

 **Flavia Gentile**
design portfolio

2021

Sicily Street Heart

2018-2019



I developed Sicily Street Heart as the graduation project for my BA (Hons) degree in Media and Communications at Goldsmiths University of London.

This website was the final project for the Interactive Media module, which required us to find a theme, write content, design and code using HTML, CSS and JavaScript.

The focus of my project was the Sicilian street art scene.



The website was divided in sections displaying a mural each. Every art piece was accompanied by illustrations and animations linked to the artwork's meaning.

For instance, this volcano mural was coupled with an exploding animation resulting in a lava flow design.

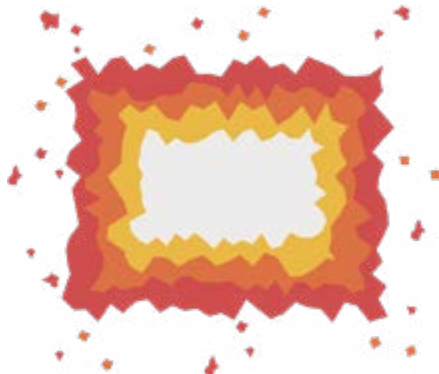
01



02



03



Etna is the tallest active volcano in Europe (3,326 meters) and it is part of the UNESCO World Heritage Sites since June 2013.

This mural is located in Librino, a southern district of Catania. The artist, Blu, decided to paint its destructive power by showing an eruption, and using it as a metaphor for the strength of the city.

The black and white characters are the corrupted part of the city which runs away from the magma. They are represented as people wearing masks or carrying money, vultures, octopi, briefcases and illegal constructions.

Catania is the lava that destroys the evil and the corrupted, and it takes the shapes of an elephant and a hare. In fact, the elephant is the main symbol of the city and the hare ('lepre' in Italian) gives its name to the Librino district.



Artist *Pixel Pancho*

Location *Ragusa*

Year *2015*

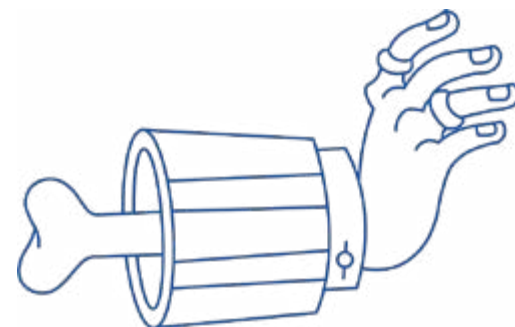
Pixel Pancho continues exploring his personal imagery made of hybrids and androids during Ragusa's Festival. In this case, he represented Sicilian tradition by painting two farmers and their oranges, which are a typical Sicilian plantation.





Artists *Zaid and Laila*
Location *Palermo - Kalsa*
Year *2015*

Zaid and Laila participate to the "Migrant 2015" project celebrating migration, diversity and urban regeneration. In this case, they chose to paint a young Bengali woman who lives in Palermo.



Artists *Mr. Thoms and Zaid*
Location *Bongo Studio*
Year *2015*



In 2015 the Hotel bar direction of Bongo Studio started commissioning several artists to paint their parking area.
Mr. Thoms and Zaid's piece is one of the commission's results and it explores the themes of the migrant crisis, mafia, money and power exploitation.



Artist *Sara Santini Palminteri*
Location *Palermo - Ballaro*
Year *2015*

This mural is one of the many representations of one of the palatine saints of Palermo. During the latest part of her life, Saint Rosalia took refuge in a cave in Mount Pellegrino, where she remained until her death in 1286. In the 15th century, while Palermo was afflicted by the plague, Rosalia's spirit appeared in the dreams of a sick woman and a hunter.

Rosalia revealed the hunter the place where he could find her bones, and she asked him to take them in a procession through the city in a few days. Palermo was free from the plague. This story is the reason why in iconography she is often represented holding a skull.

The place where her bones were found now houses the Saint Rosalia Sanctuary, an important place of worship located in Mount Pellegrino, which is also described by Goethe in "Italian Journey" (1806-11).

