

Portfolio
WORKS

LIVER

**VINCENT GIORDANO
LAURA ZANOLETTI**

ABOUT LIVER

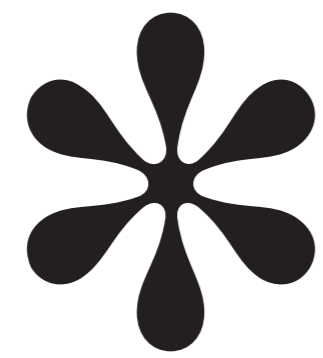
by Vincent Giordano & Laura Zanoletti

Liver è un duo freelance con sede a Milano, specializzato in identità visiva, graphic design, fotografia e creazione di contenuti. Per noi, Liver rappresenta una ricerca di significato più profondo e il nostro obiettivo è sperimentare con i diversi media e strumenti per esprimere la nostra visione narrativa e creativa. Offriamo servizi di rebranding e comunicazione e siamo sempre aperti a nuove collaborazioni e sfide.

I NOSTRI SERVIZI:

- * CREATIVE DIRECTION**
- * AI CONTENT CREATION**
- * GRAPHIC DESIGN**
- * PHOTOGRAPHY**
- * POST-PRODUCTION**

Vincent Giordano and Laura Zanoletti si sono graduati al Politecnico di Milano in Design della Comunicazione.



**GRAPHICS
LOGOTYPE**

LOGO + PACKAGING

Crespi Brera, 2021

Rebranding dell'iconica illustrazione/logo del brand per creazione del logo ad hoc per la nuova linea di prodotti Crespi Brera.

- CONCEPT + ILLUSTRAZIONE
- FONT
- APPLICAZIONE SU PACKAGING



CRESPI BRERA

— Belle Arti dal 1880 —

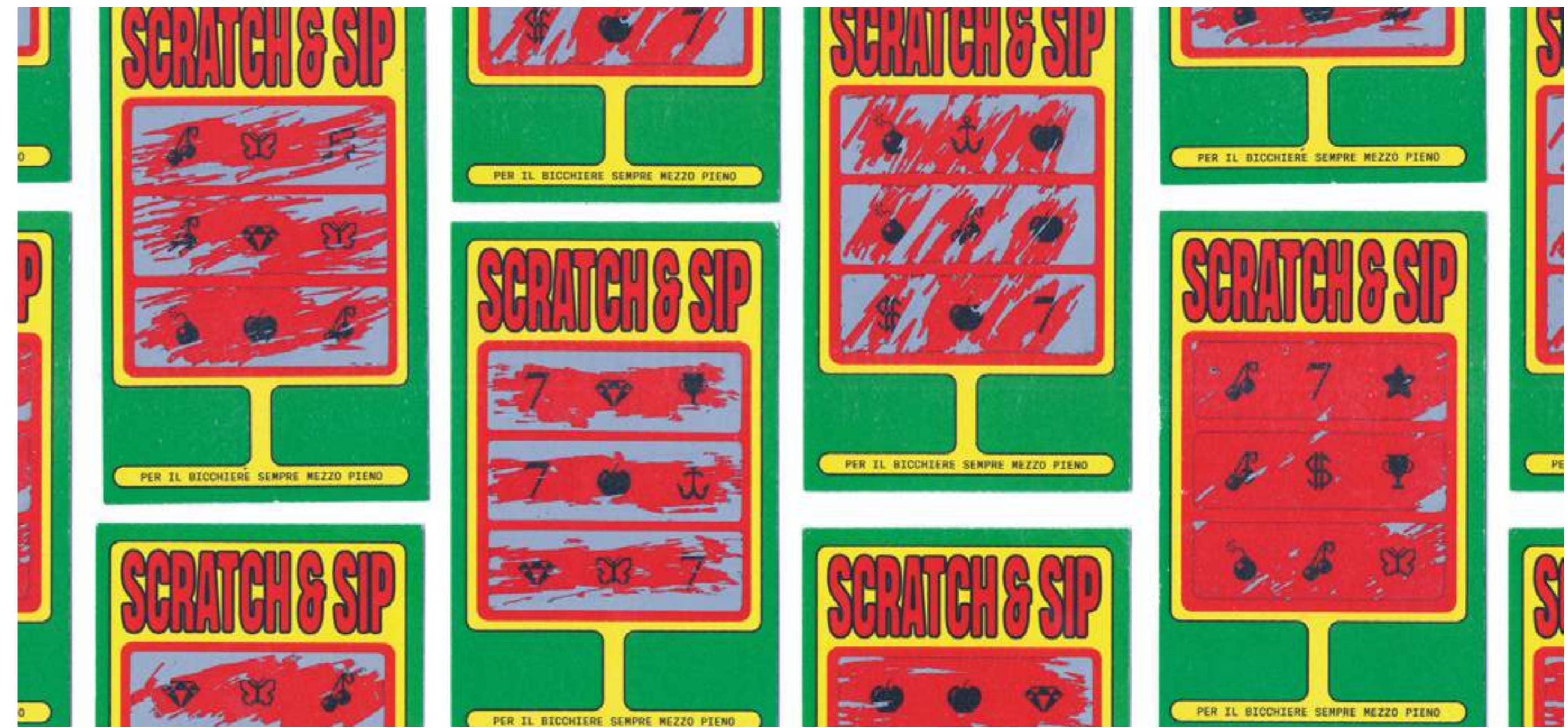
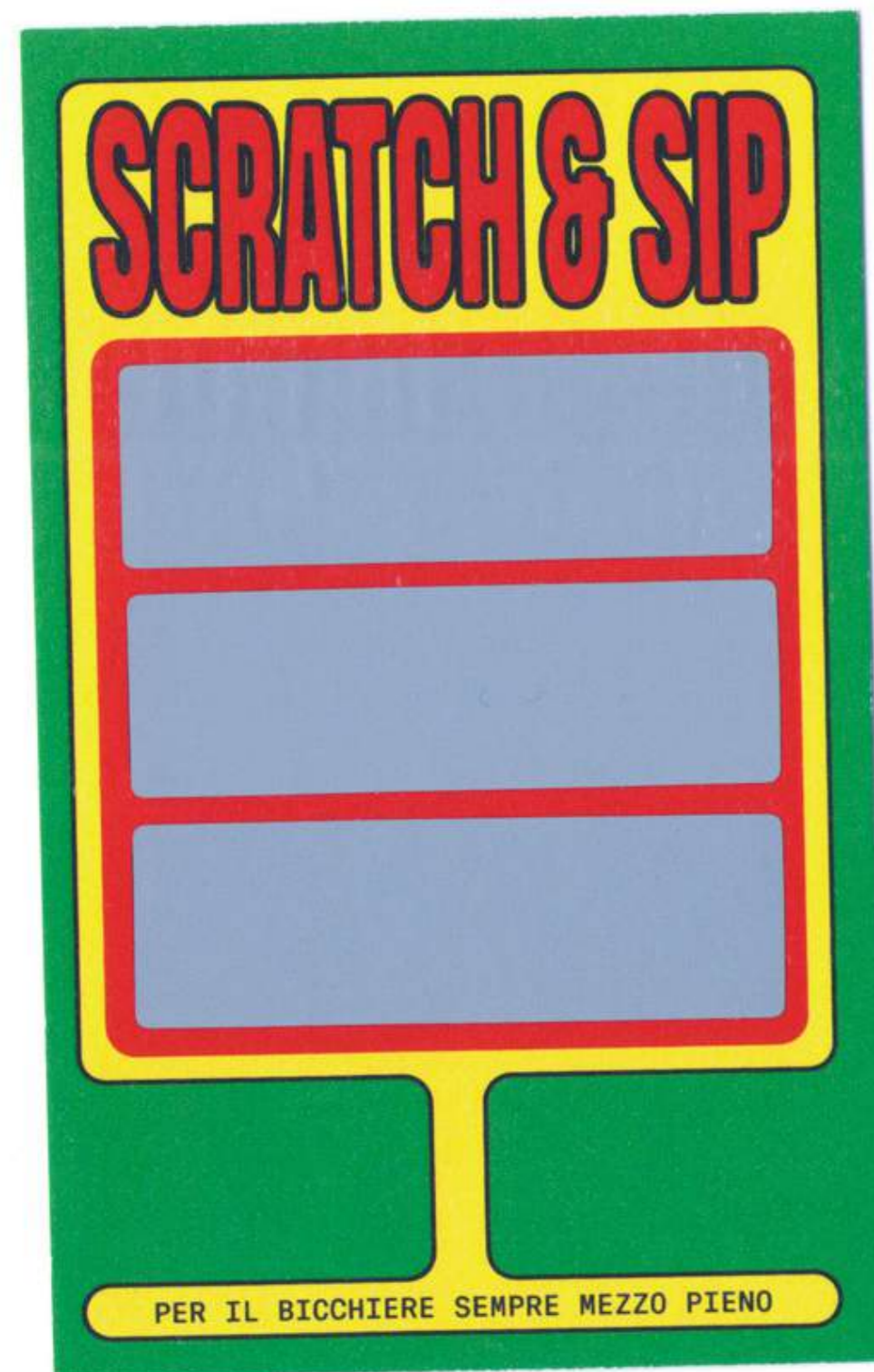


