

ROCCO ARREGHINI

Fashion student with focus on graphic design and communication



The products of my creative work are the result of a careful research that touches different areas such as graphic design, video making, sound design, art direction and artificial intelligence. It has been carried out through different approaches and softwares.

roccoarreghini.com

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Communication for Fashion at Iuav 2022

FASHION AT IUAV 2022

The fashion show at IUAV University celebrates the end of the academic year. It aims to show the achievements of the students. This year the fashion show took place in Venice on Friday 1 July 2022 at the Pier Luigi Penzo Stadium, in collaboration with Venezia FC, powered by Xiaomi.

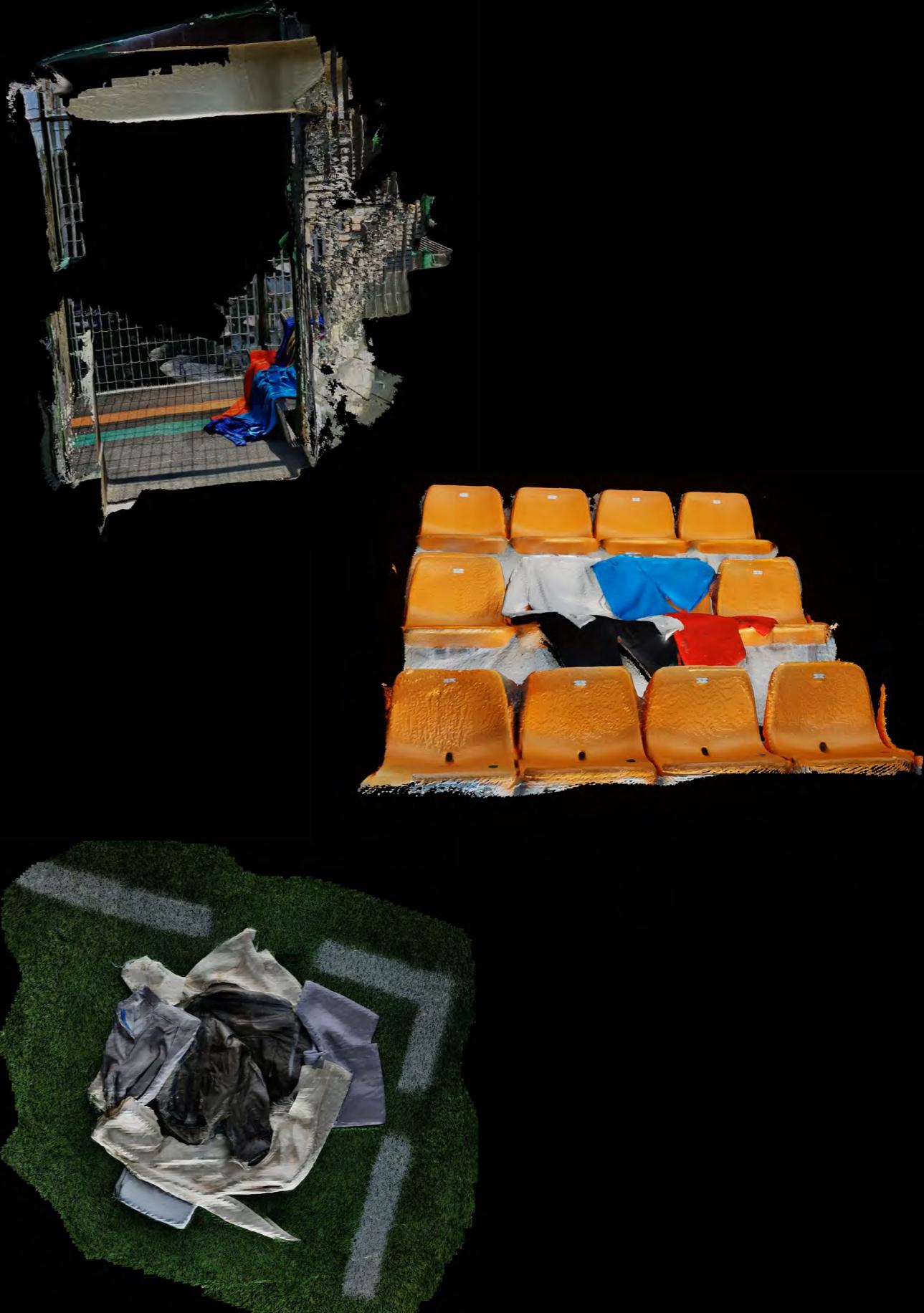
a project by University Iuav of Venice

Bachelor's degree in Fashion Design and Multimedia Arts (Fashion Design Curriculum)

Master's degree in Visual Arts and Fashion (Fashion curriculum)

The social communication of Fashion at Iuav 2022 is developed in collaboration with the second year students of the curriculum "Communication and new fashion media".

SCAN 3D FOR SPONSORS



Video editing and animation of models obtained with Lidar scanning of some final collections.
Short video made for "Stoll Italia": Matilde Dal Bianco (MA), Angelo Pennella (MA), Elisa Rota (MA), Matteo Zoppi (BA).
For "Tessuti di Sondrio": Gianni Mattarucco (BA), Francesco Sanson (BA).
For "Bonotto S.P.A.": Alberto Cornolò (MA), Matilde Dal Bianco (MA), Angelo Pennella (MA).

BACKSTAGE VIDEO _FOR FASHION AT IUAV 2022



Some frames of the video that show one look made by the undergraduated fashion design students.
The backstage video was filmed at Stadio Penzo (Veneice F.C. Stadium), the location of the fashion show.

Communication for Fashion at luav 2023

FASHION AT IUAV 2023

This Fashion at luav edition takes place in Venice, on the island of Sacca Fisola, on Friday, June 30, in the outdoor spaces of the Nautical Base of Sacca San Biagio. I participated in social media and graphic communication. Specifically, together with Alessandro Gori Laboratorium, I created the graphics and their animation.

a project by University luav of Venice

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[Link for animation](#)

