

PORTFOLIO



GABRIELE FUSAR BASSINI

Art Direction

Graphic Design

Web Design & Dev

Motion Graphics

3D Rendering

Photography



**ATM
JOB
TOUR**

**SEI TU IL PROSSIMO
VOLTO DI ATM?**

17, 18 MAGGIO
Piazza XXV Aprile
(Garibaldi M2-M5)

7, 8 GIUGNO
Piazza XXIV Maggio
(Porta Genova M2)

VIENI A SCOPRIRLO

THE CHARM OF THE UNIFORM

ATM

Art Direction

Graphic Design

Web Design & Dev

In May 2025, ATM relaunched its recruitment campaign, entrusting the strategy and visual treatment to the Communication division of AIM Group. I was responsible for the graphic design of the campaign, including its adaptations for OOH, print, and digital formats, as well as the development of the landing page.

THE EVENT



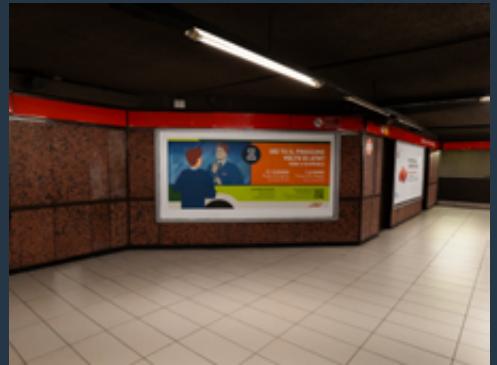
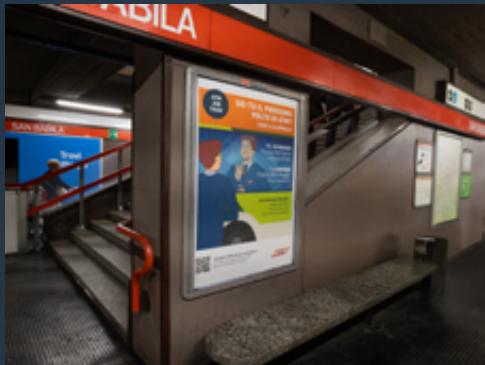
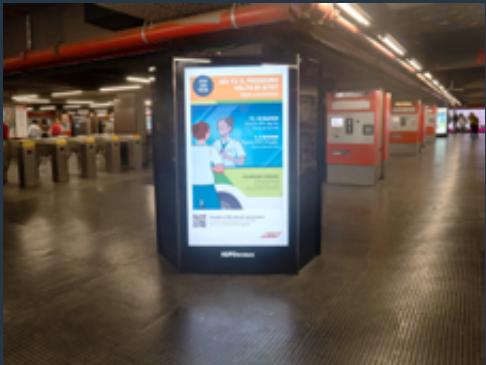
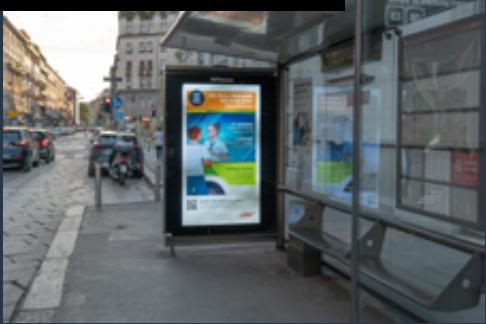


THE IDEA

The concept celebrates the brand as a trusted institution and highlights what it means to be part of ATM. The visual treatment, characterized by soft lines and bold color fields, makes the communication clear, recognizable, and memorable.