SCRATCH-CARD

2024

Grafica e realizzazione di gratta e vinci per evento a tema in locale milanese, in collaborazione con Taco40 e collettivo Shibboleth.

- GRAFICA
- STAMPA PRESSO GRIMM BOVISA
- APPLICAZIONE RIVESTIMENTO



LUCKY (OR NOT) NOTE

Codified Symbolism associated with Fortune and Misfortune around the World

FANZINA FOR SHIBBOLETH COLLECTIVE

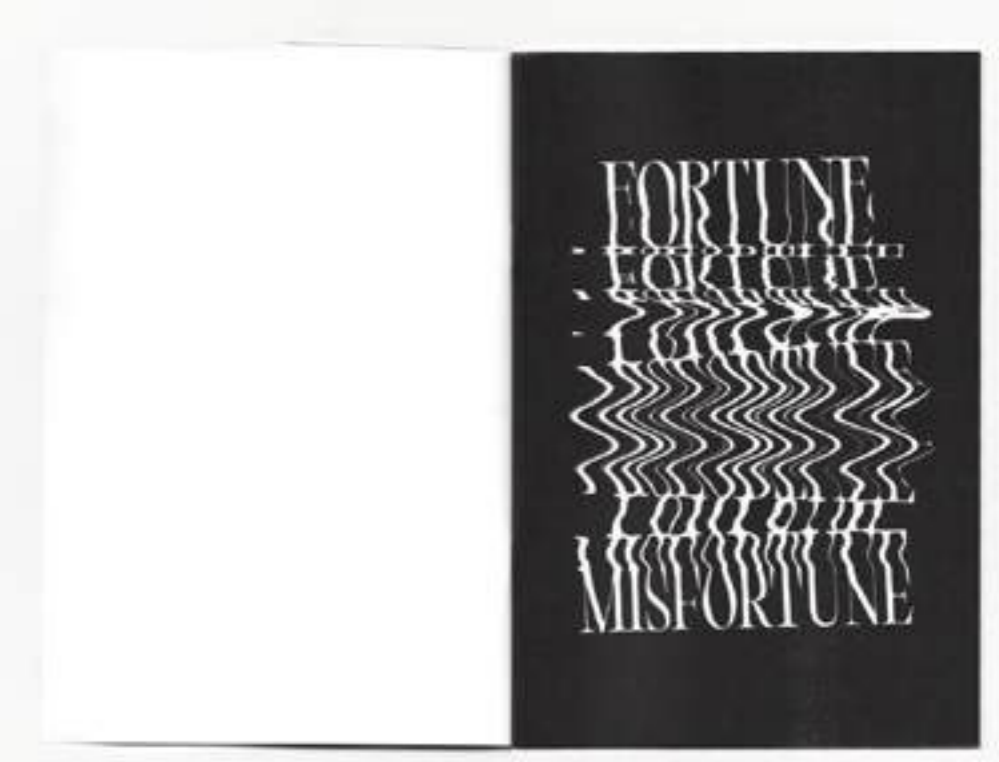
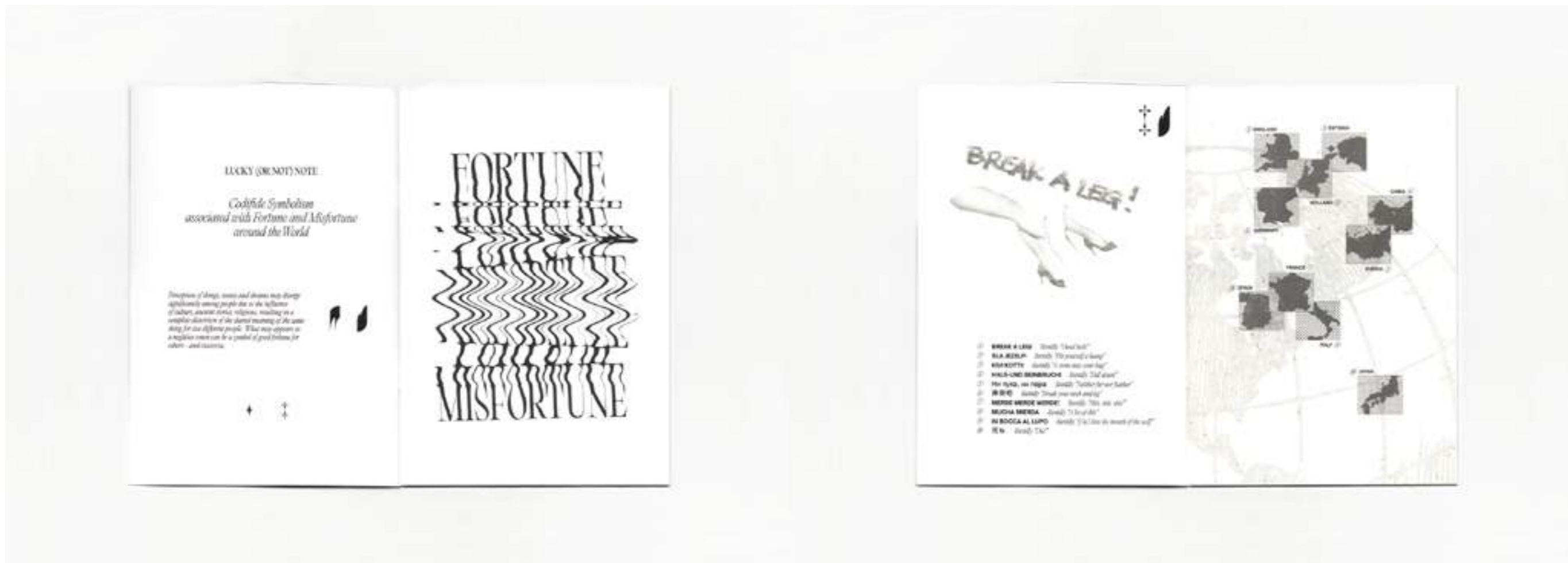
Lucky (or not) Note is our interpretation of the word 'shibboleth' for Emic Units, selected among 50 artists and presented at Tokyo Art Book Fair 2023 by Shibboleth Collective.

