, according to the size of the lamp and thermal conditions of the environment.
_What heppens if you turn it off again?	Cooling down, the material similar to wax, from liquid goes back to its solid state, growing beautiful crystals on the surface. Therefore Mr Wax lamp turns back to be a white and minimal solid block, hiding what had been revealed before. The reveal-hide process is completely reversible and infinite.
_project and concept	Progetto25zero1 wants to create a metamorphosis, a transformation of the lamp's style without using complex technological solutions, but just using the heat of the light bulb and the properties of a material similar to wax.

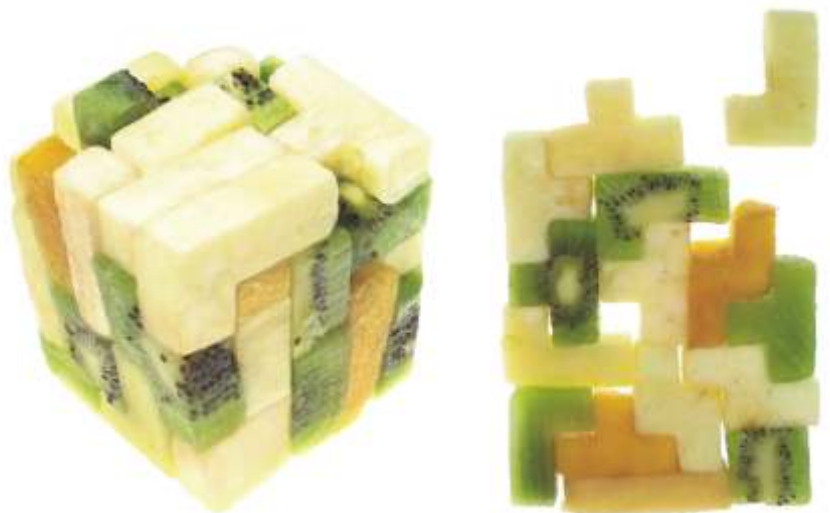Mr.Wax website: www.progetto25zero1.com/mrwax
Mr Wax lamp has been exhibited in the Salone Internazionale del Mobile 2006 (Salone Satellite Milano RHO)
In summer 2006 Progetto25zero1 produced 50 pieces as limited edition

Blokes: cubic fruit salad Tetris//
FoodDesign

_what is this? Blokes is a FoodDesign project/recipe: it is made of 5 stainless stell cutting moulds shaped like the blocks of the famous videogame Tetris, that allows you to create a cubical fruit salad.
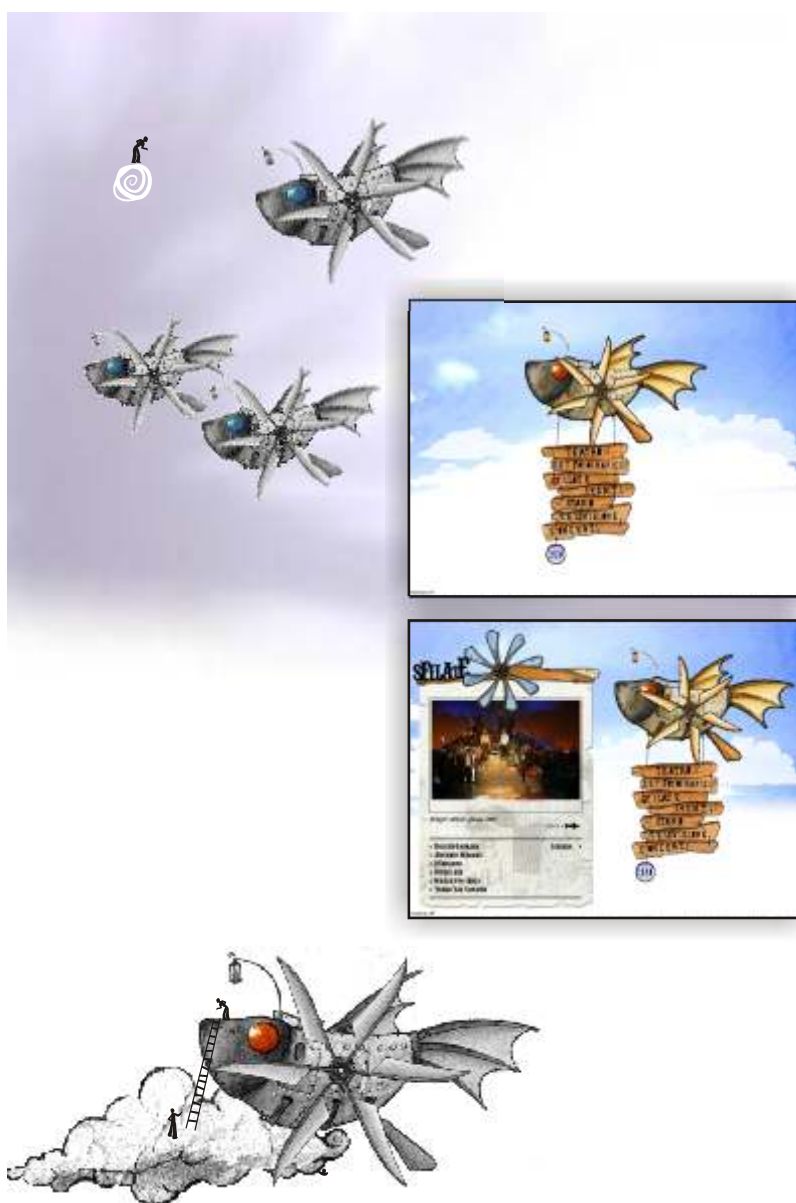
_project Fruit is the main actor of this "recipe/project".Usually fruit has rounded and soft shapes, but with Blokes you will be able to serve unconventional, pointy and squared out fruit salads: components made to be intelocked together to create a cubic shape or anything else that comes up to your mind. To create a fruit salad with this simple cooking tool becomes a playfull and creative experience, both for who is preparing it and for who is going to eat it: the fellow-diners will have to disassemble the composition block after block. The big variation of colors in the different types of fruits allows to obtain colorfull compositions: the red of the water melon, orange melon, creamy apples, white pear, green kiwi, yellow peaches etc.

