

PORTFOLIO

SIMONE BOSCOLO
graphic+web **Designer**

“Less is not necessarily more.”

#00

Milton Glaser

CONTENT

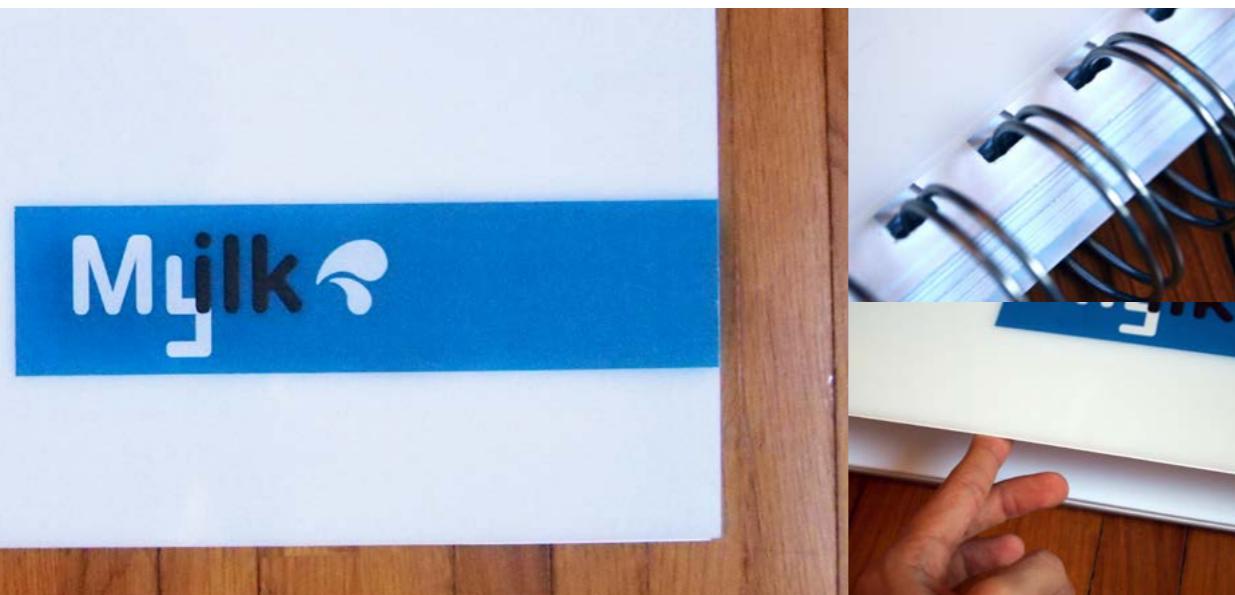
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- 02. NYC Travel
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#00

