

retouching

event managment

packaging

LUCIO

LUONGO

P O R T F O -
L I O

art direction

publishing

logofolio

Moving image

ACRO



ADAGIO

~~EXHIBZ~~



LOGO

LIO



HUB INTEGRATED
COMMUNICATION



mantamarine
international



eko

F O _

SYMBOLIZE
AND SUMMARIZE

*a good brand starts with
a good corporate image and logo design,
doesn't matter which is the mood,
most important is the personality*



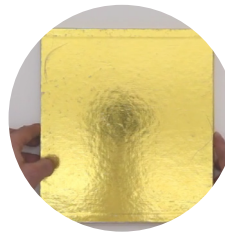
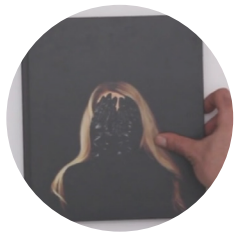


PHOTO RE- TOUCH- ING

BUILDING
IMAGINARY WORLD

*on the left page "notturmo" commissioned by Piero Golia
a one week retouch from two picture in different moment of the day,
to recreate the double sun recount by William Gibson.
on the right two flyer, one with original image.*

PUBLISHING



IN A GOOD BOOK THE BEST IS
IN BETWEEN THE LINE

*Art book catalogue is my specialization, no boundaries for me.
print, calibrate, retouch and impose to printer,
alchemy of paper ink for tactile pleasure*

FONDAZIONEMORRAGRECO

C O R P O R A T E

AVOID RISK IN YOUR
BUISSNESS STRATEGY

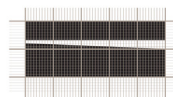
*a good corporate identity need to have a corporate book
it is not important who is driving the graphic project
its important to have a tight set of guidelines
es. Maurizio Morragreco Art Foundation*

RZ **col** la prima considerazione fatta in questo primo rieducamento del logo della Fondazione morragreco, è stata quella di stabilire un grado di inclinazione verso.

facile notare che anche il modulo del logo è basato su un rapporto di 3 su 2

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

2*



FONDAZIONEMORRAGRECO

RZ **col** come già da precedenti progetti il carattere principale della Fondazione è il carattere **MORRAGRECO** di Lucio Boretti.

DEFINIZIONE
DE LINEE
la gestione di fine utilizza prevede due novità

3*

RZ **col** la prima è l'introduzione del carattere **MORRAGRECO** di Lucio Boretti nel caso in cui la ricerca lo consenta.

DEFINIZIONE
DE LINEE
la gestione di fine utilizza prevede due novità

4*

la seconda è l'introduzione di un carattere semplice da utilizzare con i vari livelli di inclinazione tipica della ricerca e anche, come si vedeva in seguito, come anche.

RZ **col** **COVER FAX** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*



RZ **col** il modulo utilizzato di 3 unità è previsto in caso di emergenza.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** il modulo utilizzato di 3 unità è previsto in caso di emergenza.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** il modulo utilizzato di 3 unità è previsto in caso di emergenza.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** il modulo utilizzato di 3 unità è previsto in caso di emergenza.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

FONDAZIONEMORRAGRECO

DOUGLAS GORDON & JONATHAN MONK
LEON D'ORO
A CURA DI MIRIAM D'ARZENZO
LARGO AVELLINO, 17 80138 NAPOLI
WWW.FONDAZIONEMORRAGRECO.COM

20 FEBBRAIO 2010
ORE 19.00

RZ **col** **TRAILER PARK** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

TRAILER PARK
OPERE DALLA FONDAZIONE MORRAGRECO
A CURA DI JÜRGEN HEESER
LARGO AVELLINO, 17 80138 NAPOLI
WWW.FONDAZIONEMORRAGRECO.COM

20 FEBBRAIO 2010
ORE 19.00

TRAILER PARK
OPERE DALLA FONDAZIONE MORRAGRECO
A CURA DI JÜRGEN HEESER
LARGO AVELLINO, 17 80138 NAPOLI
WWW.FONDAZIONEMORRAGRECO.COM

20 FEBBRAIO 2010
ORE 19.00

RZ **col** **TRAILER PARK** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

RZ **col** la base della carta iniziale della Fondazione del logo lineare.

