





Martina Esposito

Ciao,

my name is Martina Esposito and I am a young graphic designer based in Milan.

I love letters, drawing, books, coding and more or less everything related to visual communication. I am also a true geek, and I spend my days between my youtube playlist intitled “things I wanna learn” and practicing new binding techniques for my bullet journals.

In this portfolio you can find some of my works, the ones that best display my approach to design: immersive and playful. I see projects as a chance of enlarging my knowledge and have fun experimenting unusual visual languages.

With my work I aim to rise the same curiosity I feel when I discover something new, making projects that are able to express the beauty of learning in a fun and interactive way.

Here is a daisy to thank you for your attention :)

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1. Illumia

Speculative, branding–2023

A speculative design project to look at the problem of climate change from a non-human perspective.

The fiction starts in 1984, when at the Atmospheric Research Institute of America ILLUMIA, a machine designed to store data on the relationship between air composition and the color of the sunsets, begins to autonomously process its information, generating 12 billion sunsets, from the birth of the Sun till his death.

The research group responsible for the project imminently organized an exhibition to divulge the knowledge revealed by ILLUMIA. Posters and banners filled the streets while magazines and influential people raced to meet the miraculous machine and interview its discoverer.

The project has been exposed at the Triennale Museum of Milan.

Team

Andrea Borsato
Anita Ruggiu
Camilla Brusadin
Marco Ernesto Taino
Chiara Mazzeo

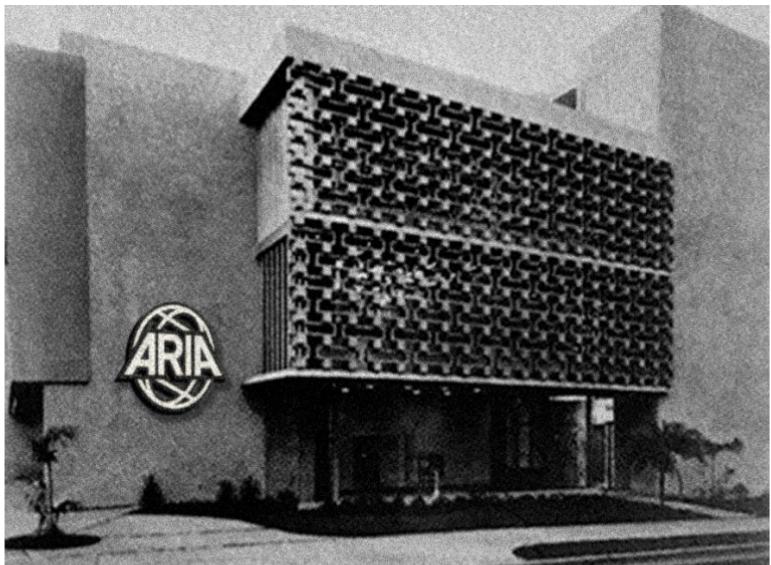
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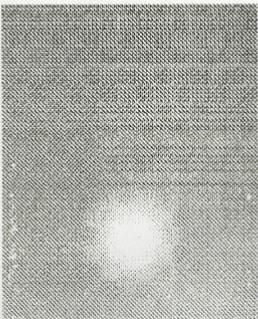
More information here!



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LAT: 53° 37' 53" N
LONG: 113° 19' 26" W
YEAR: 4603415648

TEMPERATURE: 8°
HUMIDITY: 68.18%
CO2: 400 PPM

IT'S JUST ONE SUNSET,
1 OF 1.132.800.000.000.

A GLIMPSE INTO A CONSTANT
CHANGE THAT HAS ALWAYS BEEN
AND ALWAYS WILL BE.

WHAT IS PERCEIVED IS ONLY A
TINY FRACTION OF THE WHOLE.

FEB 7TH - MAY 4TH 1985
CALIFORNIA SCIENCE CENTER



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ILLUMINIA

CHANGE IS IN THE AIR



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2. Design your way

Editorial–2023

An interactive guide for non-designers explaining the design principles behind a wayfinding system. Despite the amount of information, the book isn't a theoretical manual and asks the reader to participate actively.

The readers start from the first chapter, in which the design principles are explained and then navigate through the other pages to learn and observe how they are applied to some real cases.

While navigating the book, they must also attach the stickers of the design principles best displayed by the example in the proper spaces at the corner of the pages.

To prove the effectiveness of street signs in conditions of rough visibility, sheets simulating weather conditions, such as fog or darkness, are placed at the end of the book. When the readers encounter those particular examples they can insert the cards in the appropriate pockets and confirm their effectiveness.

Team

Andrea Borsato

Anita Ruggiu

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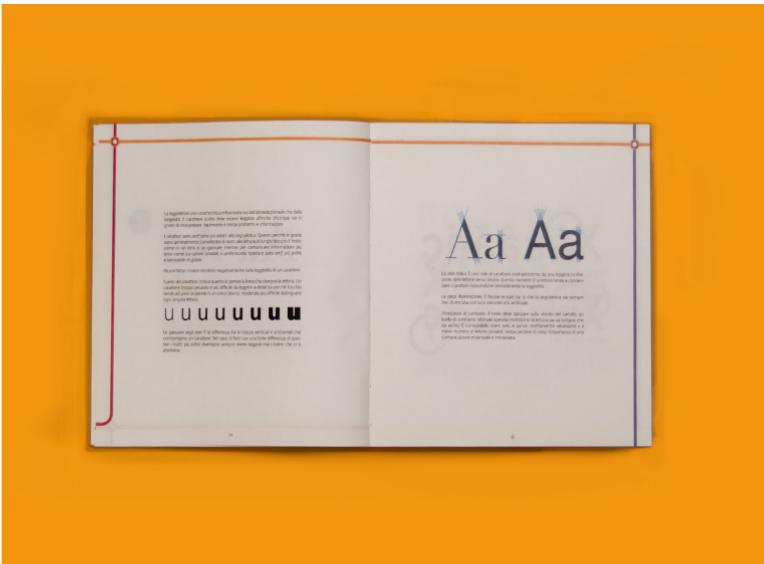