Petrosino

Franco Battiato is a Sicilian songwriter and composer. He was born in 1945 in Riposto, a comune municipality located near Catania. He is considered an eclectic artist for his inspiration by numerous genres: ethnic music, electronic music and opera.

In this mural, Franco Battiato is the reflected figure on the sides. The artist, Kampah, chose to represent the songwriter's song called "Povera Patria", "Poor motherland", a melancholic reflection on power abuse and indifference. The phrase at the bottom of the mural is a quote from the song and it says "crushed by power abuse".



Artist *Kampah*

Location *Petrosino*

Year *2016*



Artist *Collective FX*

Location *Mazara del Vallo*

Year *2015*

This mural portrays Tommaso Lipari, a homeless man who lived in Mazara del Vallo between 1940 and 1973. He was well known by the whole community for his impressive knowledge of science: everybody called him "uomo cane" (dog man).

Many people believed him to be physicist Ettore Majorana, who mysteriously disappeared in 1938. The writing that appears on the left side of the mural says "decide which head to use".



Artist *Nemo's*

Location *Festa*

Year *2015*

Festa houses the Farm Cultural Park, a contemporary art gallery and artists residence. The Farm is owned by Andrea Berio and Florinda Sena and it began with the urban redevelopment of old buildings present in the area.

Nemo's plays with one of the spaces of the Farm creating a mural that follows the shape of a wall.



Artist *Mr. Thom*

Location *Agrigento*

Year *2013*

Agrigento is the location of the Valle dei Templi (Valley of the Temples), one of the most important archaeological sites in Sicily.

Besides its historical relevance, the town is characterized by many street art initiatives, such as the Laboratorio Valicotti and Rucine Project. The former takes care of the urban regeneration of the town's centre, while the latter focuses on unusual and unused places in order to make them alive.

Street artist Mr. Thom represents a personified version of Agrigento by using a bright, cartoonish style.



Palermo

Artist *Basil*

Location *Kalsa*

Year *2019*

"To Revitalize Kalsa to counter the image of Palermo" was initiated in 2017 as part of the project 2019, a project whose goals were to attract one of the oldest areas in Palermo and to reflect on the theme of integration.

The mural features a character standing outside of the frame who holds a golden rod containing symbols of the main patterns of the city, both from our civilization and Carthage.

The golden rod and the white curtain represent the Genius of Palermo, the his father and protector saint of the city.

Quadrone

The shield represents Saint Rosalia, the patron saint of Palermo.

Quadrone

The pillars are a symbol of Saint Agatha of Sicily.

Quadrone

The olive branch represents Saint (Stefano) of Palermo.

Quadrone

The fish represents Saint Petrus.

Quadrone



Artist *Camilla Filippi*

Location *Palermo - Kalsa*

Year *2019*

This mural was made by Italian artist Camilla Filippi for the project 2019, a project whose goals were to attract one of the oldest areas in Palermo and to reflect on the theme of integration.

Palermo is a city of Sicily from 1087, King of Sicily and Holy Roman Emperor from 1131.

Its kingdom was principally characterized by its art and culture, innovations that it was strongly combined by the Church, as Palermo is considered to be the cradle of the Sicilian Renaissance.

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Artist *Red and Light*

Location *Palermo - Cala*

Year *2017*

The mural was made by Italian artist Red and Light and it is based on a famous photo by Josephine Baker.

It is a tribute to the artist and to the neighborhood of the town's center, while the latter focuses on unusual and unused places in order to make them alive.

Palermo was founded by a Phoenician colony in the 8th century BC. The city was later a Roman colony and then a Byzantine colony. The city was later a Norman colony and then a Sicilian colony. The city was later a Spanish colony and then a French colony. The city was later a British colony and then a German colony. The city was later a Japanese colony and then a Russian colony. The city was later a Chinese colony and then a Korean colony. The city was later a Vietnamese colony and then a Thai colony. The city was later a Cambodian colony and then a Laotian colony. The city was later a Burmese colony and then a Malayan colony. The city was later a Singaporean colony and then a Malaysian colony. The city was later a Indonesian colony and then a Philippine colony. The city was later a Vietnamese colony and then a Thai colony. The city was later a Cambodian colony and then a Laotian colony. The city was later a Burmese colony and then a Malayan colony. The city was later a Singaporean colony and then a Malaysian colony. The city was later a Indonesian colony and then a Philippine colony.