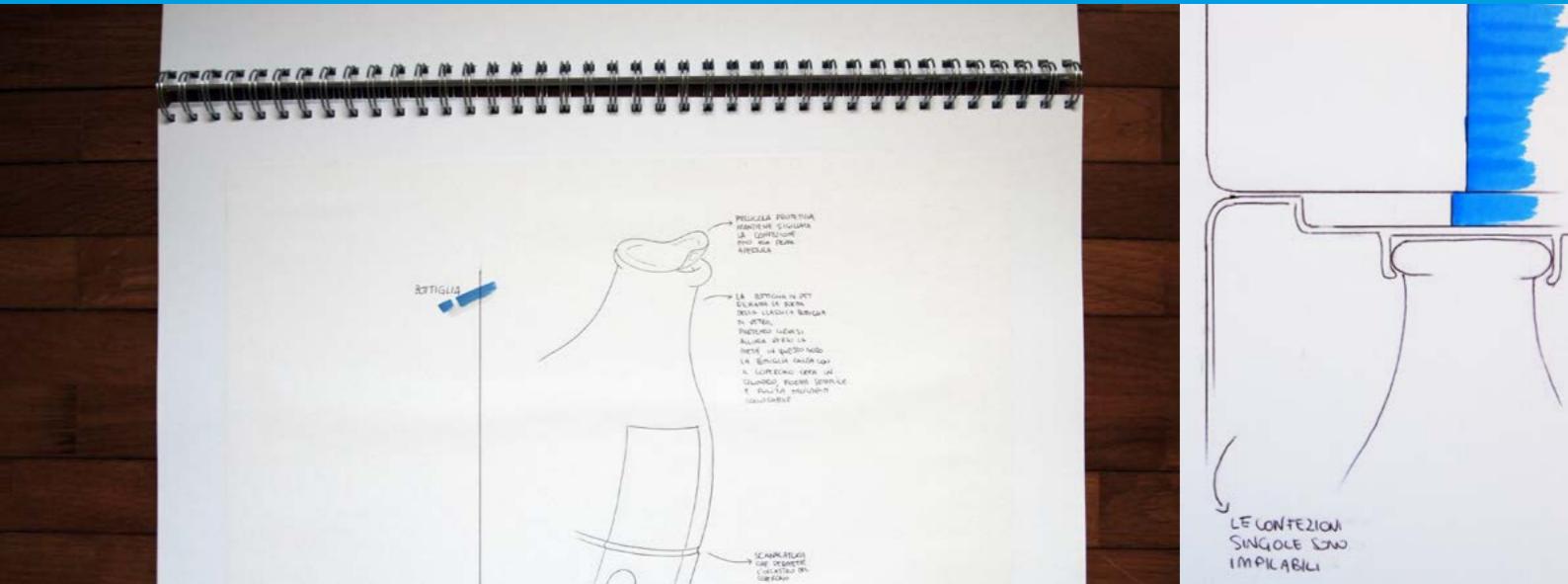
#01 MYLK

\milk bottle
\six bottle packaging
\project presentation

\milk bottle
\six bottle packaging
\project presentation



\layout
\white plexiglass cover
\metal rings



MYLK

\milk bottle
\six bottle packaging
\project presentation

#01

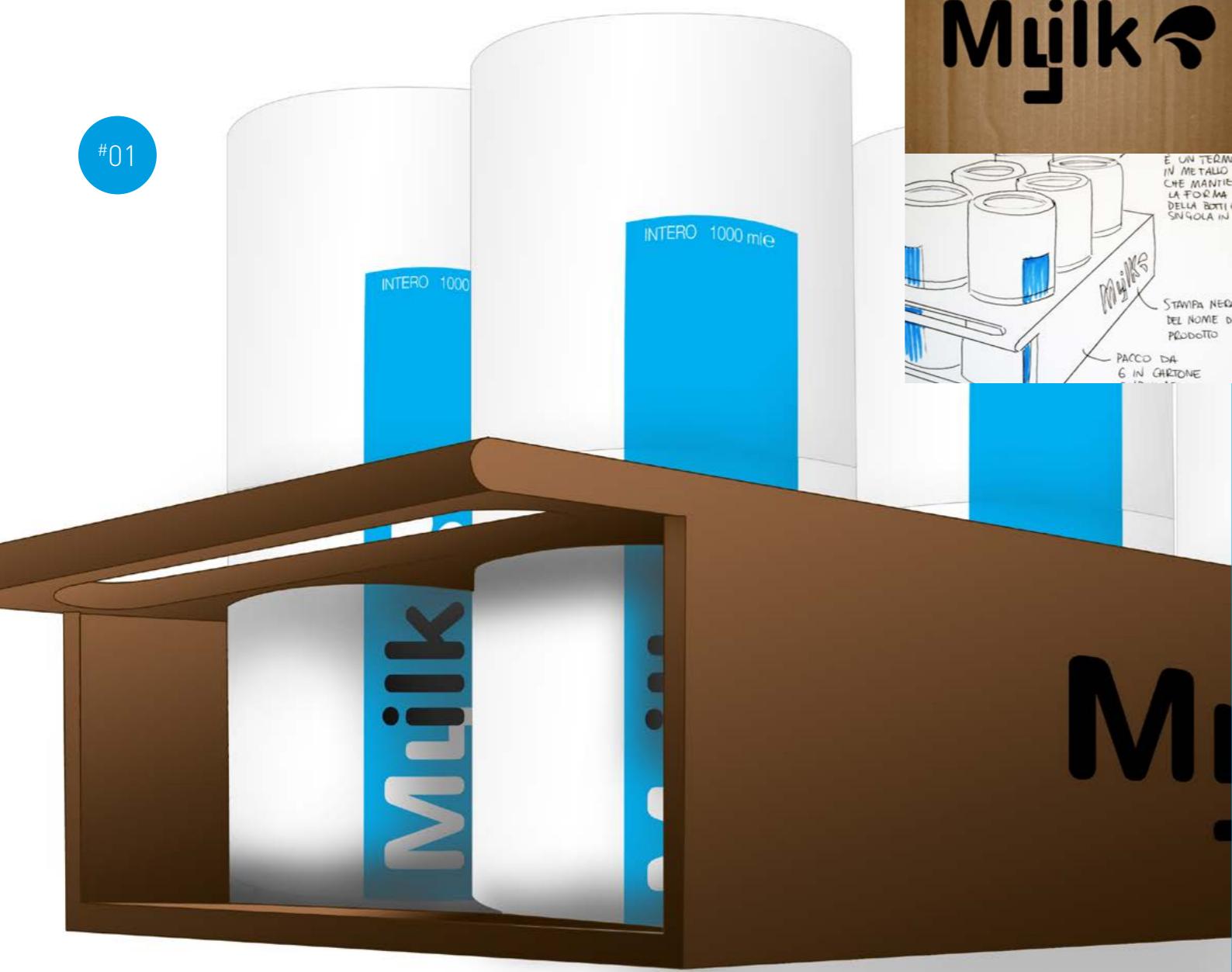


MYLK

\milk bottle
\six bottle packaging
\project presentation

\six bottle packaging

#01



Mylk

#01

#02 NYC TRAVEL

high school diploma's thesis



\layout
\white plexiglass cover
\logo design

\project:
Create an advertising campaign, aimed at promotion of tourist routes inside New York City.
These pathways are developed according to the locations / sets of the various movies, books and stories, written and performed by artists in love with the Big Apple.
A tourist, as a citizen of New York can, thanks to NYC Travel, see the city in a new way, discovering places, following the maps, walking down the streets and the most exclusive and important shops of the globe.



#02

\logo:
To identify the project, NYC Travel, has been created a logo that refers to the concept of the tourist routes.
Taking inspiration by the classic subway maps, the V of TRAVEL is composed by lines of different colors, ending in an arrow to point out the concept of travel and movement. The font is Helvetica as it is the official New York City font for road signs and transportation. Next to the logo I placed the acronym NYC, part of the New York City new branding project.

