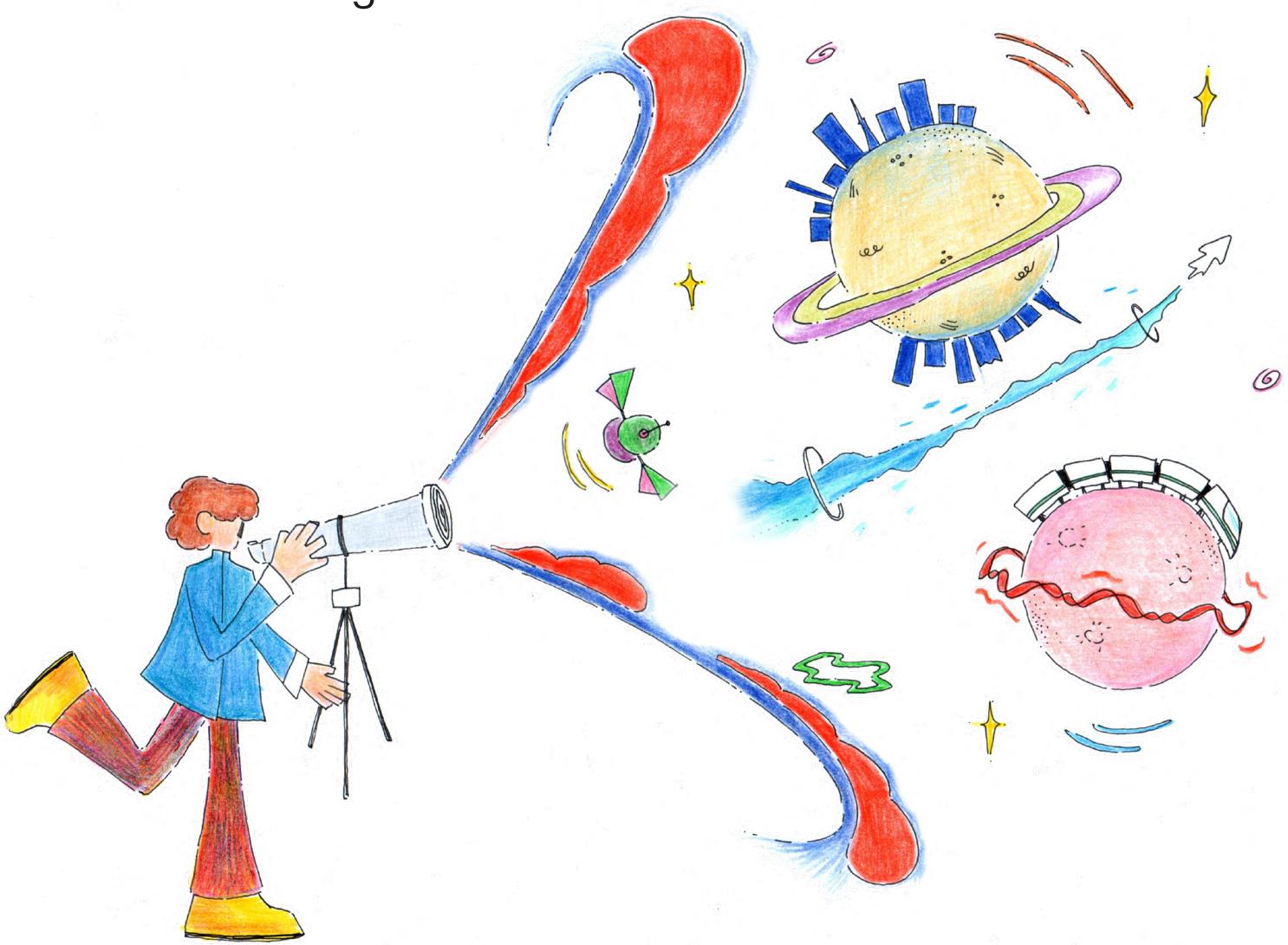


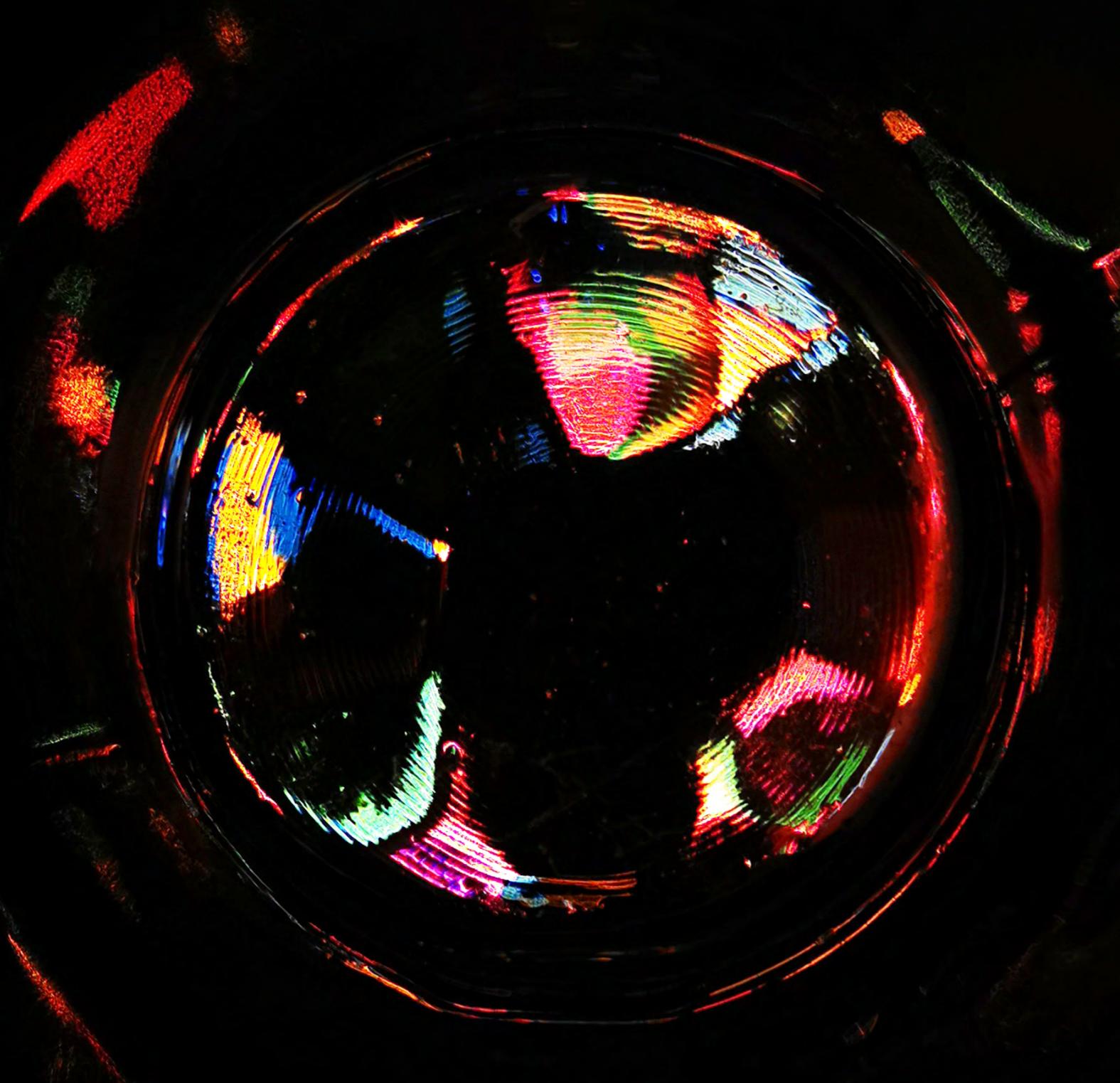
*Portfolio*

# Giulia Picasso

Communication and  
Interior Designer



# Hello



The photos in this portfolio  
were taken by me.