“Perception of things, events and dreams may diverge significantly among people due to the influence of culture, ancient stories and religions, resulting in a complete distortion of the shared meaning of the same thing. What may appear as a negative omen can be a symbol of good fortune for others - and viceversa.”

READING GUIDE:

LEFT PAGES = BAD LUCK / RIGHT PAGES = FORTUNE

LEGEND ON THE LAST PAGE



RINASCENTE

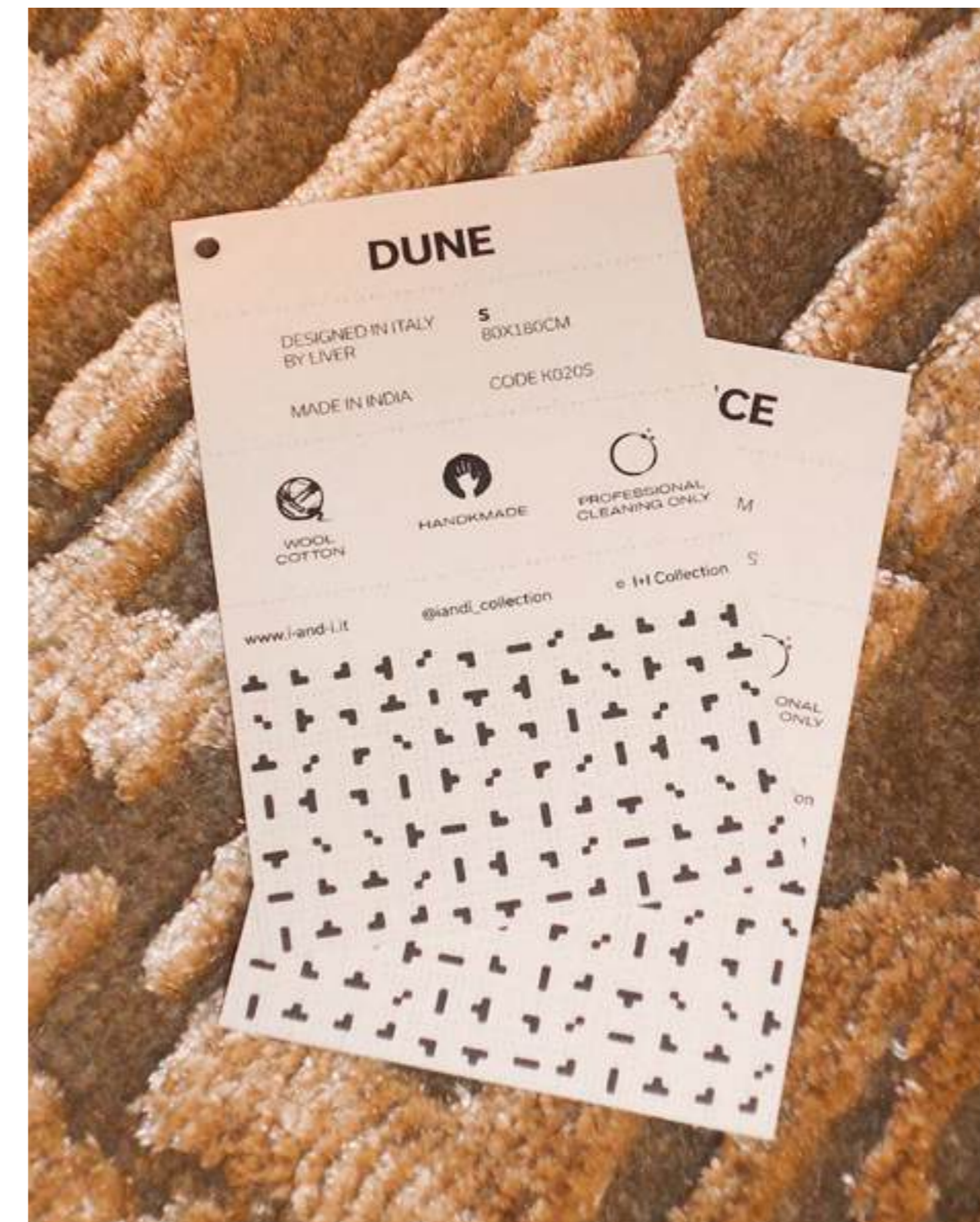
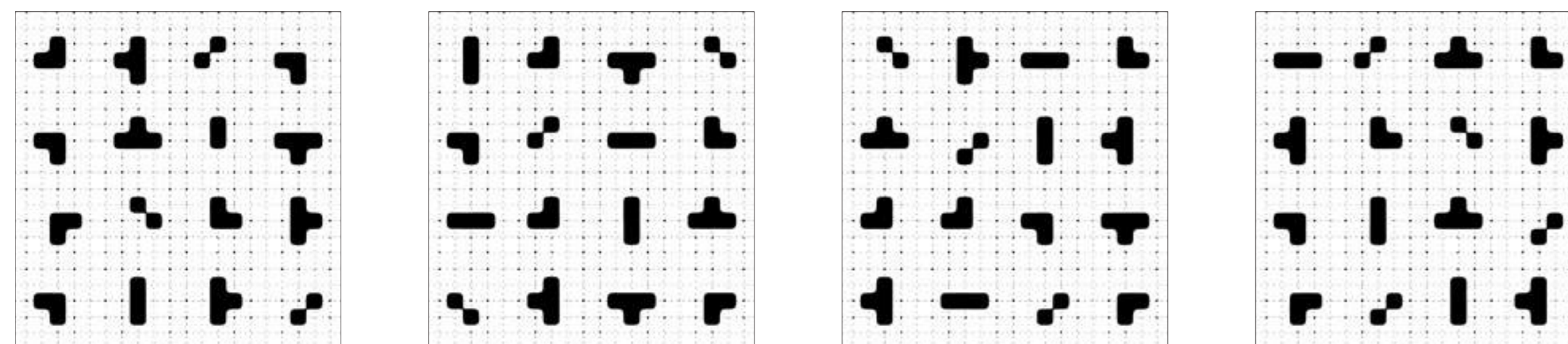
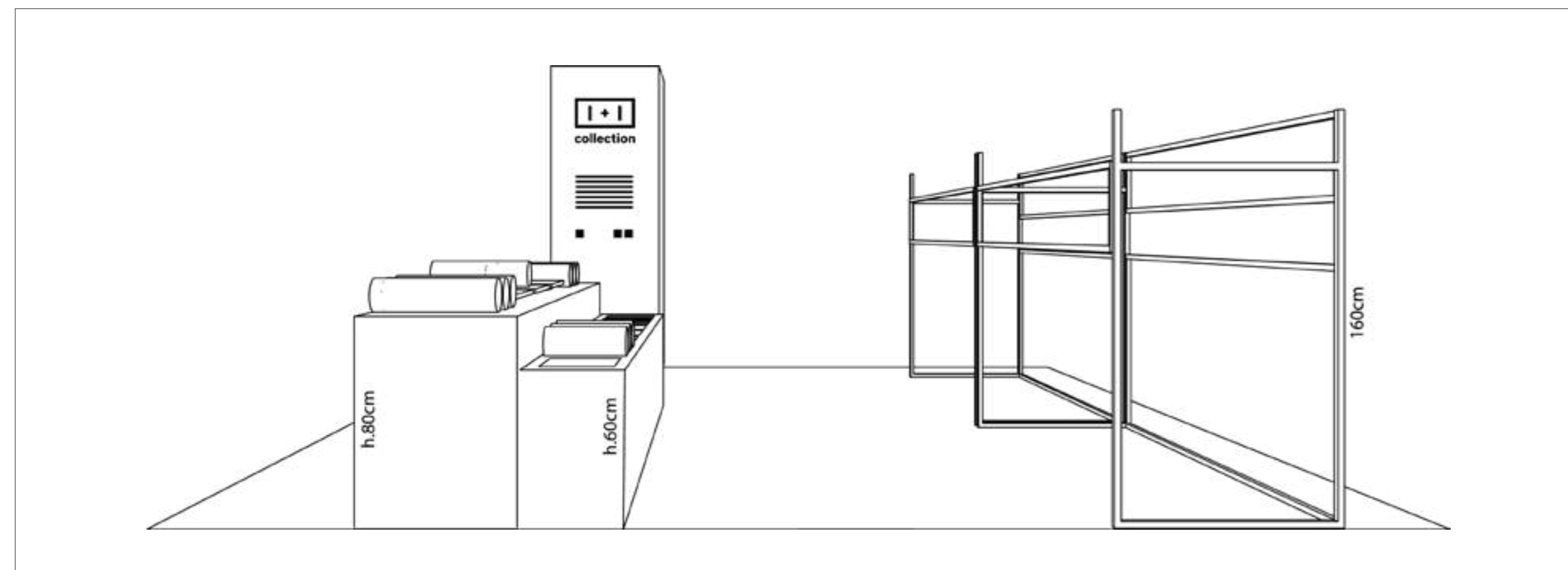
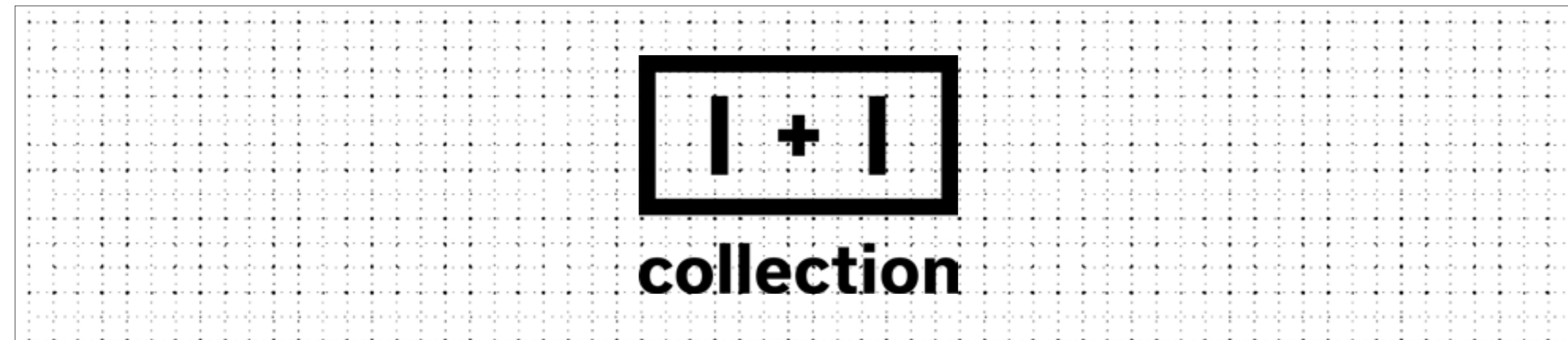
VISUAL IDENTITY POP-UP STORE AT RINASCENTE