DEFINIZIONE
DE LINEE
il grado di inclinazione è di 3°

12*

FONDAZIONEMORRAGRECO

DOUGLAS GORDON & JONATHAN MONK
LEON D'ORO
A CURA DI MIRIAM D'ARZENZO
LARGO AVELLINO, 17 80138 NAPOLI
WWW.FONDAZIONEMORRAGRECO.COM

20 FEBBRAIO 2010
ORE 19.00

0
46
10
10
00

**AS GORDON
THAN MONK
'ORO**
ATA D'AGENZIO
E NAPOLI
GREGGIO.COM

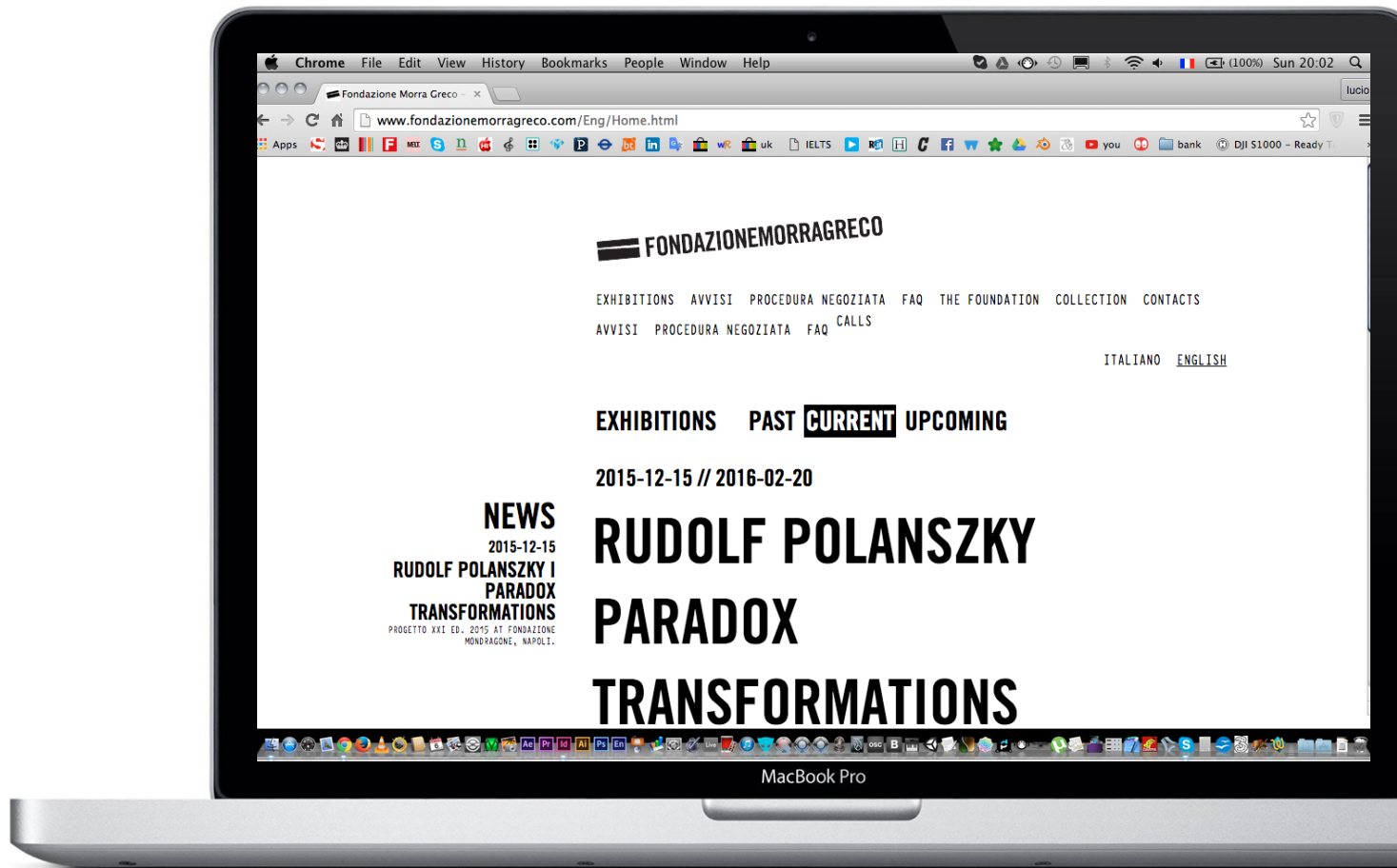
PRAGRECO

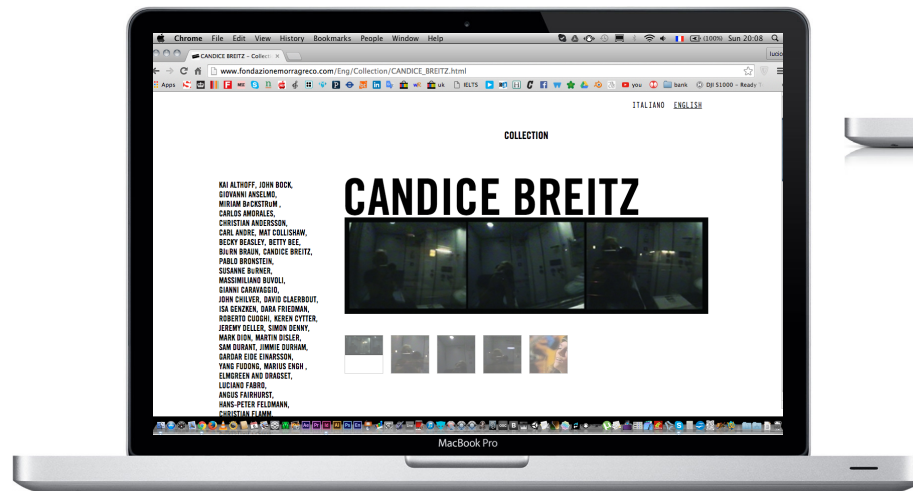