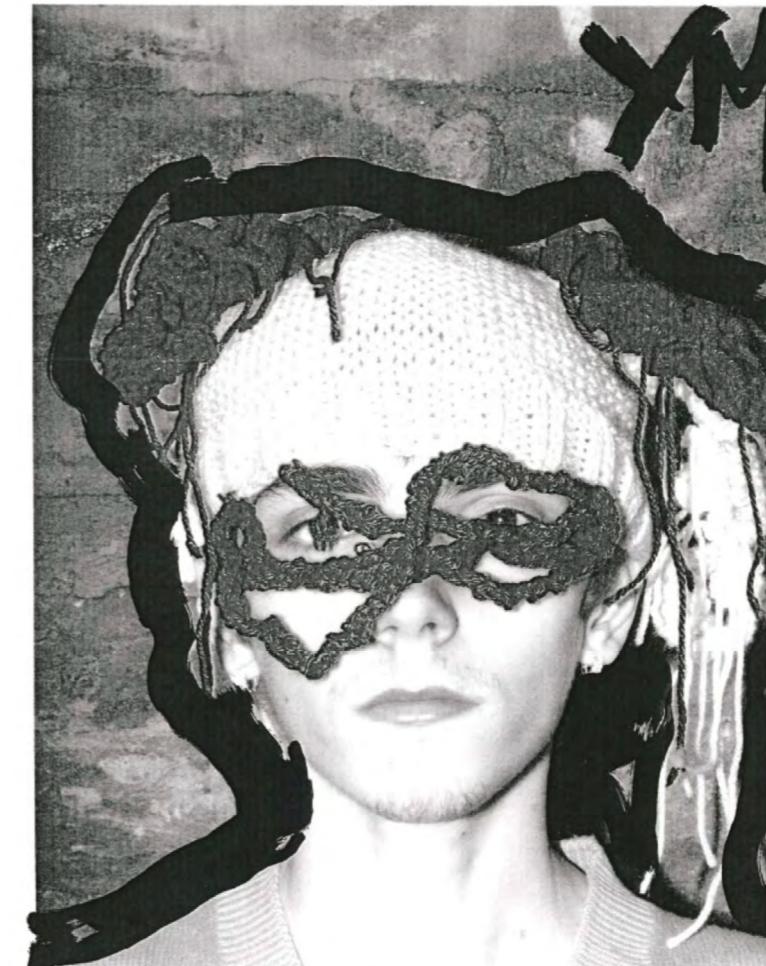
“Young Monsters” University Magazine

ISSUE N.1 “PA-RAGE”
ART DIRECTION

Young Monsters is an annual magazine that represents a space for experimentation and research. It was launched in Venice in 2021. The periodical publishes writings and visual stories produced by young creatives.

The magazine has an interdisciplinary scope that crosses various fields of interest such as fashion, contemporary trends and the visual arts.

In this Magazine I've foundnd a safe place to explore my creativity and to express myself. My team and I as the “art director” have created a story that develops in an eight-page storytelling.

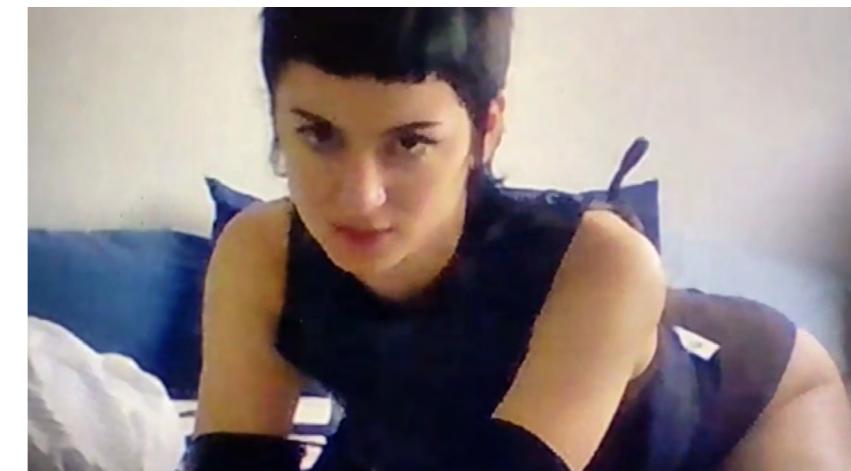
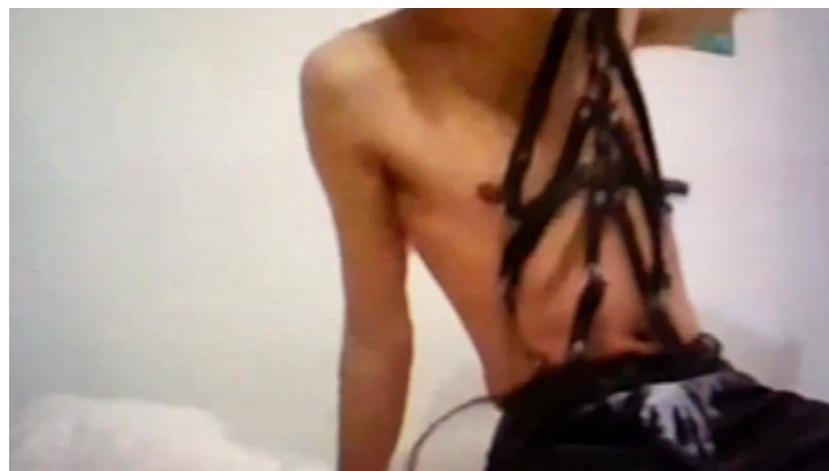


Venice raises its voice and takes the field to reaffirm its creative centrality; for too long it has been hidden. That's why four guys, tired of not being taken into consideration, try to get noticed by causing public disorder. They begin their revolutionary parade, they cover their faces, they are colors and noise, they are everyone and nobody. The metaphorical climb towards “Serie A” begins.