Agorà Scenografie//
website and CD-ROM

made fot Agorà Studio s.r.l. (Milano)
winter 2003

www.agorascenografie.it

Miguel Berrocal//
website berrocal.net

_brief Miguel Berrocal is a Spanish sculptor well known in international circles. His two principal areas of his art are the invention of the "dismountable sculpture" in which the sculptures are made of various elements embedded together that can be taken apart and sometimes recomposed in a different way. He also invented the multiple sculptures in which some sculptures are made up to 1 million copies. The artist needed an on-line showcase for his works.

_project The works of the artist are so vast and complex that the appreciation by the public has to automatically pass through the comprehension of various aspects details and stories that shape his work.
The telling of his vast number of works which is over 600, was chosen by a selection of 20 sculptures that contain all the fundamental aspects of the art of Berrocal. The works were chosen according to these 4 categories: his work, science and mathematical theories that are within the sculptures; the techniques invented to develop his work and the details and explanations of the personal history of the artist.
The site is completely dynamic and is made of modular elements that are the same as the sculpture of Berrocal. In this way the site represents the same principles of his very unique artistic research.

www.berrocal.net

SwissPaintBall//
website swisspaintball.ch

_what's this? SwissPaintball is a Swiss company that imports toy guns for adults. The objective was the making of a site that presents its product looking to avoid the image of simulated war, paramilitary instruments and toys for children. The site of SwissPaintball presents itself with a female character designed ad-hoc as its educational mascot. A small section of e-commerce was developed to be able to place an order.

made for Direct Source snc (Svizzera)
autumn 2003

www.swisspaintball.ch

JKR Productions//
website   jkrproductions.com

_context   The JKR Productions of Milan organize events specially in the fashion business all over Europe. The most important clients that have worked with them are Diesel, Dsquared, Simultaneous, Fossil, New York Industries.

_project   Project2501 planned and made a site in the way that all the sections and under-sections are easily accessible with a fresh and coordinated graphics. The site was graphically different with every connection as the background images get downloaded at random, giving a change and stylistic variety that is important for fashion.

made for JKR Productions s.r.l. (Milano)
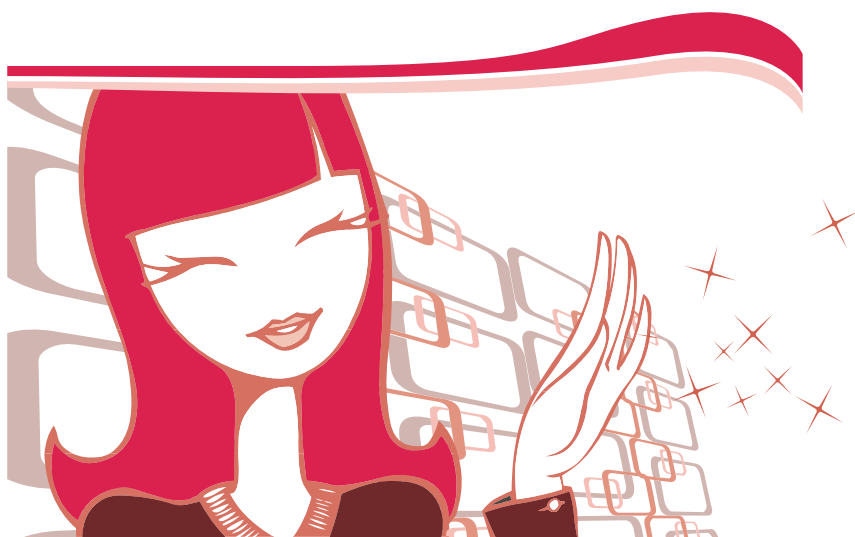winter 2002

www.jkrproductions.com

Domus Academy//
www.domusacademy.it

_project Domus Academy, the second most important school of design in Milan, needed to restyle its web presence, with a particular attention to the internal logistics of content management. Progetto25zero1 realized for them an entirely dynamic site made in Macromedia Flash and also created bottom up a brand new CMS optimized for a Flash front-end capable of managing content and styles.