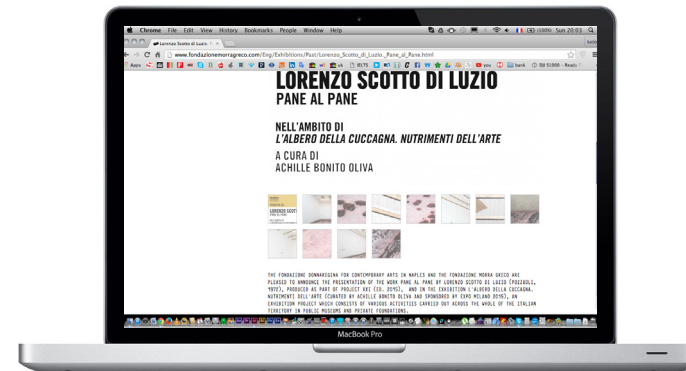
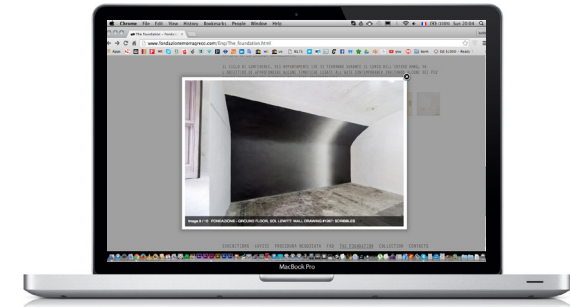
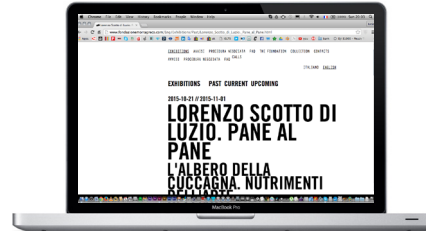
.....

.....

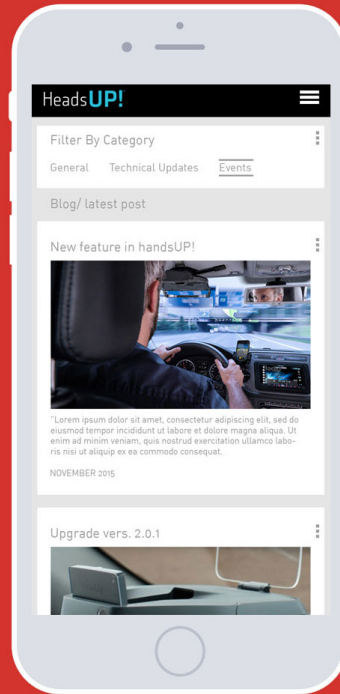
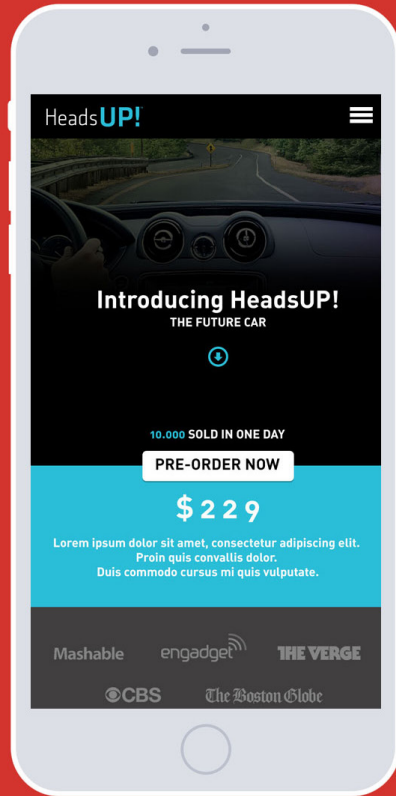
OPENING
BBRAIO
2010
19.00

D I G I -
T A L

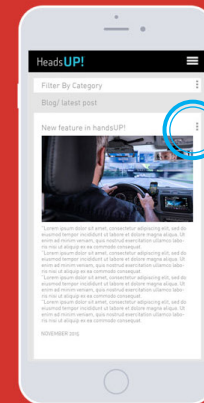
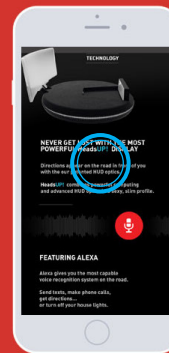
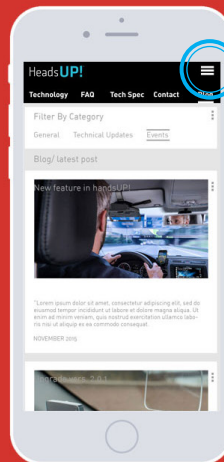
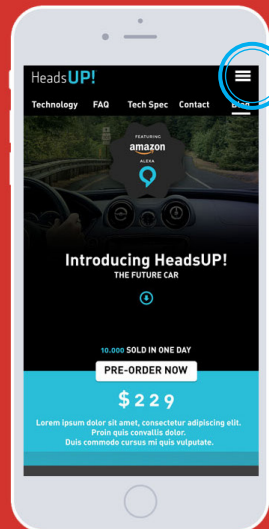