## About

Born in the winter of 1999, I am a 23-year-old designer from Milan, Italy. Since I was little, I've been drawing the world around me, trying to represent its facets from different points of view. I attendend a language school, and after a Bachelor's degree in Interior Design, I decided to depeen my interests in visuals and graphics studying Communication Design. My vision of design is conveyed through the projects I've worked on during the years, that range over different fields: public spaces, temporary exhibitions, multimedia environments, photography and motion graphic design.

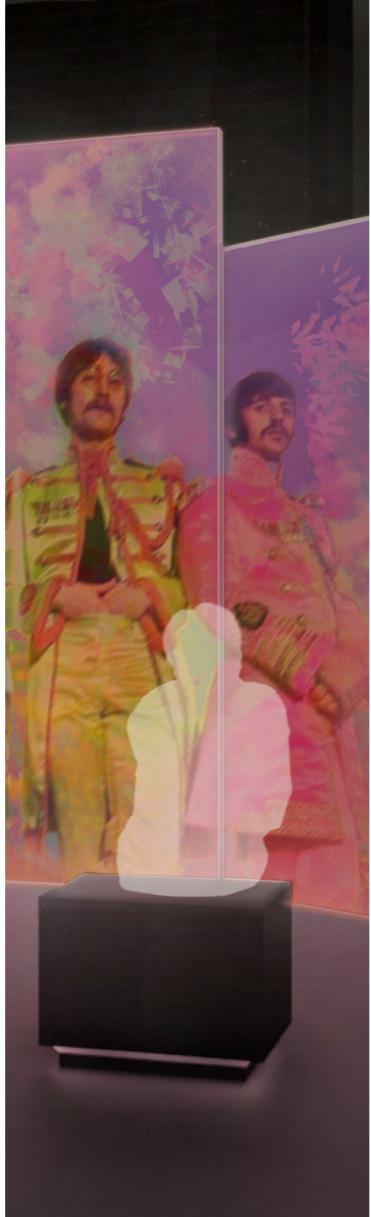
## Skills

Phone number  
+39 331 85 27 390  
E-mail  
giulia.picasso99@gmail.com

Creative, meticulous and fast learner. Good interpersonal skills, in teamworks I often manage and coordinate the project tasks. I'm constantly willing to undertake challenges and to explore new knowledge in different fields.



*Part 1:  
storytelling*



*Part 2:  
multimedia*



*Part 3:  
photography*

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## storytelling

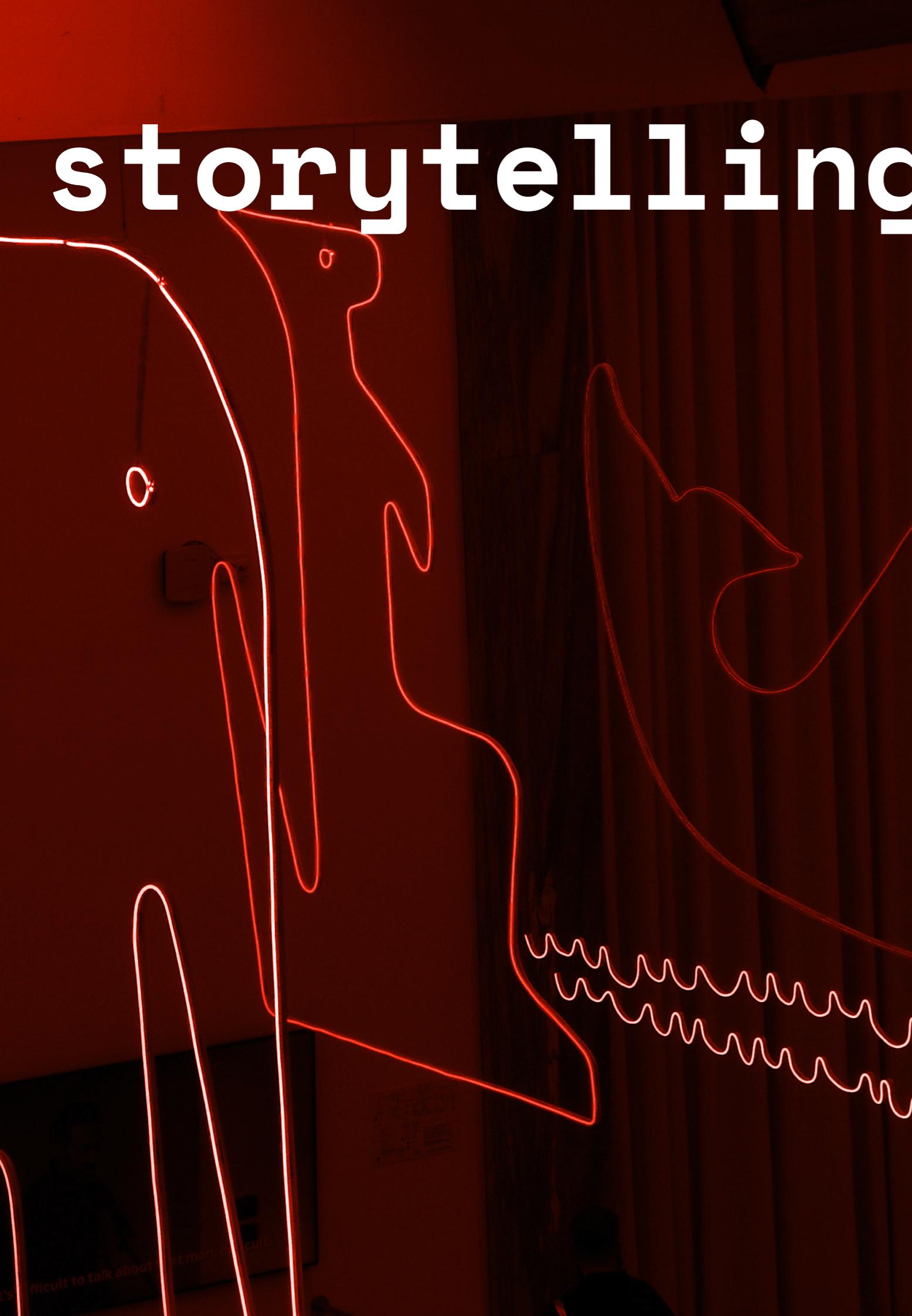
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- ✗ LIBRERIA BOCCA 10

## multimedia

- ✗ DOVE VA TUTTA 'STA GENTE? 16
- ✗ BFACTORY 20
- ✗ URLO MUTO DELLA TERRA 25

## photography

- ✗ QUESTIONI FOTOGRAFICHE 31
- ✗ LIGHTS / SHADOWS 35



## Part 1

This first section shows my favourite projects regarding Interior Design, where the storytelling between spaces is a major component of the concept. I usually render the visualisations, a role I really enjoy.