SOUND DESIGN FOR “YOUNG MONSTERS” VIDEOS



Also in this project I've curated the sound design of the videos.
Some frames of them.

"Seraching for Family"

A personal project developed during the university course of "Digital Materials for Fashion" (video making for fashion) held by professor Furio Ganz. The goal of the final exam was to create a short family-themed video.

My project is about the digital native generation. Very often in modern families, technology becomes a member of the family itself used to replace the affections. The video, through the metaphor of the glitch and the digital error, wants to bring to light the hostility of this relationship.

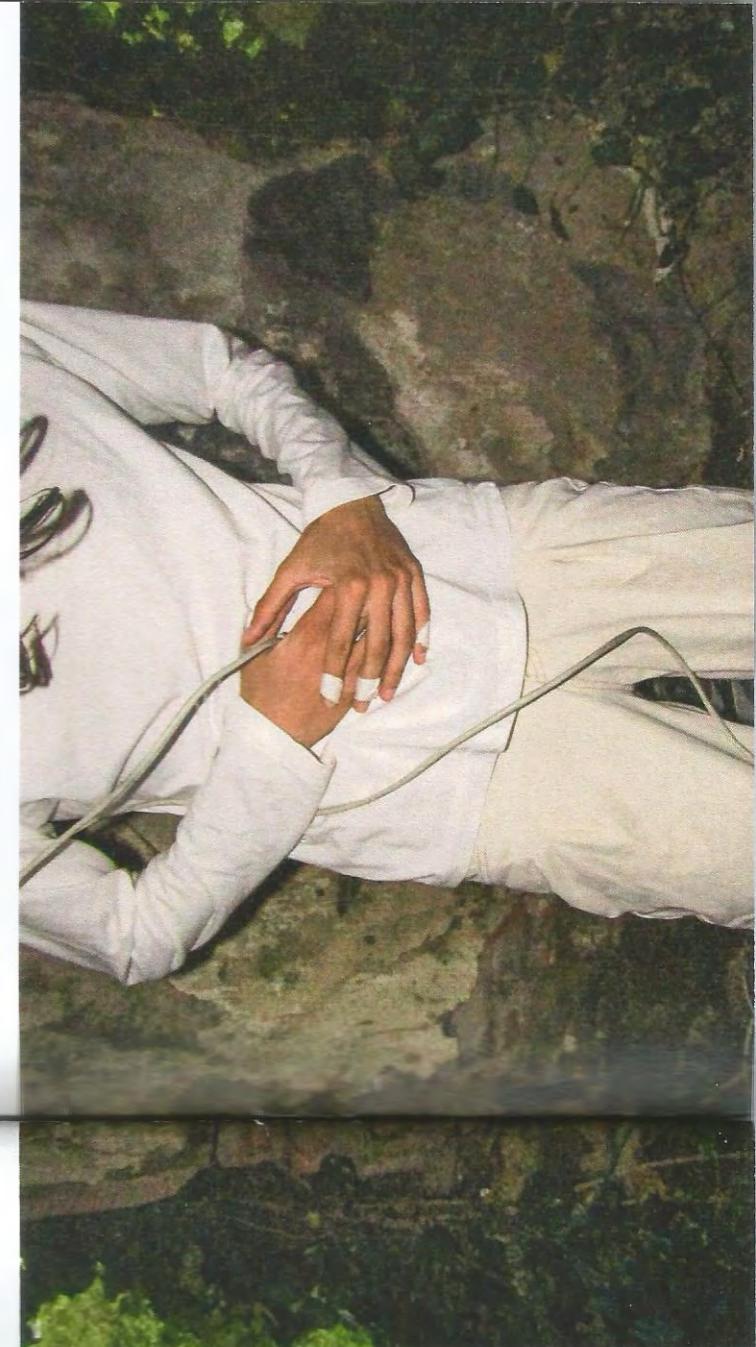
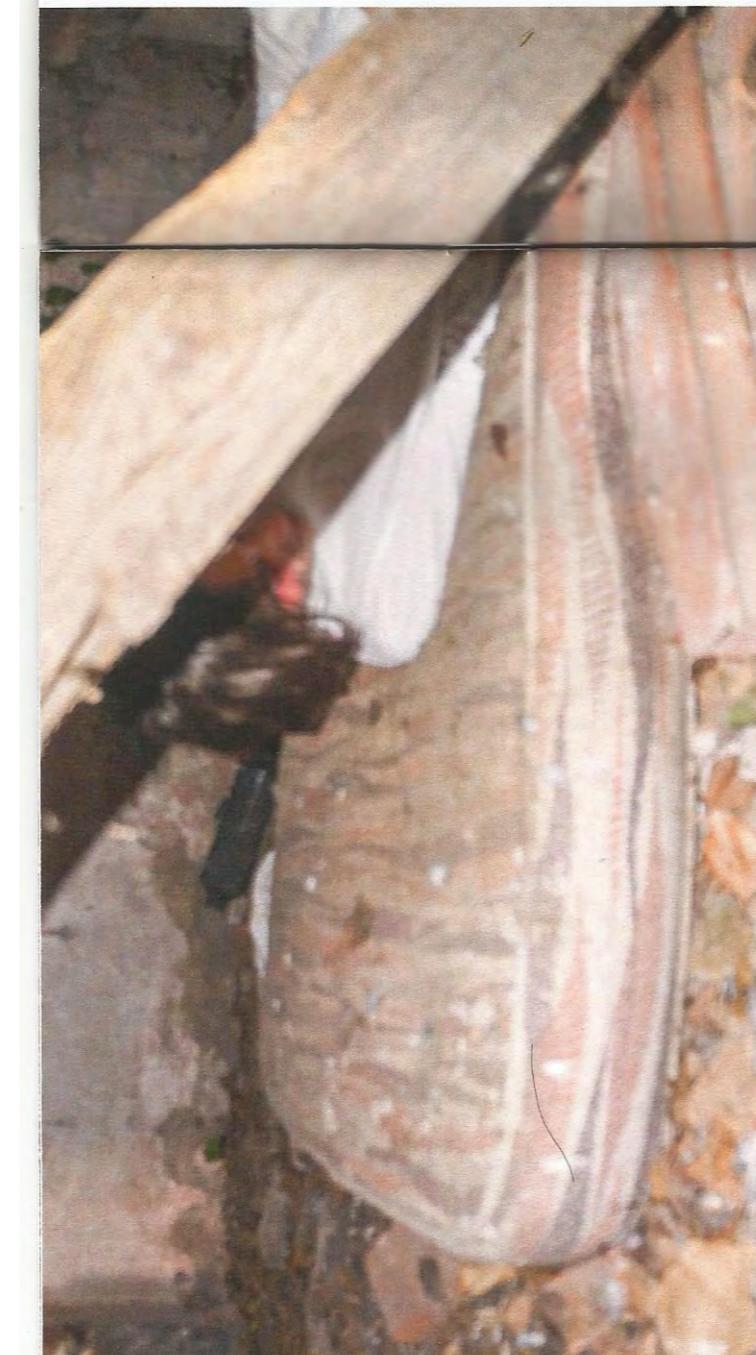
The video leads to a desperate research for the meaning of the family on the internet which has been forgotten by the protagonist.

The following photos are parts of the accompanying booklet to the video.