MORRAGRECO
FOUNDATION
websdesign



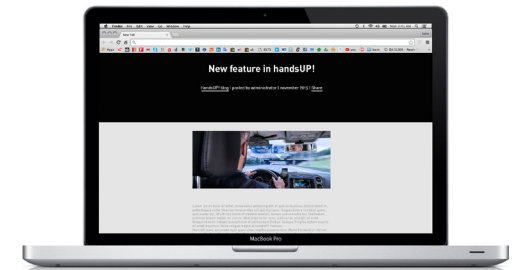
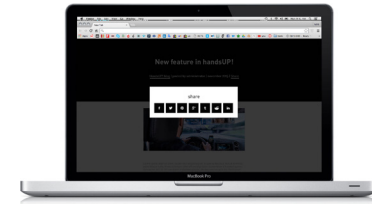
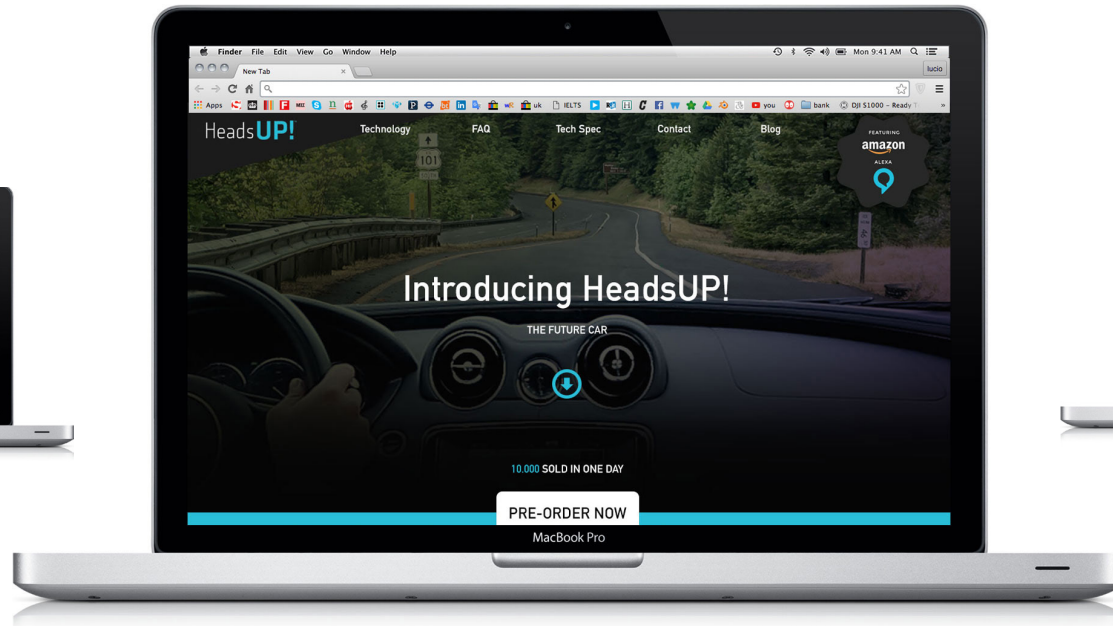
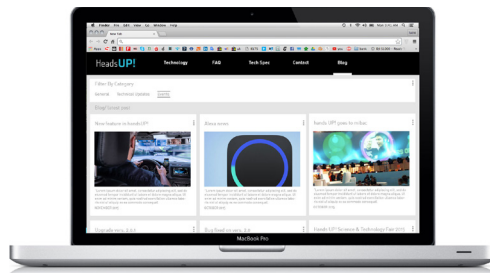
H E A D



S U P

HEADS UP! NEW HUD HARDWARE

new product on the market directly from california
a navigator that project the route directley on the windscreen
leaving hand on the steering and your head up
webdesign for website, Blog, and mobile