Arcadia Magazine

2019

Arcadia is a personal project I made during university to test my layout and typography skills. Arcadia is a digital magazine about art and creativity for young students.

Photography by Cesar La Rosa from Unsplash



Arcadia Magazine

2d Pin

I had pin Allow later

Organiza



calvin klein "Kendall Jenner for Spring 2016..."



Q&A Magazine K&L Beauty Issue Winter 2017 - Kurumi...



CHLOE



"SMEEZ" N°26 "the iCal issue" Featuring CHLOE...



Pure perfection... @newhousebase



Reebok Classic Pump Fury 2015 Fall/Winter...



Fashion editorial portrait and model by Ruseena...



Journal - Katie Janssen Photography | Editorial...



Print



Reebok Classic Pump Fury 2015 Fall/Winter...



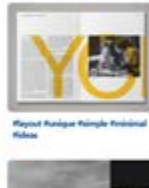
Reebok Classic Pump Fury 2015 Fall/Winter...



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Reebok Classic Pump Fury 2015 Fall/Winter...



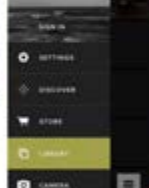
Reebok Classic Pump Fury 2015 Fall/Winter...



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Nanotec Identity

2019

This project was commissioned by a tech company that specializes in innovative materials. I was asked to make a logo that would clearly communicate the company's area of interest.





+

N



anotec®
S.r.l.

innovation and technology

A a

Futura
Medium

A a

Futura
Bold

A a

Raleway

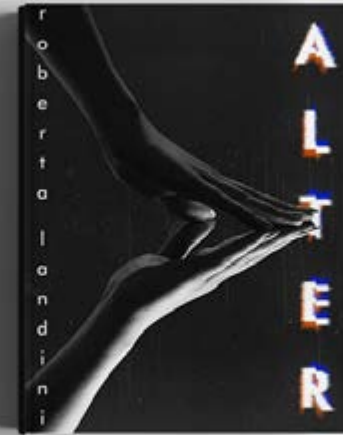
“Alter” book cover

2019

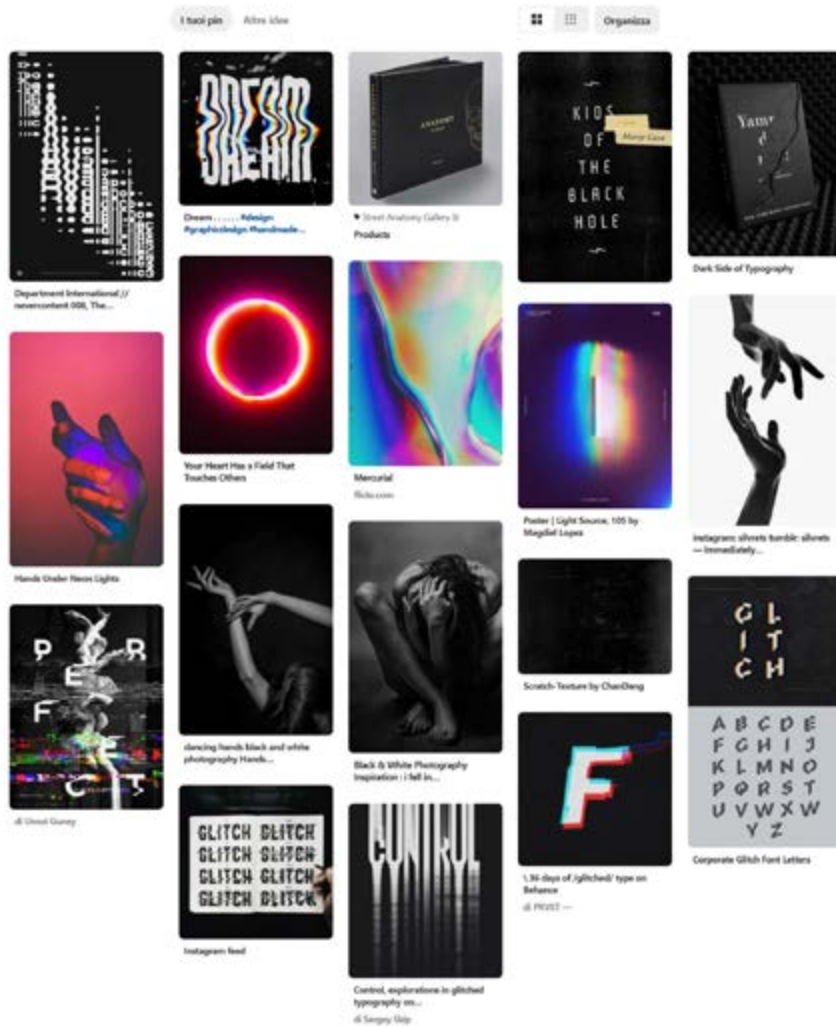
“Alter” is a personal project focused on storytelling.