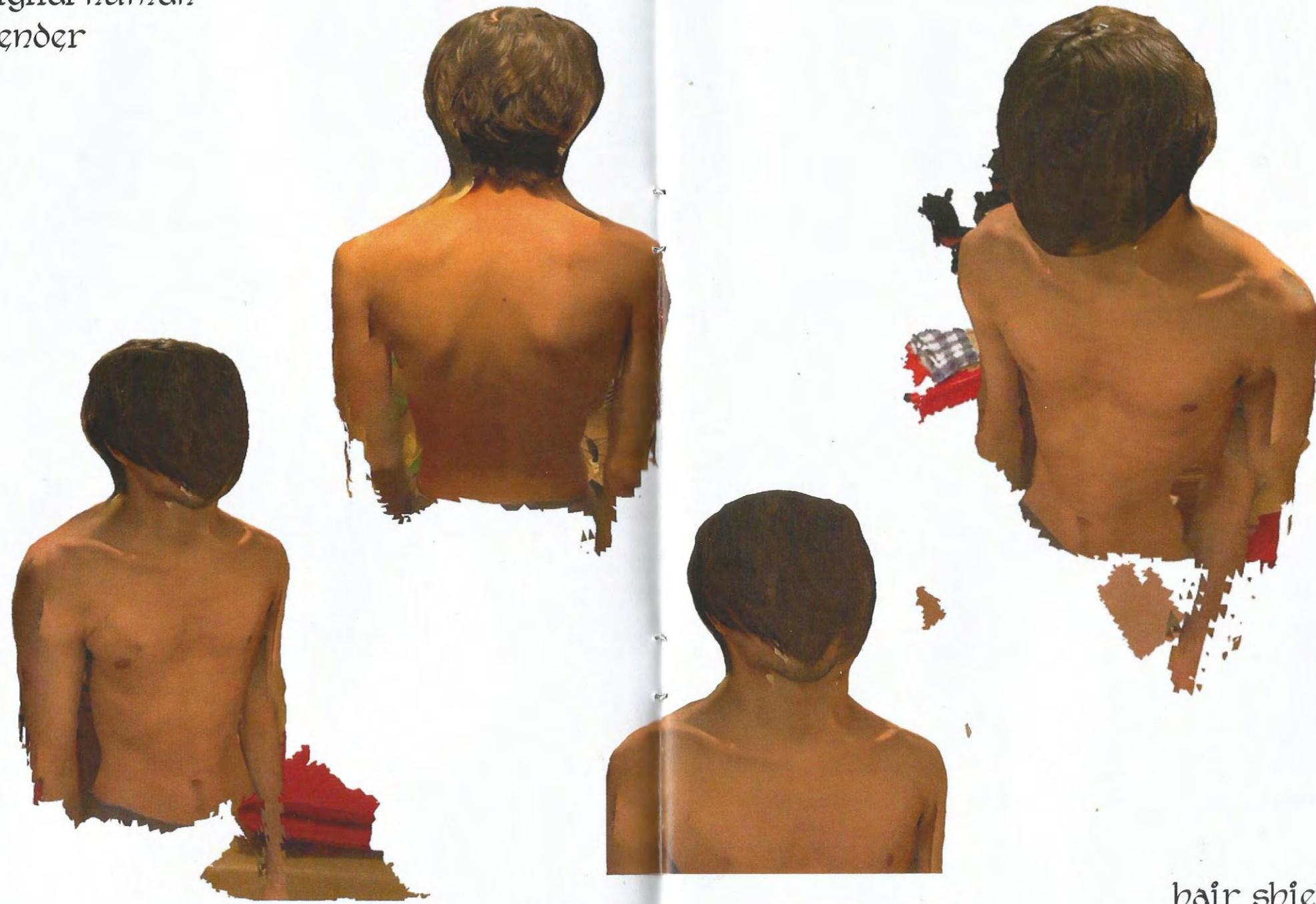


Rendering 3D made with the software Blender.

