

Gubiolo

Portfolio 2022/23

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About me



Hey! I am Stefano Gubiolo, I am attending the master's degree in Communication Design at Politecnico di Milano. I'm specialized in graphic design and illustration but I am also passionate about photography and motion graphics. Creativity and rationality are definitely two of my strong points that help me in design.

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(00) Name / Type / Year

(01) PIVÓ / BRANDING, SERVICE DESIGN AND UI DESIGN / 2022



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(04) CRESPI D'ADDA / BRANDING / 2020



(&) ILLUSTRATIONS / 2020-2022



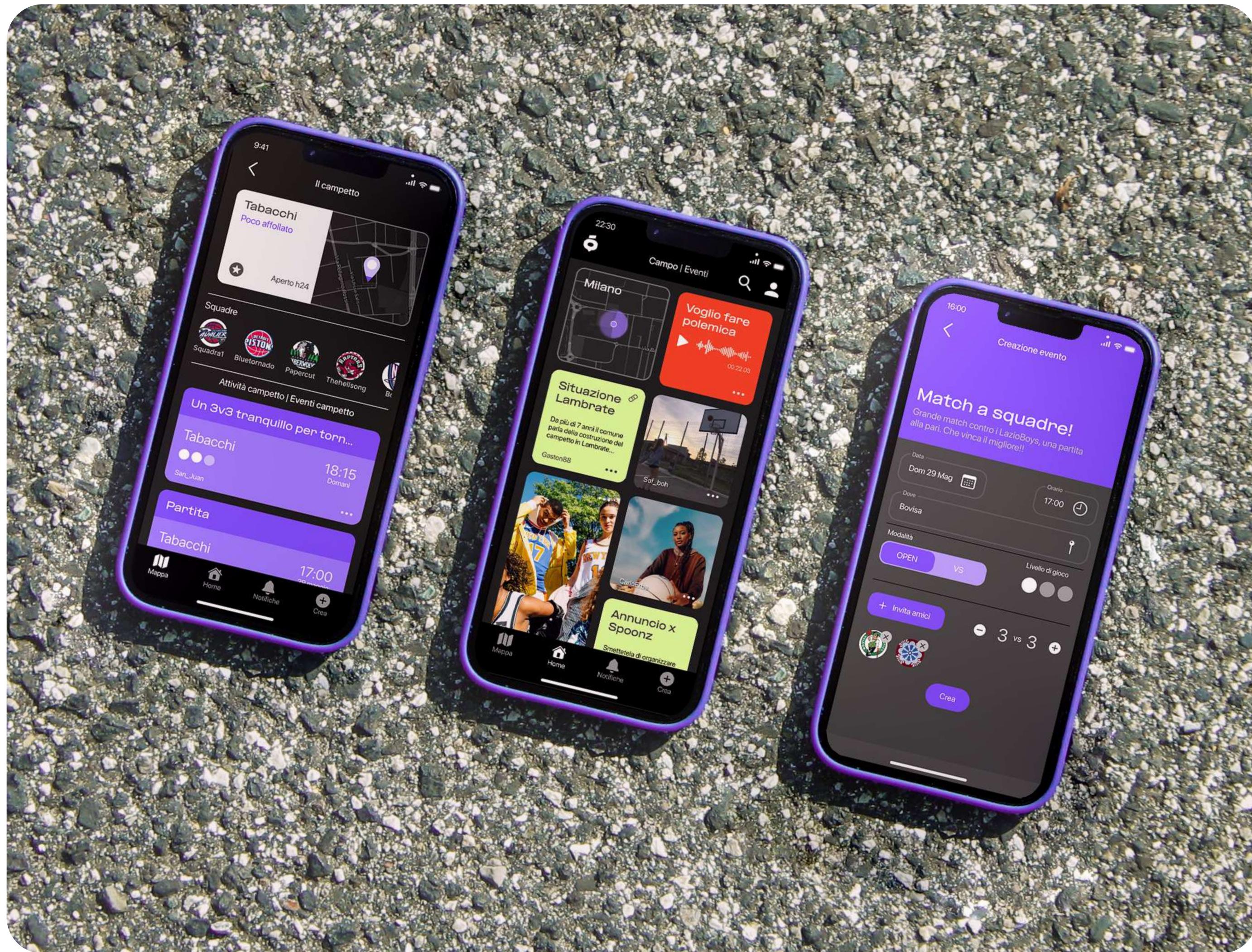
Community app for street-basketball fans

01. PIVÓ

Designing a service for the acceleration of social dynamics and the creation of a solid community around street-basketball as an active asset to enhance the urban context.



01.