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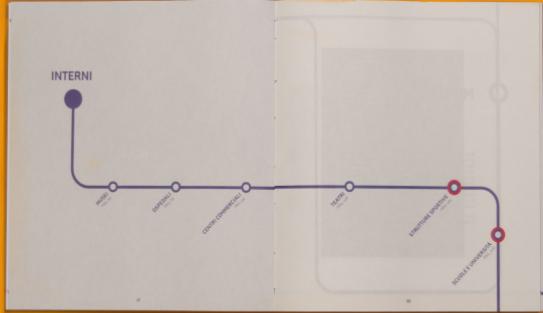




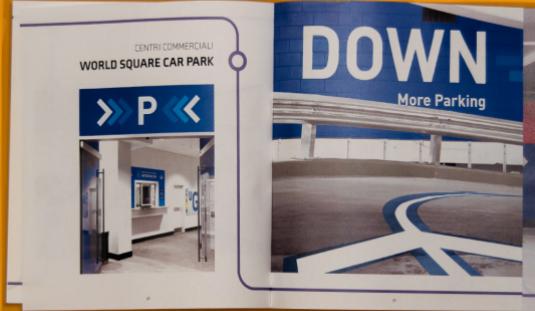
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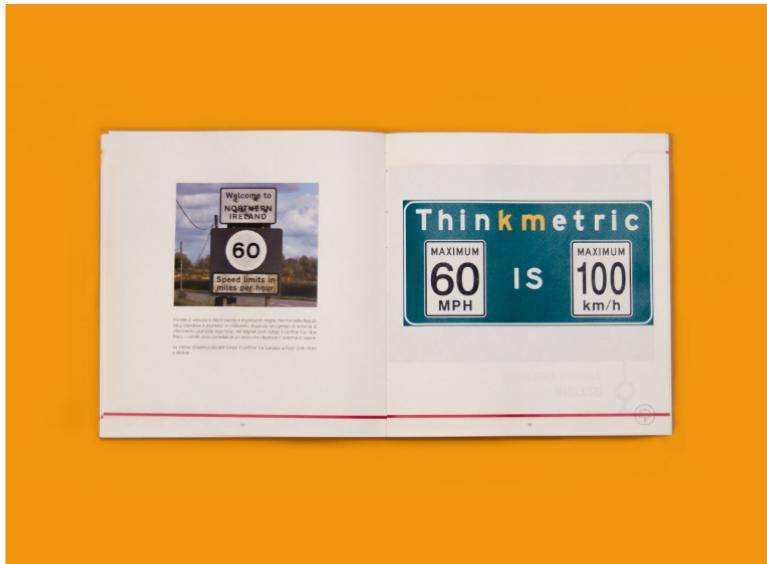
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3. Un'estate

Editorial, photography, analogic print–2023

A photographic book, printed in risograph and screen printing, made by a group of non-designers during a course at the CFP Bauer Foundation.

The most challenging but beautiful aspect of this work was the cooperation with people that don't belong to the design field and were new to these kinds of projects. Working together the group took care of every aspect: from the making and printing of the pictures, to the cutting, folding and binding of the signatures.

Most of the book is printed in a risograph using black and red, except for a signature printed in four colors. For the last twelve pages, each of the participants drew an illustration related to the theme of the project and impressed it in screen-printing. The book was then bound by hand using the kettle stitch technique.

Team

Cesare Lorenzo
Laura Bagnera
Flavia Chornobai
Camilla Vaghi
Agnese Costanzo
Simone Croci
Giorgia Del Giudice
Chiara Carapellese
Giulia Velardo