made with Avitis, January 2006
www.domusacademy.it

Glitter Comunicazione//
logo, corporate image and website


_context Glitter Communications is a dynamic company in Verona. The girls work on communications and public relations and they have given Project25zero1 their complete coordinated image. The site represents them through cute caricatures, through which they introduce all the contents. The drawings, animations, music and graphics are all geared towards expressing an image of freshness and the dynamic youth of this determined girls from Verona.

made for Glitter Comunicazione s.r.l. (Verona)
winter 2004

www.glittercomunicazione.it

AGMIN GROUP - Agmin Italy//
corporate identity
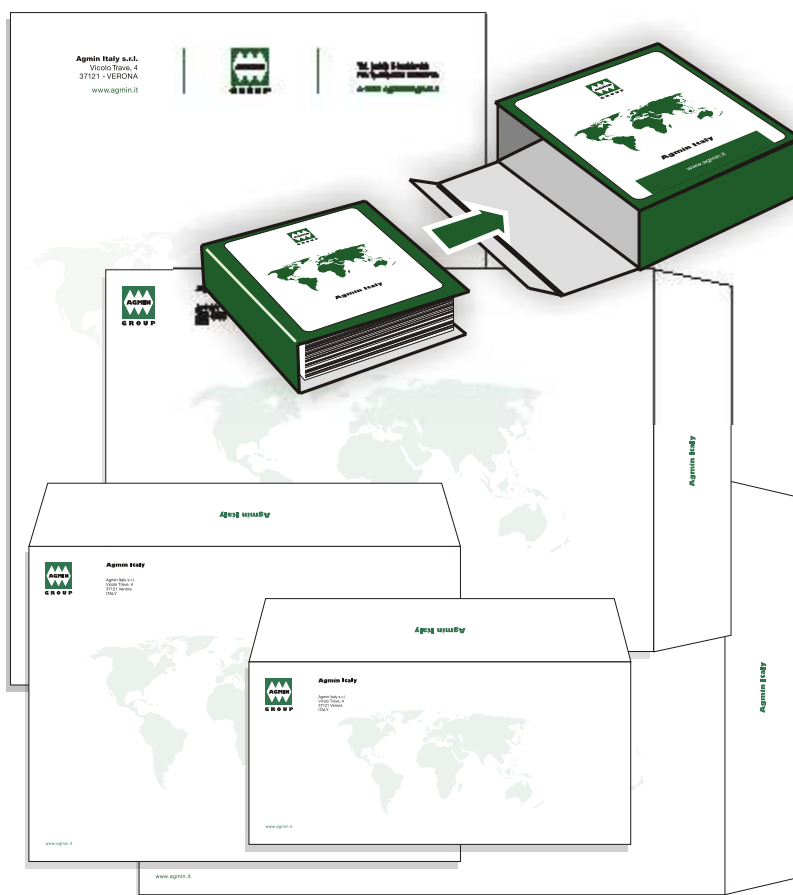
_project Agmin is a company that is active in the fields of procurement and trading of goods and services for the developing countries on behalf of the Italian, the European or any foreign government.
Progetto25zero1 has designed for Agmin group the entire coordinated image, with the exception of the given original logo and their green identifying color which where fixed points in the briefing