I wanted to design a book cover based on a story I had in mind. The concept was about duality, and my aim was to create a mysterious, yet intriguing imaginary through colors and composition.

Photography from Unsplash.com

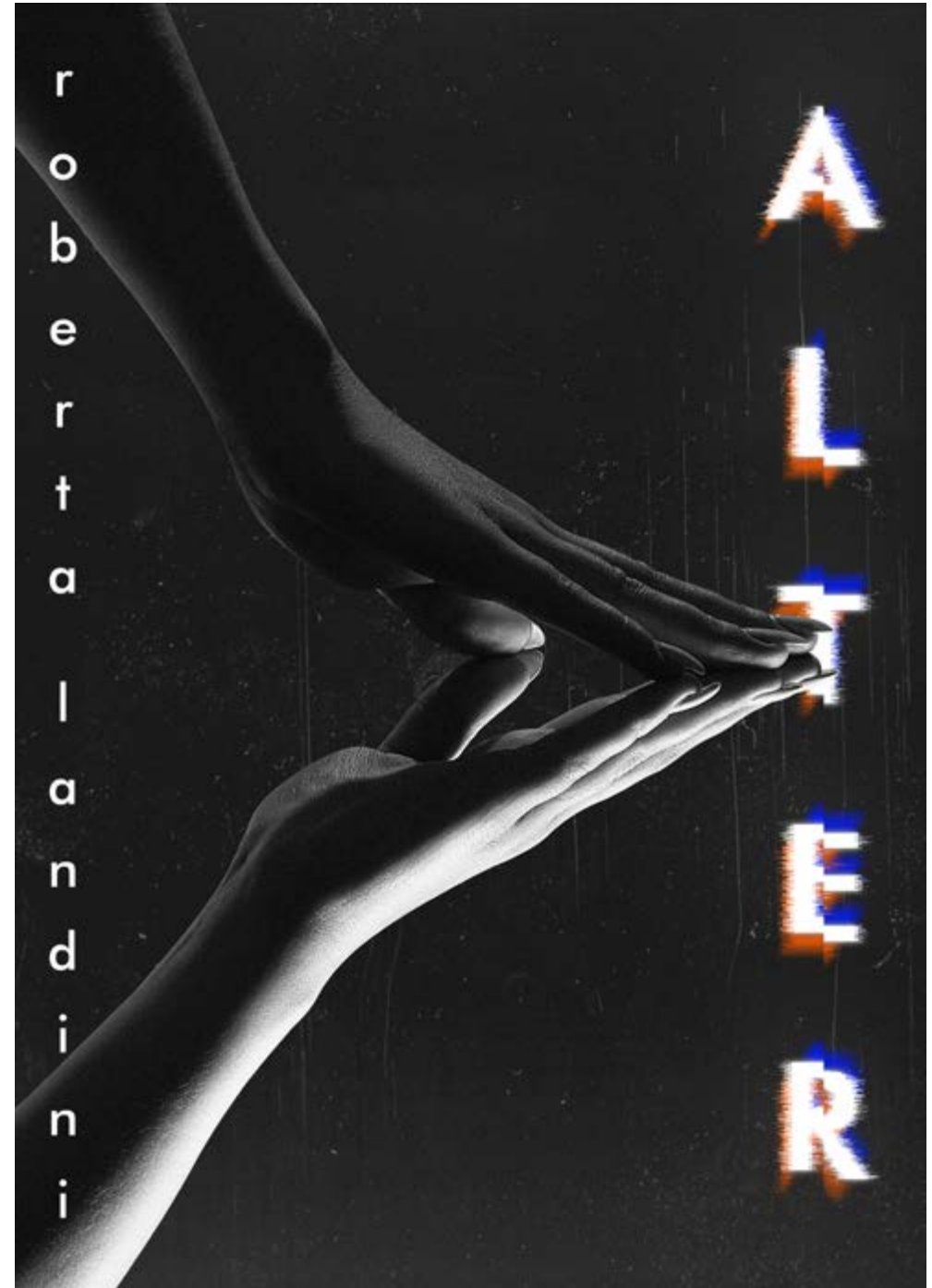


"Alter" Book Cover



KEYWORDS

glitch
cyberpunk
alter-ego
mysterious
identity



Illustrated concepts

2020-2021

These illustrations are posts I made for my instagram account called @micro.flavia.

Especially during lockdown, I wanted to **reflect on abstract concepts** like loneliness, personal growth and self-reflection.



EXISTENTIAL CONDITION OF THOSE
WHO LIVE OR GREW UP ON AN
ISLAND, IN A LITERAL OR
METAPHORICAL SENSE

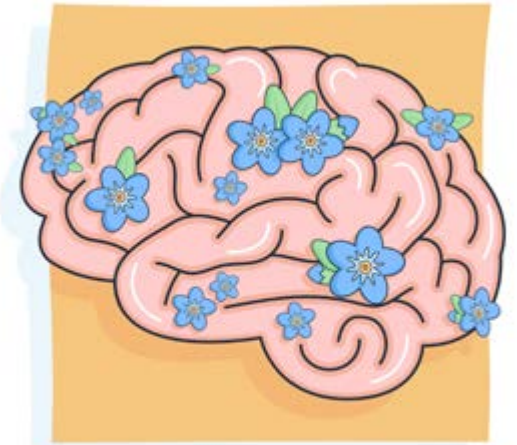


"Minimalism is the conscious search for what brings joy to our life and the voluntary elimination of everything else"