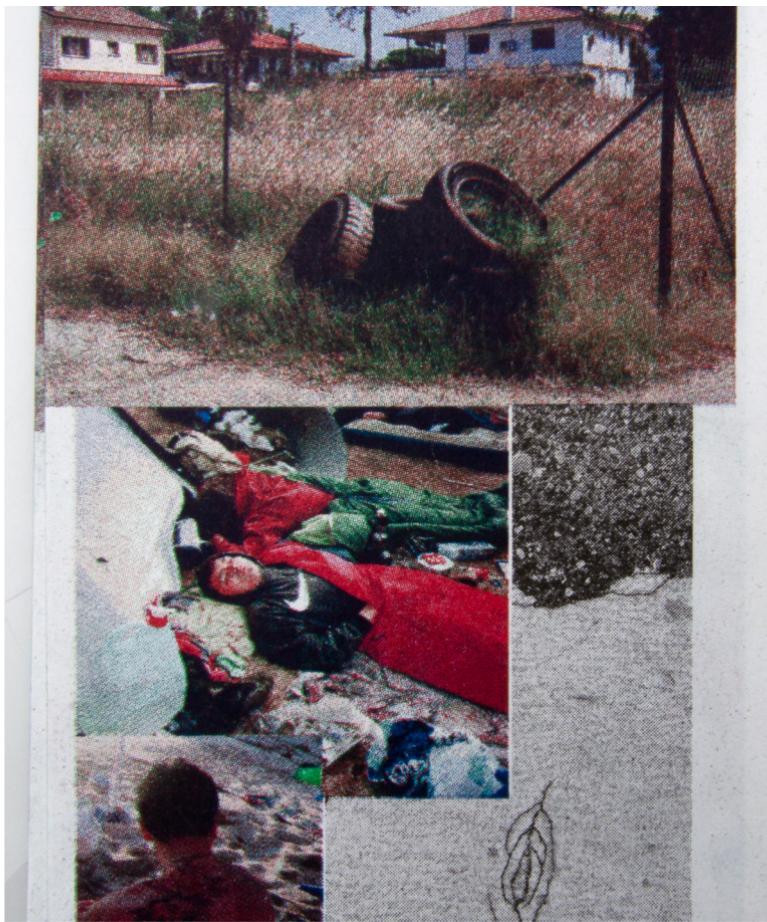
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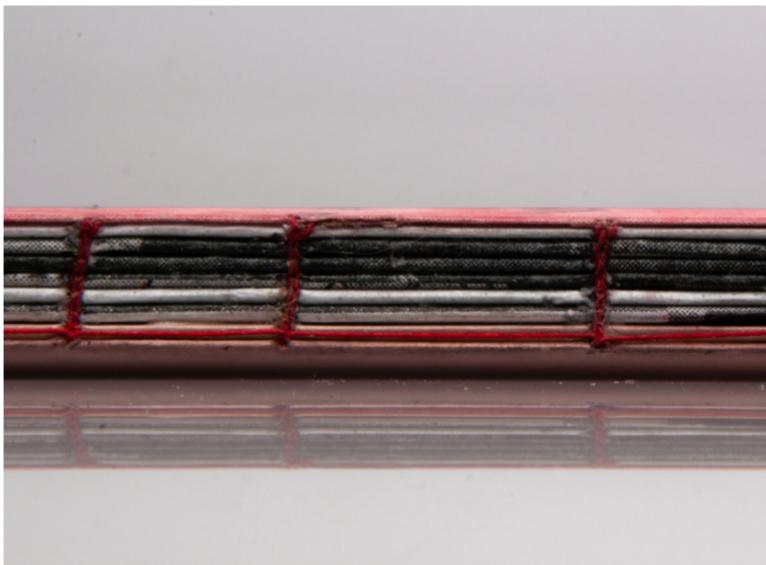


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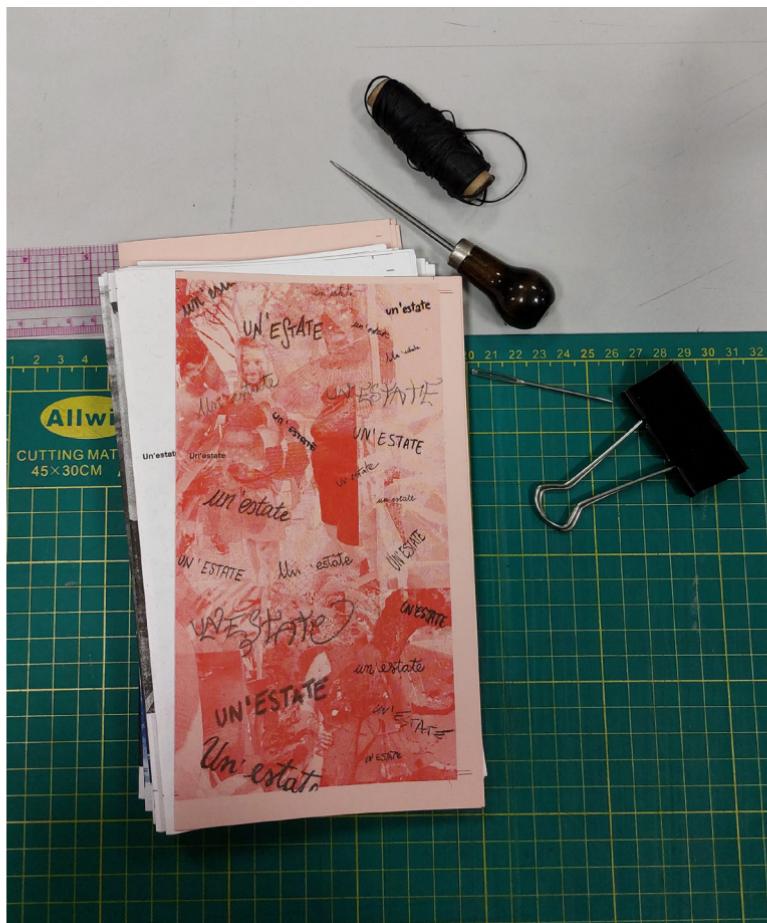




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4. Book of Self

editorial, photography–2023

A series of analog photographic prints exploring the theme of self-representation.