I+I Collection, 2023

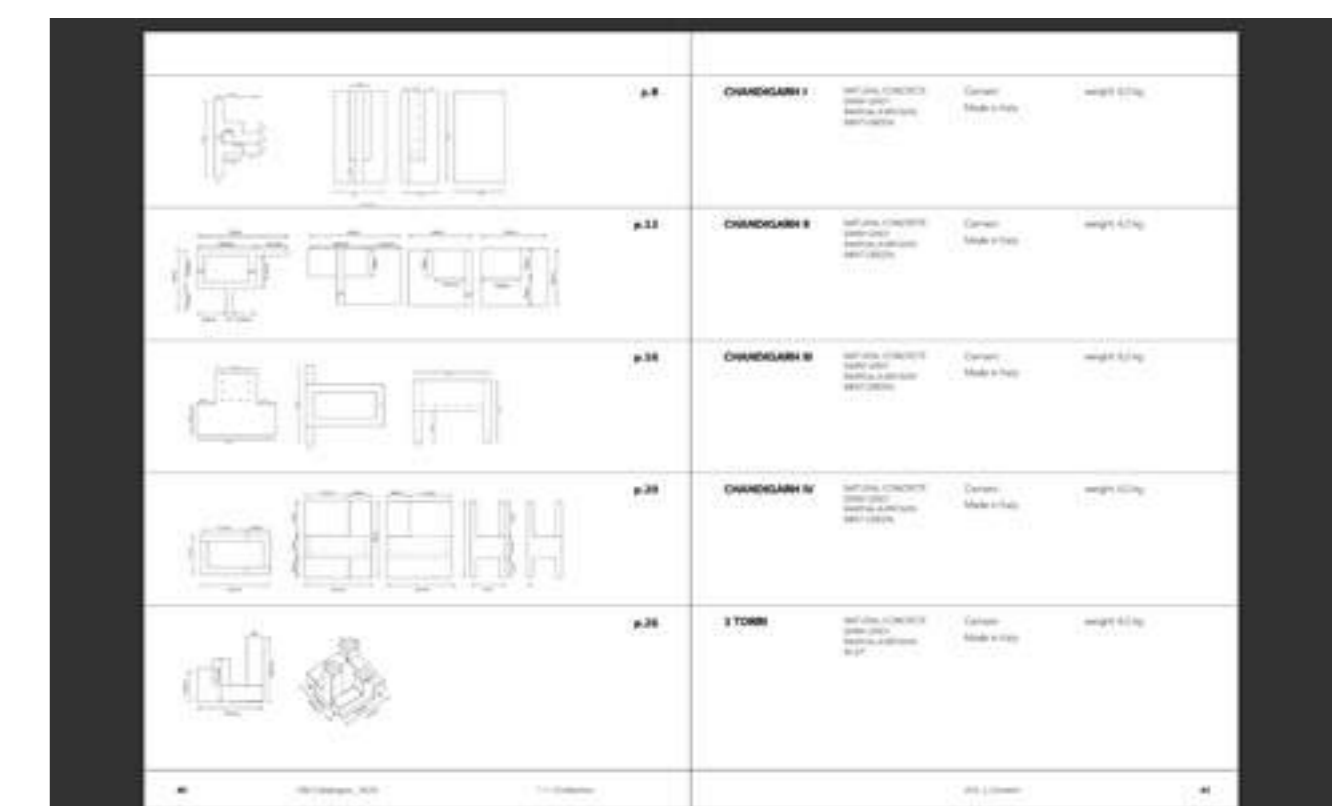
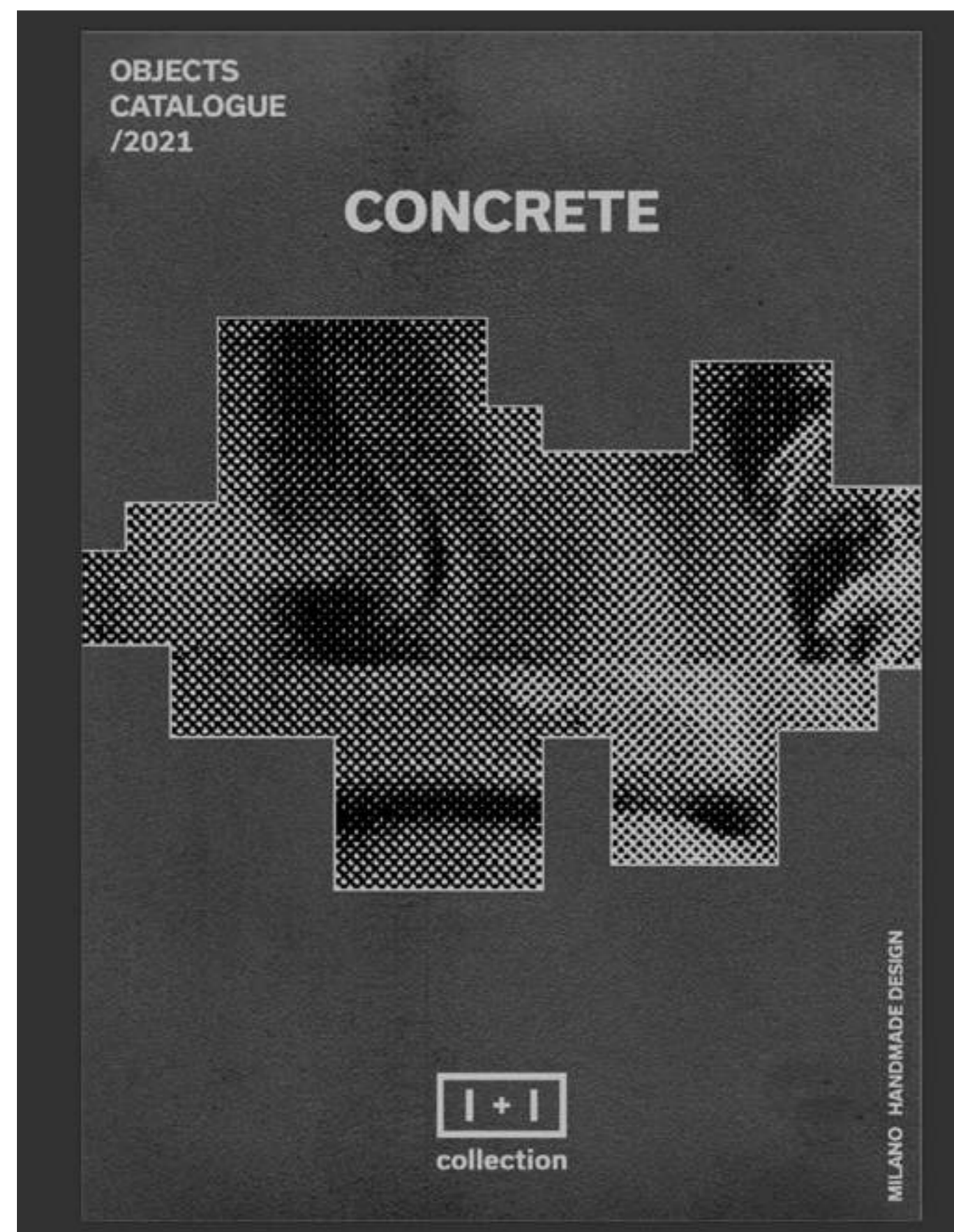
- CREAZIONE CODICE VISIVO + PATTERN
- IDEAZIONE ALLESTIMENTO
- CREAZIONE CARTELLINI PRODOTTI
- CREAZIONE MATERIALE PROMOZIONALE
- SET-UP ALLESTIMENTO