looking for distractions

A journey through myself



FORGET ME NOT



THE FAKE NEWS SLAYER



STAY HOME BLADE

“Chibio” identity

2021

I made this project for my Start2Impact **UX/UI Design course**. Start2Impact is an educational start-up with the aim to teach students skills belonging to new digital jobs.

This graphic design project required us to **create a brand identity** for a **fair trade food company**. We had to present the logo, a set of icons and social media graphics.

Accordingly, I invented Chibio. The name is the union of the Italian word “cibo” - which means food - and the word “biological”.

CHIBIO



Research



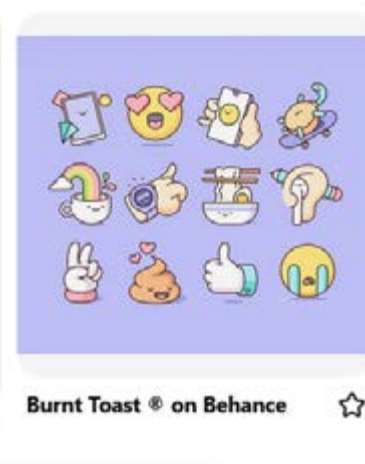
Download Bio Food Flyer Template With Photo for...



COLOR: Celiosa Smoothie



Bucharest - visual identity...