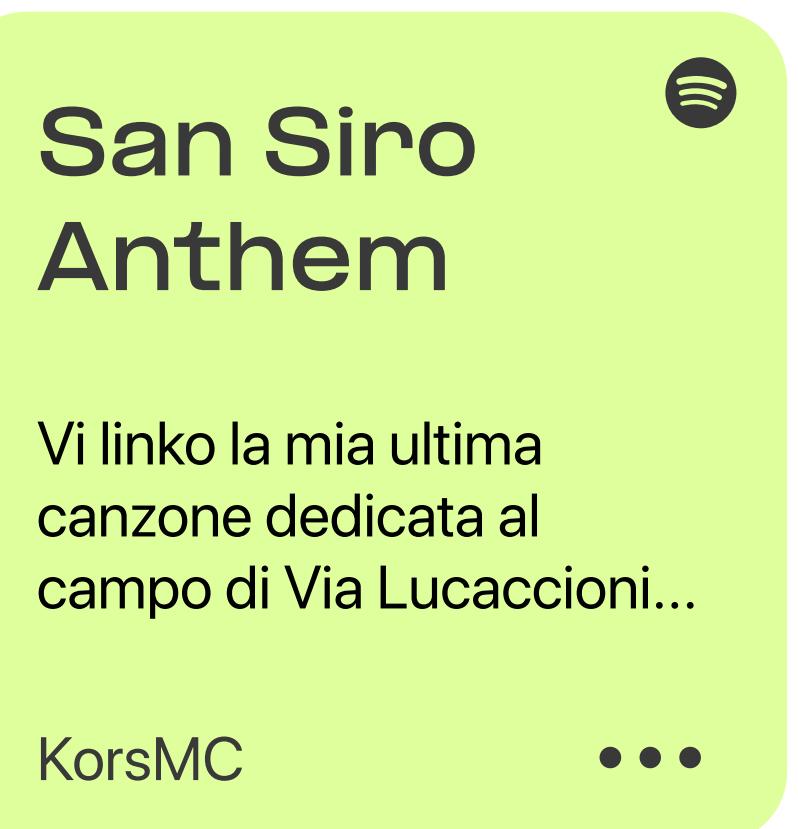
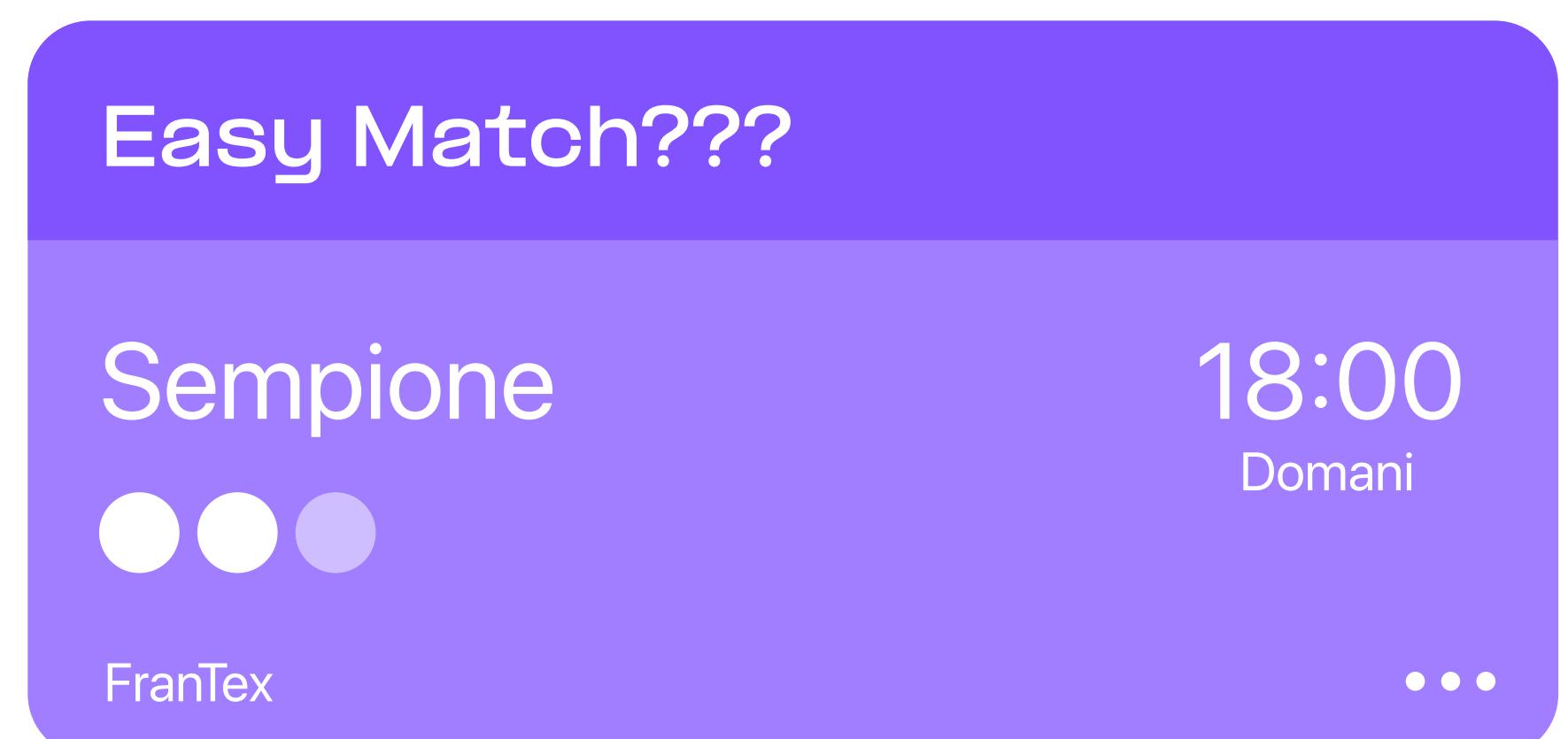
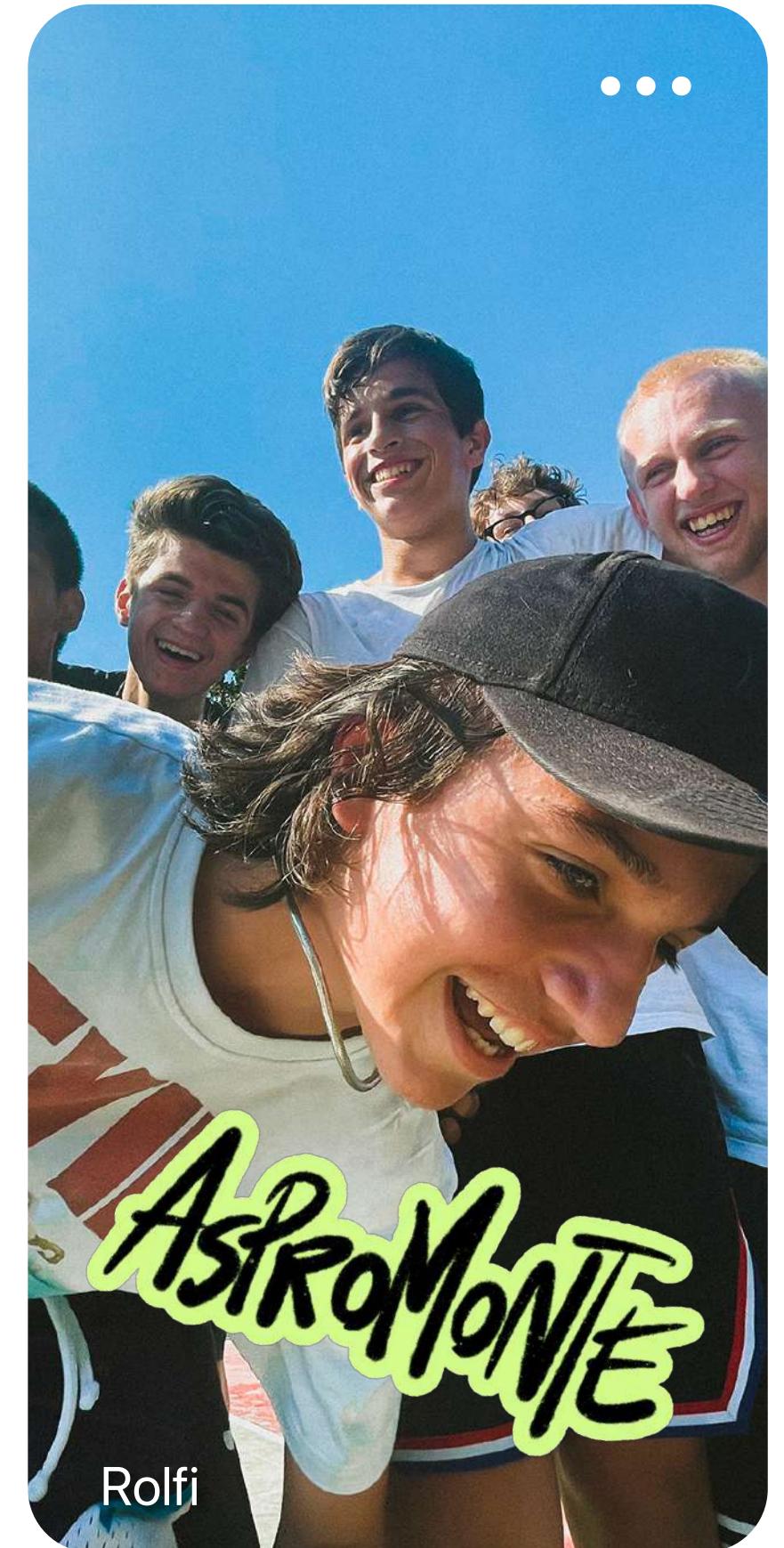
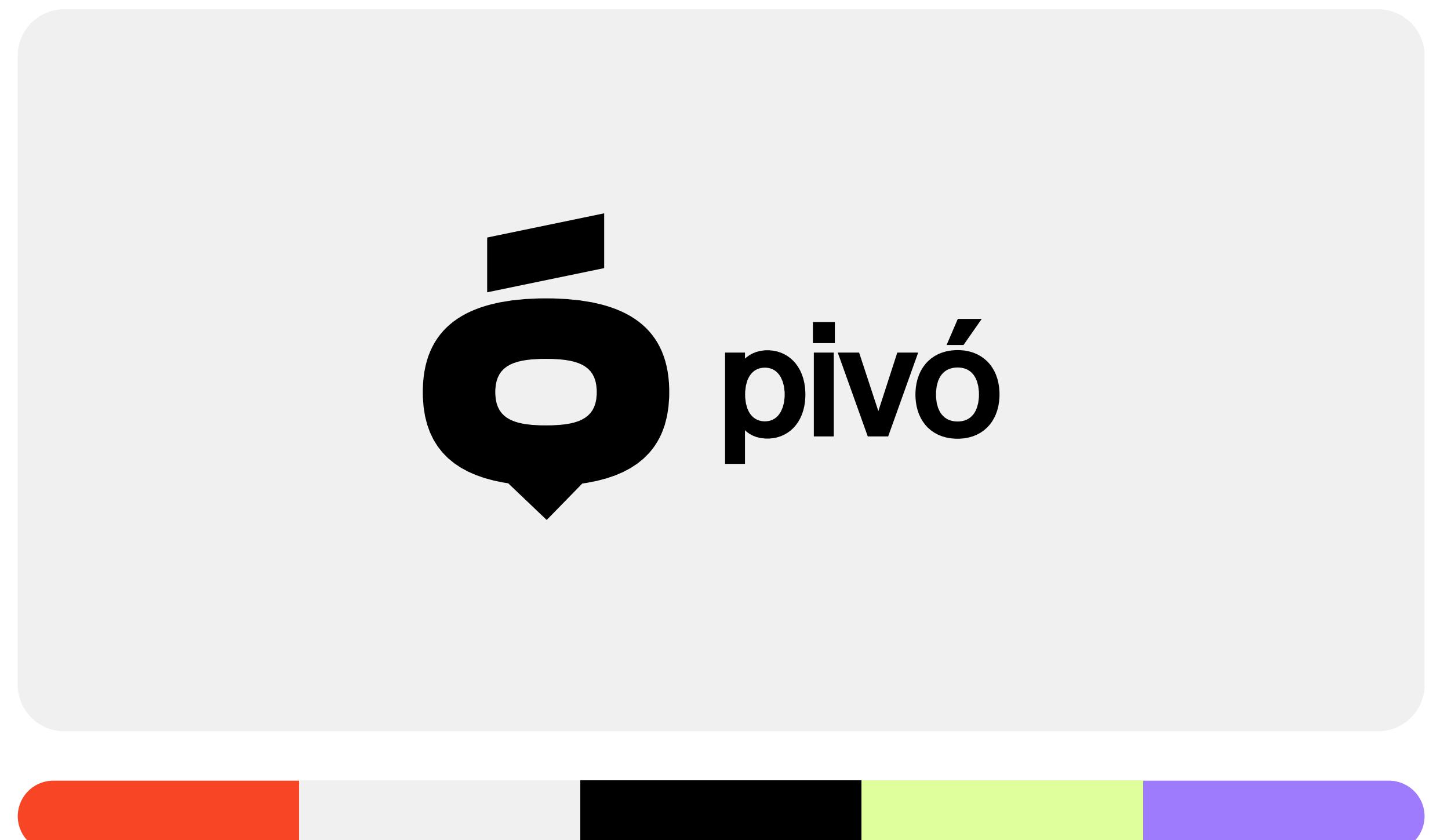


