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↓ Listone Giordano Arena. Milan, Italy, 2019.

“Authentity”



I had a written test, in first grade in which I asserted I wanted to be a graphic designer! Thankfully, some things remain true.

I’ve worked for over 25 years, with my studio, on designing identities, especially regarding territorial branding. We’ve developed a design methodology that allows us to work on a specific concept we call “authentity”, a neologism that combines terms Authenticity and Identity. It seems to us, the second cannot exist without the first. Point blank!

May the force be with you! Ah... to become a Jedi knight!

My way of working is the result of an always international point of view. But I have chosen to live in my small city of origin, Perugia, in the heart of Italy’s green region where cities are small and have preserved their character and the urban structure they had centuries ago. Mine is a land that has nurtured great artists since the Middle Ages and the Renaissance. The sense of balance and the search for perfection of form are aspects that I carry in my bloodstream.

I’d love to have Milton Glaser, Enzo Mari and Norman Potter for dinner. Three real changemakers disinclined to compromise on what they didn’t think was right.

