

“Un metodo a prova di bomba  
per restare creativi:  
costringiti a imparare  
qualcosa di nuovo.”

Harvey B. Mackay

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# ALESSANDRO NERI

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## Creative selection portfolio

POSTAL ADDRESS:  
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I am a graphic designer and I have been involved in graphic design projects for over 15 years, specializing in brand identity, visual identity, publishing projects, exhibition and fair stands, but I have also managed short animations, musical reviews and events.

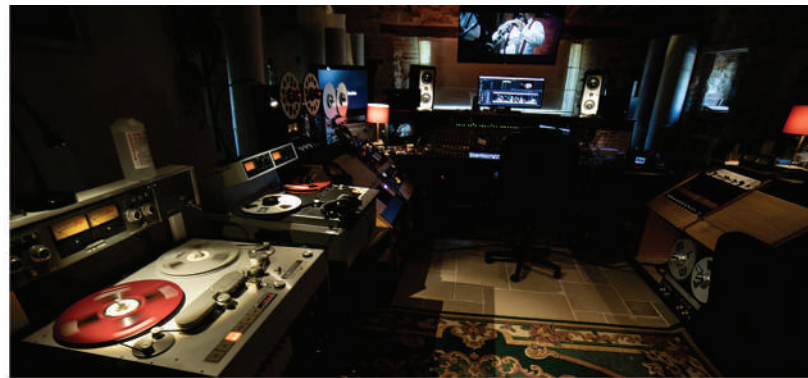
With a solid range of experience, I've worked on high-end graphic projects, managing the creative process from the briefing stage through to final artwork.

With strong communication and organizational skills gained within the communication graphic sector, I have excellent creative and technical skills and a detail orientated eye.

I work with a passionate and creative approach to problem solving and I have a good understanding of the print process.

I'm also an illustrator with excellent creative skills. I like drawing, painting and also modeling.

Following a little selection of my works and projects.



# BIRDBOX RECORDS

## Branding & visual identity

Brand identity project for Birdbox Records, a young italian record label.  
Concept, logo, corporate image, web sites, graphic prints and merchandising products.

<https://www.birdboxrecords.com>



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## MUSICAL REVIEW “JAZZ JUST LIKE THIS”

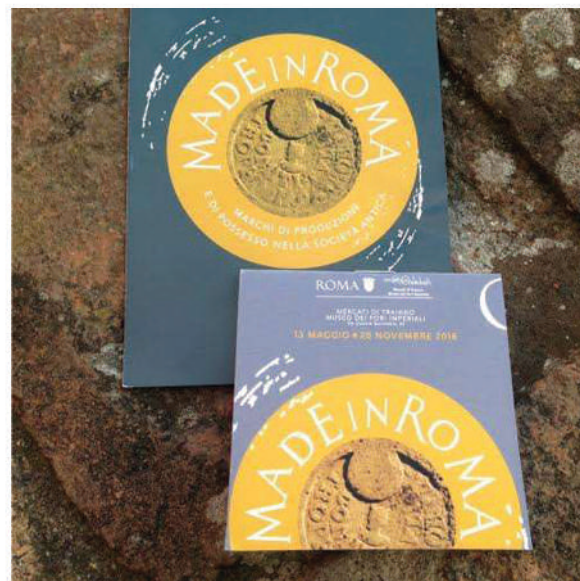
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### Visual identity

The goal was to build a strong visual image for a young record label with the launch of a music event of great visual, audio and video effect.

Concept, logo, event image, videos, printing works and merchandising products. Over six months of programming.

<https://www.musicajazz.it/jazz-just-like-this-2021/>



# ARCHAEOLOGICAL EXHIBITION "MADE IN ROMA"

## Visual identity

In partnership for "MADE in Roma. Trademarks of production in ancient society", an archaeological exhibition in Mercati di Traiano Museo dei Fori Imperiali about brands, logos, signatures and symbols of ownership and belonging in ancient Rome. Printing works, exhibitors, videos, wireframe and graphics for a thematic app.

<https://www.mercatiditraiano.it/node/220730>

fingerbags



# FINGERBAGS®

## Branding, visual identity & products

The goal was to develop and launch the Fingerbags project, a young and fresh idea of Italian wool artisans. Concept, logo, social campaigns, web site, printing works, felted wool and wooden products, staging of numerous fairs.