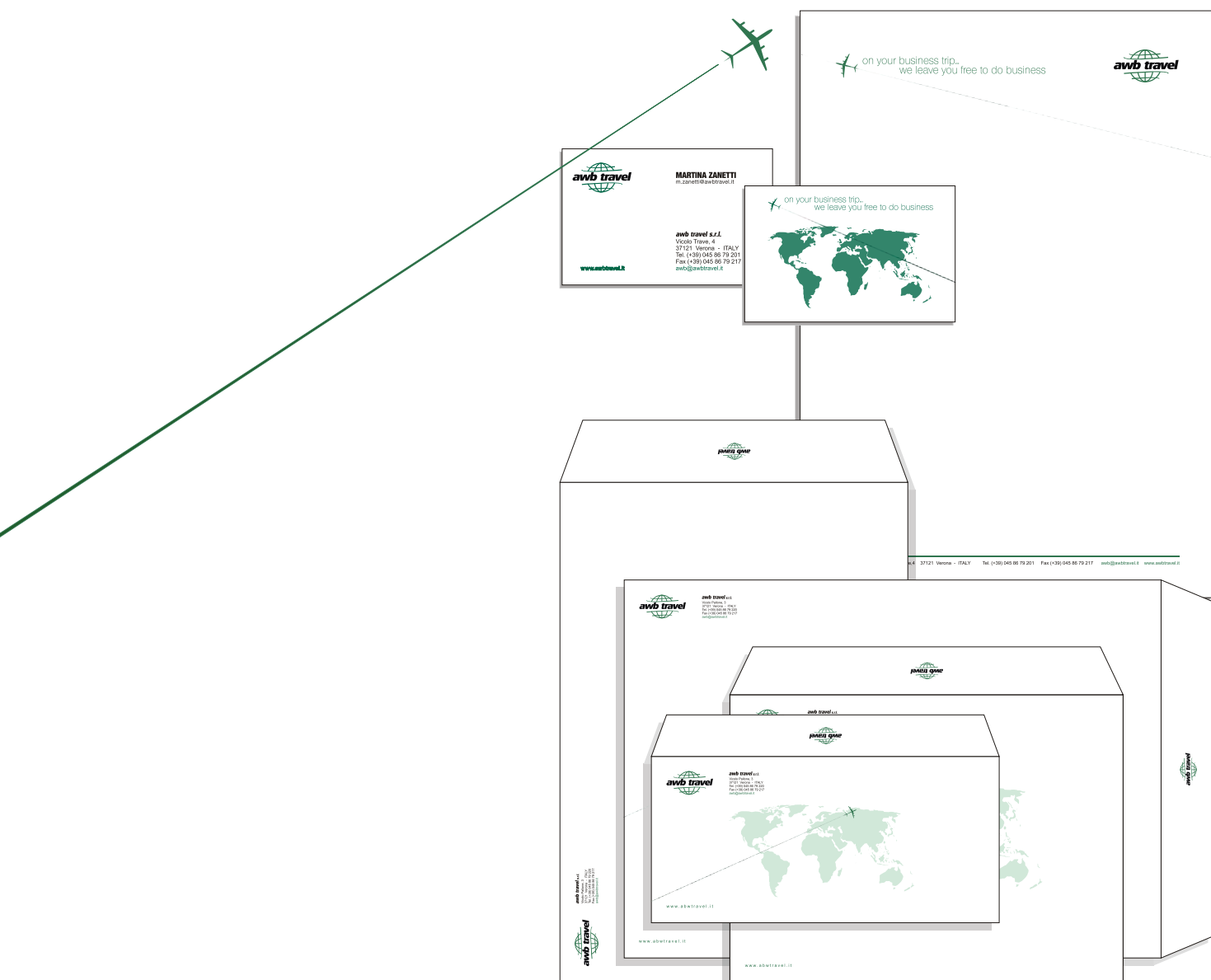autumn 2005

AGMIN Italy //
presentation videoclip

_brief Agmin Group is a company whose type of work is very complex and complicated to describe, a type of work often just burocratic, dense with information and with obscure tecnical languages, but in the end very usefull and slightly humanitarian and hence worth to be explained.

_project With such premises Progetto25zero1 could only choose to realize a video, which is the only communication tool usefull for this kind of project, that in just 3 minutes could succed in describing Agmin. The winning formula is the web distribution of the video through Flash video, the use of a conversational language, of a screenplay worked in detail to prune out superfluos informations and highlight hidden values, an amusign interaction between the character filmed on green screen and post-produced graphical effects and, last but not least, the value added by a lot of graphics graphics graphics.

winter 2006
to watch the movie: www.agmin.it

on your business trip...
we leave you free to do business

awb travel

MARTINA ZANETTI
m.zanetti@awbtravel.it

awb travel s.r.l.
Vicolo Trave, 4
37121 Verona - ITALY
Tel. (+39) 045 86 79 201
Fax (+39) 045 86 79 217
www.awbtravel.it
awb@awbtravel.it

on your business trip...
we leave you free to do business

_project   Firm belonging to the Agmin Group, AWB Travel is a travel agency specialized in buisness travels. Progetto25zero1 besides designing the full coordinated image has also supplied personalized usb keys with auto-running multimedia capabilities. More over we are AWB travel consultants for all their promotional events

autumn 2005

_what's this   Cd-rom presentation of the fashion shows of the principle cities of the world. The drawing of an animated female character guides us through the various cities having us notice typical things of the area and the cultural diversity of the various capital cities.

made for JKR Productions srl (Milano)
spring 2002

MINI Collection//
animation for mini-CD

_cos'è? Multimedia presentation to promote Mini-BMW Style in the MotorShow of Bologna. The final product is a minicd that is distributed to the visitors during the center italian fair.

2004, realizzato per GRAPIX - Milano

_situation Project25zero1 was hired to make a sensual animated introduction for the cd-catalogue BMW Lifestyle.

made for GRAPIX (Milano)
november 2003

_project   Graphical concept for the new album of David Colaicomo, an italian pop-rock singer and composer. A young and promising artist that starred also in a live BBC concert. Progetto25zero1 designed the cover graphics for both the single and the album, including the booklet.

