



# Boss | McLaren

30 years partnership

Late 2012, Milan's Piazza San Babila became the canvas for a spectacular show commissioned by Hugo Boss to celebrate its 30-year partnership with McLaren Formula 1. To commemorate the event, different brand activations were planned both inside and outside the retail space. Christie – the projectors manufacturers – listed the event between their case studies for its complexity and impact delivered,



# Moving image

I worked in the broadcast industry for over 13 years, exploring without boundaries this beautiful craft. It allowed me to discover, learn and master the disciplines that a successful cinematic piece entails. Storytelling, animation, graphic design, 3D production and composition represent the foundation of my creative thinking. I am versatile hands-on designer, able to come up with a broad range of visual languages and treatments. Today, this expertise enables me to explore untold territories with ease and confidence.