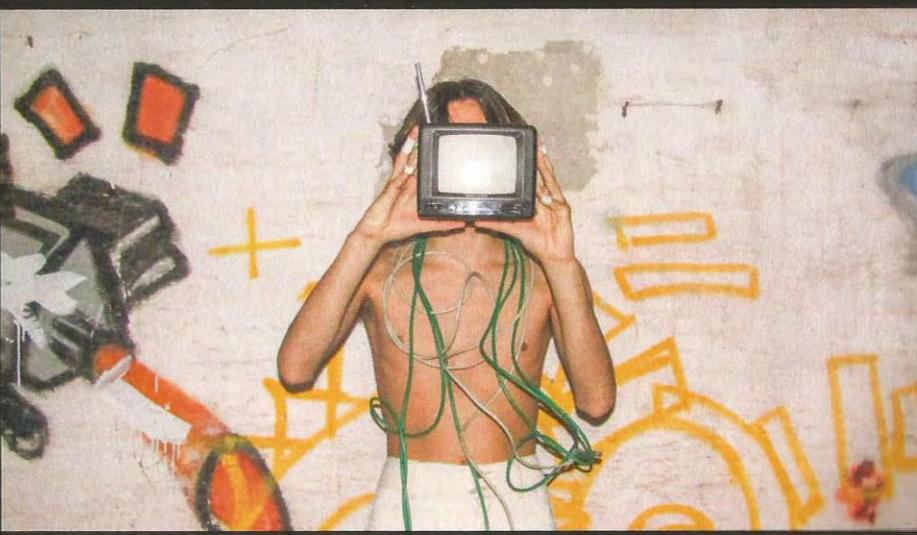
"SERACHING FOR FAMILY" MULTIMEDIAL PROJECT

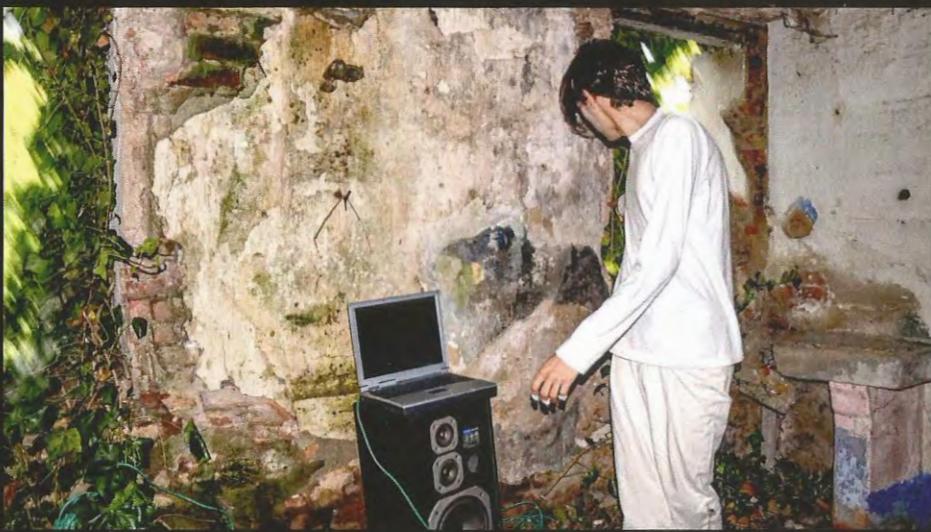
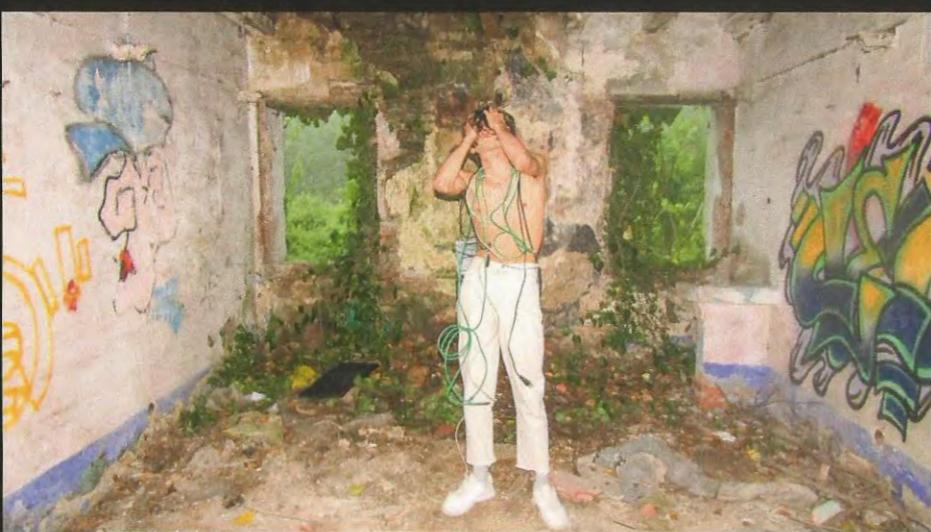