Burnt Toast® on Behance



handlettering und typografie



FERM Bio Restaurant



golt studio - logo for interior design company

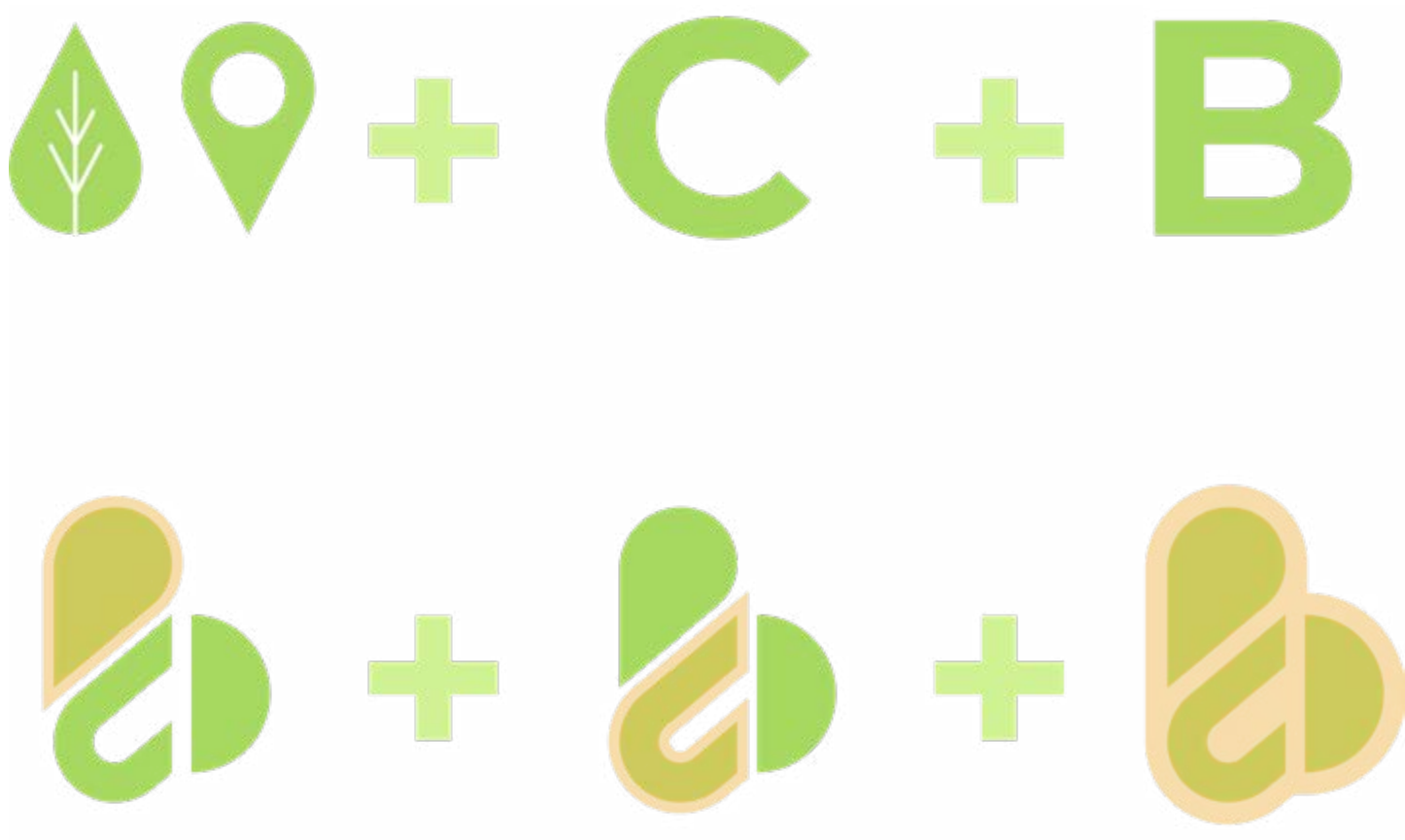


nellah on Twitter

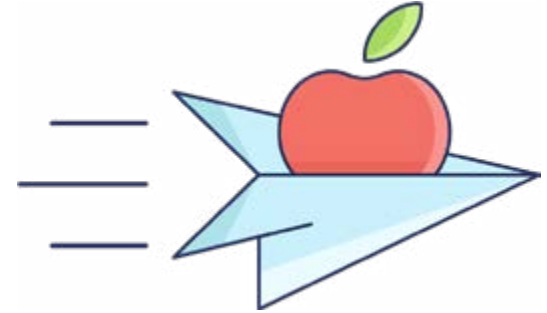