- ✖ ANUMANI
- ✖ LIBRERIA BOCCA

INTERIOR DESIGN - COMMUNITY PUBLIC SPACES

# X ANUMANI

## NEW LANDSCAPES AND BEHAVIOURS IN AN ABANDONED BUILDING

2020 has placed the sapiens in front of a rebellious reality: by keeping them away from their habits and undermining their certainties of invincibility, it has forced them to reflect upon their role in natural ecosystems. Starting from this feeling of interconnection, ANUMANI (*AnHumans*) tries to lay the foundation of a newfound bond beyond the limits of species, inside the building of Ex Collegio Calchi-Taeggi. ↓



Date  
Feb 2020  
June 2020

Role  
Concept thinking  
Spatial design  
Rendering

The project was presented to the council of Milan for the renewal of the building





Interiors, developing like landscapes, offer users the opportunity to use their imagination and escape from their usual behavioural patterns. People might find themselves working crouched on the ground like amphibians or suspended in mid-air like birds. Only by experimenting with unusual points of view it will be possible to rediscover what consolidated habits have long hidden.



### Spaces and behaviours

- ✗ **THE FLOATERS** ↑  
Workspace
- ✗ **THE CLIMBERS**  
Cinema
- ✗ **THE UPSIDE DOWN** →  
Recreation area
- ✗ **INTO THE GROOVE** ←  
Playtime area
- ✗ **INTO THE BREEZE**  
Relax area
- ✗ **THE SPINNERS**  
Library
- ✗ **THE CORAL CHOIR**  
Outside theater
- ✗ **INTO THE MEADOW**  
Entrance



3D MODELLING - ILLUSTRATION AND GRAPHICS

# ✖ Libreria Bocca

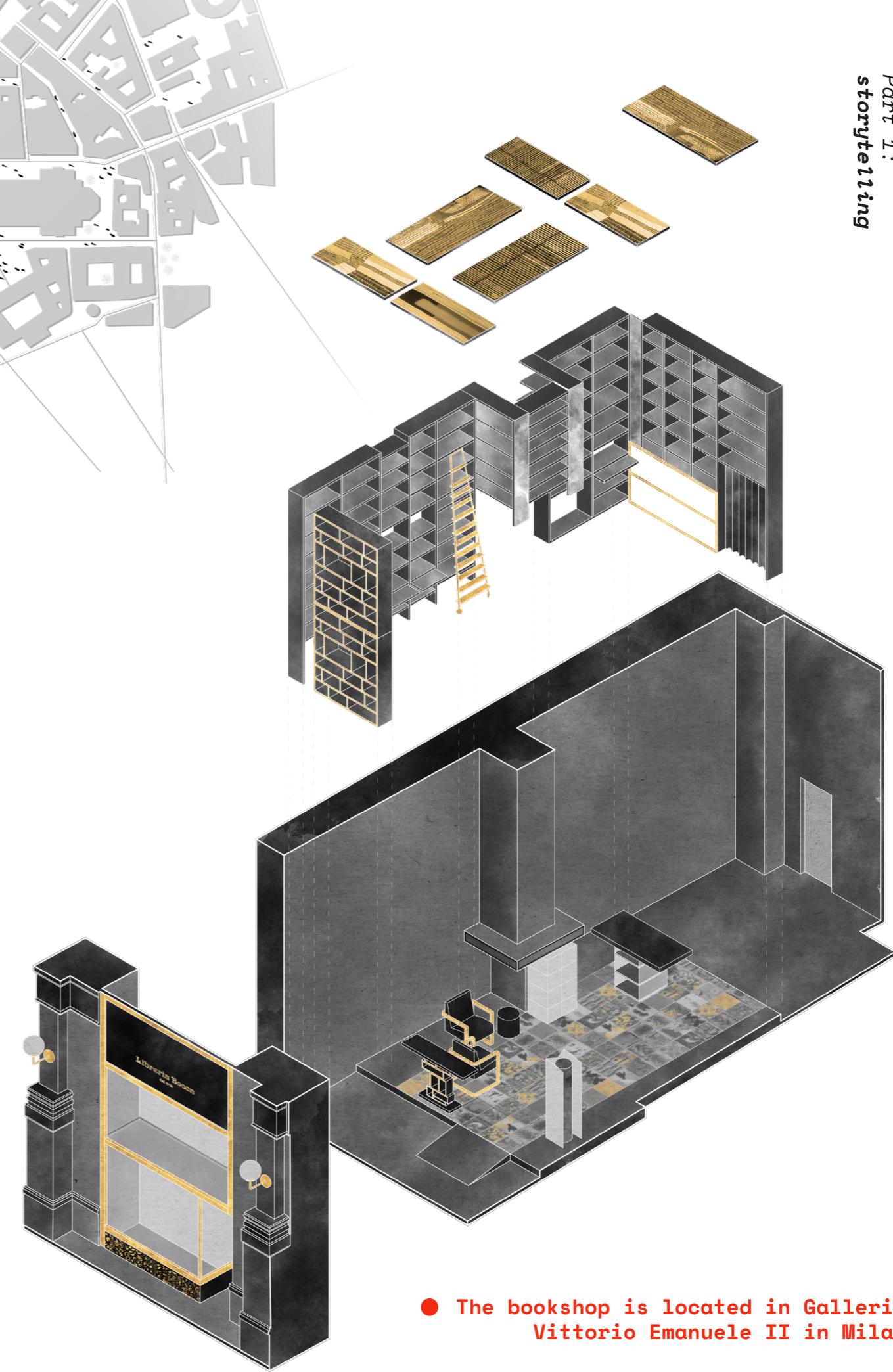
## VISUAL REINTERPRETATION OF AN ICONIC BOOKSHOP

Libreria Bocca is known as the most long-standing bookshop in Italy. It is an ancient and magic place, full of culture, books and art. Its characteristic trait is extravagance. The journey across the bookshop starts from the small things that enrich every corner. Thanks to them, one can understand the whole place, as well as the meaning of a book is achieved only at its conclusion. →