ORGANIZZA
GIOCA
Organize, play,
share.
CONDIVIDI

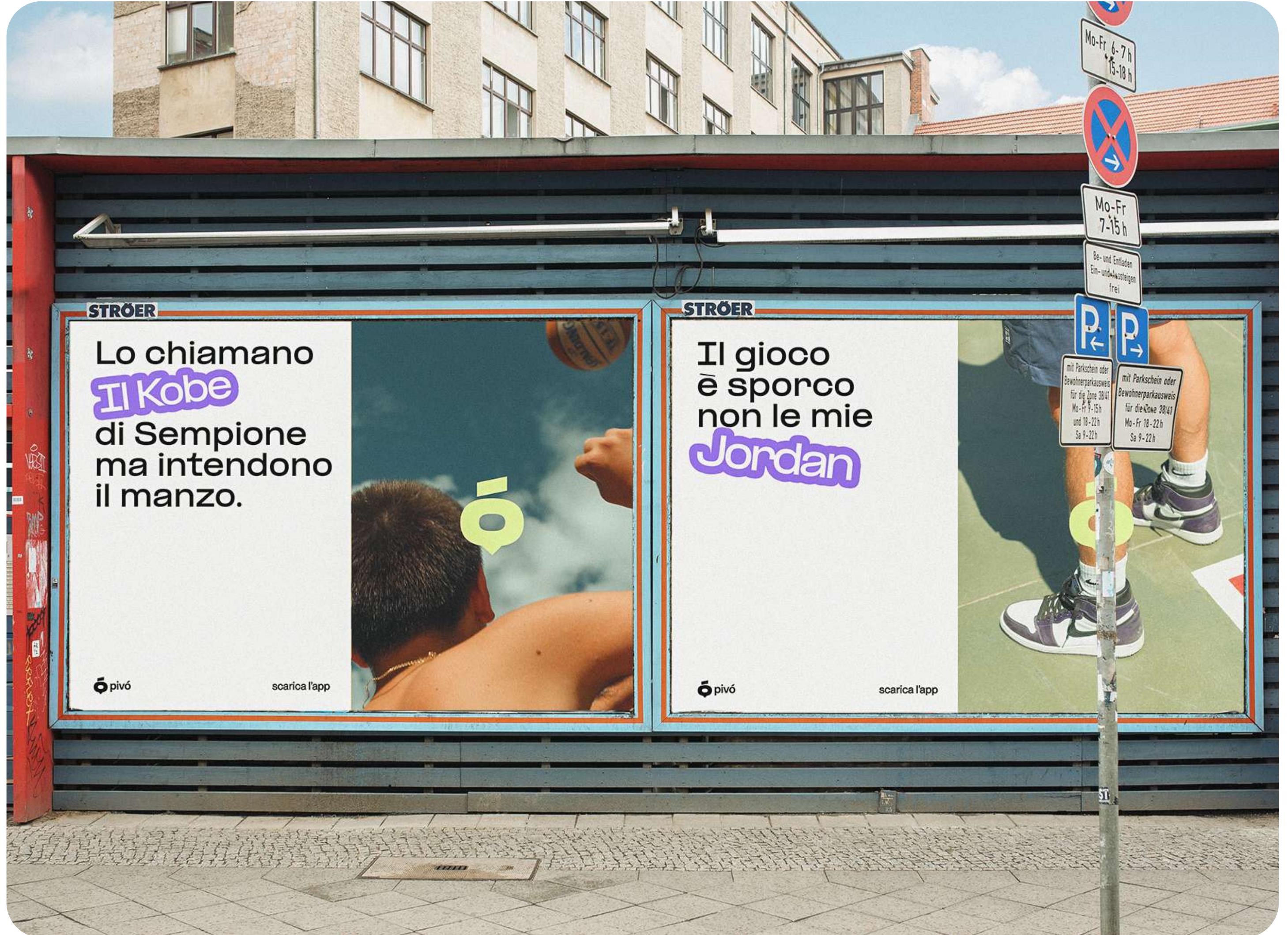
Pivó is a community app that acts as a digital space to bring together and increase street-basketball fans. This is done through information services about facilities in the area, the organization of games and events, and the multimedia sharing of life on the court, while maintaining the spontaneity and simplicity that is inherent in street sport.

01.