PRESENT



TOUR 2010/2011

FORMAT

MTV BRAND:NEW ART
IT IS A FORMAT THAT PROVIDES PARTIES
IN TOP ITALIAN MUSEUMS. A TOUR FOR 2010 TILL NOVEMBER 2011

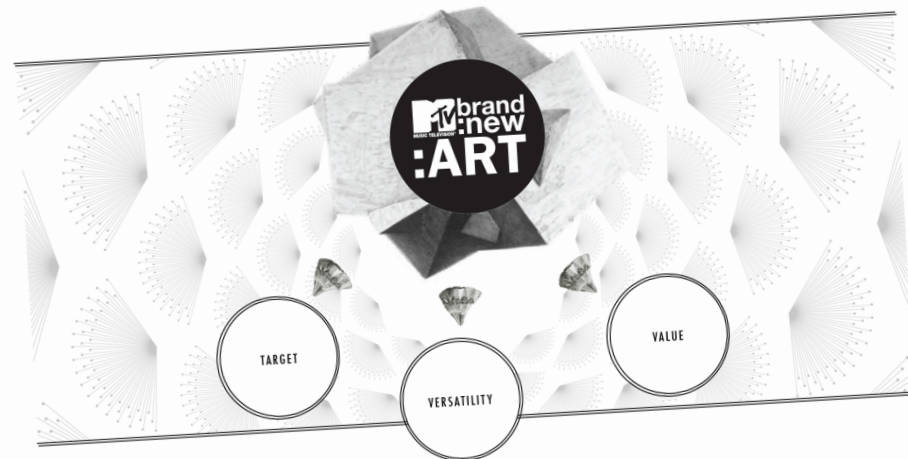


MUSIC QUALITY PROVIDED BY MTV BRAND NEW, WILL BE THE CORE OF THIS HAPPENING
IN ACCORDANCE WITH THE TIME SCHEDULE OF THE MUSEUMS



THE WAY WE DO IT

MTV DELIVER A COMMUNICATION PROJECT TO COMBINE ART & MUSIC AND MORE
LADIES & GENTLEMAN MTV BRAND NEW ART TOUR 2010/2011



THE EVENT

THE COMMUNICATION PROJECT CULMINATES WITH PARTY EVENT BRAND NEW ART
AT THE BEGINNING OF THIS EVENTS BEST INTERNATIONAL DEEJAY AND LIVE BAND WILL ALTERNATE ON THE STAGES
EVENING EVENTS THAT WILL ALLOW MTV BRAND NEW PUBLIC TO BENEFIT OF THE EXHIBITIONS PROGRAMMED IN THE MUSEUMS



PROPERTY VALUES



WHAT'S MTV BRAND:NEW..

THE MTV BRAND NEW IDENTITY IS CLEAR AND RESOLVED : THANKS TO A STRONG AND CONSOLIDATED BACKGROUND, MTV BRAND NEW IS RECOGNIZED AS ONE OF THE MOST ESTABLISHED BRAND IN THE MTV UNIVERSE

IS INTERNATIONAL

HELPS TO KEEP ALIVE ONE OF THE HISTORIC CHARACTERS RECOGNISED BY MTV BRAND, UNDERLINING COMPETENCE AND HIGH POWER TO SELECT AND PROMOTE **COOL** TENDENCIES

IS INNOVATION AND AVANT-GARDE

ORIGINALITY AND ABILITY TO DISCOVER LAST TENDENCIES, IN CONJUNCTION WITH THE PROVEN AUTHORITATIVENESS AND ABILITY TO BE A MUSICAL GUIDE, ALLOWED TO BE RECOGNISED AS A **TREND-SETTER**.

IS CULTURALLY VIBRANT AND STIMULATING

A **MUSIC ICON** WITH STRONG AESTHETICS AND ASPIRATIONAL VALUE

SOURCE: BRAND EQUITY STUDIO MTV 2008

CASE HISTORY

TOUR MTV BRAND: NEW ART HAS ALREADY ORGANIZED 4 EVENTS DURING 2010 SUMMER IN MUSEUMS AS:

MAXXI / ROME
PEGGY GUGGENHAIM / VENICE
MART / ROVERETO
PAV / TURIN

ALL THESE EVENTS HAD GREAT MEDIA COVERAGE, AND THEY WERE AT FULL CAPACITY



WHAT'S BRAND NEW ART TOUR?

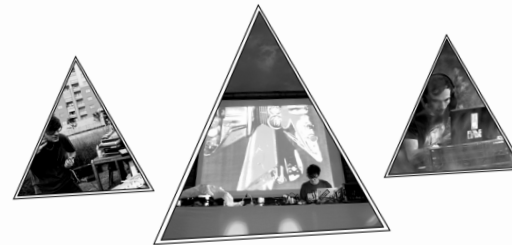


A SERIES OF EXCLUSIVE MTV BRAND: NEW PARTIES
HOSTED BY THE BEST ITALIAN MUSEUMS
INTERESTING MUSIC REALITIES IN THE MOST UNUSUAL LOCATIONS!

A WAY TO INTRODUCE YOUNG PEOPLE TO THE WORLD OF ART AND ORGANISE EVENTS IN SPACE MUSEUM.