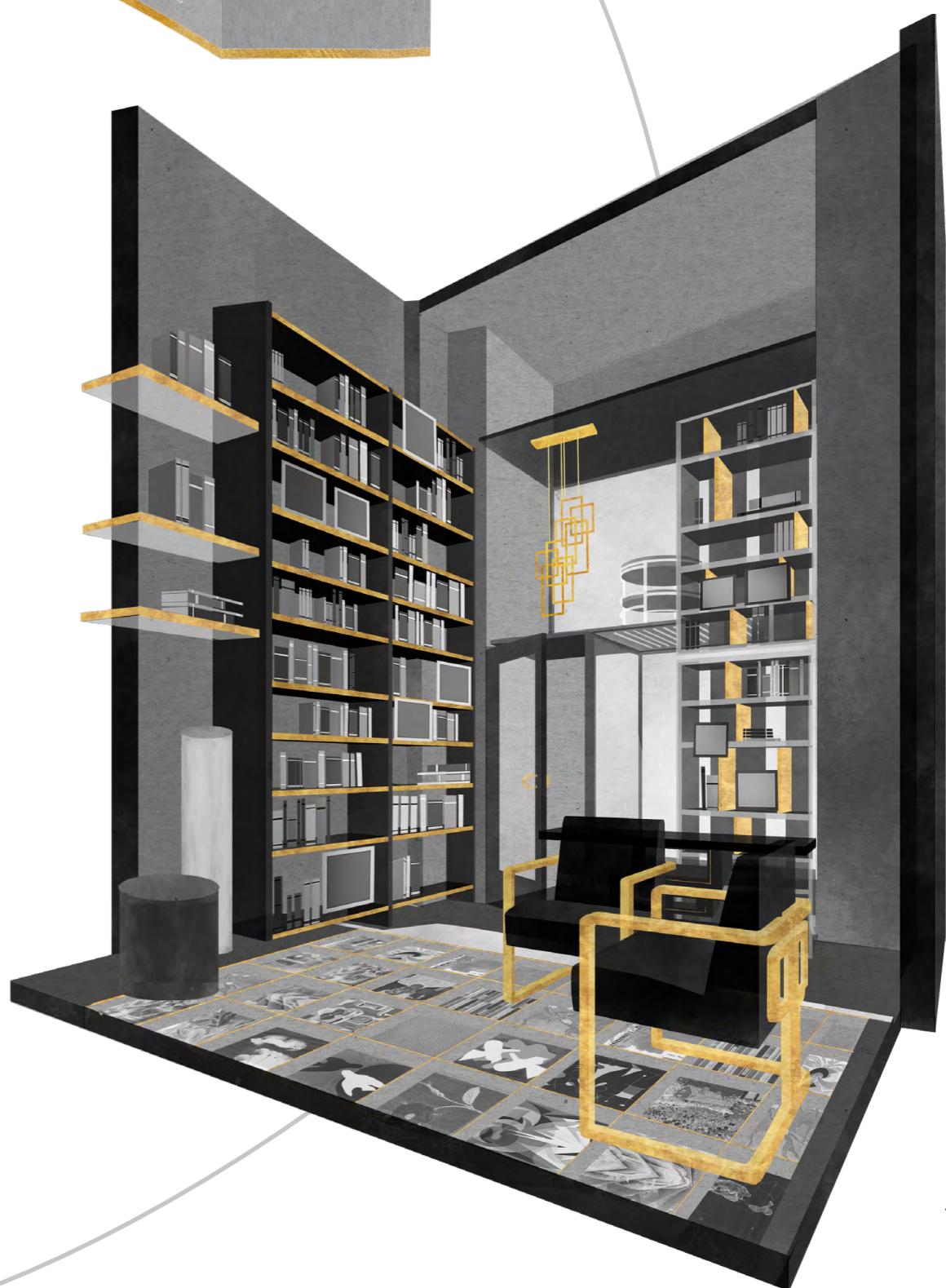
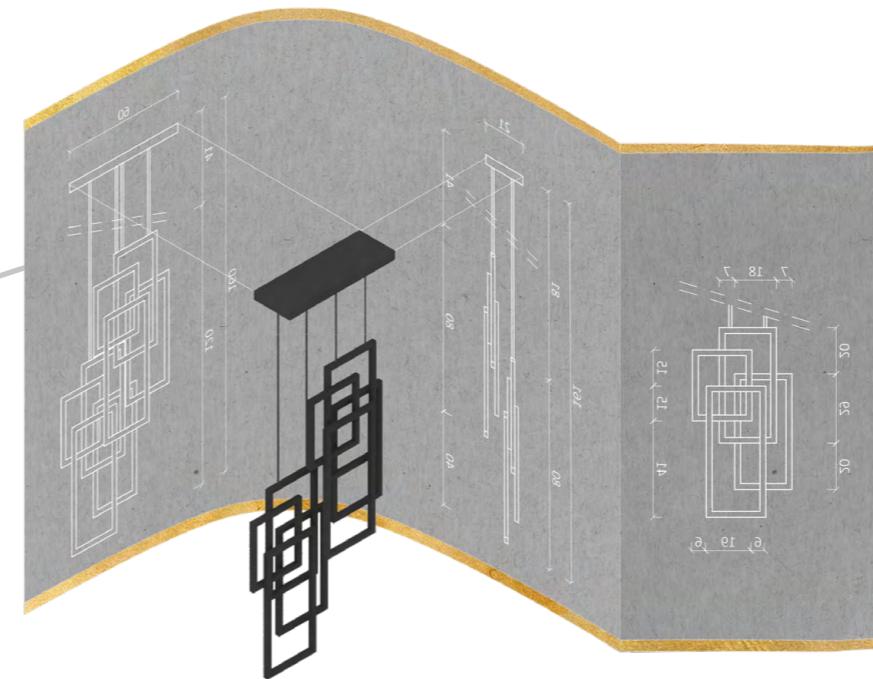


**Date**  
Oct 2019  
Jan 2020

**Role**  
Modelling  
Rendering and illustration  
Technical drawing



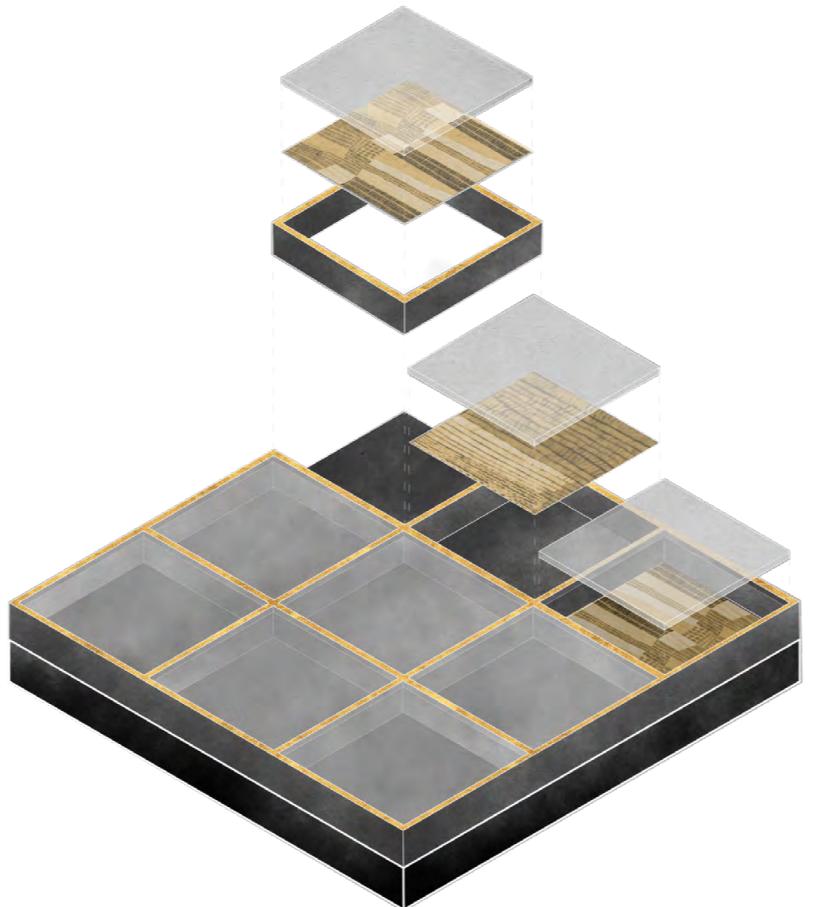
● The bookshop is located in Galleria Vittorio Emanuele II in Milan



### A rational style

At first, the bookshop may appear chaotic; in order to understand its treasure, you have to break down every piece and then reassemble them. The only colour used in the visuals is a goldish yellow, that emphasizes the precious details of books and furniture. Libreria Bocca offers an infinite range of interpretations, so it's better not judge a bookshop by its cover.

↑ →



# multimedia



## Part 2

The second section aims to show the multimedia experiences I designed. The user finds himself fully involved in the scenery, thanks to lighting and interactive systems.