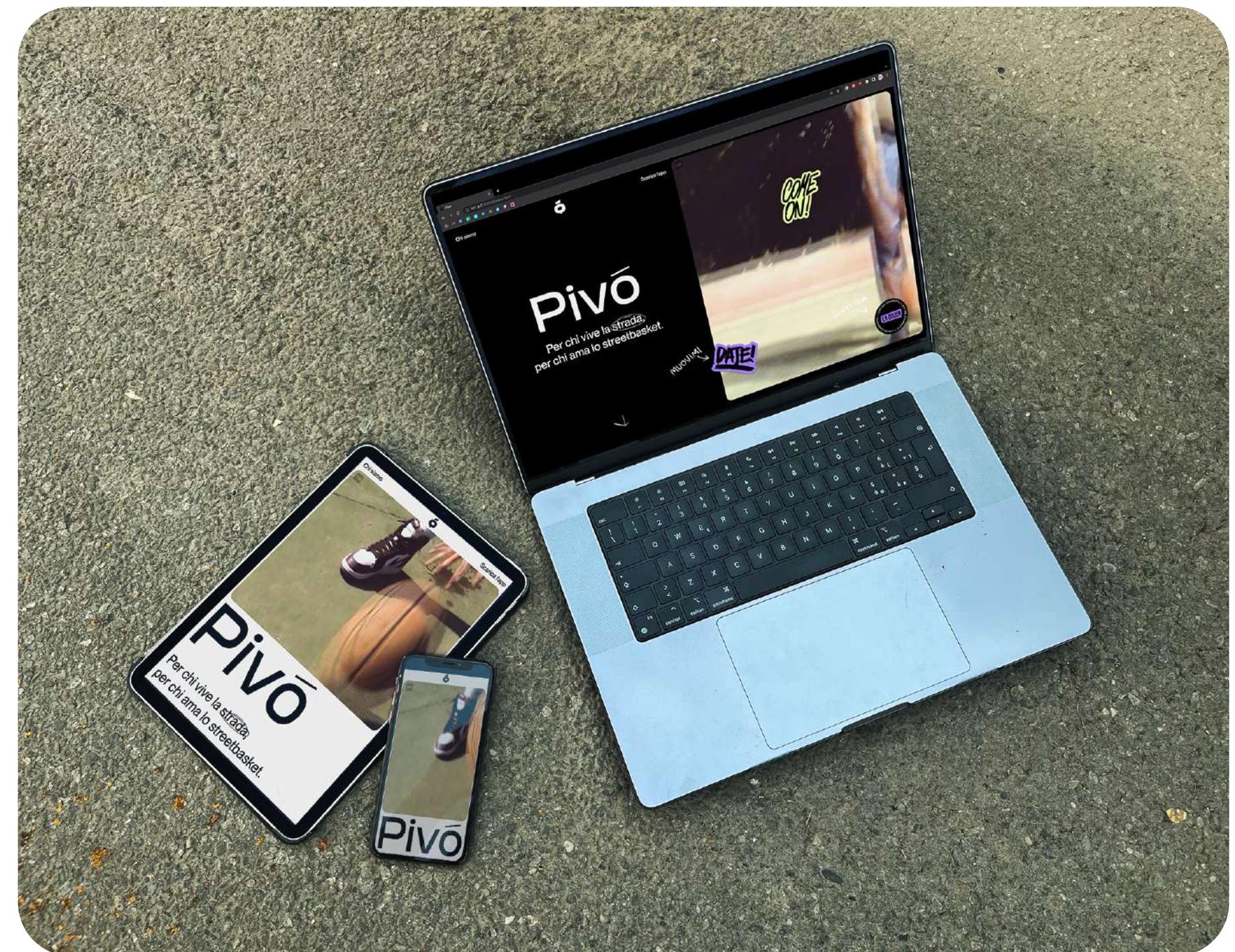
Pivo's communication blends the styles of big sports brands dictated by bold fonts and great use of photography with the sparkling colors, rounded shapes and customizable elements typical of social communities. All this told in a direct, ironic and irreverent tone of voice.



01.



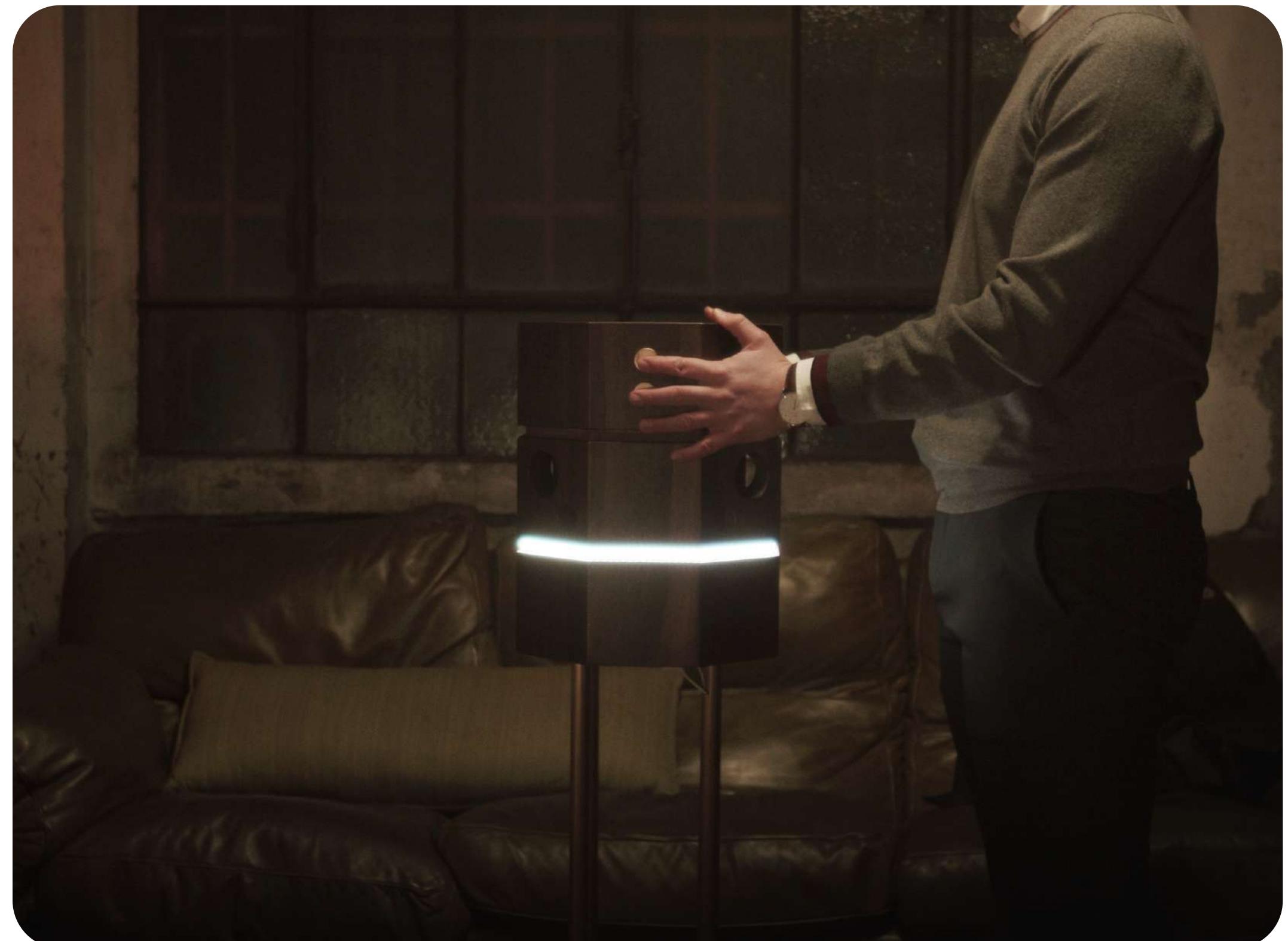
Communication divides into physical, with the poster system in environments near the basketball courts, and digital with a responsive showcase website for PC, tablets and smartphones.

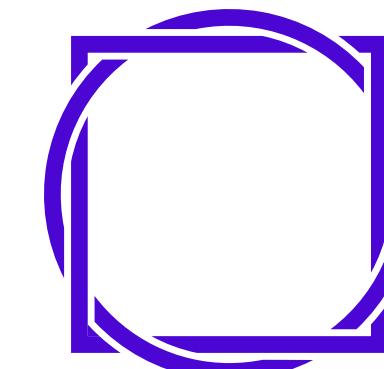


Dystopian kit related to pilgrimage ritual

02. VIATORA

Starting from the ritual of pilgrimage, which we analyzed in its evasive meaning, Viatora speculates on the theme of hyper productivity by creating a fictitious world where the latter is taken to extremes.





VIATORA

Viatora's movement is a critique of this trend toward super efficiency. The members of the community, called *homo viator*, want to give back the right importance to the love for themselves and their spaces of reflection through. The movement uses *Itinero*, the sacred object of the community to atone for daily productivity.