<https://www.facebook.com/fingerbags/>



# CAMPAIGN “ENJOY THE TRIPS”

## Visual identity

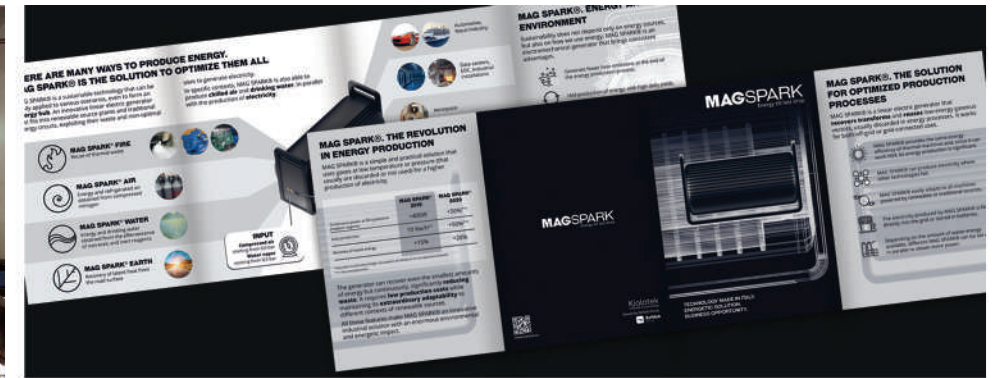
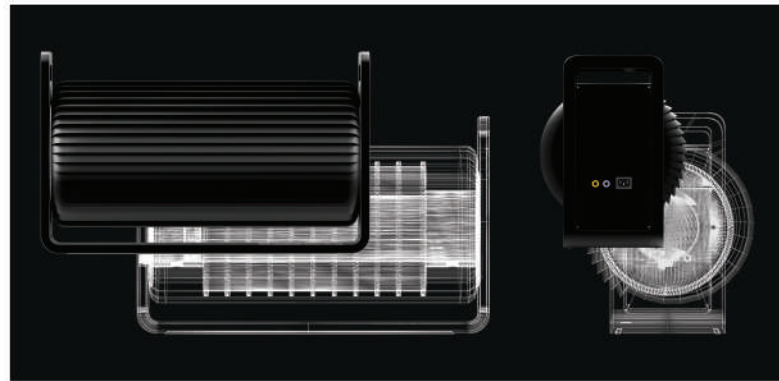
The goal was to convey the idea of a company that, changing management after so many years, became something more dynamic and recognizable again.  
 Logo, web site, socials, corporate events, printing works, videos and merchandising.



# CYBERSECTEAM

## Visual identity

Fair project for CyberSecTeam, a cybersecurity company. The goal was to build a strong and recognizable visual image, working in partnership with larger and more well-known companies in fairs.



# MAG SPARK

## Branding & visual identity

Presentation and launch of the Mag Spark project, an industrial product for the generation of energy. Logo, web site, videos, printing works, concept and staging of a promotional fair stand.

<https://www.soft.it/softlabindustrialservices/>





### La nuova Roma: l'EUR tra passato e innovazione

- 1937 È il 26 aprile quando viene posta la prima pietra del maestoso complesso monumentale dell'EUR. Marcello Piacentini, massimo esponente del monumentalismo, coordina una squadra composta da nomi prestigiosi: Pagano, Piccinato, Vietti, Libera, Minnucci, Guerrini, La Padula, Romano, Moretti. Grazie al contributo dei migliori architetti dell'epoca, l'E42 (Esposizione Universale di Roma 1942) fu trasformato in uno dei più ambiziosi progetti urbanistici mai realizzati in Italia.
- 1942-43 Il protrarsi della Seconda Guerra Mondiale porta all'interruzione dei lavori: l'Italia rinunciava quindi ad ospitare l'Esposizione Universale (perché l'occasione si ripresenti si dovrà aspettare l'Expo di Milano del 2015).
- 1951 I cantieri riapriranno, non senza polemiche, dopo la caduta del regime. Le infrastrutture incomplete vennero portate a termine, quelle danneggiate riparate, anche grazie al contributo dello stesso Piacentini. Il nuovo progetto comprende anche la creazione di strutture residenziali, con l'obiettivo di ripopolare il quartiere della "città bianca".
- 1960 Roma è candidata alle Olimpiadi: a questa occasione risale l'edificazione di impianti come la Piscina delle Rose, una vasca olimpionica scoperta di 25x50 metri, e il Velodromo capace di accogliere 20.000 spettatori (demolito poi nel 2008). Anche il cinema italiano subisce il fascino di questo quartiere, che sarà protagonista di pellicole tra cui Roma città aperta e La dolce vita.
- 2016 Con la fine dei lavori di costruzione del Centro Congressuale...

### Il nostro DNA: una combinazione in continuo mutamento

1985 L'azienda nasce sotto la guida di Bernardo Casalino, A.D. fino al 2001. Si manifesta fin da subito quella che sarebbe stata una caratteristica peculiare di Softlab rispetto alle altre aziende del gruppo: una vocazione per il man power, ovvero una formazione di risorse altamente qualificate. Per questo Softlab ha sempre investito in corsi gratuiti e corsi a pagamento, con un budget che nel 2016 ha superato i 160 milioni di euro. L'azienda ha sempre investito in corsi di formazione, in particolare in corsi di management e di lingue straniere. L'azienda ha sempre investito in corsi di formazione, in particolare in corsi di management e di lingue straniere. L'azienda ha sempre investito in corsi di formazione, in particolare in corsi di management e di lingue straniere.



# CORPORATE EVENT "DNADAY"

## Brand identity

Staging of a photographic event to strengthen the corporate identity. The history of the EUR district past and present, through historical material also captured in the shots of artists and documenters. Logo, printing works, copywriting and staging operation management.