IN MILAN





Aeon Agon

LET'S PLAY WORLD ATHLETICS

Art Direction

Graphic Design

Web Design & Dev

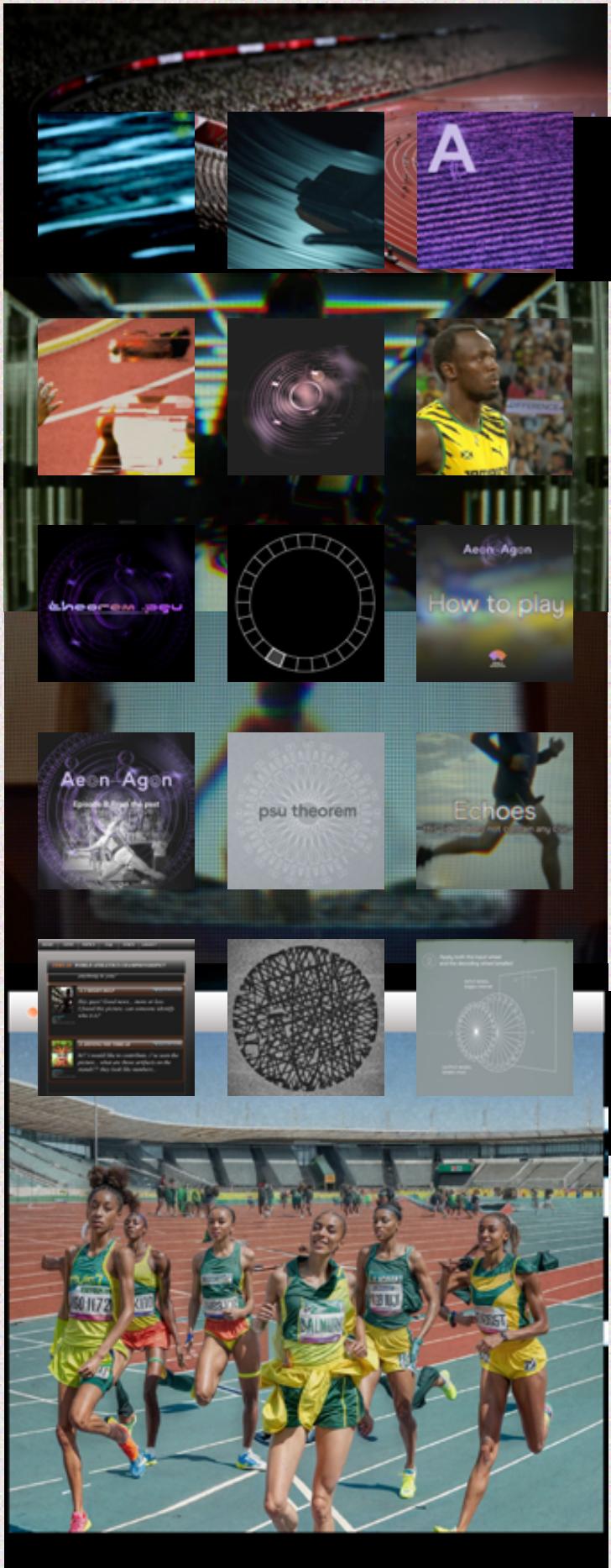
Motion Graphics



In May 2024, I was selected by World Athletics for the 2024 Content Creator Programme, alongside three other international creators. Each of us developed a project or format on social media to promote the sport and key competitions in the context of the Olympics and World Championships. I created Aeon Agon, an interactive alternate reality story (ARG): a sci-fi virtual treasure hunt with a final prize.



In July of the same year, we met in London and Paris, where we collaborated on additional projects.



THE IDEA

World Athletics stands out for presenting authentic images of athletes' achievements and emotions; this project subverts reality, playing with parallel universes to rediscover the history of athletics. The challenge was to modernize ARGs in order to engage a new niche audience with storytelling. Through a more visual and cinematic approach, as well as the development of a strong branding identity, Aeon Agon created a small universe that captured the curiosity and appreciation of the audience.