After getting rid of the smartphone, symbol of productivity, through a circumambulation experience guided by a sound element, the follower falls into a state of quietness.

02.

Itinero experience



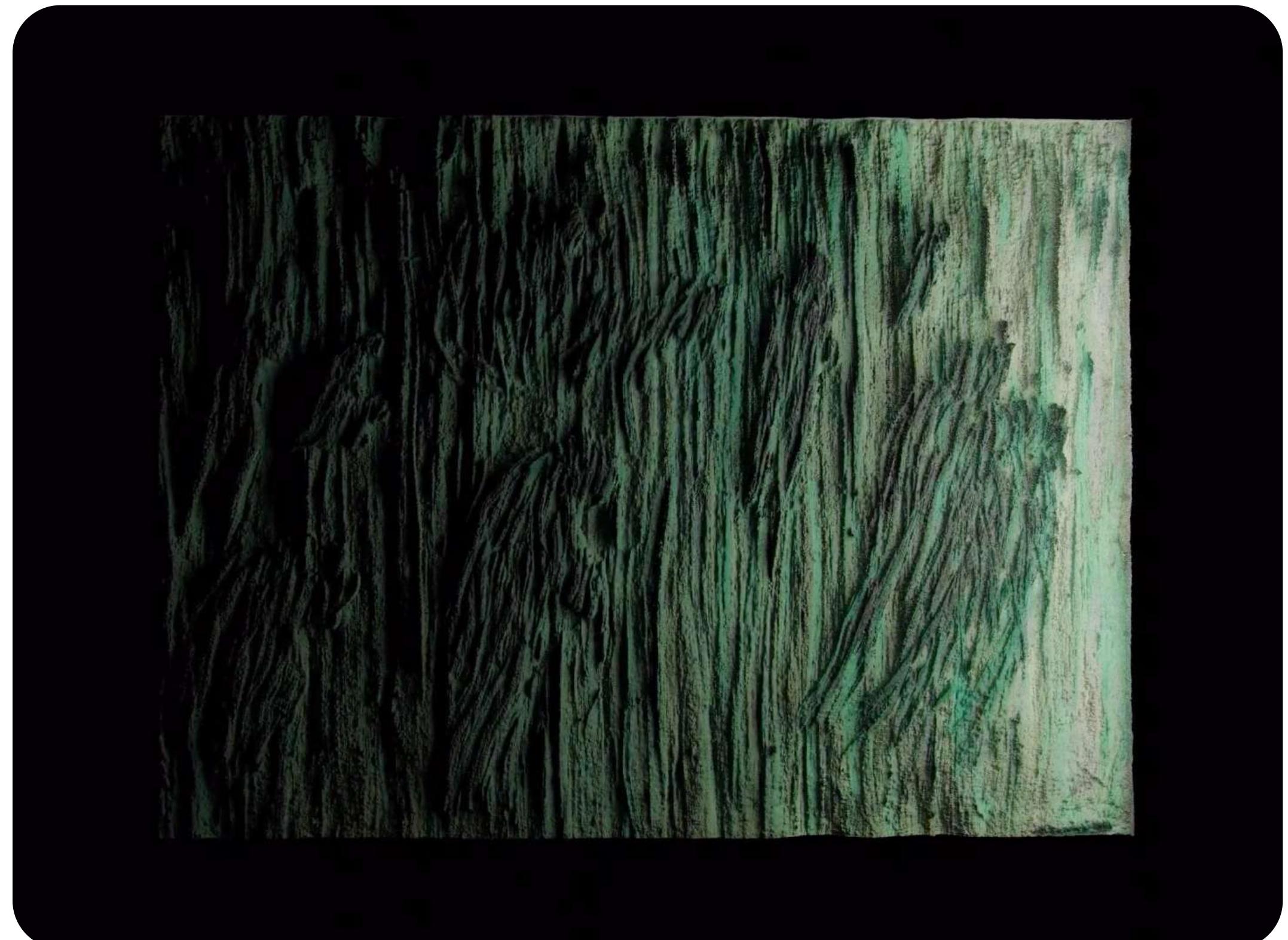
After reading the instructions and assembling *Itinero* the *homo viator* plugs in the phone, rests his fingers on the totem pole to calculate productive stress and begins circumambulation for atonement, at the end he withdraws the phone and views his contribution to the cause.