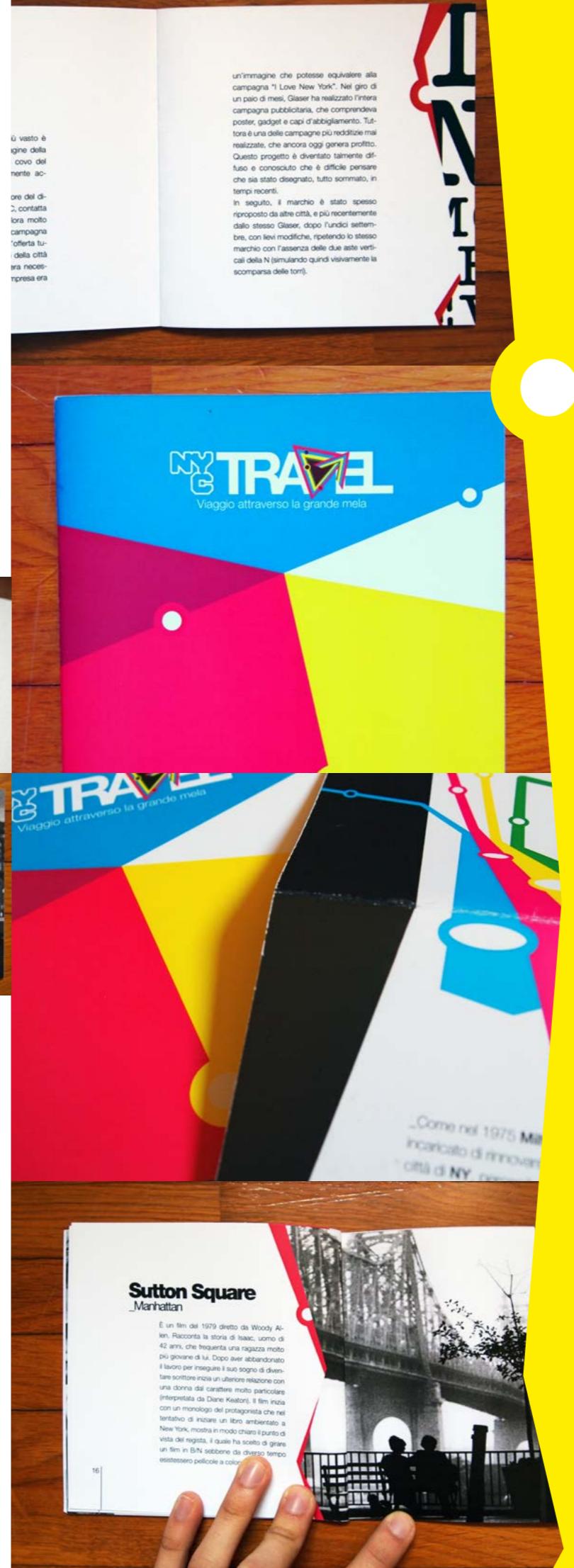
NYC TRAVEL

\high school diploma's thesis

#02



\poster layout
\booklet design



“New York was his town, and it always would be.”

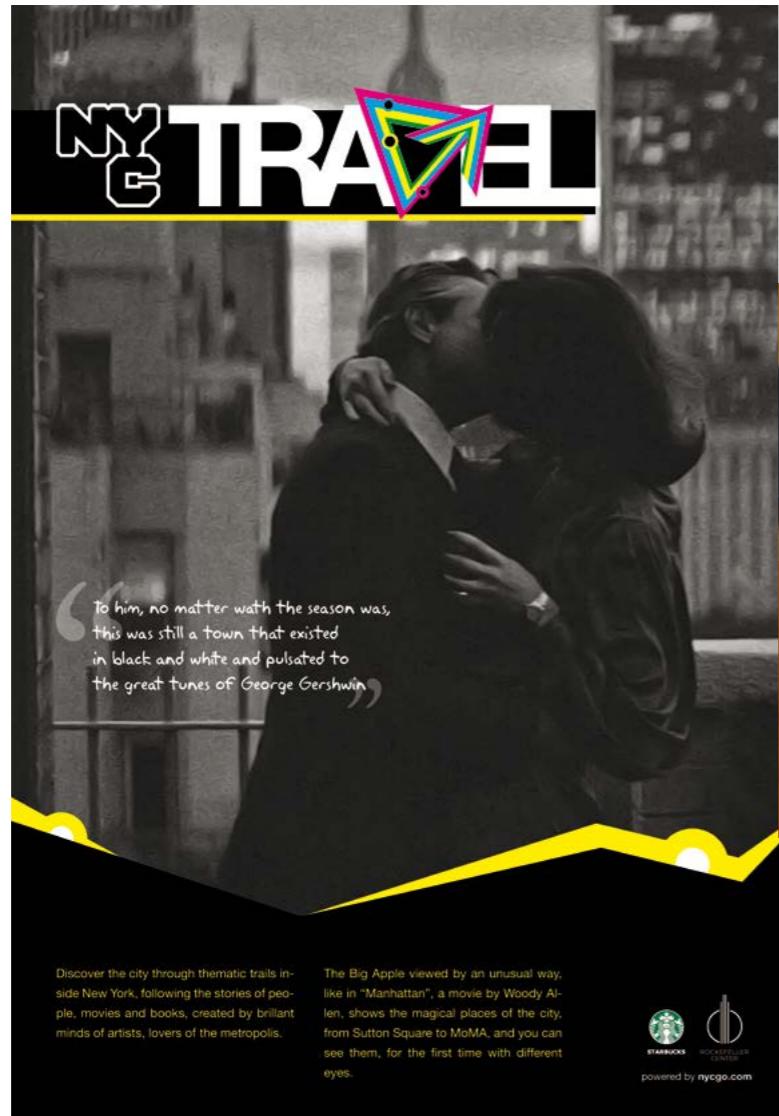
Woody Allen
-Manhattan-

NYC TRAVEL

\high school diploma's thesis

\final poster
\shopper
\booklet
\rendering
\coffeeecup

#02



\rendering
\shopper

#02

NYC TRAVEL

\high school diploma's thesis

\booklet
\brochure

I  Milton Glaser

Un altro esempio di progetto più vasto è nato a NY per migliorare l'immagine della città, percepita al tempo come covo del crimine, luogo ostile e scarsamente accogliente.

Nel 1975 Bill Doyle, amministratore del dipartimento del commercio di NYC, contatta il designer Milton Glaser, già allora molto conosciuto, per avviare una campagna promozionale per incrementare l'offerta turistica e migliorare la percezione della città da parte dei cittadini. Ciò che era necessario per la corretta riuscita dell'impresa era

un'immagine che potesse equivalere alla campagna "I Love New York". Nel giro di un paio di mesi, Glaser ha realizzato l'intera campagna pubblicitaria, che comprendeva poster, gadget e capi d'abbigliamento. Tuttora è una delle campagne più radicate mai realizzate, che ancora oggi genera profitto. Questo progetto è diventato talmente diffuso e conosciuto che è difficile pensare che sia stato disegnato, tutto sommato, in tempi recenti.