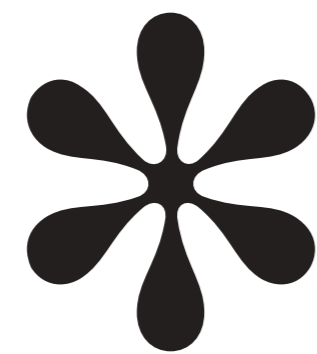


collection



CATALOGO PRODOTTI CEMENTO
I+I Collection, 2021





CREAZIONE CONTENUTI SOCIAL

CASE-STUDY + ANALISI COMPETITOR

- studio del prodotto/brand
- analisi competitor di riferimento
- analisi tendenza audience di riferimento
- identificazione obiettivo campagna

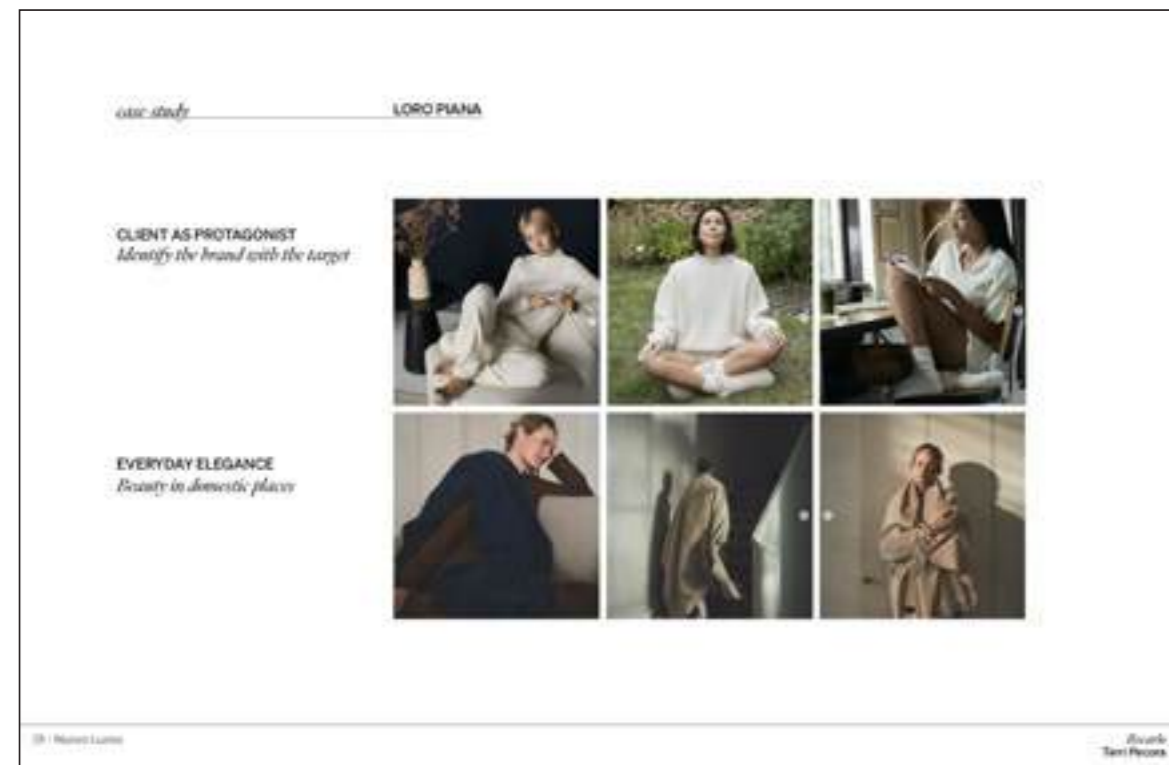
SVILUPPO CONTENUTI

- definire messaggio campagna
- ideazione temi e contenuti ad hoc per il brand
- pianificazione contenuti da creare
- creazione piano editoriale