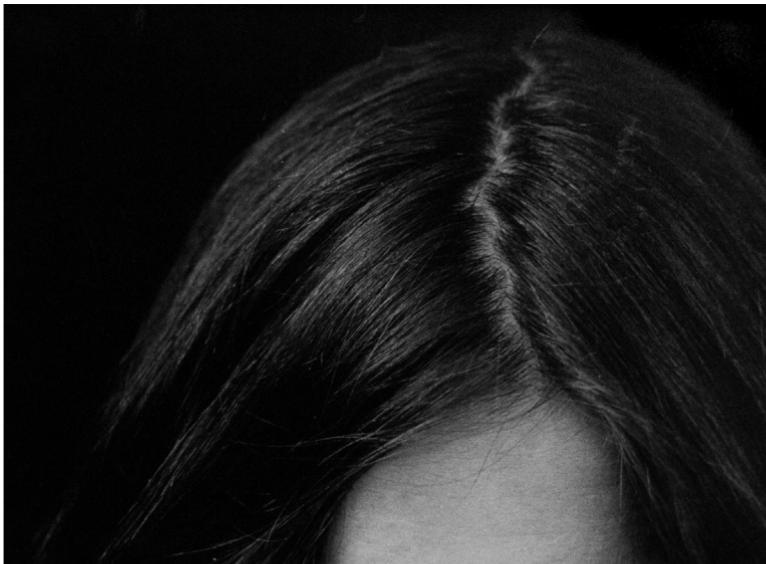
Through the lens of the camera, the image of the person detaches from its identity and becomes a shape against a background, a part of a new bi-dimensional reality. By playing both in the studio and in the dark room, frames of different body parts were used to recreate iconic pictures of photographers such as Bill Brandt and Robert Mapplethorpe.

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The work proceeded by trial and error, exploring the possibility that the medium itself of photography could offer. The final prints were bound into a book while all the attempts and the experiments relative to the process were collected into a separate notebook.



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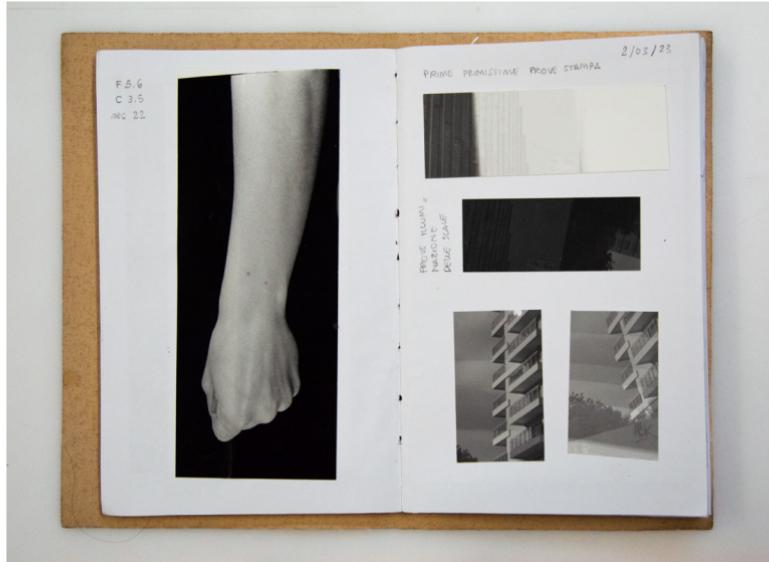


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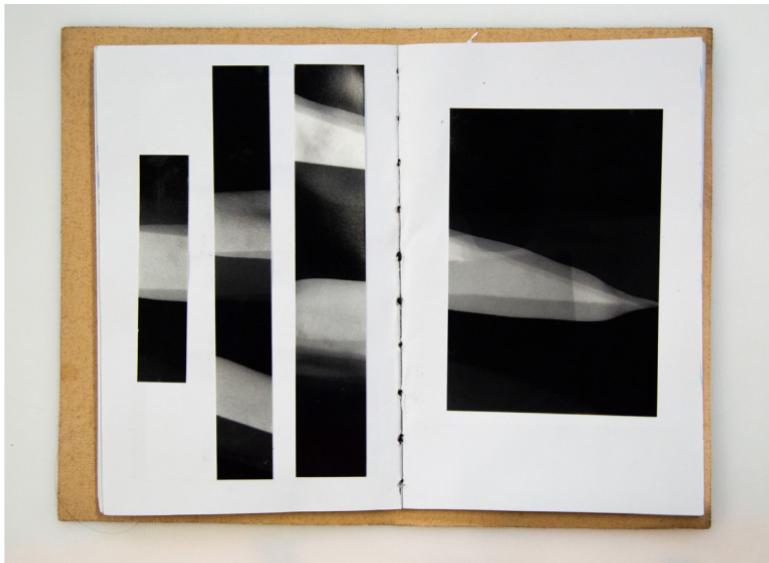




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5. Valli Unite

Branding, illustration–2022

A branding project developed for an agricultural cooperative in Piemonte. The enterprise has existed for more than forty years and it's very proud of its traditional and natural methods of production.

The visual identity was developed from a brand strategy expressed by three key values: “terra terra”, “spalla spalla” and “pelle dura”. The main elements are linocut illustrations and ripped analogical pictures. Both these techniques have indeed the roughness and the simplicity characteristic of the cooperative's spirit.

The texture typical of the prints was also applied to the logo and the typographic elements of the identity, for which a custom typeface was designed. Packagings and etiquettes were made using the series of natural paper Crush Favini, produced by recycling agricultural waste.

Team

Chiara Mazzeo
Cecilia Pizzagalli
Andrea Borsato
Anita Ruggiu

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Watch the brand reel!