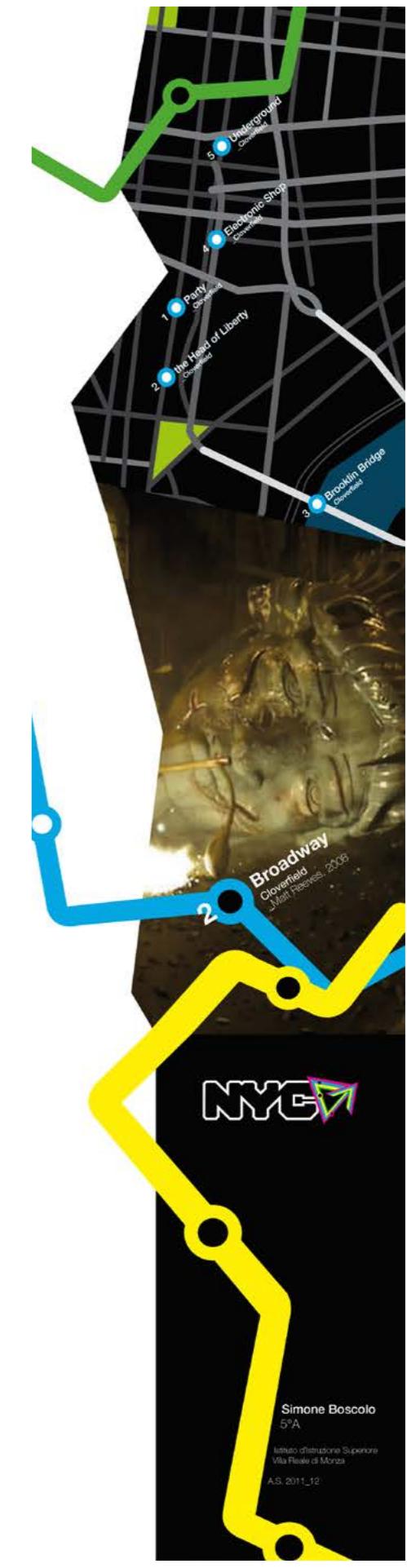
In seguito, il marchio è stato spesso riproposto da altre città, e più recentemente dallo stesso Glaser, dopo l'undici settembre, con levi modifiche, ripetendo lo stesso marchio con l'essenza delle due teste verticali della N (simulando quindi visivamente la scomparsa delle torri).

Sutton Square
Manhattan

È un film del 1979 diretto da Woody Allen. Racconta la storia di Isaac, uomo di 42 anni, che frequenta una ragazza molto più giovane di lui. Dopo aver abbandonato il lavoro per inseguire il suo sogno di diventare scrittore inizia un'utopica relazione con una donna dal carattere molto particolare (interpretata da Diane Keaton). Il film inizia con un monologo del protagonista che nel tentativo di iniziare un loro ambientato a New York, mostra in modo chiaro il punto di vista del regista, il quale ha scelto di girare un film in B/N sebbene da diverso tempo esistessero pellicole a colori.

Sutton Square
Manhattan

16



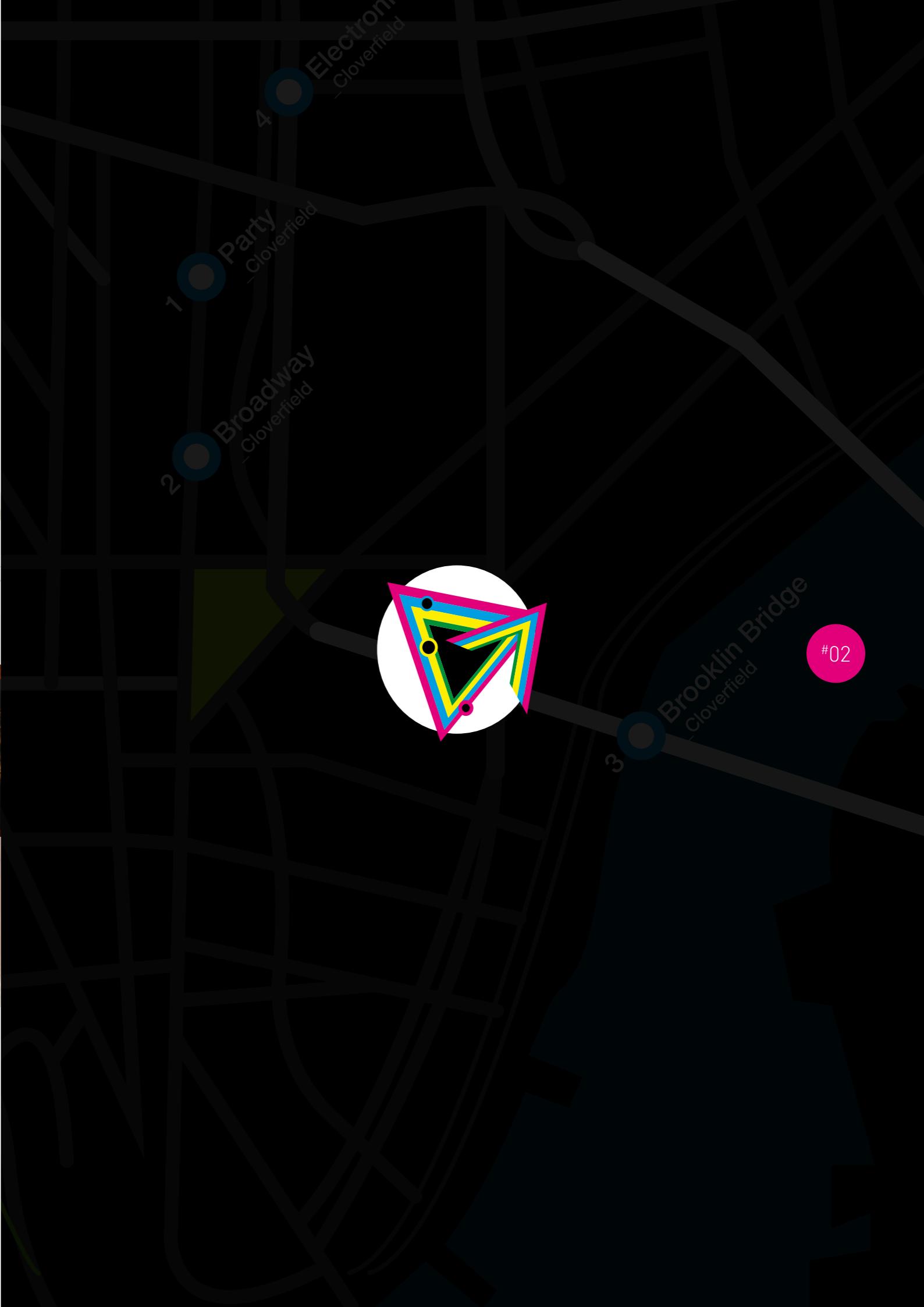
#02

#02

NYC TRAVEL

\high school diploma's thesis

\travel point
\booklet
\brochure



#03 HOW TO:

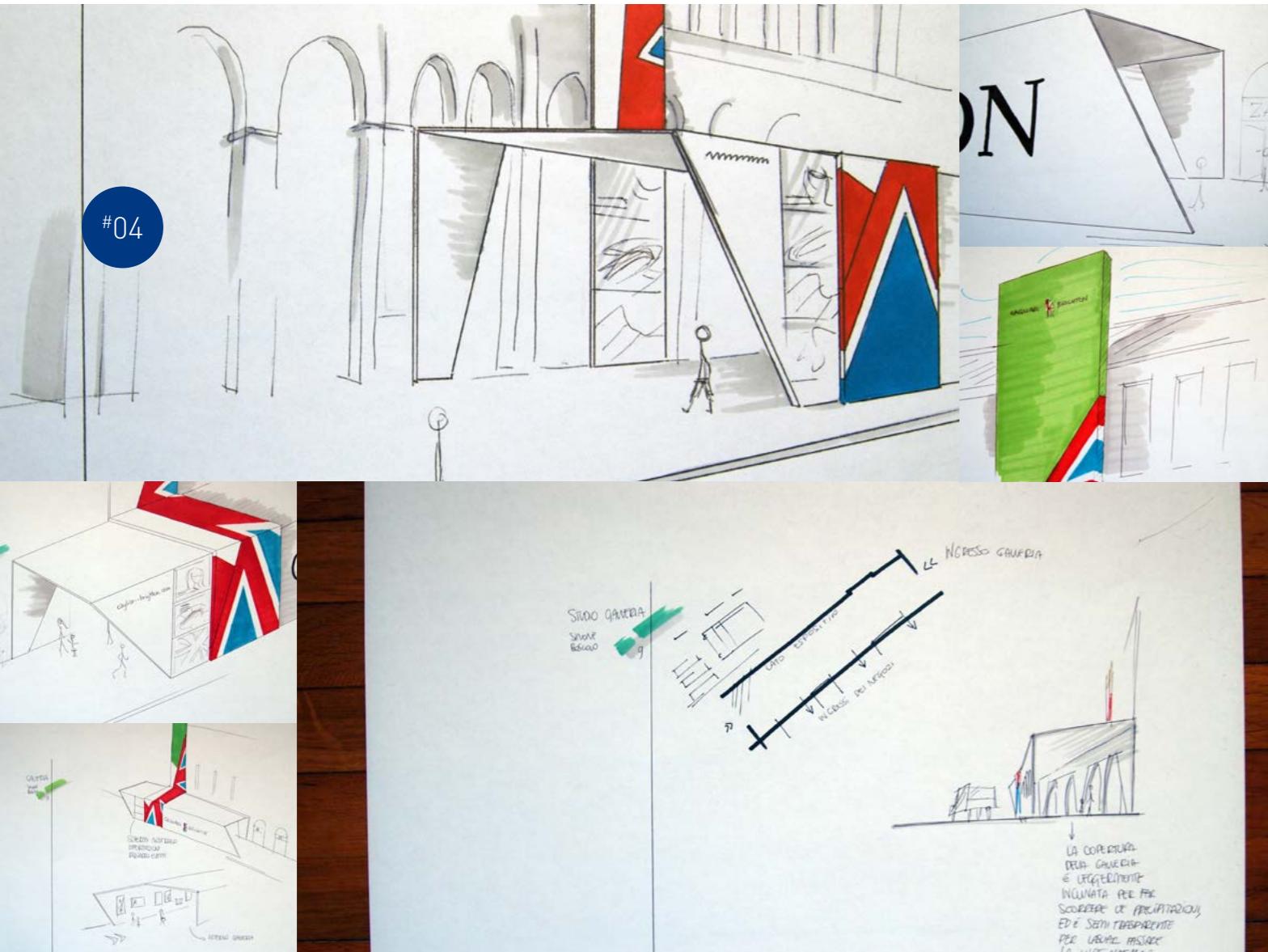
\advertising campaign aimed at people
awareness towards environmental issues
\green energy promotion

\rough
\layout
\poster



#04 3D STRUCTURE

promote with a 3D element twinning
between two cities



CAGLIARI BRIGHTON



#05 AROMA PLAZA

\brand identity for fragrance store
in the centre of Amsterdam

\original logo
\shop logo and color palette

\Yankee Candle is the scented candle specialist and the strongest brand in the Aroma Plaza. The logo for this shop is developed from the original Yankee Candle logo and evolved to adapt into the ambience of the Shopping Centre where the shop is situated, Magna Plaza in Amsterdam. The flame evocate immediatly what the shop is about and the color palette has been selected from the 7 different cabinets of candles in the shop, each one of them with different shades of colors.

YANKEE
CANDLE®
a passion for fragrance™

#05


AROMA
PLAZA



AROMA PLAZA

\brand identity for fragrance store
in the centre of Amsterdam

\corporate identity guide
\products reference images

\To develope the corporate identity of the shop I started drawing the shapes of the Yankee Candle products. From here I have been able to build the business card, the pricelist and different designs for the shop creating a sense of continuity.

#05



AROMA PLAZA

\brand identity for fragrance store
in the centre of Amsterdam

\business card spring design
\CASSIS
\business card summer design
\SOFT BLANKET, PINK GRAPEFRUIT

\business card fall design
\reference to the products

\For the business cards was really important to represent the image of the shop and the brand with a simple and original design. Using the shape of the product itself became immediatly understandable what the shop is about. As Yankee Candle gives really original names to the products I decided to elaborate a different design for different fragrances available to connect the customer to the feeling of different scents.
\As in July the shop started also sell different products mantaining Yankee Candle as top brand we have later decided to simplify the cards removing the name of the fragrances.