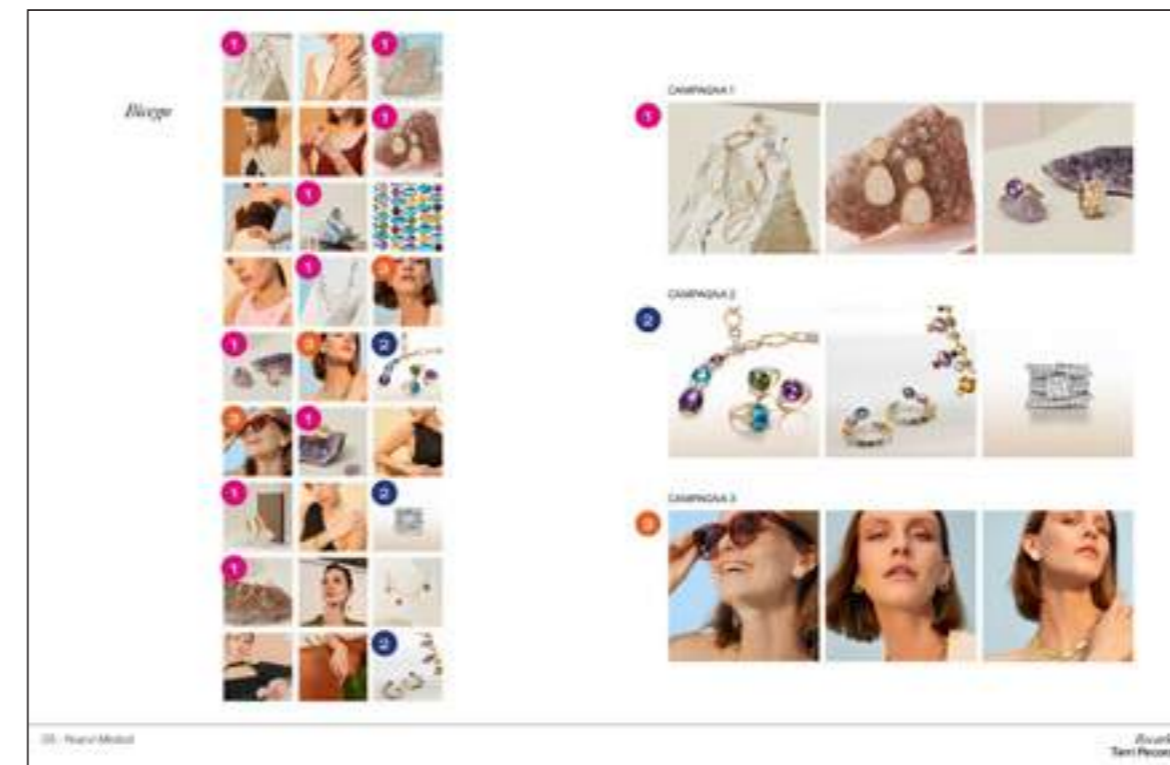
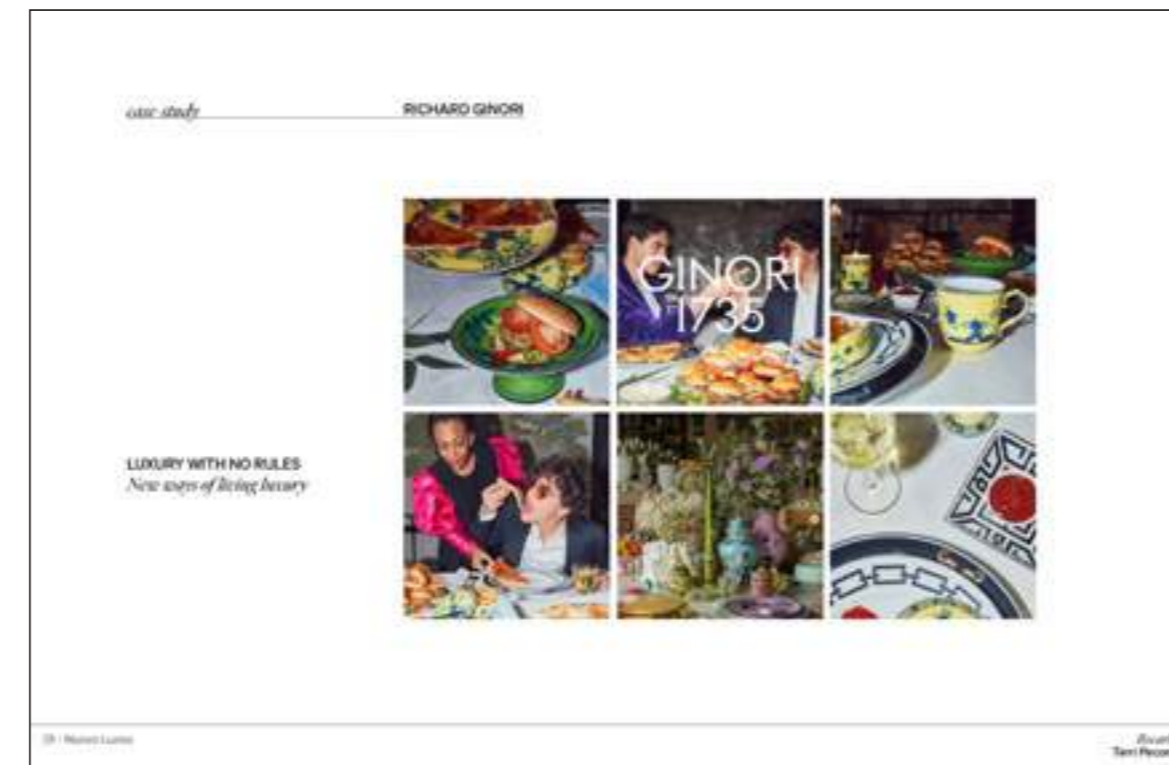
CREAZIONE CONTENUTI

- revisione e approvazione campagna
- realizzazione scatti fotografici campagna
- realizzazione grafiche campagna
- approvazione campagna

