

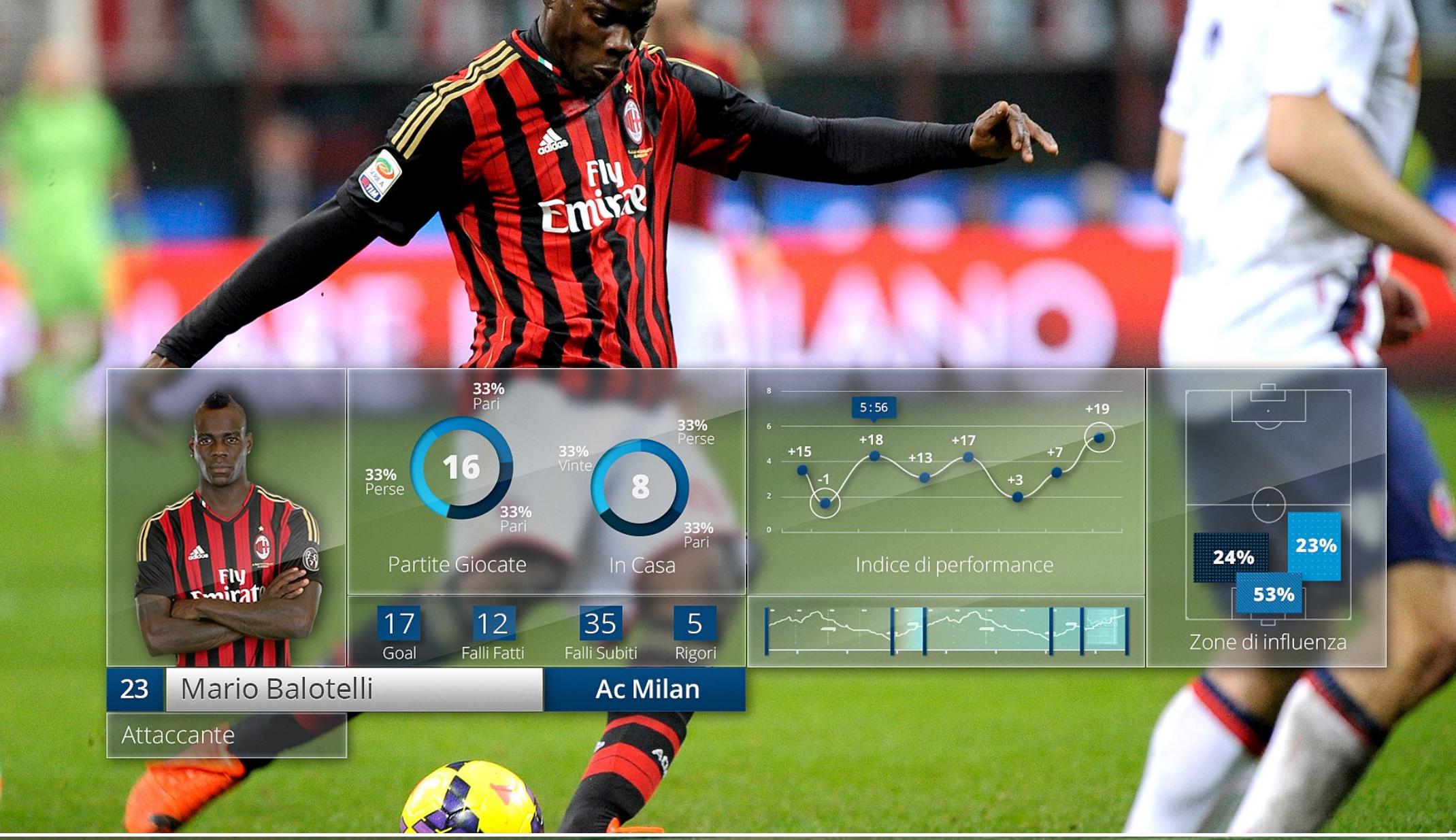


The solution

Here, I immediately spot the opportunity to renew audiences engagement by leveraging data aggregation and analysis.

I proposed a design solution which aimed to create a seamless and modular system that could guarantee a scalable and personalised solution. Being loyal to the Sky iconic glass, I got rid of unnecessary decorative elements and defined an “essential” look&feel.

Acknowledge by the fact of the fast-changing editorial needs, the intent was to provide a solution based on predefined spaces and units, so that the design package would always pursue its main goal of being fluid, clear and contemporary.



CLASSIFICA SERIE A

15 Giornata

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*Milan e genoa una partita in meno

Serie A Tim

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