2005

_what's this? Project25zero1 has created two characters, symbol of the packaging of an electronic game for children produced by the Swiss company RG Innovation. Two characters where asked to be developed inspired by the Japanese manga, the maintained a certain European image. The Street boy and the Snowboarder presented were only a few of the cartoon characters, illustrated by Project25zero1 is able to make.

made for RG-Innovation S.A. (Switzerland)
spring 2004

Versi Gufi//
book for kids

_context   Massimo Dell'Agata and Maria Grazia Bindi, strong in their experience of teaching, are the authors of a book on poetry for children that tell in an easy way the biological aspects of the 9 species of Italian owl.

_project   The pages of the book respect the scientific content and the educational aspect and are fun at the same time, two elements that are fundamental components of a product for children. The project was played around the double vision at night and daytime of the nine owls. The pages are rich with numerous details to discover, such as an owl in flight by turning rapidly the pages of the book.

A4 69 pages in colors
winter 2004

Project Moscardino//
interview

_context Matteo Ragni and Giulio Iacchetti are two young designers that in 2001 won the golden compass for the project of the aperitif spoon-fork "Moscardino". The video interview is a part of the prototype of set up possible for the Museum of Design in Milan.

_project Being thought out as an integral part of a museum visit, the video tells the story of the product by its creators, following four narrative steps: ...1) the object, its visible characteristics such as form, material, colour ...2) the project, such as its invisible characteristics such as the techniques used, the stories told, the market...3) design in general and finally the relationship between the designer and the city of 4) Milan.
Duration 11 minutes.

director: Maria Elena Tiacci
duration: 11 minuti
summer 2003

Brands//
awbTravel.J^House.GlitterComunicazione.
OtticaMonti.ilSilfo.Serranfiore.RGpassion.
JollyService.Andale.FoX

awb travel

HOUSE
Jazz+House

glitter
comunicazione

OTT
ICA,
Monti

IL
SILFO

Serranfiore

RG
PASSION

¡Andale!

F:X®
Fruit.Overseas.import-eXport

progetto 2501

AWBTravel: business travel agency - Verona
J^HOUSE: jazz+house, jam session event - Milano
Glitter Comunicazione: all girls pubblic relation and communication agency - Verona
Ottica Monti: stylish eyewear shop in downtown Verona
IL SILFO: agritourism in the tuscan maremma - Pisa
SerranFiore: a tuscan inn - Pisa
RGPassion: supplyer of tech toys - Svizzera
JollyService: Mascot for a wheel based logistics firm - Verona
Andale: leader in import-export of bananas - Verona
FoX: world fruit import-export company - Verona

159GROOVES: musical talent promoter - Boston USA
Maza: logo for a catamaran - Milano
MissJay: logo for a DJ girl - Verona
3Kili di Note: logo for a jazz band - Milano
DGS: logo proposal for DGS Geicos - Padova
AVITIS: logo proposal - Milano
NORMA: logo proposal for Norma Audio - Modena
Santa Maria di Leuca: Entry for the logo competition left unawarded

few of the brands in this page have been approved and applied

CarBag//
citycar concept
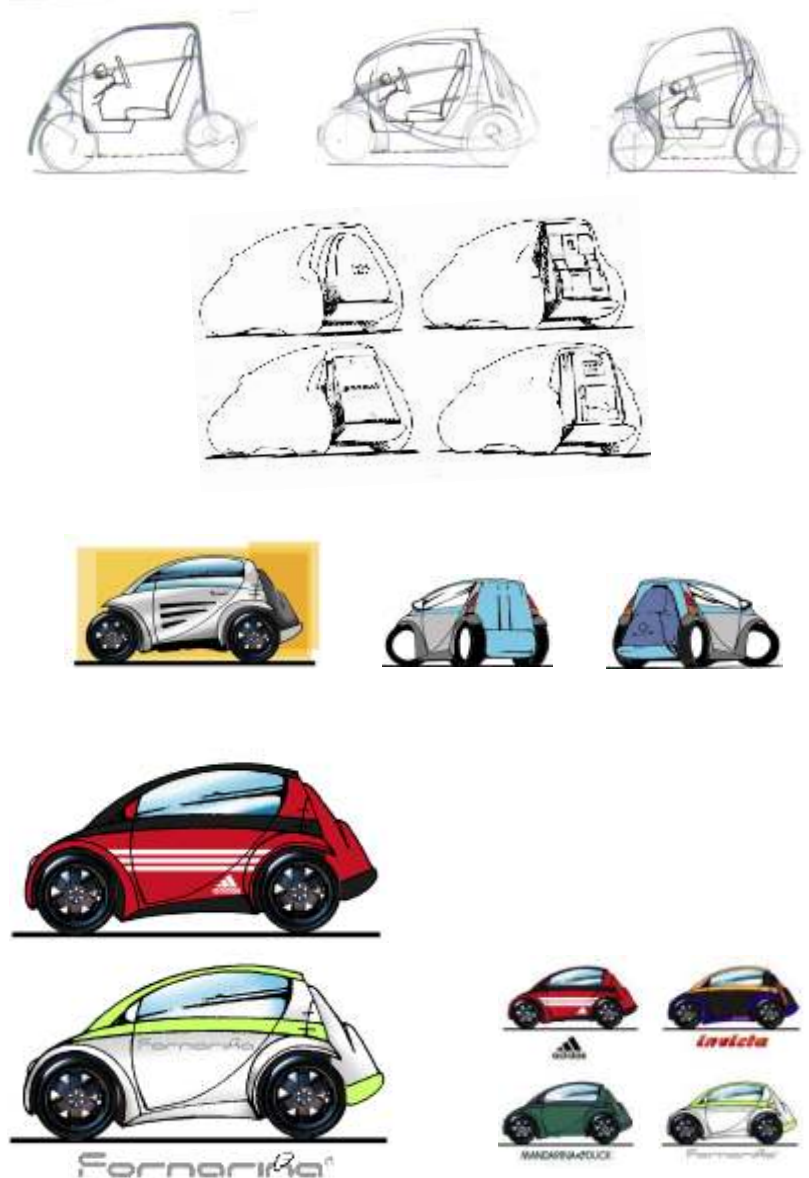
_brief The contemporary city is full of cars, the majority of which spend 90% of their time not being used, but are simply parked. Another problem that was taken into consideration was the fact that most of the cars in circulation have only one passenger. Even the giant size of the trunks are only rarely used.