*digital human
render*



hair shield





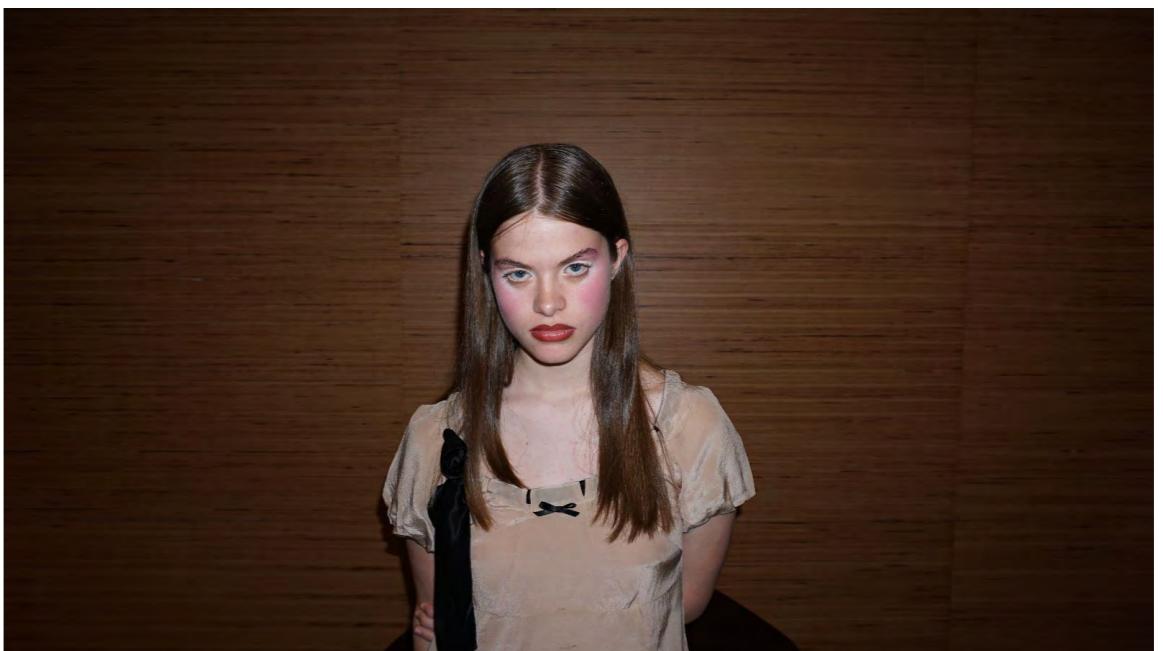
crash

“IT SEEMS NOBODY WANTS TO WORK” 2023 Exhibition

“I took part in the final exhibition of the art direction workshop led by Rossana Passalacqua and Francesco Valtolina. The exhibition showcased installations featuring the best works developed during the course. I was responsible for the social and printed communication of the exhibition, and I conceived and created the posters and videos used for the communication.

The underlying theme of the exhibition is the work world, articulated into four visions that coexist within the space.

I took part in a working group that created a video installation called “Il mestiere è il mio piacere 69”



[link for the video](#)



Some frames of the video



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