CRUSH KIWI

CRUSH CILIEGIA

CRUSH CACAO

CRUSH AGRUMI

CRUSH UVA

CRUSH NOCCIOLA

CRUSH MANDORLA

CRUSH LAVANDA

CRUSH MAIS

www.valliunite.it
info@valliunite.com
tel. 0131 838100

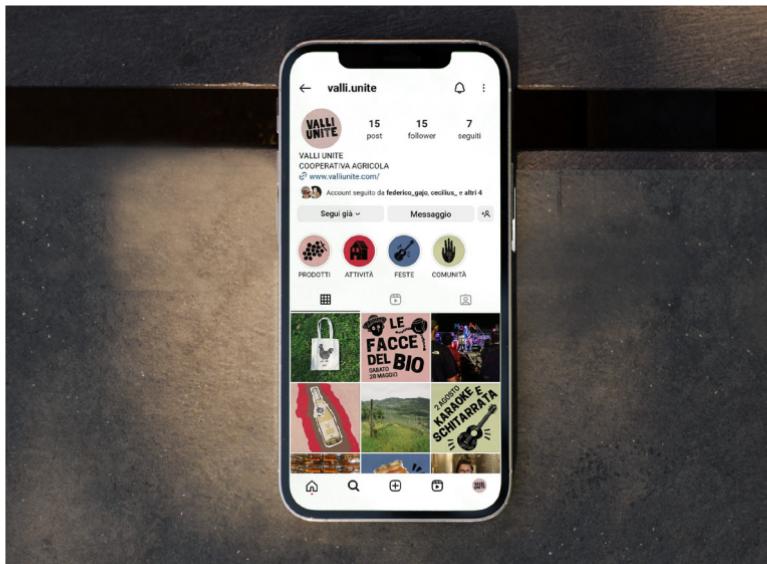
Cascina Montesoro, 15050
Costa Vescovato (AL)

VALLI
UNITE

31 AGOSTO-
1 SETTEMBRE

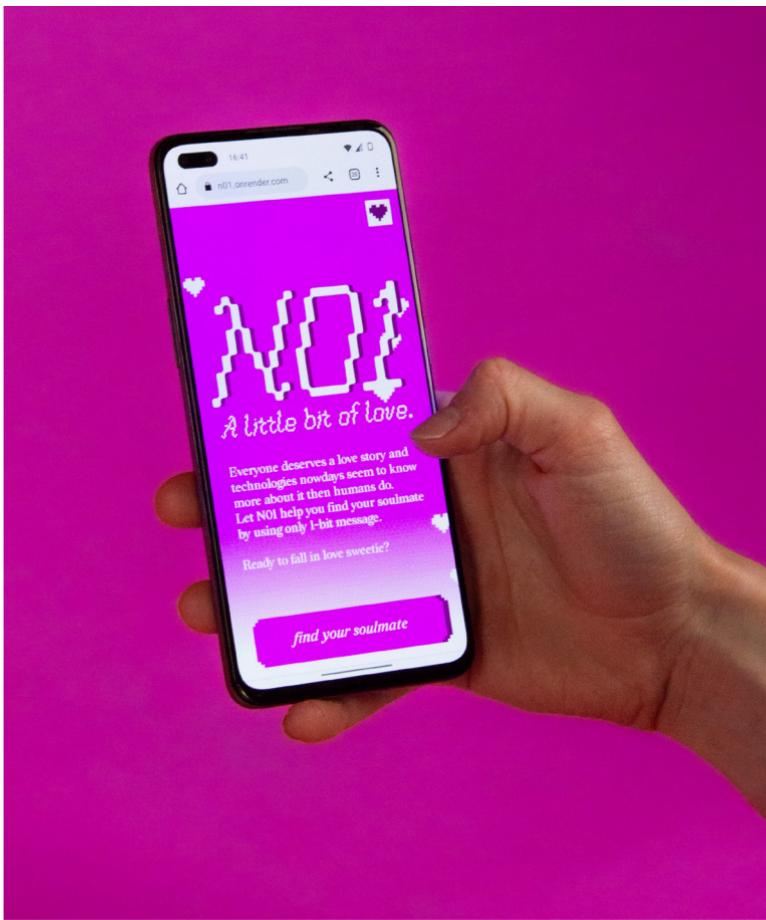


FESTA DELLA VENDEMMIA



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6. N01

Coding– 2023

A web experience to find your soulmate using only 1-bit messages. The aim is to show the language behind online communication, making fun of the numerous apps that nowadays aim to find us our true love. These technologies use human language to obtain a digital connection, while N01 does the opposite: the website makes us look for each other communicating digitally but connecting physically.