_project CarBag is the adaptation of a city car for two people with a particular attention paid to the oversize trunk. The idea is that of using the trunk as a knapsack, a hidden purse that empty does not take up any space and when needed blows up according to its load. The knapsack is made of anti-rip military material that to help against theft. Translated into the world of clothing the knapsack contributes to the construction of the image of a label changing the car into a fashion object, allowing various brand of CarBag.
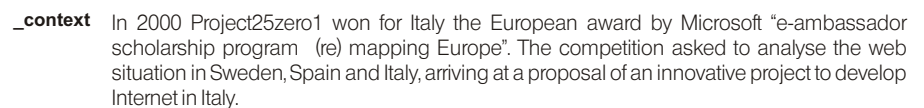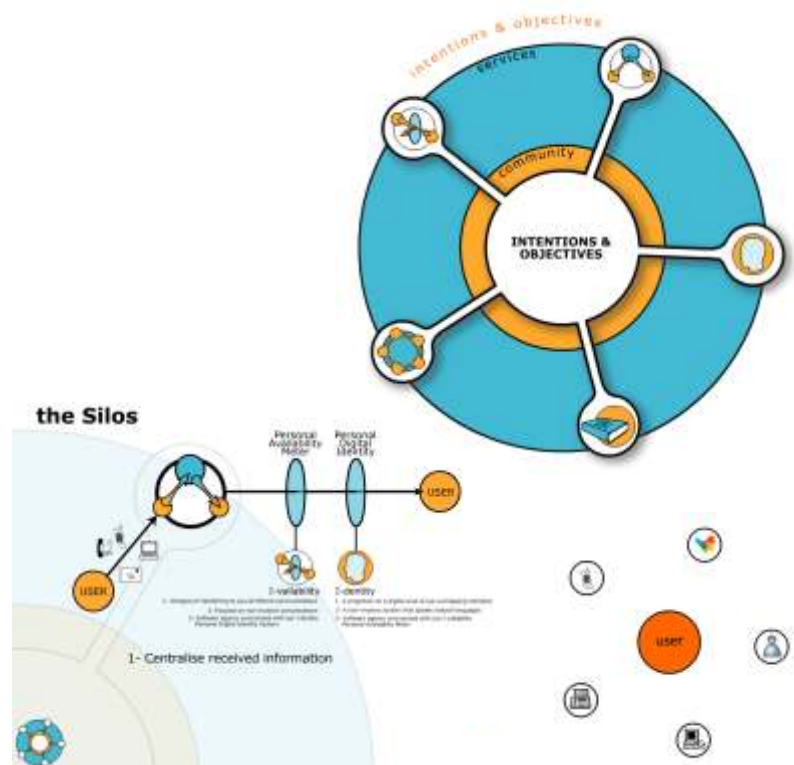
workshop at Politecnico di Milano
april 1999

Microsoft MSN E-Ambassador//

_context In 2000 Project25zero1 won for Italy the European award by Microsoft "e-ambassador scholarship program (re) mapping Europe". The competition asked to analyse the web situation in Sweden, Spain and Italy, arriving at a proposal of an innovative project to develop Internet in Italy.