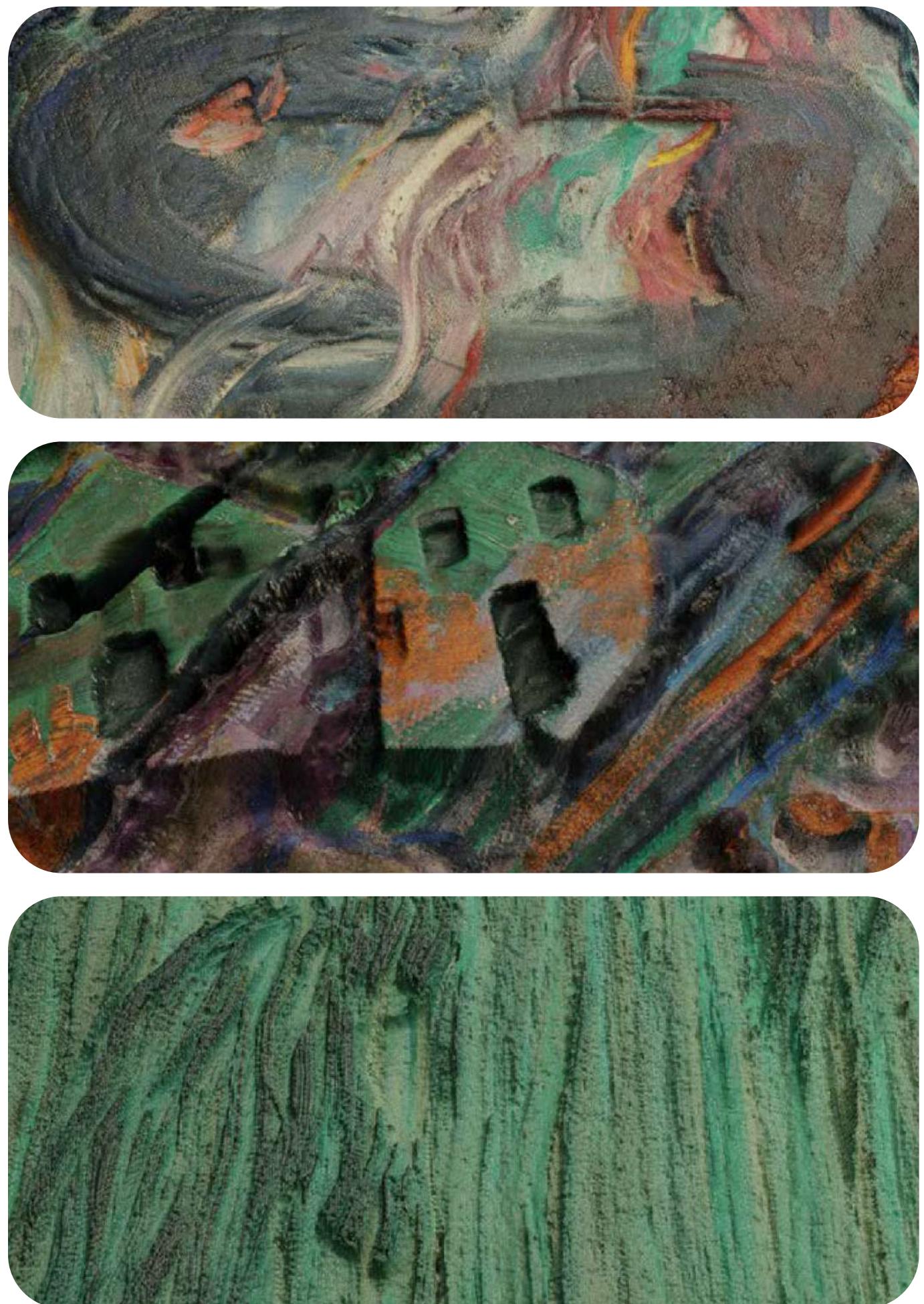
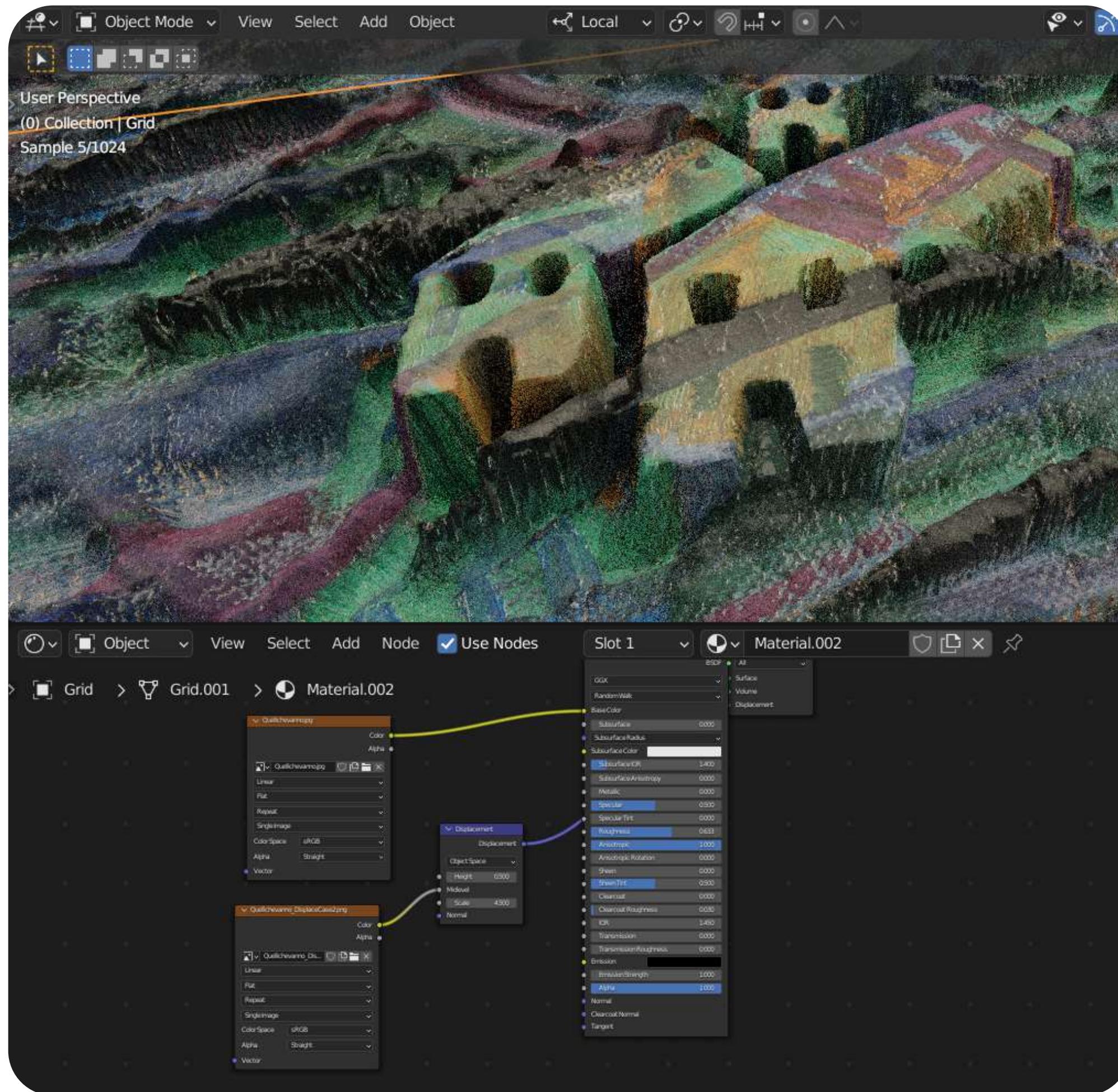
Accessible video about the paintings "Stati d'Animo"

03. AMARO RUMORE DI UN ADDIO

The video describes and narrates the three *Boccioni*'s paintings, *Stati d'animo*, and the inherent story of a station farewell.



03.



Through 3D modeling with Blender software, the canvases were made textural so as to highlight the brush strokes and bring out the subjects of the paintings without implementing a trivializing simplification of the work.

03.

The visual is accompanied by a sound track composed of ambient noises to encourage immersion in the narrative and a narrator's voice with poetic language that references the Futurist movement. all audio elements are transcribed on screen using a highly readable font. Interpretation of the copy is facilitated by the different font weights: *regular*, *italic*, **bold**.



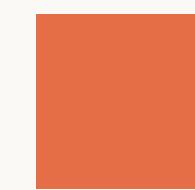
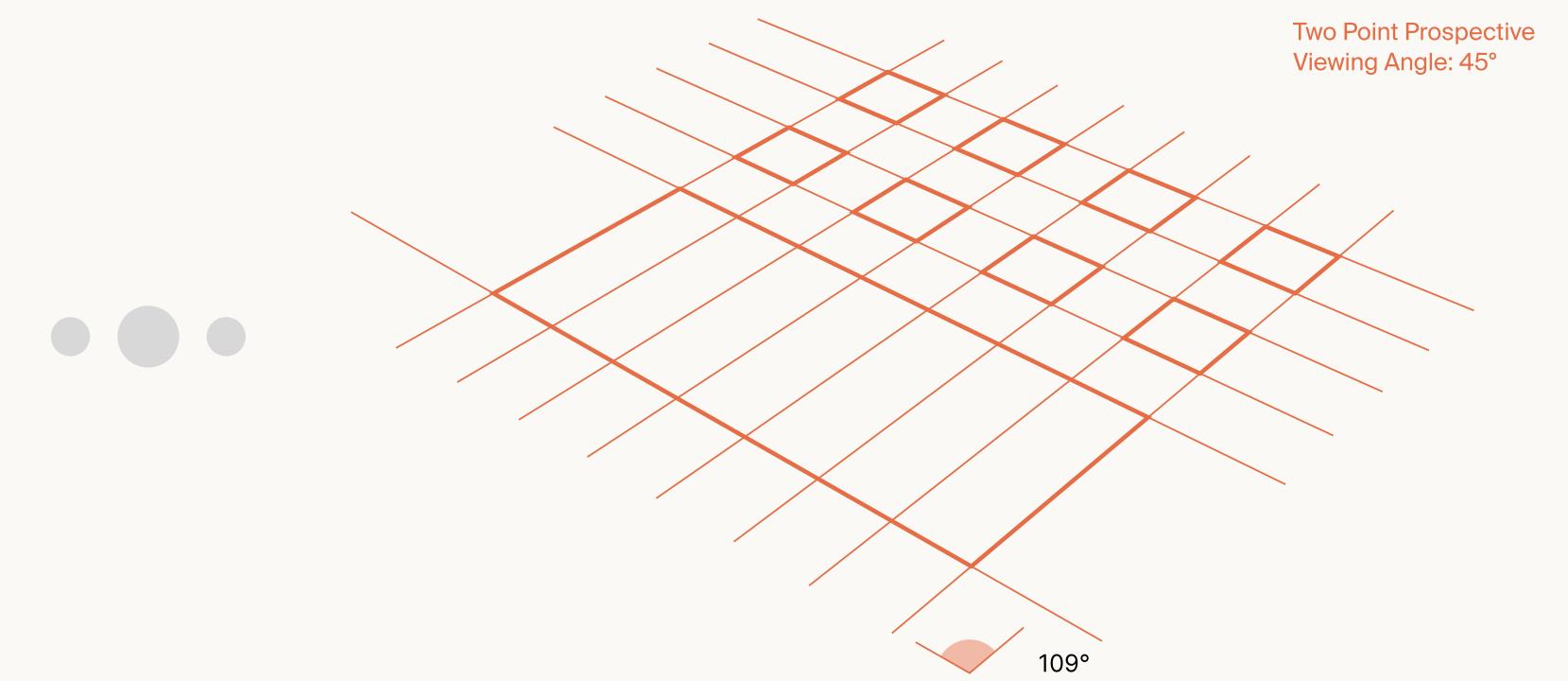
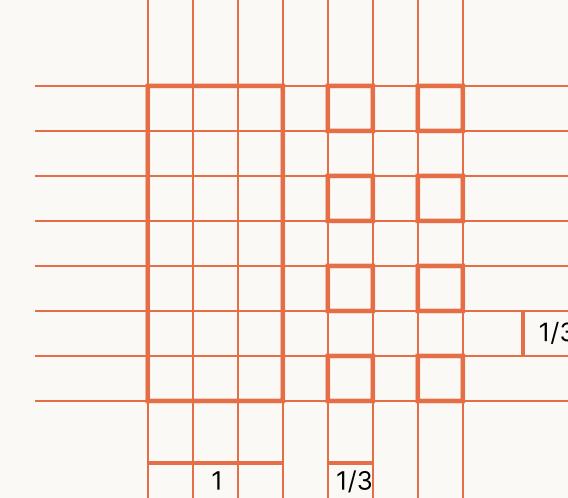
Unesco heritage re-branding project