Team

Elisa De Benedettis
Davide Agostinelli
Giulia Gnessi

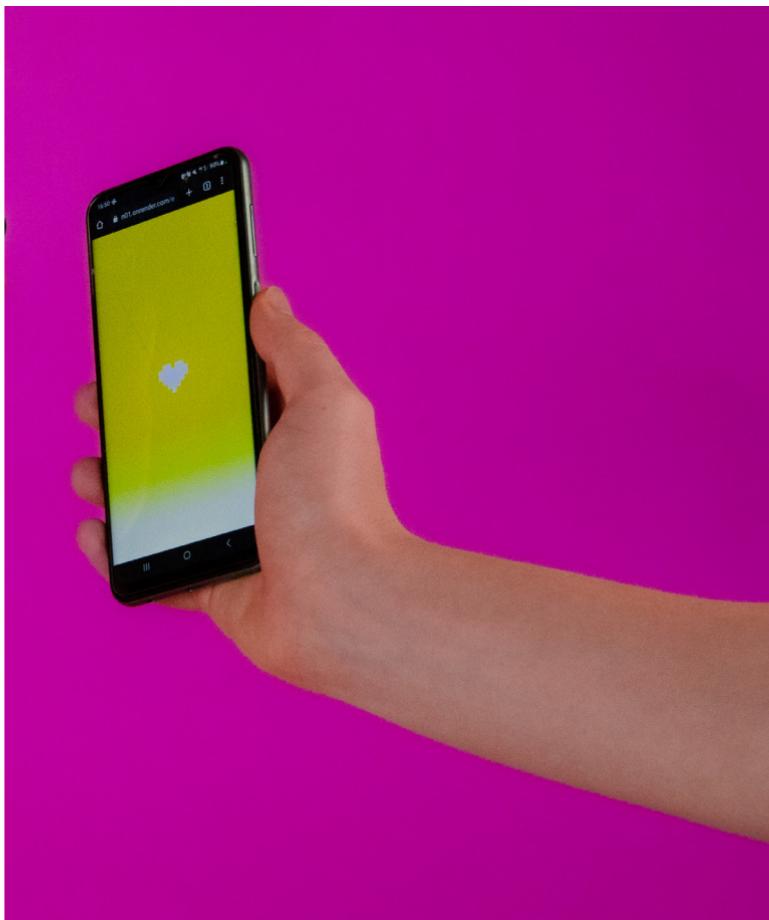
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The core of the project consists of the research of the match associated by the platform. To find their soulmate the users have to identify which device is playing a sound each time they touch the screen. When the two persons meet they have to scan the respective devices to generate an artwork composed of the bits of communication sent during the experience. They can then save it as a memory of their match or look through all the other experiences collected in the gallery.



Find your match <3





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Dear *myname*,

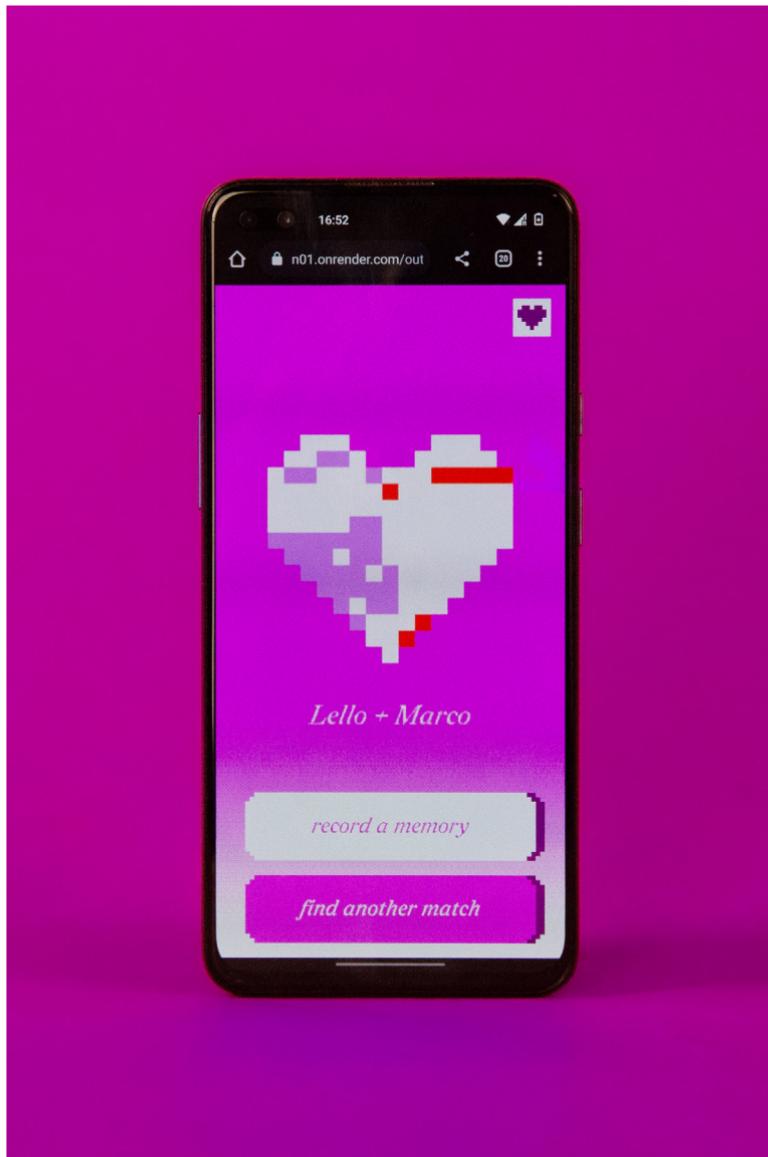
Love is blind and so is your date:
find your soulmate by
communicating like a machine.
Every time you touch my heart a
bit of information will be sent to
your lover and the other way
around.

Listen to your devices to find
each other and when you get
together *it's kiss time*: put your
phones face to face and find out
what love holds for you.

Good luck, sweetie!
(o°_°)o <3

*I think you are
suffering from a lack
of vitamin ME*





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7. Palomar guarda il mondo

Editorial, social media–2023

A photographic reinterpretation of Italo Calvino's homonymous collection of short stories, presented as a book and an Instagram page.

The aim of the project is to fulfill Palomar's knowledge endeavor. His research was indeed too ambitious to be completed by just one person: by extending his observation method as a shared practice on social media, the research can never end and finally pursue its ambition.