#05



Amsterdam
Shopping Centre Magna Plaza
Nieuwezijds Voorburgwal 182

Utrecht
Lijnmarkt 42

Open 7 days a week
aromaplaza.nl
info@aromaplaza.nl



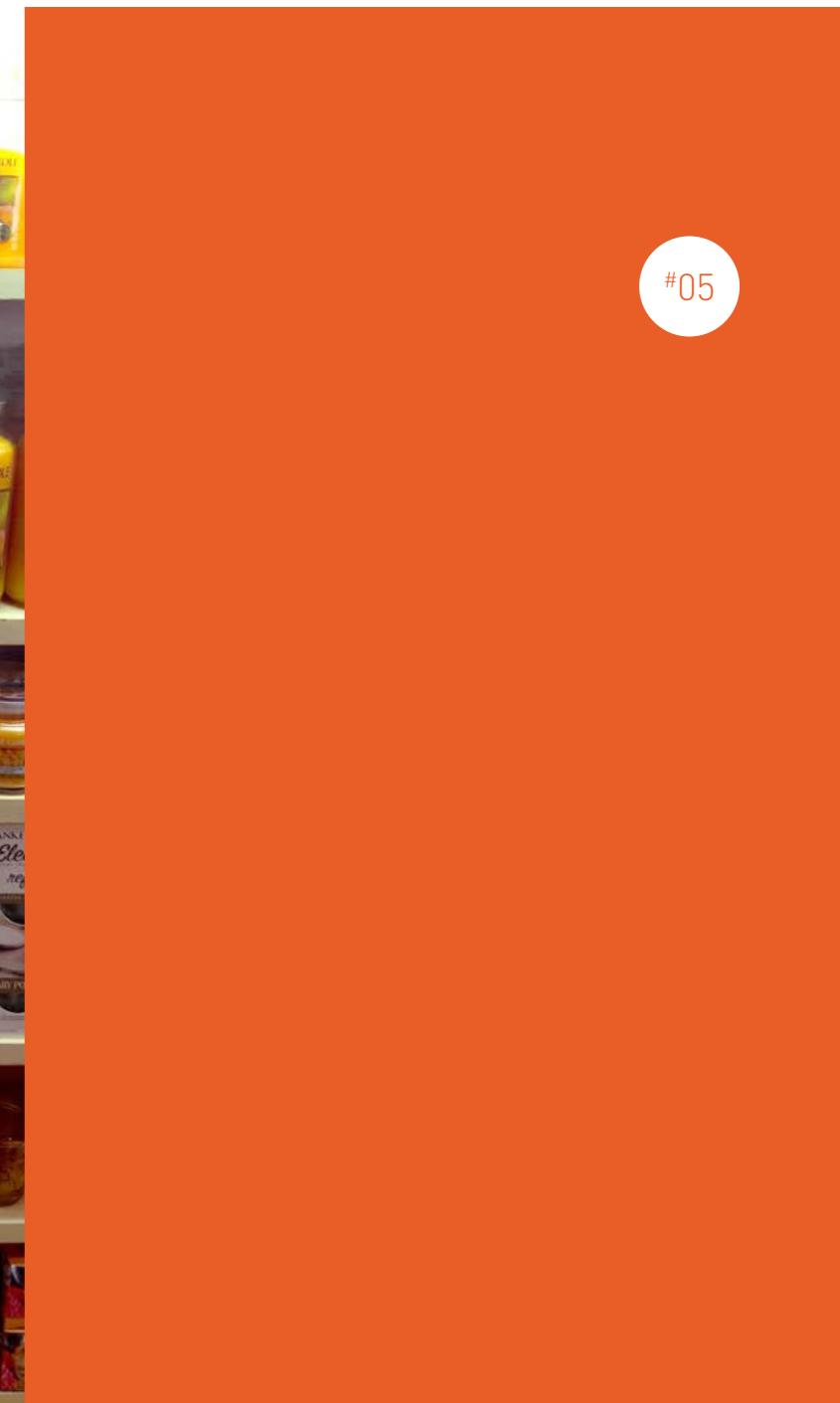
AROMA PLAZA

\brand identity for fragrance store
in the centre of Amsterdam

\shop design \drwaings on the walls
\promotion tag
\pricelist

\To design various aspect of the shop
as the pricelist or the Pick&Mix
promotional tag I used the again the
shapes of the products to keep as
simple as possible the corporate
identity of the shop. The product
shape of the pricelist has exactly the
same dimension of the product itself
to give all the informations
immediatlyin one sight.

The drawings on the wall gives some
movement to the design of the shop
creating a nice and cheerful
enviroment for a good shopping
experience.





AROMA PLAZA

A brand identity for fragrance store
in the centre of Amsterdam

\webshop
\thank you card

Together with the new design of the shop has been built also a brand new webshop. Customers from all over Netherlands, Germany, Belgium and France can now order the products available in the shop online. To ensure a pleasant experience, in every package delivered, is included a 'thank you!' card with an handwritten note on the back of the card.