04. CRESPI D'ADDA

The project deals with the rebranding of the Unesco site Crespi d'Adda, a working-class village born as a rib of the *Crespi* family's factory. Starting from the re-design of the logo, the entire visual identity was rethought using the village plan as a recurring sign within the artifacts.



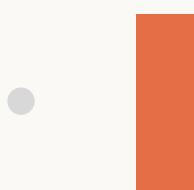
Logo construction and color palette



Geometry



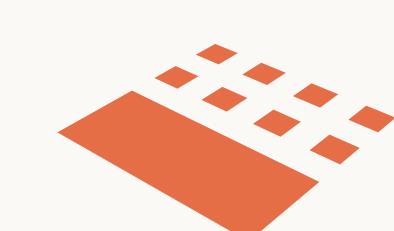
Balance



Hierarchy

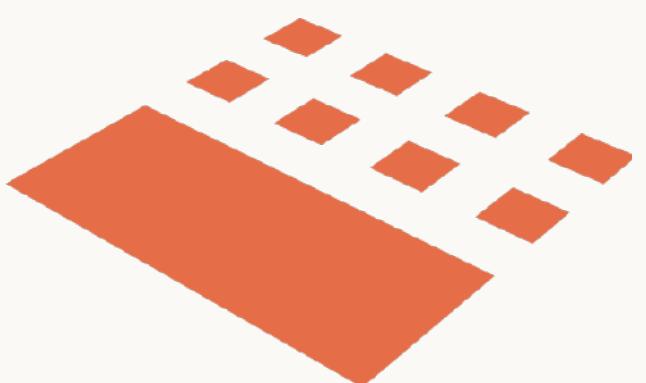


Complexity



Dynamism

Crespi d'Adda
VILLAGGIO OPERAIO

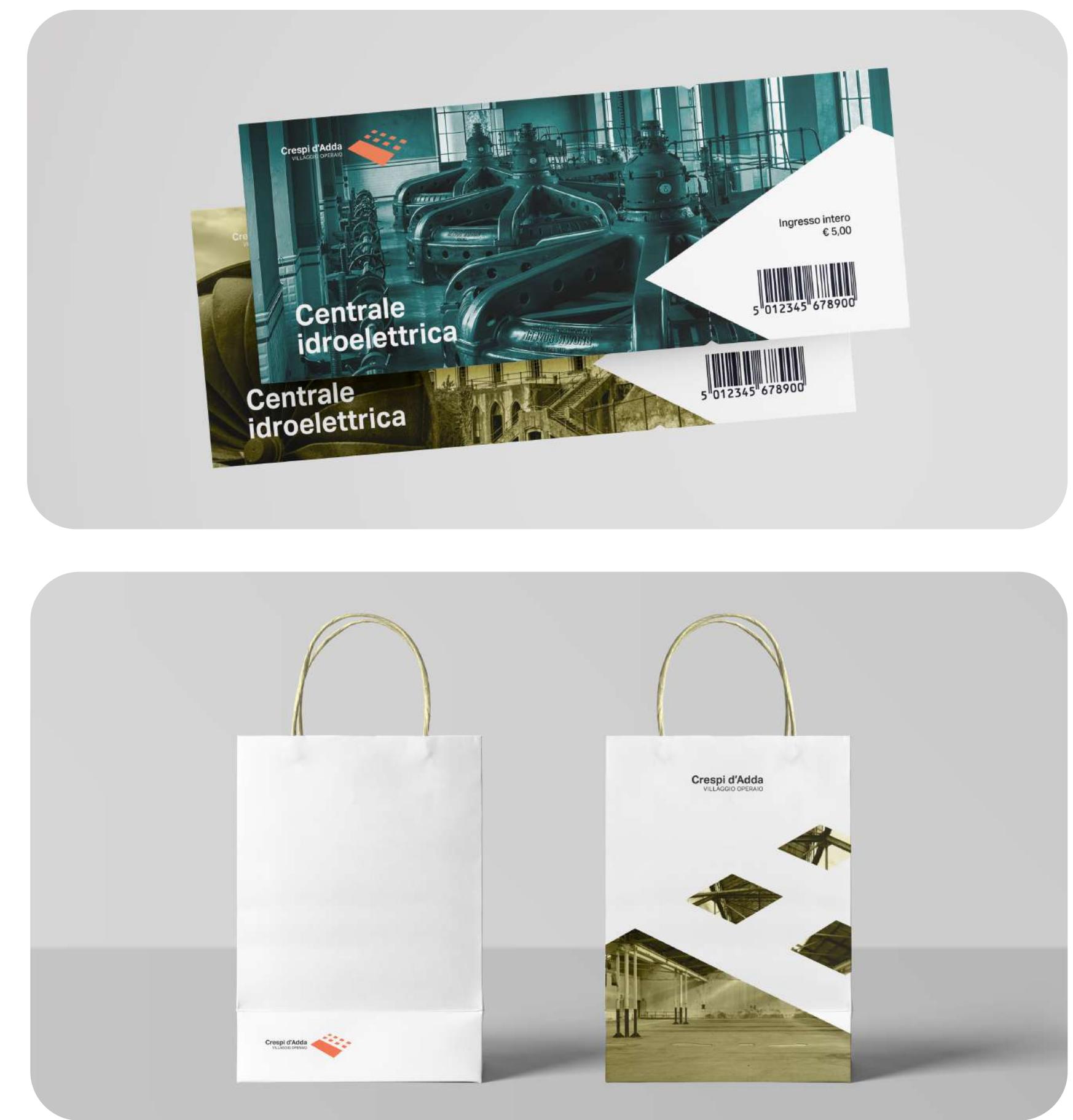


Brand Identity declinations



Business Card / Block Notes

04.