The pictures are accompanied by small texts that help to recall the stream of thought they suggested. In the book, small windows cut within the pages also help the readers to focus their attention and better immerse themselves into the author's process of investigation and thought.

Team

Camilla Brusadin
Chiara Mazzeo
Beatrice Serra
Cecilia Pizzagalli
Anita Ruggiu

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Take part to the project!



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Portfolio 2020–23



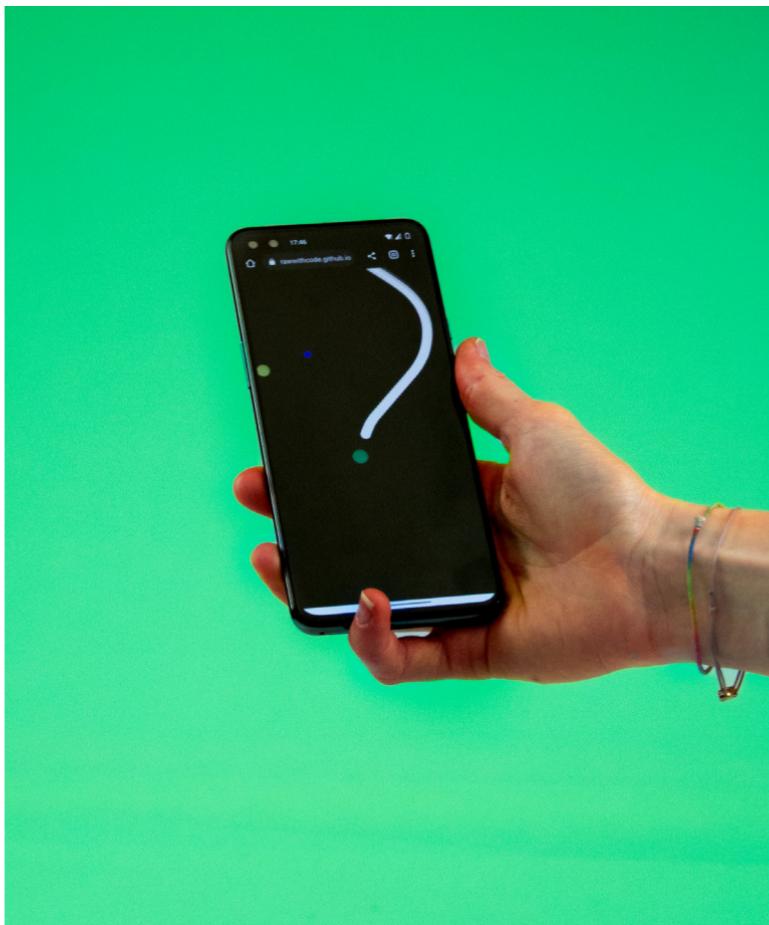
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8. Drawing arena

Coding– 2023

A drawing platform designed for kids to make them interact with digital devices in unusual ways.

By rotating the phone the player draws a line that changes tint each time it hits one of the colored dots spread all over the arena.

The platform was developed both for desktop and mobile using P5js, a javascript and processing library designed to make generative art and creative coding sketches.

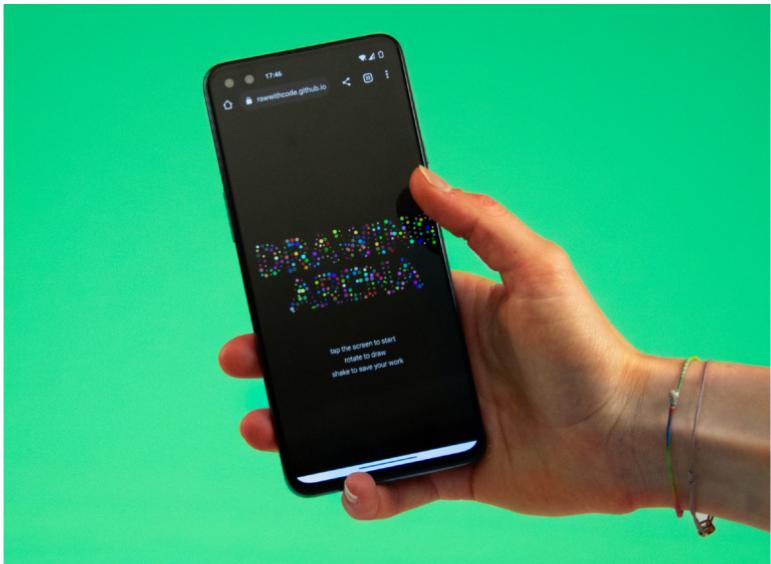
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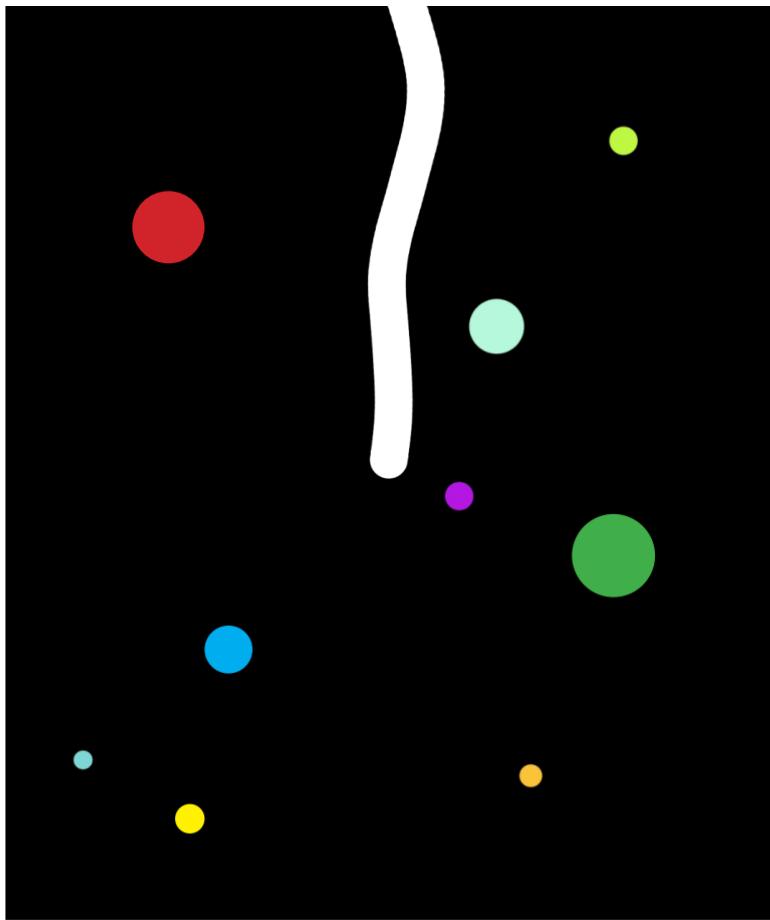
Start playing :)