- ✗ DOVE VA TUTTA 'STA GENTE? 16
- ✗ BFACTORY 20
- ✗ URLO MUTO DELLA TERRA 25

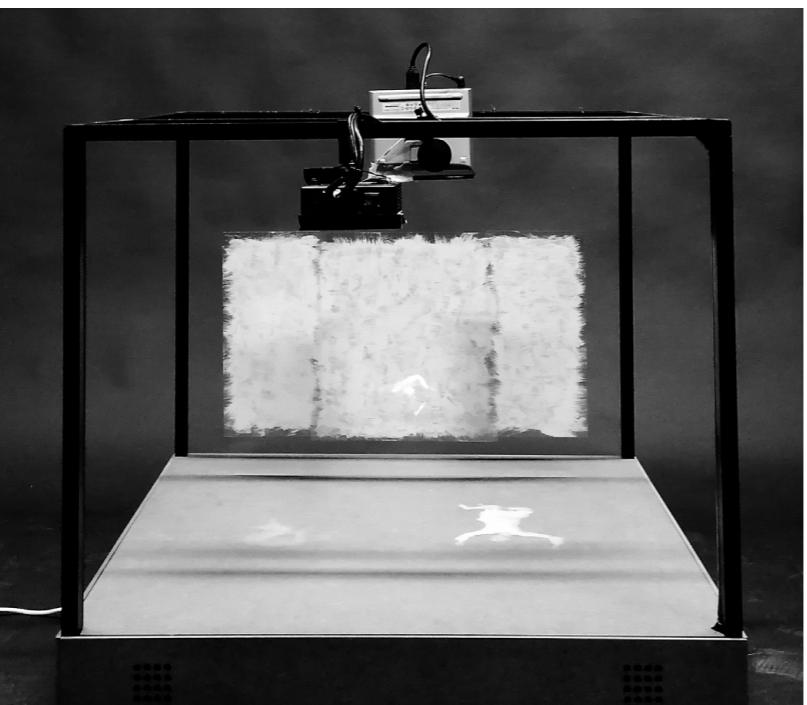
MULTISENSORY ATMOSPHERE - INTERACTIVE DESIGN

## ✖ Dove va tutta 'sta gente?

REINTERPRETATION OF A MULTISENSORY ENVIRONMENT

Date  
Feb 2021

Role  
Maquette realisation  
Video editing



*Dove va tutta 'sta gente?* (*Where are the people going to?*) is the multisensory and interactive environment that Studio Azzurro designed in 2000. It represents the complexity of human relations and the transformation of the interiors as an anthropologic space, independent from man's behaviours.

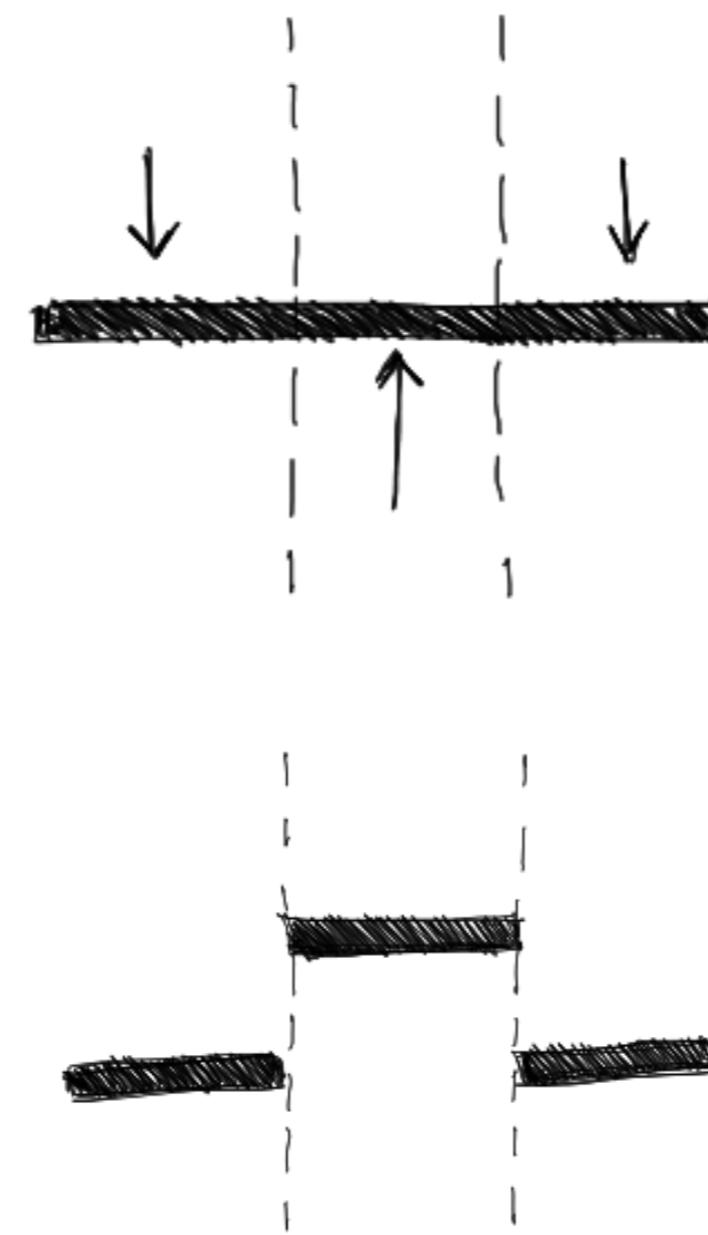
↑ The project will be exposed at "Bottega Studio Azzurro" exhibit in 2023





### Maquette realisation

The installation is composed by three suspended screens, made of plexiglass and painted with white acrylic. Two projectors project the video that depicts human figures agitating, hurting each other, slipping or hitting the screens, along with the ambient sounds that echo every move.



Study sketches and photos of the model, the visual identity and the logbook of the experience

TEMPORARY EXHIBITION - MEDIA AND SOUND DESIGN

# BFACTORY

IMMERSIVE EXPERIENCE INSIDE BEATLES' MUSIC

**How did Beatles influence our actual music industry?** Investigating their artistic and professional growth, BFACTORY - The Beatles' Case displays Umberto Buttafava's collection, made of gadgets, original pieces and memorabilia. The temporary exhibition takes place in BASE Milano, a cultural place in Milan. In order to appeal to the youngest generation, BFACTORY develops the mechanisms behind the music industry, with a full-immersive experience divided in two parallel sections.