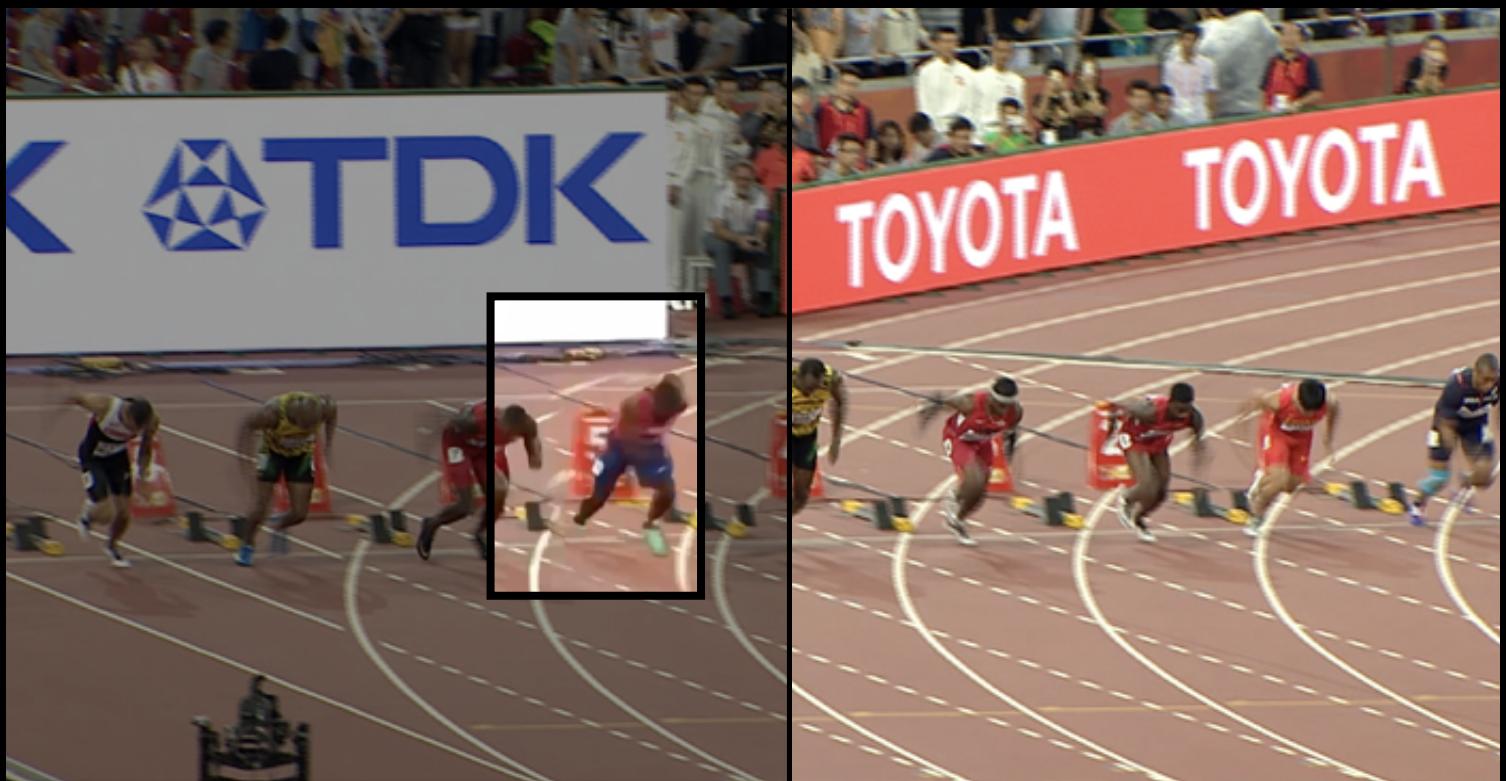
THE TECHNIQUE

Aeon Agon makes extensive use of AI: dialogues, collages, and even entire images are generated and then carefully adapted to match the project's distinctive sci-fi and found footage visual style. These experiments are complemented by traditional animation and video editing.

FRAME BY FRAME AI ANIMATION



MATTE PAINTING + ROTOSCOPING + COMPOSITING



AI ANIMATION + COMPOSING





LEANING TOWARDS 2050



TEDxLungarnoMediceo

Art Direction

Graphic Design

3D Design

Web Design & Dev

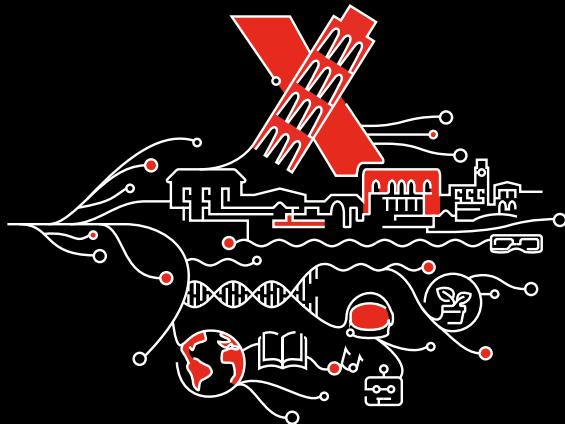
Photography

Management

TEDx

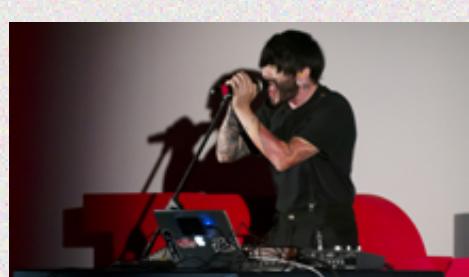
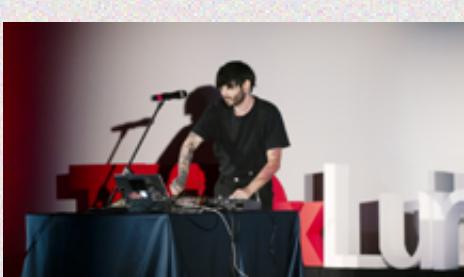
LungarnoMediceo

x = independently organized TED event



From 2021 to 2023, I took part in three editions of TEDxLungarnoMediceo (now TEDxPisa), working as Art Director, graphic designer, photographer, and web developer. I also contributed to the video for Marco Calanca (aka Becko) titled “Crea”, handling the artwork, and coordinated the talks of both Becko and Matteo “ESSEHO” Montalesi, a pop singer-songwriter and producer.