Map Borchure / Tickets / Gift Bags

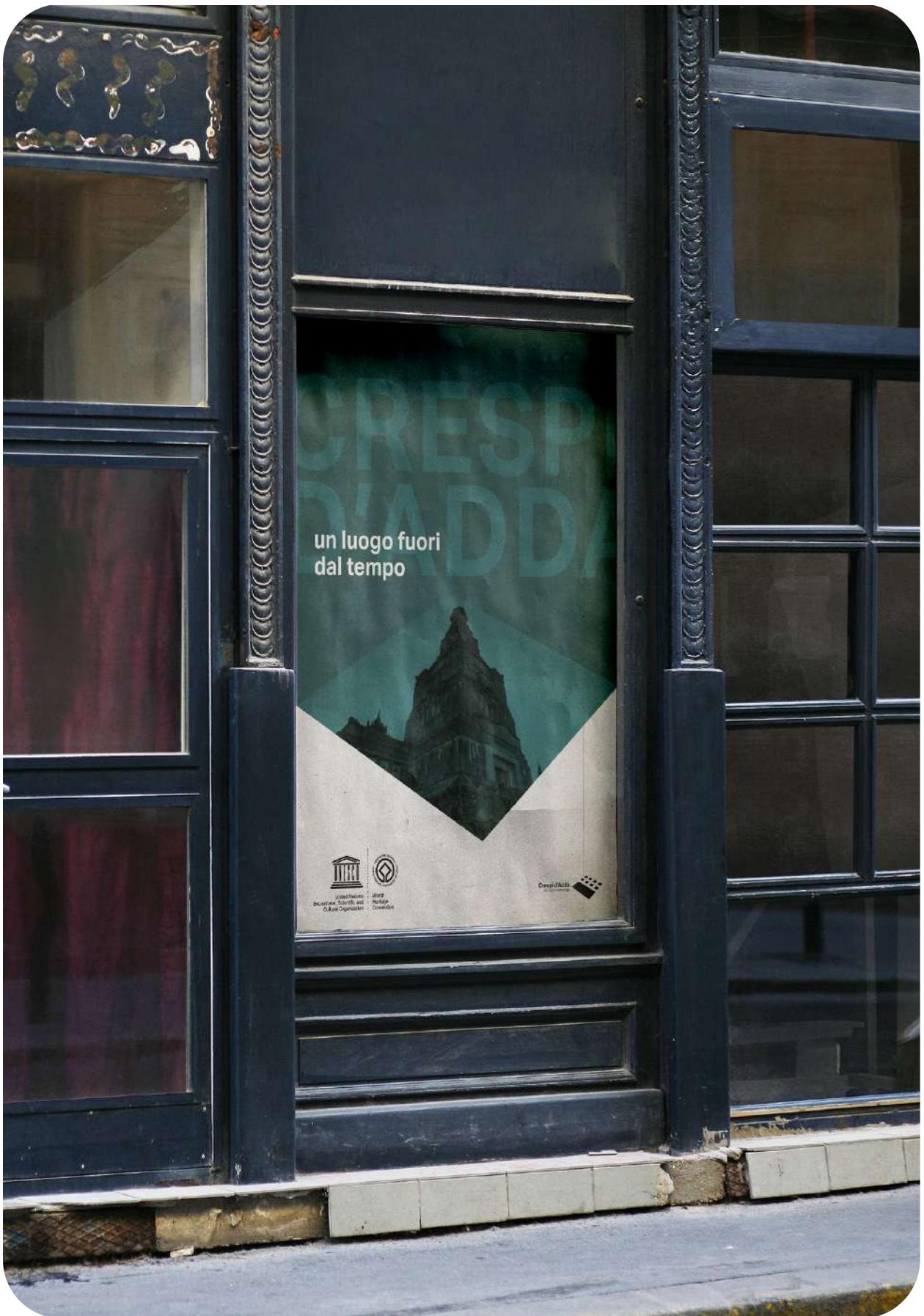


Billboard System

The posters follow the brand identity aesthetic by using the logo as the frame of the photos and the color palette for monotone effect.

The campaign slogan "un luogo fuori dal tempo" aims to convey the surreal atmosphere of the village.

04.



Some sketches and digital illustration projects

One of my strong points is illustration, my style is inspired by 1930s animation and cartoon style while also searching for a more analog line in digital illustration.



ILLUSTRATIONS

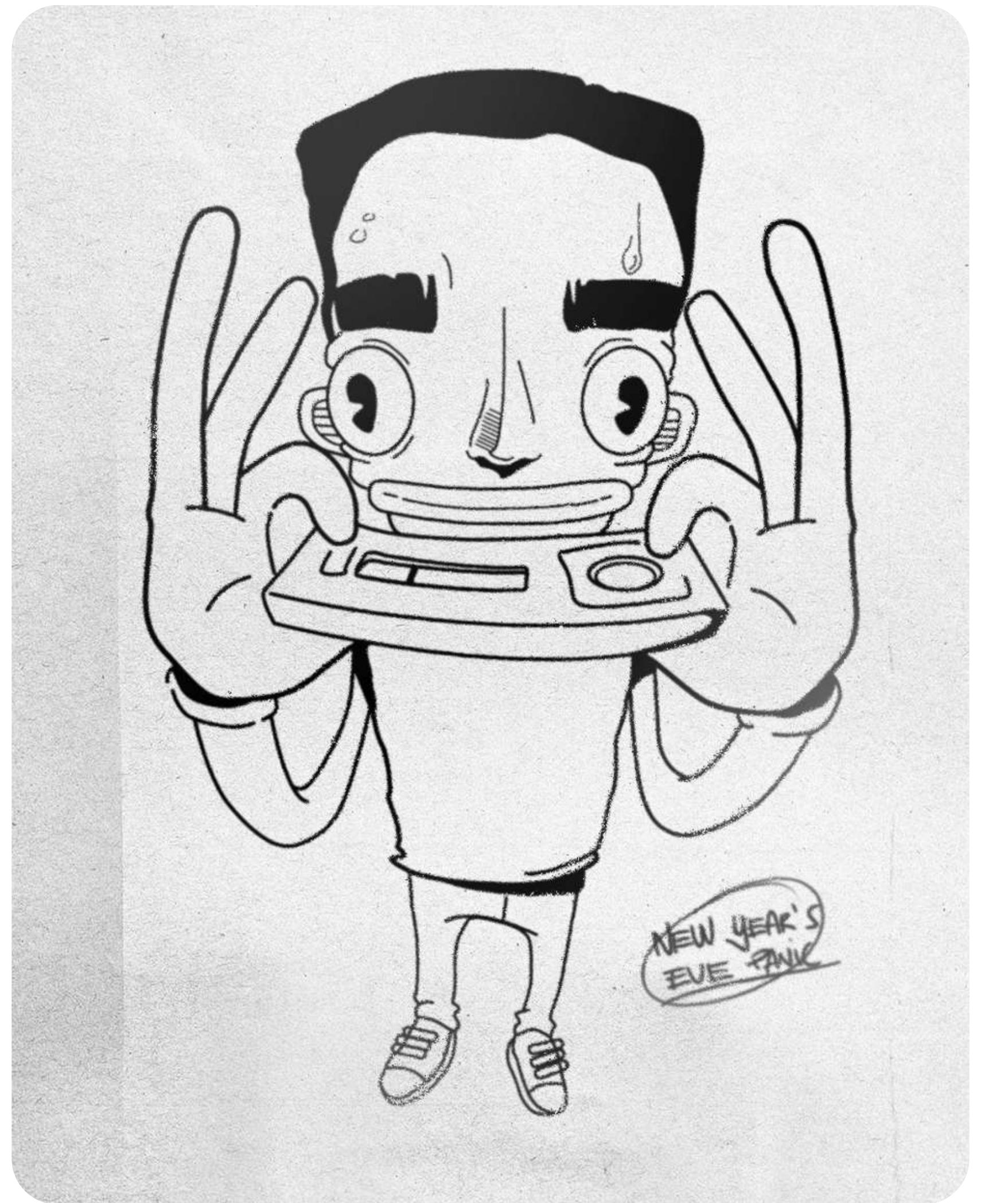


Immoral lily pads

Project for the exhibition
"Immoral Waterfront" on the
theme of immoral sexuality
related to the seaside context.



ILLUSTRATIONS





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