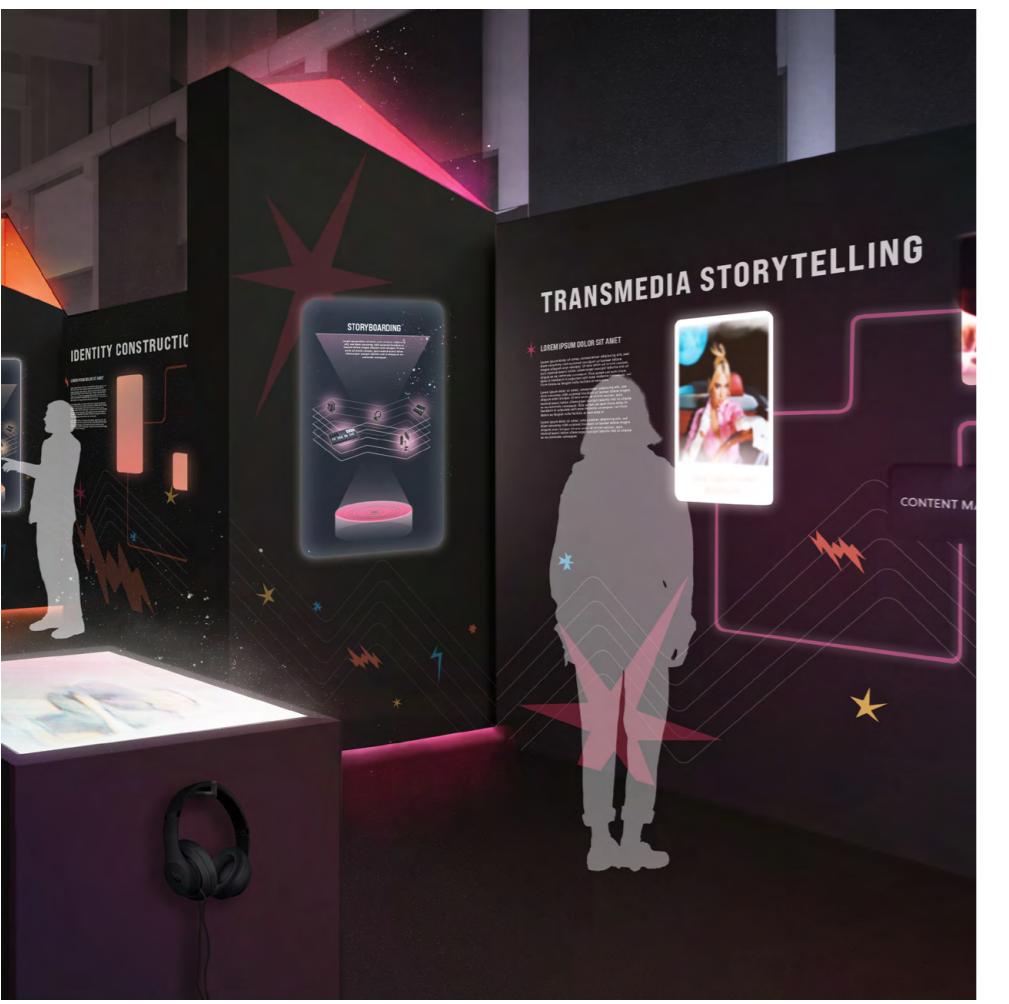


**Date**  
Sept 2020  
Jul 2021

**Role**  
Exhibit design  
Curatorial research  
3D Modelling  
City promotion



The project is part of the final thesis of  
the bachelor degree in Interior Design



Personal project: →  
promotion of the  
exhibit around  
Milan and an  
external space  
for gathering  
and night events



MOTION GRAPHICS - ACCESSIBILITY - EXHIBITION

# Urlo muto della Terra

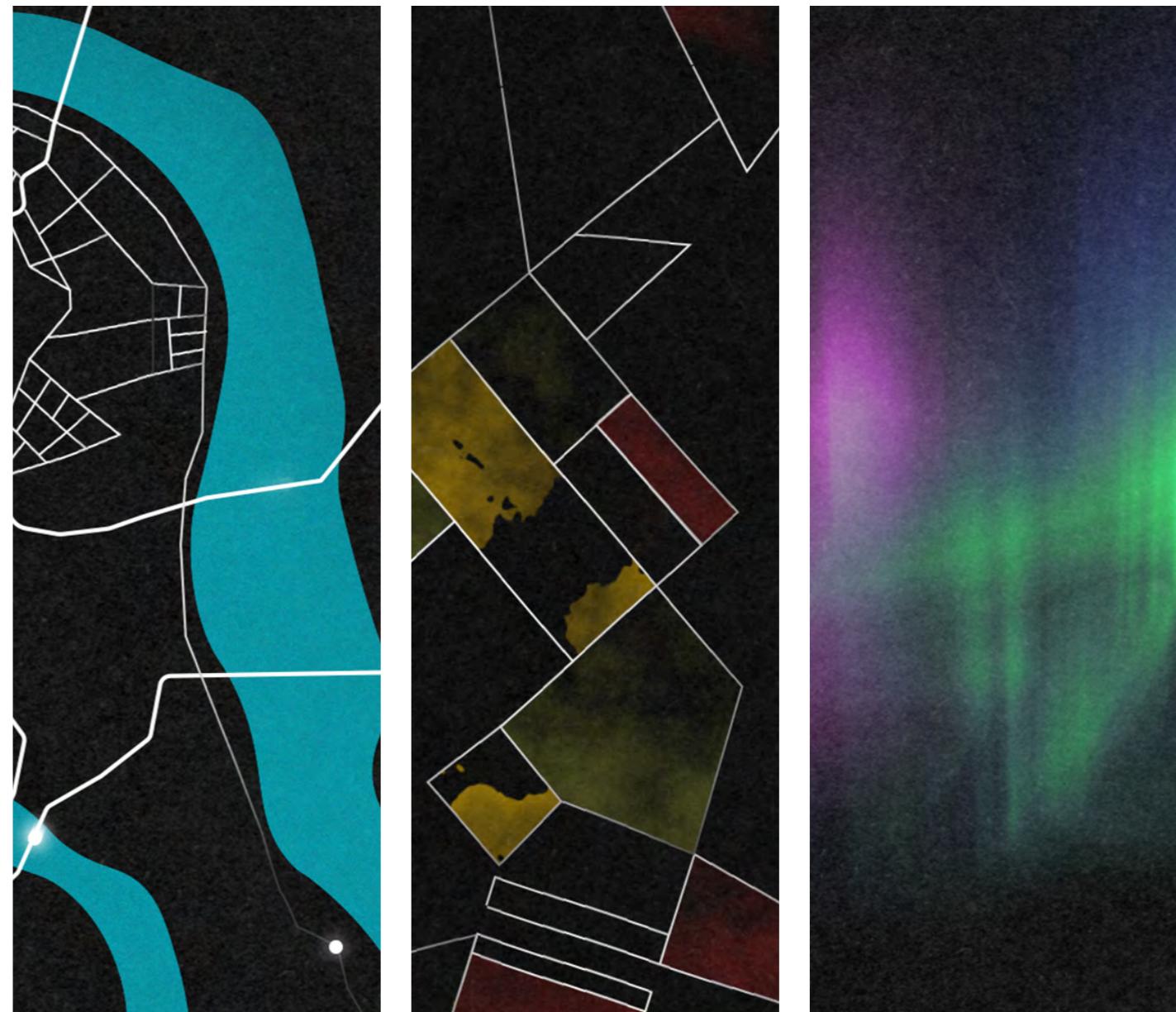
WHEN THE EARTH TALKS ABOUT CLIMATE CHANGE

**Urlo muto della Terra** (*The soundless cry of the Earth*) is a motion graphics video designed to describe the actual menace of climate change through a story narrated by the Earth's voice in first person. The main goal is to turn an actual exhibition of satellite photographs about global warming accessible to both deaf and blind people, through visual, uditive and tactile approaches.