AROMA PLAZA

NEW YANKEE CANDLE YANKEE MUST-HAVE'S BOMB COSMETICS LINETREE KADOBON MORE



SHOP FOR



More categories ›

EGYPTIAN MUSK



More egyptian musk ›

QUICK LINKS

Search
Over ons
Kadobonnen

GET IN TOUCH

Aroma Plaza
Shopping Center Magna Plaza - Amsterdam
info@aromaplaza.nl

NEWSLETTER

Email Address Sign Up

AROMA PLAZA

\brand identity for fragrance store
in the centre of Amsterdam

\Gift Cards



6
AROMA
PLAZA

#05

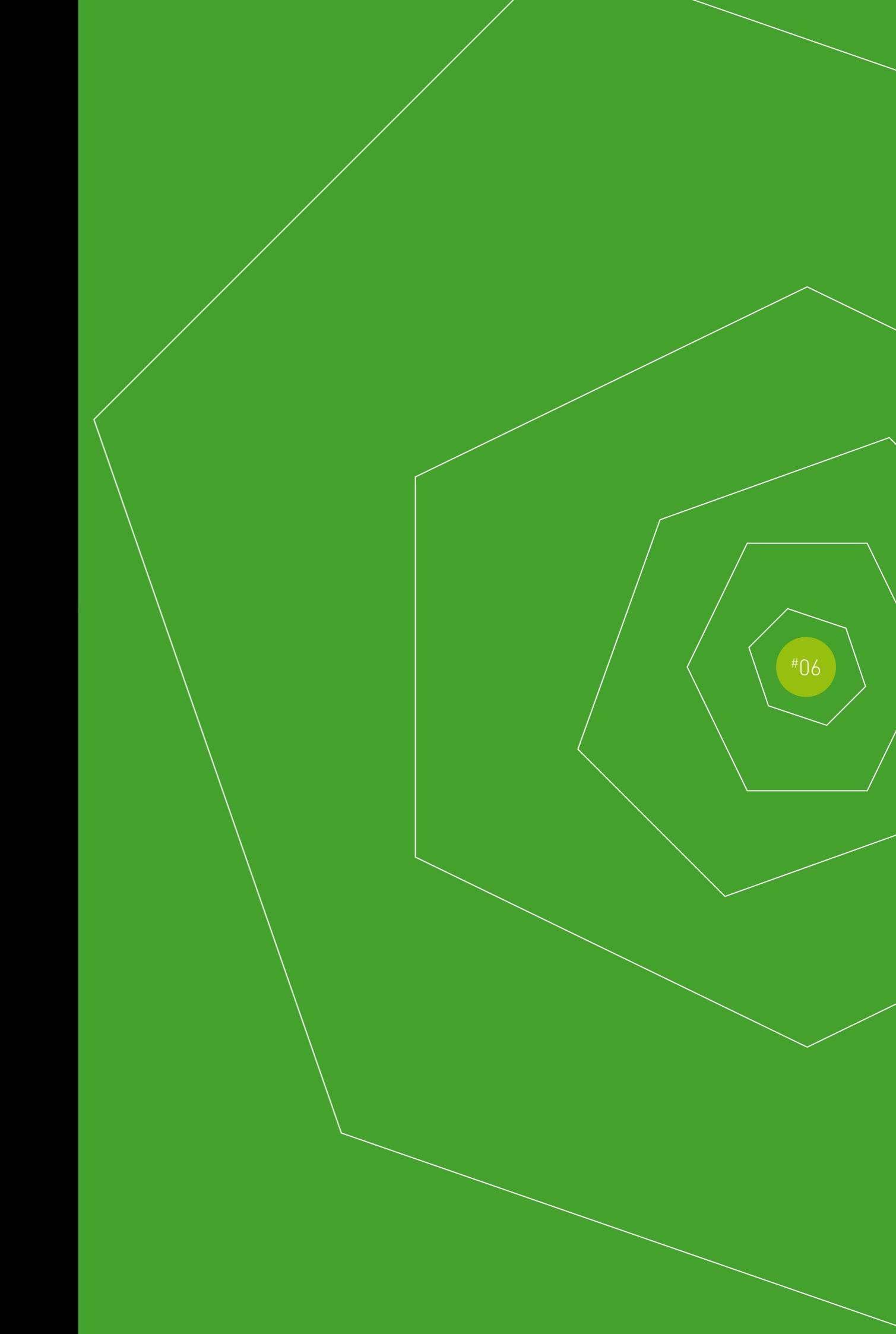


“Do or do
not, there is
no try.”