Ecorganic - Organic shapes & Ecology concept

Logo



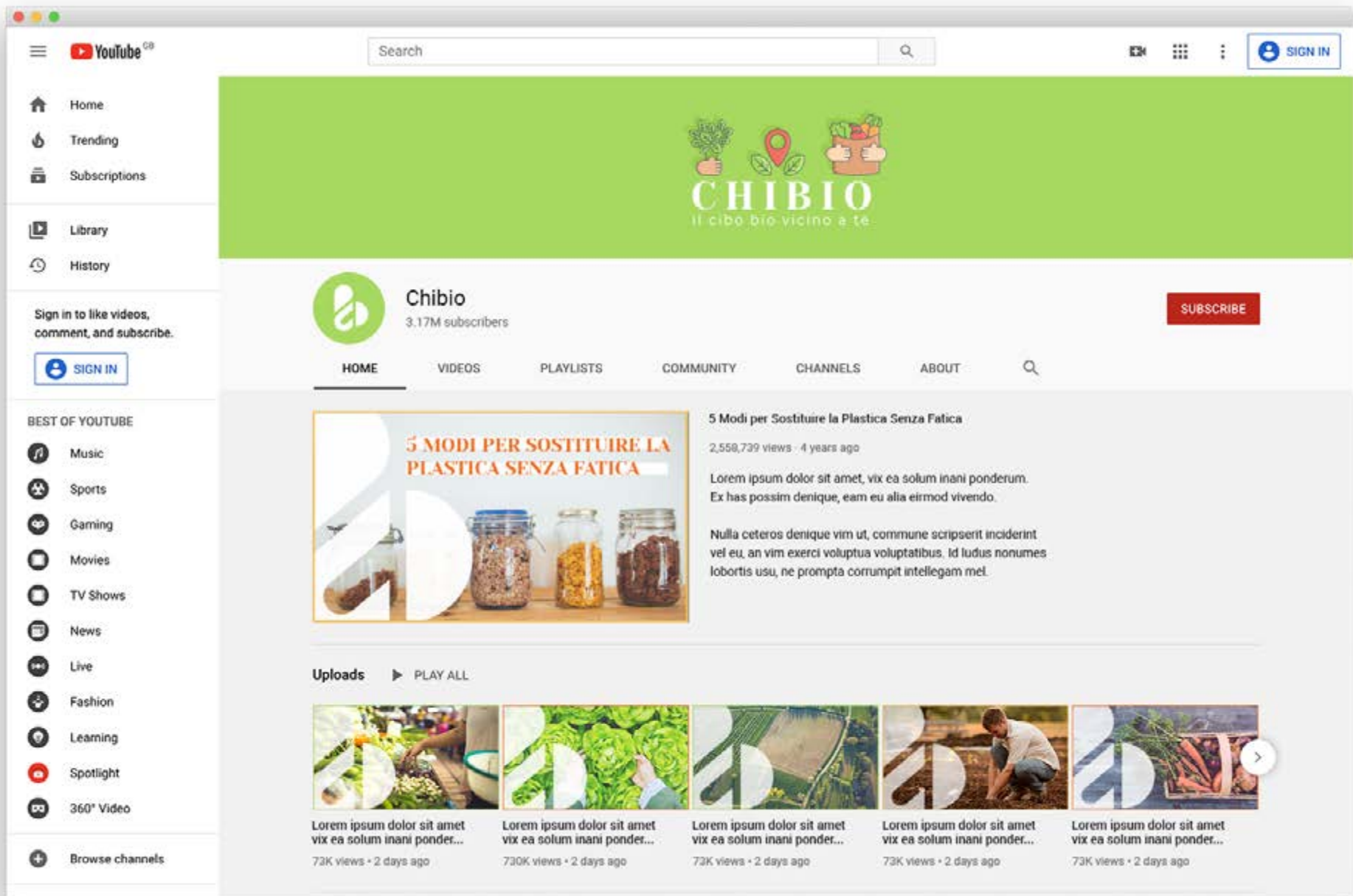
Icons



BIO

Social media graphics





Social media graphics





Thank you!
by Flavia

A solid orange vertical bar located to the right of the text "Thank you! by Flavia".