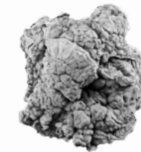
THE IMPORTANCE OF LOCATION OPENS THE POSSIBILITY OF ATTRACTING A DIVERSE CROWD

SUCCESSES INCLUDE PARTIES ORGANISED IN THE WORLDS MOST IMPORTANT MUSEUMS. THE OPPORTUNITY TO USE SUGGESTIVE MUSEUM SPACES TO HOST A SELECTION OF THE FINEST MUSICIANS, CREATES A UNIQUE MELT, FOR EXAMPLE SATURDAY NIGHTS AT PS1 NEW YORK.



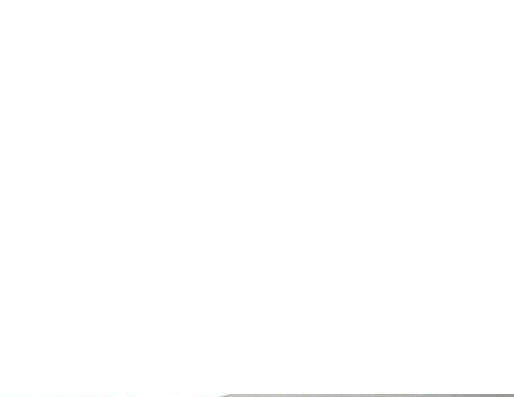
NEXT EVENTS

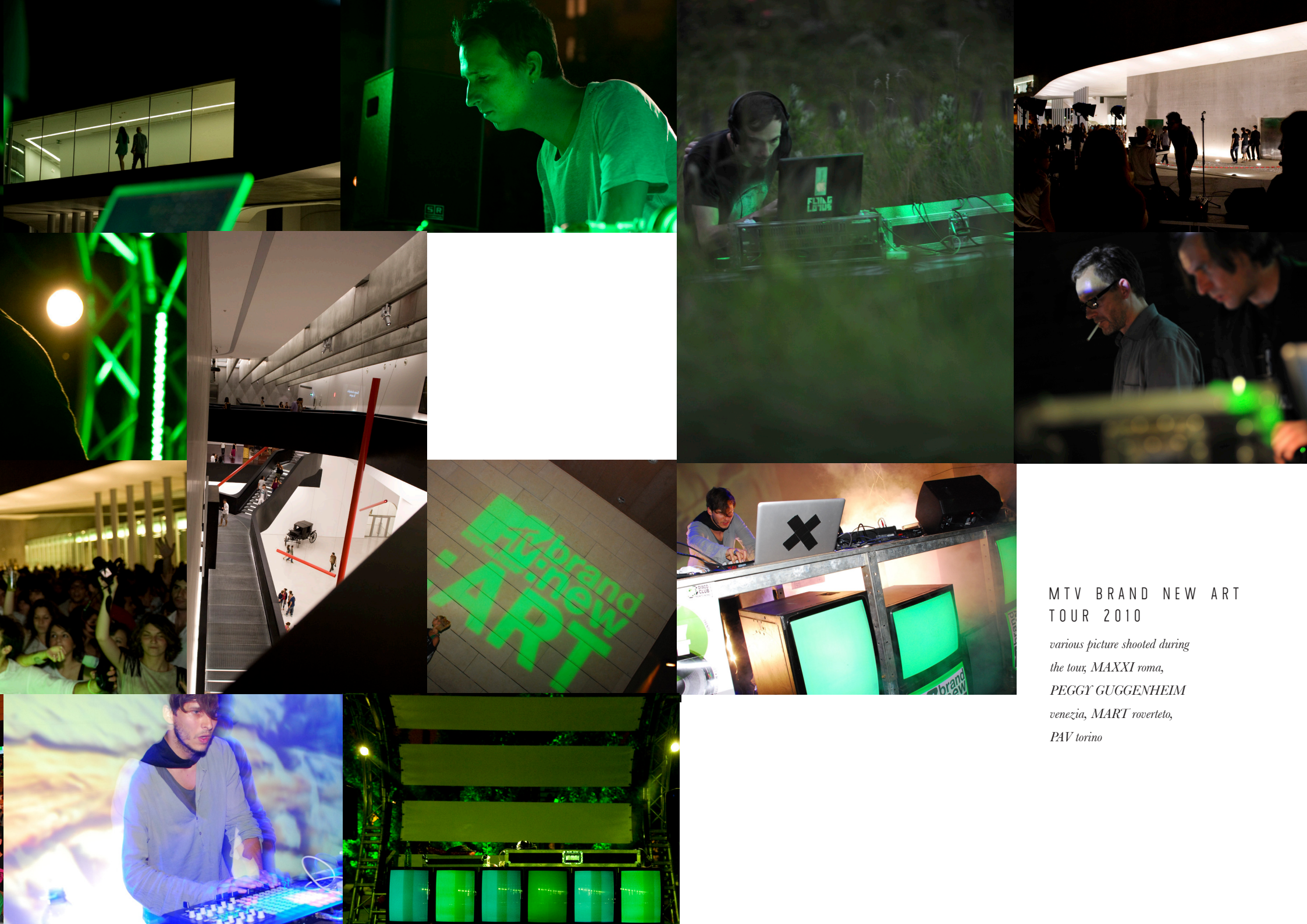
November 27, 2010 / **MUSEO DELLA PERMANENTE** / MILAN
XX March 2011 / **CERP CENTRO ESPOSITIVO ROCCA PAOLINA** / PERUGIA
XX April 2011 / **MAMBO** / BOLOGNA
XX May 2011 / **MACRO FUTURE** / ROME
XX June 2011 / **PALACE RISI** / PALERMO
XX October 2011 / **MUSEO PECCI** / FLORENCE
XX November 2011 / **MUSEO MADRE** / NAPLES