Yoda

#06 PHOTOS

\photos of fruit sections for a science event for kids



PHOTOS

\photos of fruit sections for a science event for kids



sci-fruit

#06

#07 PHOTOS

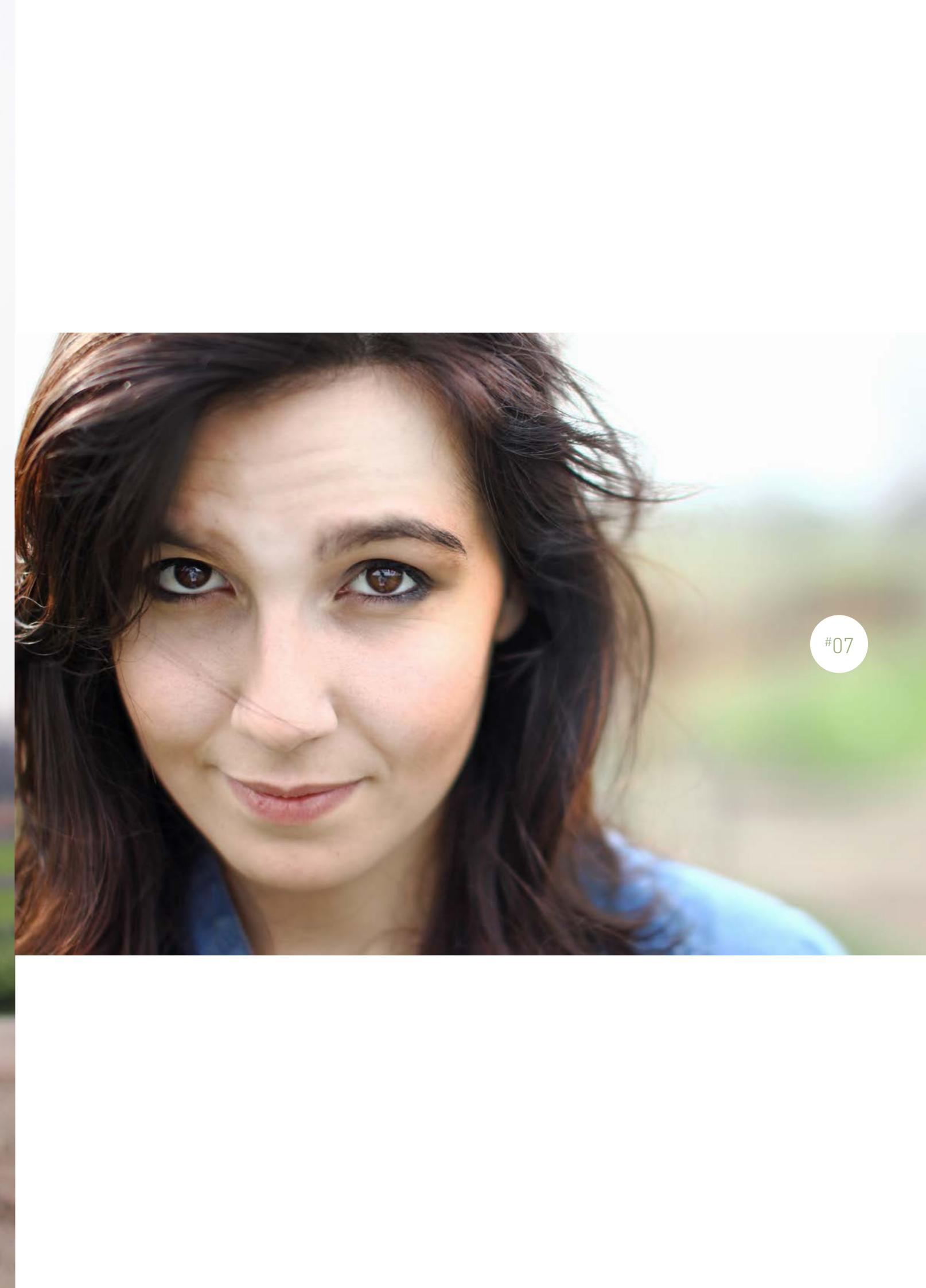
\model Viviana Vitale

#07



PHOTOS

\model Viviana Vitale



#07



dark
paradise

#07

#08 PHOTOS

travels
london



#08

PHOTOS

\travels
\london



PHOTOS

\travels
\italy



PHOTOS

\travels
\barcelona



PHOTOS

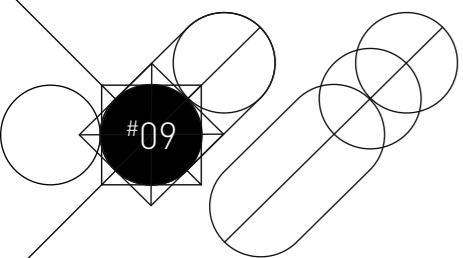
\travels
italy



#09 PERSONAL ID

\Logo
\Business Card
\CV
\Website

\The logo itself is an extremely simplified version of my initials. It's also the base that built the grid of my portfolio together with the golden ratio which defines the location of images in a page.



#09



WORK

ABOUT

SIMONE BOSCOLO

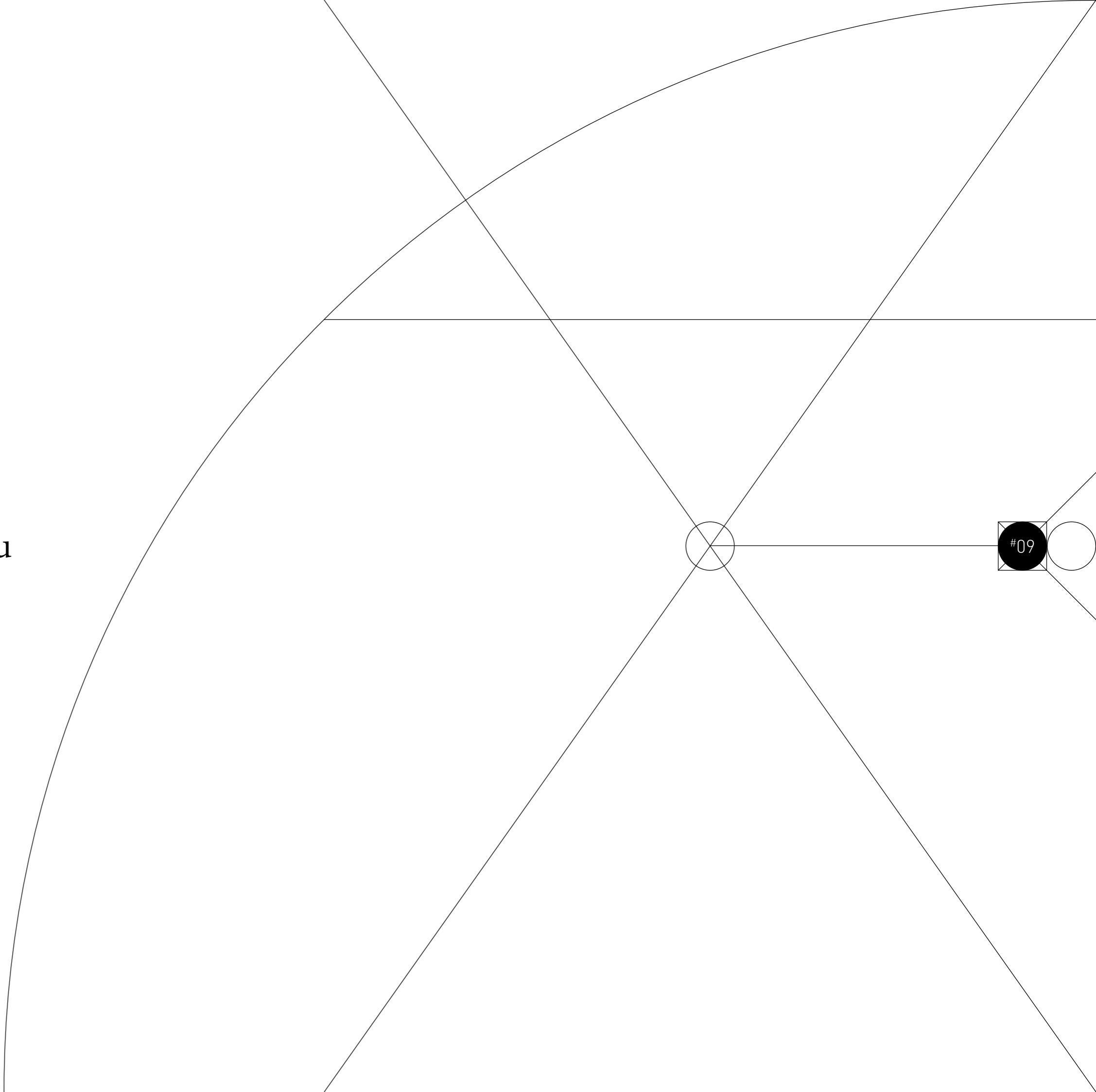
Graphic, web, illustration.

I currently live in London but i come from outer space.

I studied Graphic Design at the Italian State Institute of Arts, Web Development at the New York Code+Design Academy in Amsterdam and I'm always looking forward to the next step.



#09



thank you

#09

PORTFOLIO