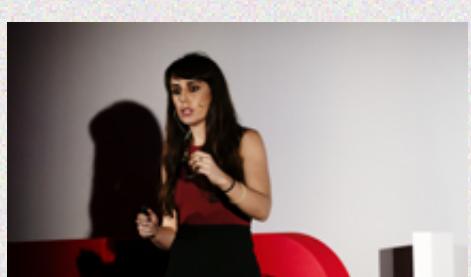
The key visual is simple and direct: the X, half-formed by the Leaning Tower of Pisa, is still used by the team today.



CREA

Becko's vision of a dystopian future echoes a style I've embraced multiple times: mysterious identities, y2k aesthetics, glitches, and technologies. That's why, during the interlude between his two performances, I proposed a sequence of images—ranging from 3D renders to early, early AI experiments—depicting a Pisa transformed by technology, yet holding onto the hope of a future where creativity won't be lost.

I also documented the event as a photographer, focusing on authenticity and emotion.





SKODA

LET'S EXPLORE



ŠKODA

Graphic Design

Web Design & Dev

When I joined AIM Communication in July 2023, the agency was working on a project for Škoda, celebrating the brand's top dealers from the previous year. For this occasion, I created several photo panels in a light and colorful style designed to complement the brand's more formal—yet modern—visual identity.

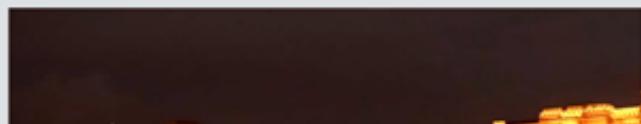


This project was also the kickoff for experimenting with programming for Illustrator. I created a custom plugin to speed up the production of materials.

WEBSITES

AIMCOMMUNICATION

WE SPARK MEANINGFUL CONNECTIONS
AND CRAFT EXPERIENCES THAT
TOUCH HEARTS AND MOVE MARKETS



aimcommunication.eu

iwcm-congress.com

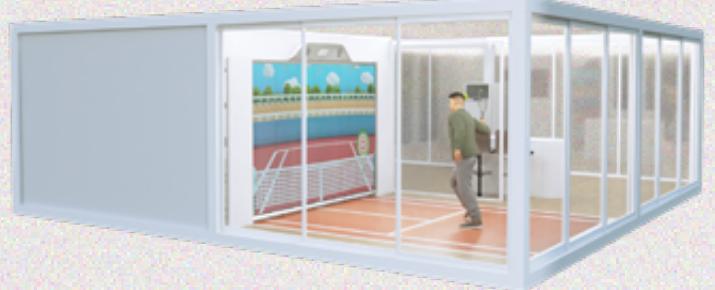
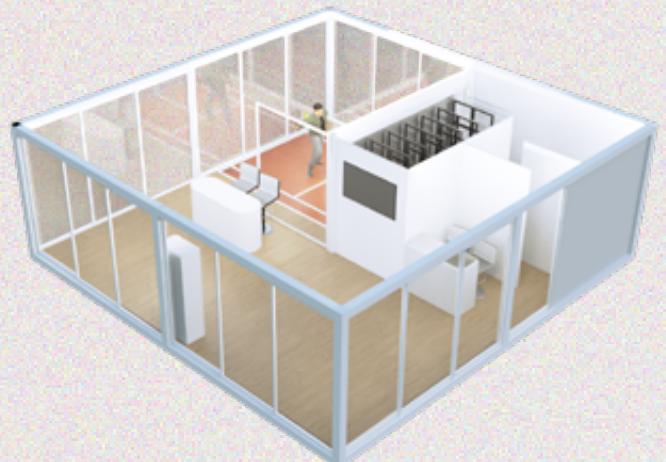
apheresismeeting.com

agevity.com

aeonagon-worldathletics.org

culturalisostenibili.it

SETUPS/RENDER



OTHER WORKS



QUEL VASO DI PANDORA

Cover of the podcast powered by Hypercast.



PLANCKS 2023

Logo, visual identity, motion graphics, photography and video for the international student team physics competitions.



NUOVA VIRTUS CREMA

Logo, visual identity and website for the track & field team.