MTV BRAND NEW ART
TOUR 2010

*simple presentation
for sponsorship
and location research*





MTV BRAND NEW ART
TOUR 2010

*various picture shooted during
the tour, MAXXI roma,
PEGGY GUGGENHEIM
venezia, MART roverteto,
PAV torino*



CASE HISTORY

// LOCATION

Musco Della Permanente
via Turati 34 Milano

Is an historical institution in the milanese and italian artistic panorama, has its seat in the neoclassic building designed by the architect luca beltrami with the specific aim of hosting art exhibitions. for over a century società per le belle arti ed esposizione permanente has been carrying on promotional and cultural spreading activities, organizing and realizing monographic and thematic exhibitions and historical reports, in collaboration with museums, organizations and national and foreign institutions too.

An amazing artistic and archival property, which includes a wide collection of works of the end of the 19th century and of the 20th century, and a vast specialized library that reports the history of the organization from its foundation to the present.

// CONCEPT

A series of exclusive party branded mtv brand: new, sponsored by Ceres around the best italian museums, that bring the most interesting music realities on unusual location.

The importance of location gives the possibility of creating a bridge between different crowds, melting them in a unique experience

we created for this occasion an award for artworks
“Ceres For Art” hosted during the events

// SETTINGS

2 hostess on the guest list
complete cloakroom equipped with crutches 800
2 cloakroom attendant
2 advertising totem
4 banner
2 branded cars + 2 drivers

no parking billboards
formalities concerning the occupation of public land.

2 branded wall for v.i.p area + 2 bowens photo light
1 photographer

WALL
2 wall systems with
20 led light with dimmer
20 ceres artwork

BRAND NEW: ART 2010/11

MTV BRAND NEW ART
TOUR 2010 2011

*after 1 year managing MTV Brand new Art & cocalime tour using
the most prestigious museum such as: Mart (rovereto), Fondazione
Sandretto (Torino), Peggy Guggenhei (venezia), Maxxi (Roma)*

BAR
counter table 7 x 1,5m
2 counters + 2 waitress
4 barman
2 runner
5 cleaner
4 branded fridge
1 gobos ceres 4 art
1 projector 3500 ansi lumen
(real time video editing programmed)



// STAGE DESIGN

stage 5x6m
4 keyboard stand
6 monitor + 4 amp
4 microphone
1 stage mixer

DJ SETTING

2 x cdj 1000
1 allen & heath mixer console
2 1210 technics

1 10000 ansi lumen projector
1 dimmer light
variuos cables
1 3000 ansi-lumen projector
8 moving head projectors
32 spot lights
20 par lights
24 linkable barrier post
12 rafters
10 workers
1 smoke machine

PRIVATE AREA

80 eco leather seats
20 flightcase use as tables
1 cathering service x 70 people
+3 waiters
+5 runner
12 bodyguard
2 fridge
2 hostess
1 gobos ceres logoes

// MUSIC

Thanks to Ceres & Mtv Brand New Art tour 2010, for the first time in italy here in museo della permanente I were glad to introduce - Gavin russom after his solo work "meteoric black star back" he was proud to present his latest quartet project,

GAVIN RUSSOM, ANN-MAGNANA,
ALBERTO JOSE LOPEZ, MATTHEW THORNLEY.

congas, samples, choirs and famous hand-made moog of gavin.
THE CRYSTAL ARK

// LINE UP

19.00 - 20.00	CLUB SILENCIO / thisisnotanexit
20.00 - 21.00	MARCELO BURLON / pink is punk show
21.00 - 22.00	MATT THORNLEY / dfa records
22.00 - 23.00	THE CRISTAL ARK / dfa records
23.00 - 24.00	GAVIN RUSSOM / dfa records
00.00 - 00.30	MARCELO BURLON / pink is punk show

19.00 - 00.30	vj kama
---------------	---------

// PROMOTIONAL ACTIVITIES

7500 flyer print 4 color front/back
2500 distributed in turin and 5000 in milan

facebook event creation for 2 week advert
by Marcelo Burlon (country of milan) 9000 contact