# GRAPICH PROJECTS

## Brochures, leaflets & business cards

Visual identity of various clients.  
Tons of designs, prints and web sites.



RENOVA DOMUS, Rome Italy  
Estate agency  
Inspiration: Monogram, brand colours



RADAR FOR PRIVACY, Milan Italy  
Software  
Inspiration: Kiviat diagram



VIOLETTE, Turin Italy  
Fashion Image Consultant  
Inspiration: monogram, brand colours, relationship



IFIXSMART, Rome Italy  
Smartphone repair shop  
Inspiration: iphone, broken glass, ECG



NIGHTINGALE STUDIOS, Palombara Sabina Italy  
Audio & video recording studio  
Inspiration: nightingale



AL3PHOTO, Rome Italy  
Non-profit cultural association  
Inspiration: rotation, camera diaphragm



CRYPTOBOX, Milan Italy  
Software  
Inspiration: box, interlocking, encrypt/decrypt



BORN IN NAPLES, London UK  
Itinerant pizzeria  
Inspiration: Naples gulf, tradition, pizza



FINGERBAGS, Rome Italy  
Artisan wool company  
Inspiration: wool yarn, brand colours

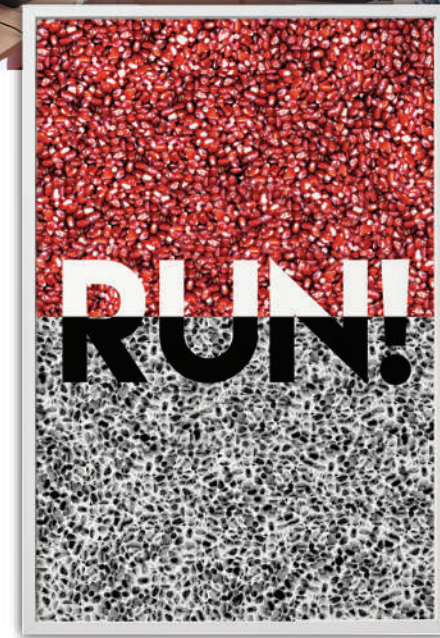
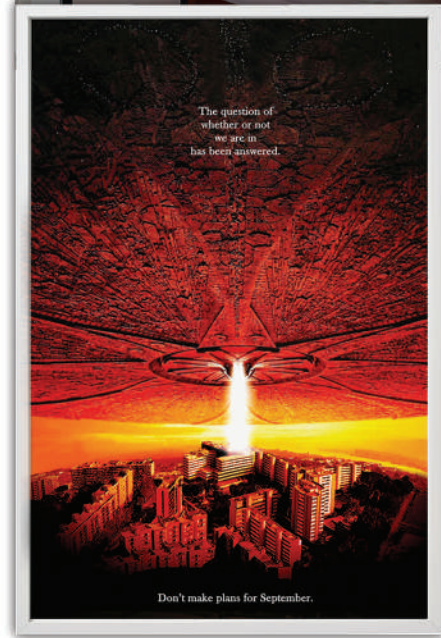
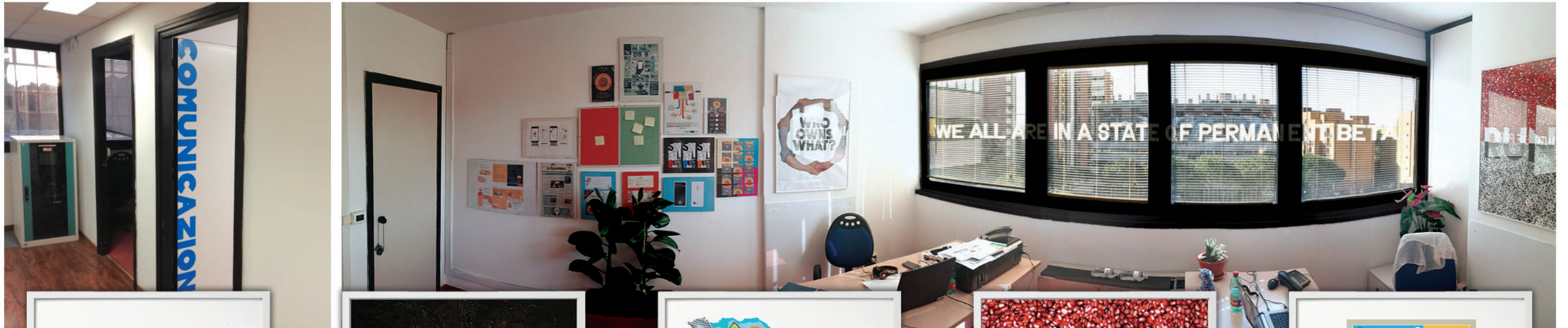


BIRDBOX RECORDS, Palombara Sabina Italy  
Record label  
Inspiration: refuge, Charlie "Bird" Parker, bird box

## LOGOS

### Collection of my most significant logos

Visual identity of various clients.  
+50 logos, business cards and stationery items.



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## MY OFFICE

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### Graphic projects

Overview of my office: an exhibition of the various corporate and personal graphic projects. Printing works, copywriting, staging.