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9. Buongiorno ogni giorno

Illustration– 2023

A series of twelve digital illustrations realized for the 2022 calendar.

Each month is presented as a still life of a table at breakfast time, returning the feeling of that specific period of the year by combining seasonal food with different lights and shades of color. Though the habit of breakfast hasn't got anything artistic in itself, it can become a moment of care and beauty to start the day in a different mood.

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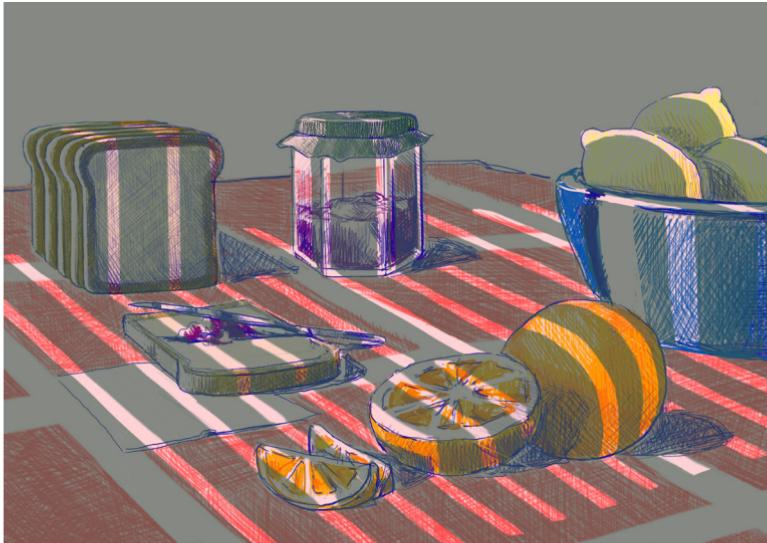
For this project, I was interviewed by an Italian magazine of illustration called Brillo.



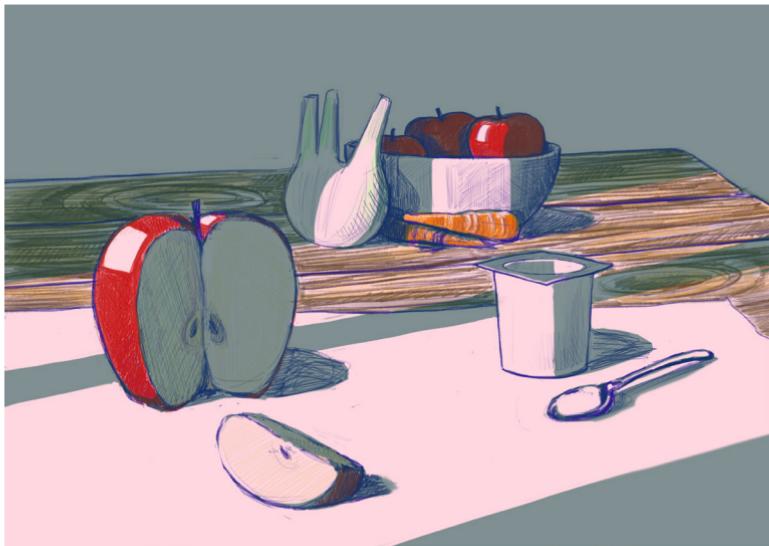
Read the article!



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Looking forward to hearing from you!

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Instagram: @martiiiesposito

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Portfolio 2020–23

Credits

Editorial project: Martina Esposito

Print: NOLO Print

Binding: Legatoria d'arte Giovanni Codina

Photographic contributions: Andrea Borsato, Francesco Bonetti,
Camilla Brusadin, Chiara Mazzeo, Nicola Maria Patitucci,
Anita Ruggiu

Additional information

Paper: Mohawk Superfine Eggshell Ultrawhite 120gr/mq

Format: 120 mm x 170 mm

Finished to print on the 12 July 2023.