_project "Serendipity" is the result of almost 2 years of research and is based on two principal ideas:
the concept of "serendipity" or chance, that is the art and magic of discovering big things while you are looking for others;
the conviction that you have the "take internet off-line", giving to its users a society new channels to keep in contact through digital technology.

The competition was won through the department of Poli Design at the Polytechnic of Milan in the summer of 2000.
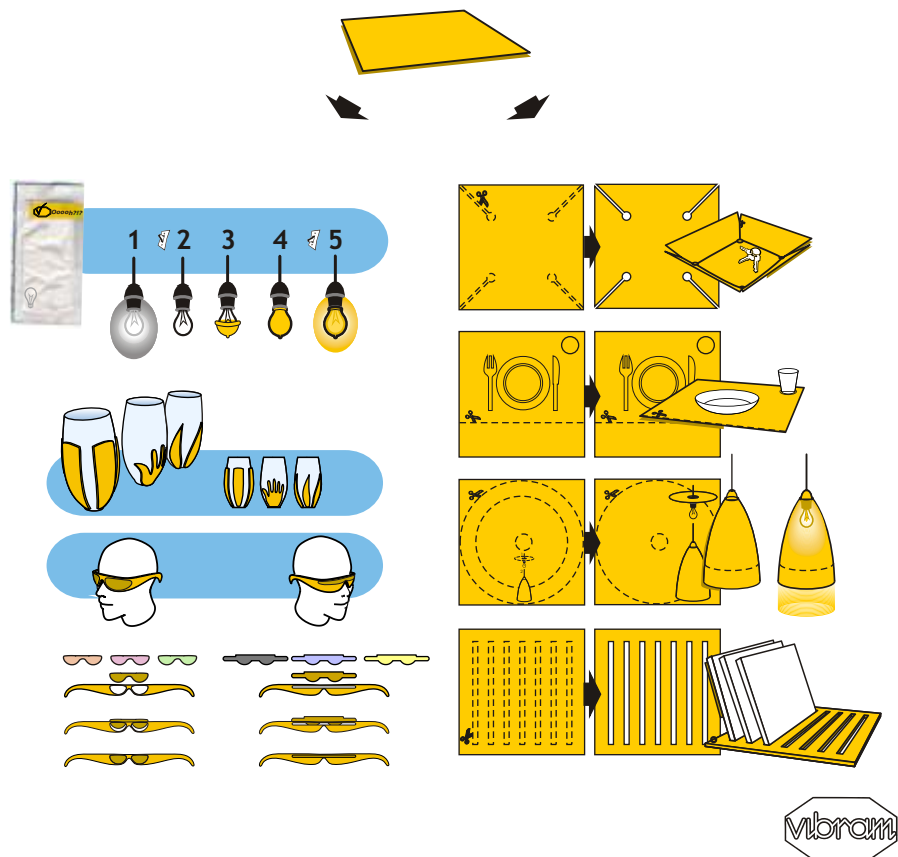
partnership POLI.DESIGN del Politecnico di Milano
summer 2000

www.progetto2501.com/msn

VIBRAM muove nuove persone//
product-communication strategy

muovepersone

muovepersone

Know-how

Technology

Design

Communication
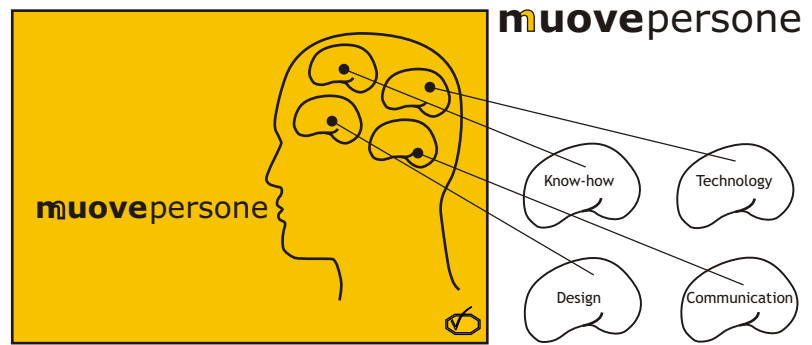
Da una lastra di gomma VIBRAM...

1 2 3 4 5

_context   With the competition "yellow tag" the Vibram society had the intention to enlarge its image by checking out the production of other design products that were not the famous rubber soles invented by the founder of the company of Milan.

_project   The project was a communication strategy of large scale that had various phases: the phase of discovering the public; the traditional communication campaign using more media: such as (billboards, publicity on television, particular urban installations etc); the production of new products of design using the rubber sole and of products that sensed the possible partnership with other sectors such as rubber and glass.
All these phases were done using the know-how of the company, and even the billboards were made of rubber. The logo-brand name "Move new people" went together with the whole communication campaign geared towards transmitting the values of the four "brains" of the company: the four areas that the new Vibram would have to point, know-how, technology, design and communication.