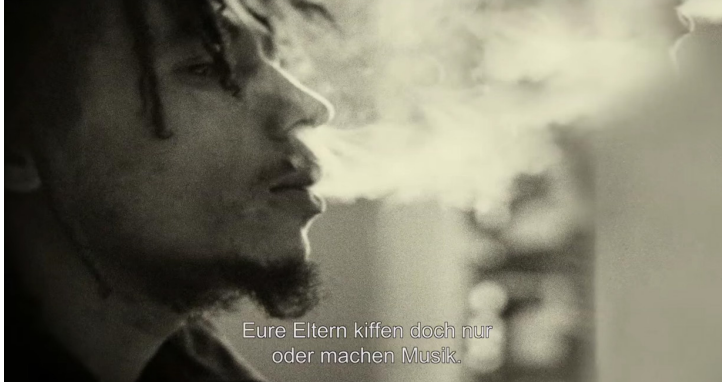
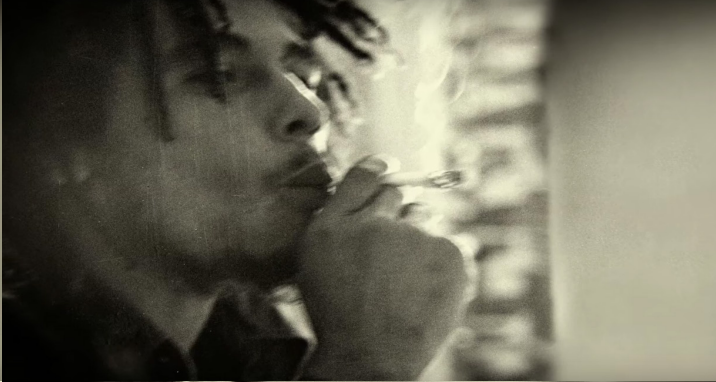
creation of two collateral facebook event for guest admission

500 identification wristbands print and design

500 drink print and design

// PARTECIPATION REPORT

pr event	9000	contacted by facebook
	1137	confirmed admission
resume	vip list	278
	guest list	1247
	other visitors	300
	(in different time)	
	real visitors	1143
	visitors allowed	800



Eure Eltern kiffen doch nur
oder machen Musik.



Eure Eltern kiffen doch nur
oder machen Musik.



Meine Kinder spielen nicht mit euch.

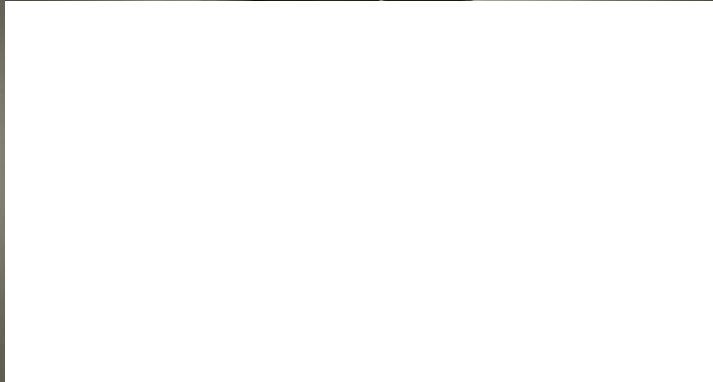


Meine Kinder spielen nicht mit euch.



Freunde, die bei mir übernachteten.





THEY'VE BEEN SAYING FOR YEARS THAT
STOP-MOTION IS DEAD

*I'm proud to have been able to give these pictures a new life
giving everyone the opportunity to enjoy Bob Marley
in an unedited environment.*



P A C K A G I N G

PACKAGING CAN BE THEATER.
IT CAN CREATE A STORY

a good packaging is always a good tool for sale.

on the up left page a simple packaging for a lookbook

down left a set design for Diesel 55DSL birthday

in Turin, during the Bloody Beetrots concert.

on the right page an invite to FW2012 Diesel black gold

inspired to the top secret document of the 1920's

down on the right page some FCMG chamois leather product

and a scheme for a cd-dvd tray of Uturn band.



Mr Giorgio Berletti
Via Trieste 38, 20100
Milano Italy

FROM		TO	
Join us for		the presentation of	
EVENT			
DIESEL BLACK GOLD			
THE			
FEBRUARY COLLECTION			
DATE	DAY	YEAR	
JANUARY	17TH	2011	
TIME	PM	TO	AM
FROM			
DIESEL PERFORMER			
DIESEL			
Via Stendhal 34, 20144 Milano			



PELLE SCAMOSCIATA NATURALE CHAMOIS LEATHER

CONCIA
ALL'OLIO
FULL OIL
TANNED

PRODOTTO DA:



GENNARO
MONTEFUSCO S.R.L.
NATURAL CHAMOIS
LEATHER

PRODUZIONE PELLE
SCAMOSCIATA

PRODOTTI PER LA
CURA DELL'AUTO
VIA D'AURIA, 7
80022 ARZANO (NA)
PHONE +39 081 7311215
FAX +39 081 578815
INFO@GMCNARO.IT
WWW.GMCNARO.IT