Date  
June 2022

Role  
Concept  
Animation  
Sound design

Click the link to watch the video:  
→ [Urlo muto della Terra](#)

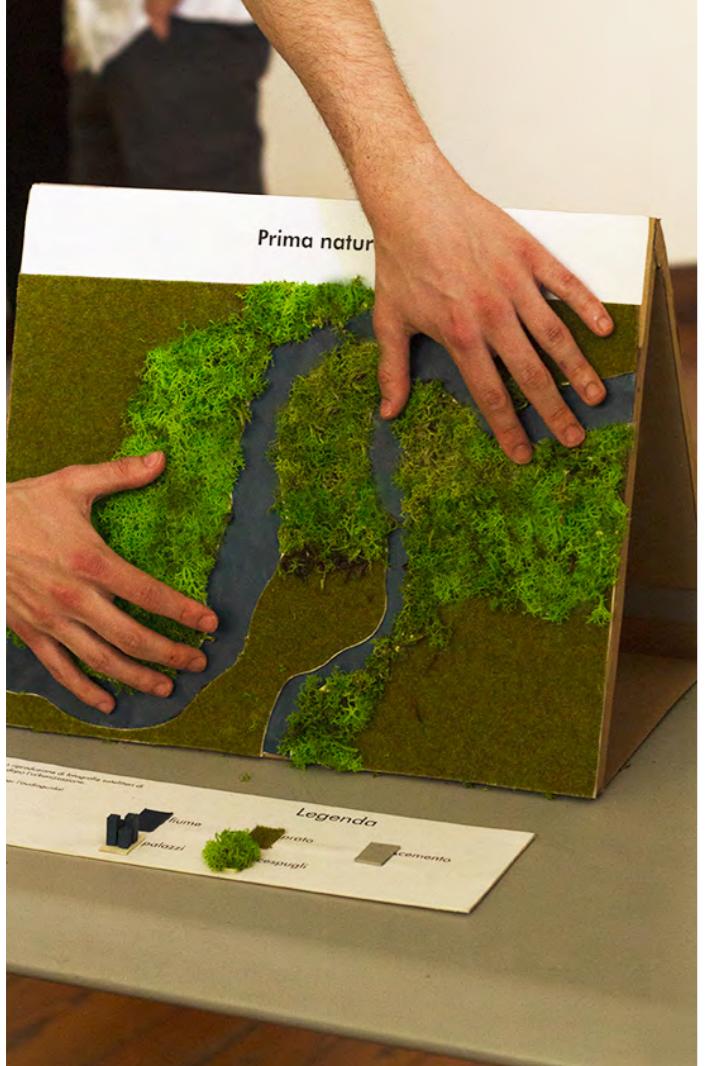


part 1:  
THE CITY

part 2:  
THE FOREST

part 3:  
THE GLACIER

The project was displayed at  
“Torino Graphic Days” in September 2022 ↑

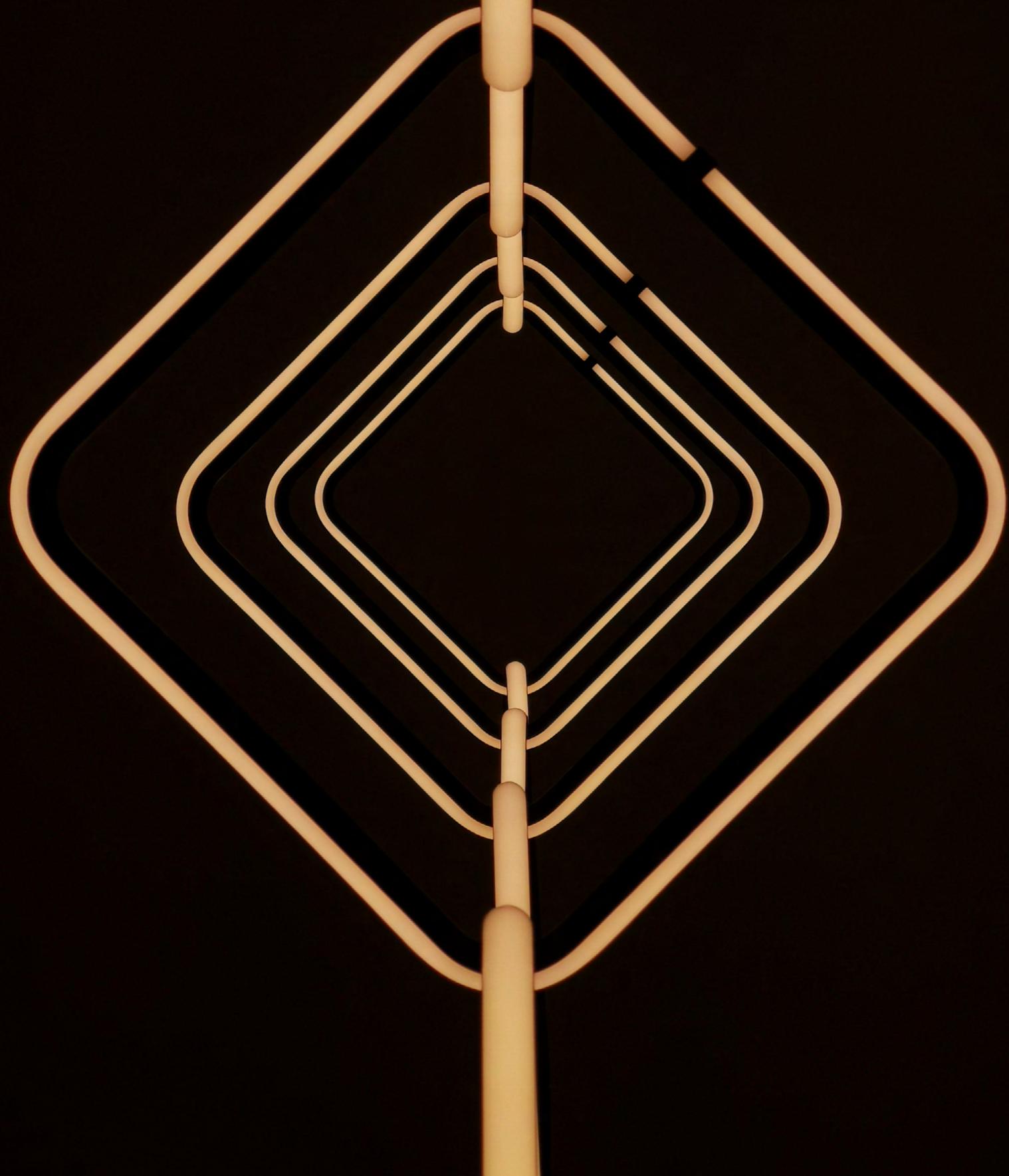


### Accessible artefact

The project wants to explore the topic of climate change through two approaches: an evocative-emotional one, conveyed by the video in motion graphics; a tactile-descriptive one, through a maquette displaying a scene of the video, with descriptions in Braille and the use of different materials for each element.



# photography



## Part 3

In the third and final section can be found projects where photography has a major importance. I enjoy taking photographs of anything, from places to small objects, mostly focusing on details.

- ✖ QUESTIONI FOTOGRAFICHE 31
- ✖ LIGHTS / SHADOWS 35

PHOTOGRAPHY - EDITORIAL DESIGN

# X Questioni fotografiche

TWENTY-SIX PHOTOS OF A DOMESTIC ENVIRONMENT

A research of micro and macro-landscape through the lens of a camera, in order to analyse the dimensions of memory, space, time, narration, design and domestic architecture. A journey that retraces the rooms around the house, that become the spot of observation, full of stories and details that represent their owners. ↓