Vibram design contest
autumn 2000

P H A T O S
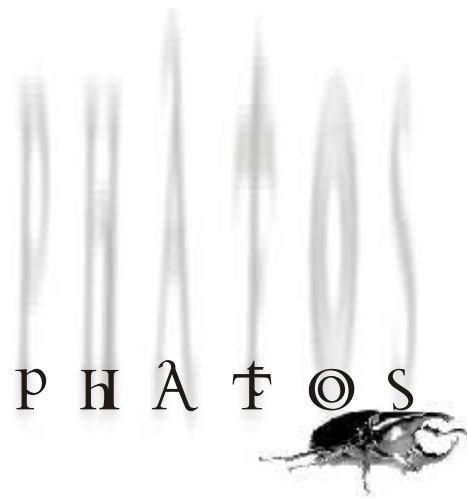
_context In the fall of 2002 the biggest portal of Italian videogame programming organized the first national competition of game design. Project25zero1 won the second prime presenting Phatos.

_how does it work? Phatos is a revolutionary game concept that alternates phases of adventure games in first person with moments of challenge with action-adventure in the third person.
The player wakes up as a ghost with the mission to discover the reason of his death. In his home the player has to gather clues immerging himself in the dreams of the invited people. The dreams can be uses as another pass towards the truth, or his second and final death.

The competition was in the summer 2002, second prize.

J^HOUSE//
Jazz+House music event

_what's this? J+House is a series of three events organized in Milan by Project25zero1 and Giulio dell'Agata. The name is a fusion of Jazz+House, with the basic of House music mixed by a dj, jazz music alternating with an improvisation of a Jam Session and producing a great sound for the public. The events were decorated by the presence of paintings of young artist. J*House took place at Spazio Salomone, Via Salomone 67, Milan on three dates in 2003.

spring-summer 2003

FIAT One Step Ahead//
concept idea
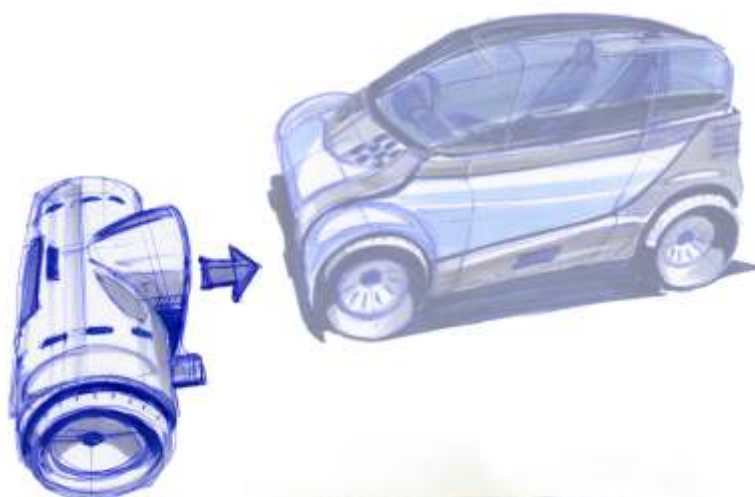
_what's this? The business unit of Fiat dedicated to the new markets and to advanced design hired Domus Academy to find a group of creative designers to reflect on the theme of the car of the near future (2015-2020). In the time-to-market a car with this time frame means that one has to imagine a car that will be a car of the future but also a car that is possible to build. Project25zero1 was chosen to participate. The research generated to tied up with a confidentiality contract.

FIAT + Domus Academy (Milano)
winter 2004

The discovered city //
CD ROM (Demo)
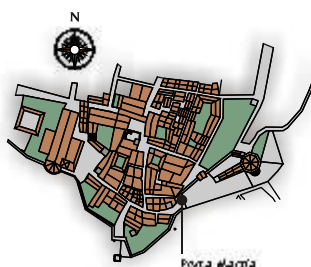
_context Perugia, in the first half of the16th century, the Pope Paolo III Farnese decided to impose his presence in this rebellious city. The central neighbourhood of the Colle Landone is partially destroyed to build the biggest stronghold of the times, the Paolina Rock. The houses were used as the foundations, the reason why the roads and palaces of the 1500 are still visible today walking in the underground of the rock town. In the second half of the 19th century was destroyed by the anger of its citizens, finally free from the powers of the Pontiff State.

_project "The discovered city" is a reconstruction in spatial 3D of the Borgo di Colle Landone in its three historical periods. The product is a demonstrative version of a cd-rom presented at Umbria Books in 2002, but the research was used in numerous other ways both on-line and off-line. The cd-rom allows one to "take a walk" within time and space, thereby looking at the processes of overlapping and architectonic transformation. Obviously the three time maps are rich with architectonic, historical and cultural details that tell the story of the stronghold and the era, producing thereby a product that is useful both for conservation documentation and for cultural use. The reconstruction is seen also as a departure point for the cultural and tourist promotion of the existing area.

demo for Assessorato al Turismo e Cultura Città di Perugia
autumn 2003