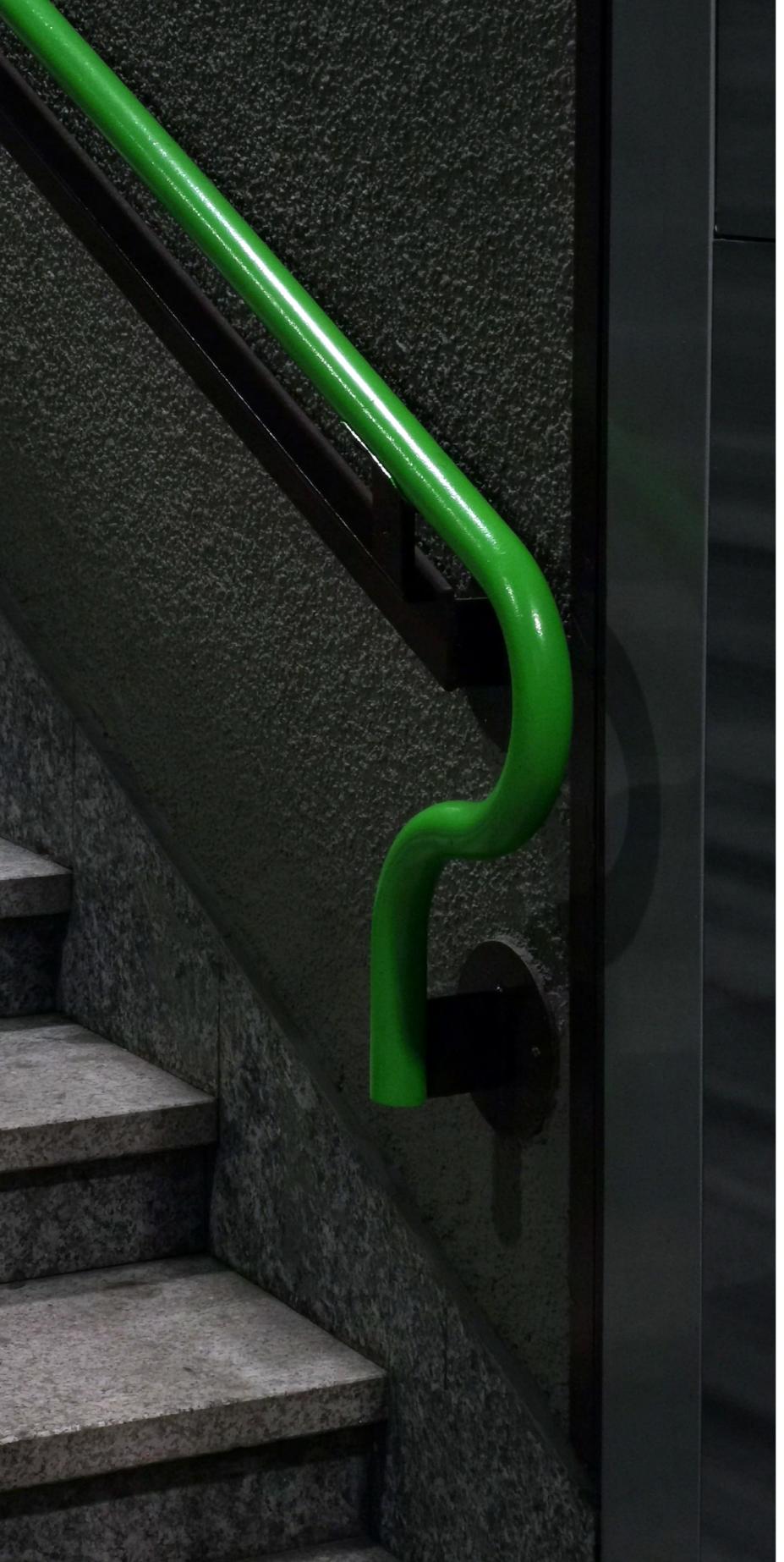
**Date**

Sept 2021  
Jan 2022

**Role**

Photograph  
Photo editing  
Editorial design





### Through the lens

The project was carried out using the camera of my phone, Huawei P30, playing with values such as ISO and exposition. The results are photos with high contrasts and strong saturation, which I think represent my style in what I design.





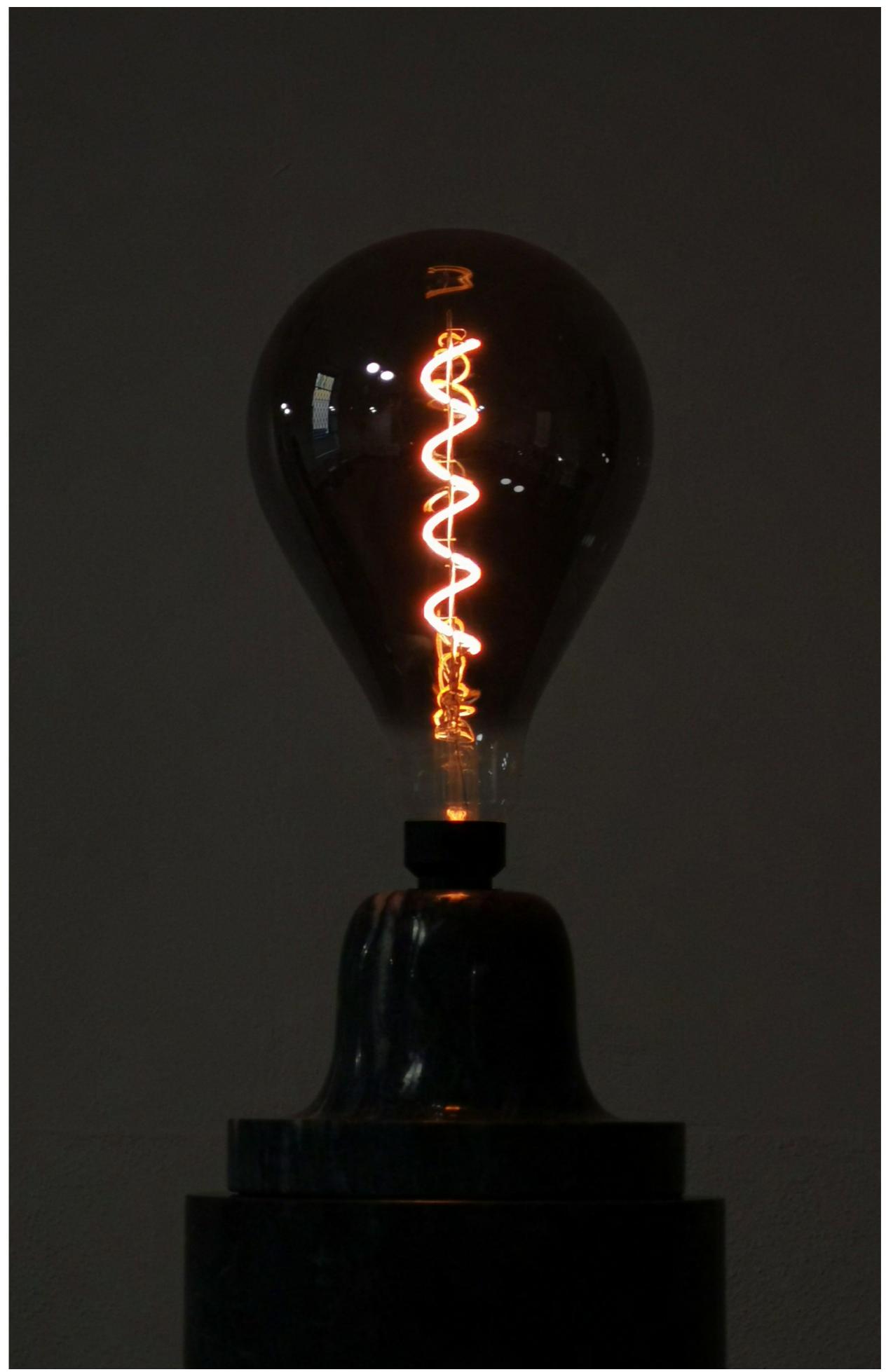
PERSONAL RESEARCH

# Lights / Shadows

COLOURS, SHADES AND CONTRASTS

A visual report of Milan Design Week 2021, that took place in September. I've always been fascinated by lights and their reflections on surfaces of different materials. I came across coloured pannels, globe lights, clouds made of glass and iconic lamps, such as Parentesi by Achille Castiglioni and Pio Manzu (Flos).







Thank  
you

*Portfolio*