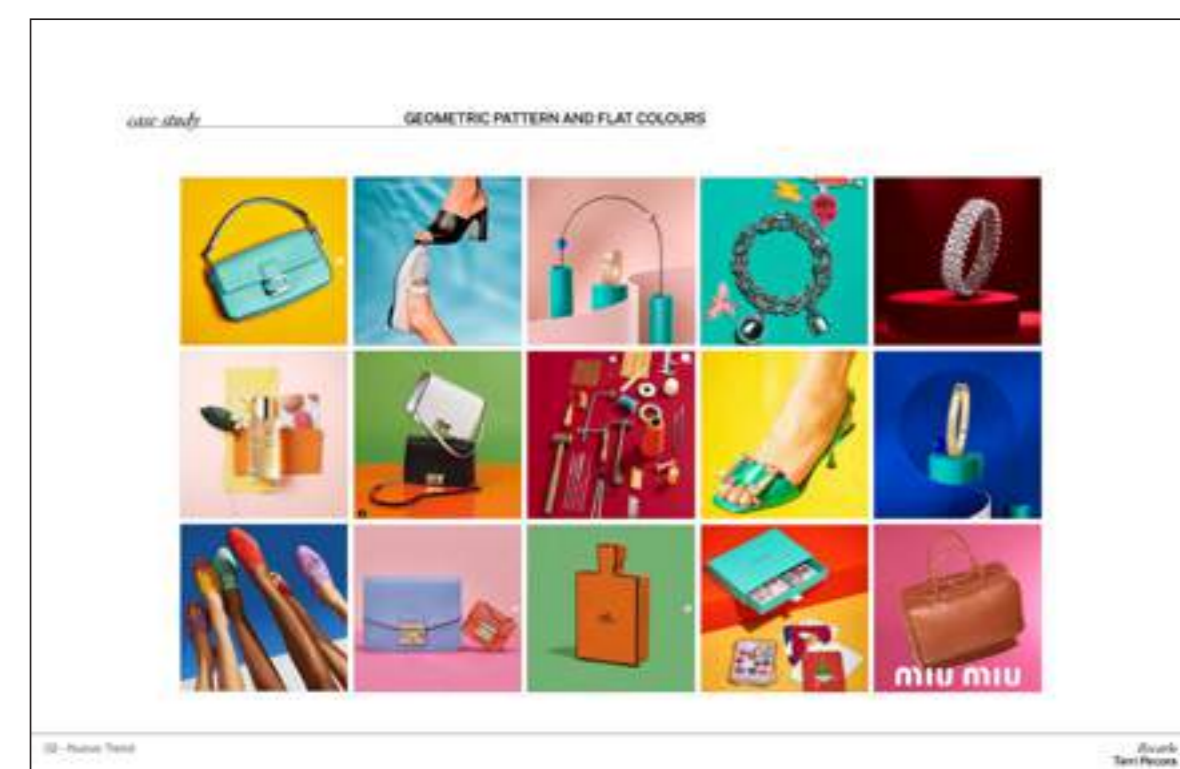
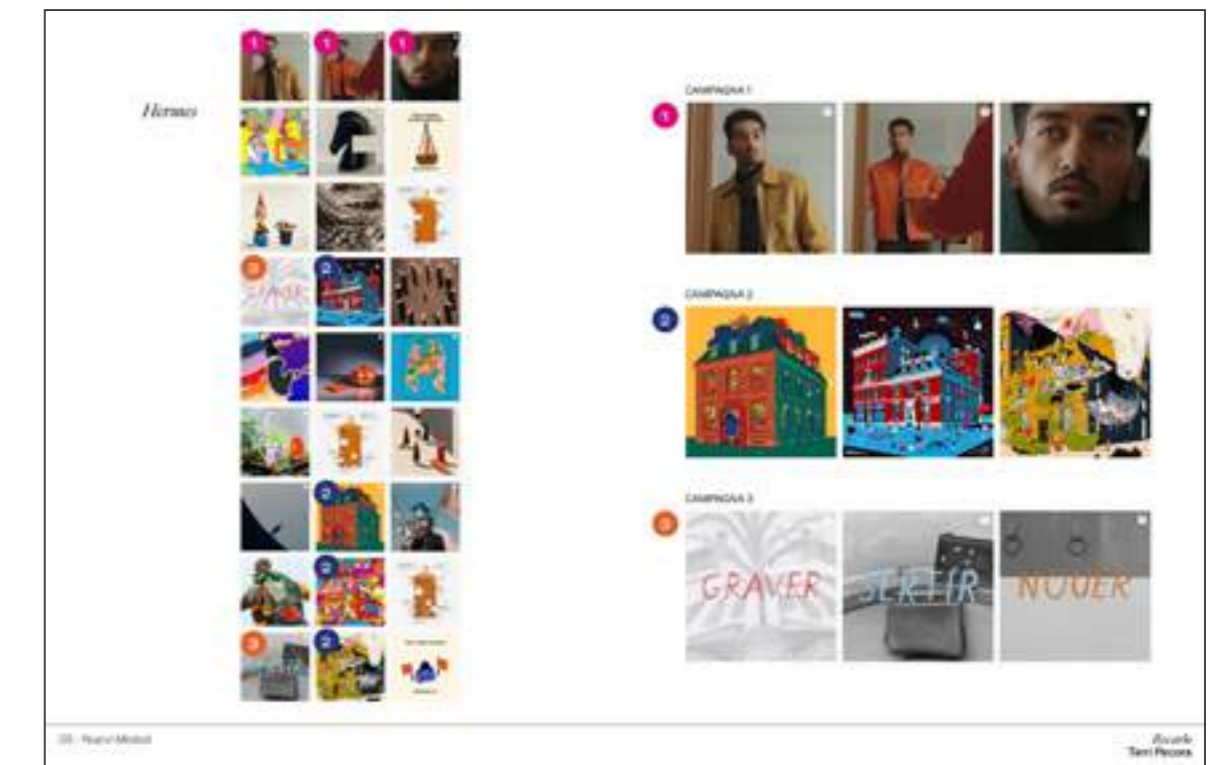
CREAZIONE CONTENUTI PER CAMPAGNE PRODOTTO
BRAND ITALIANO ALTA GIOIELLERIA, 2022-2023



CASE - STUDY



ANALISI COMPETITOR



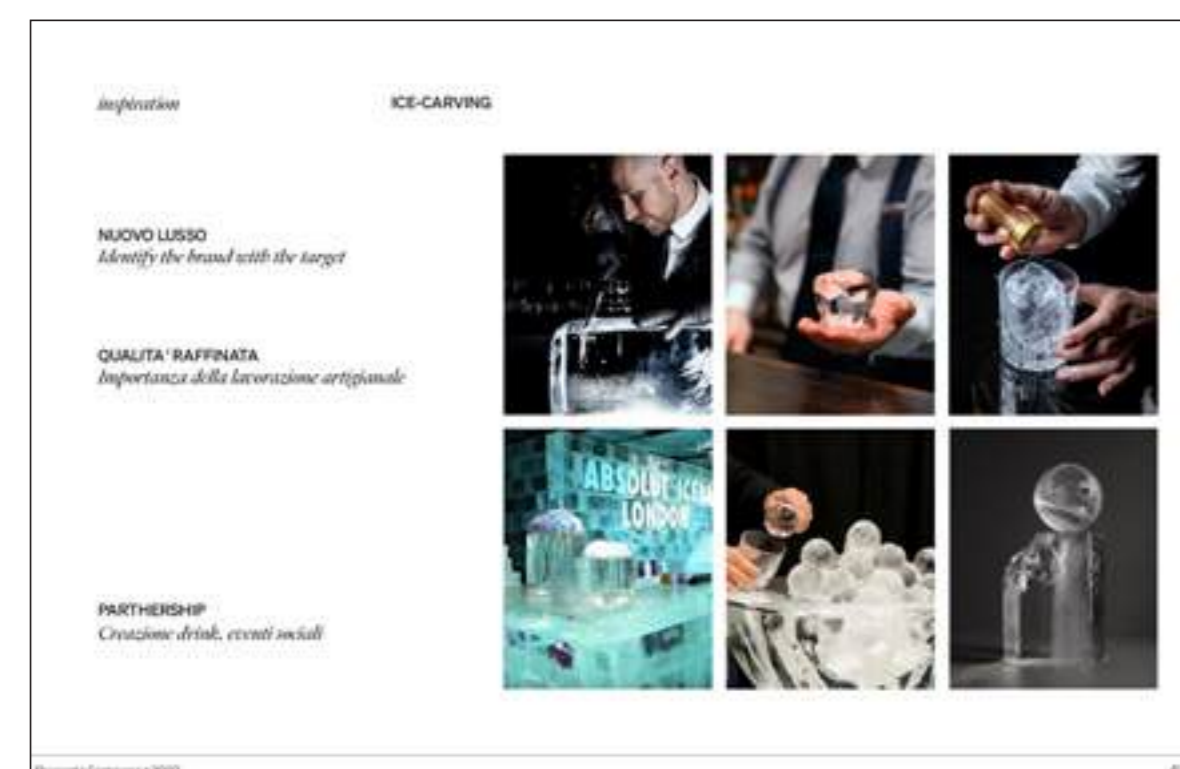
MOODBOARD



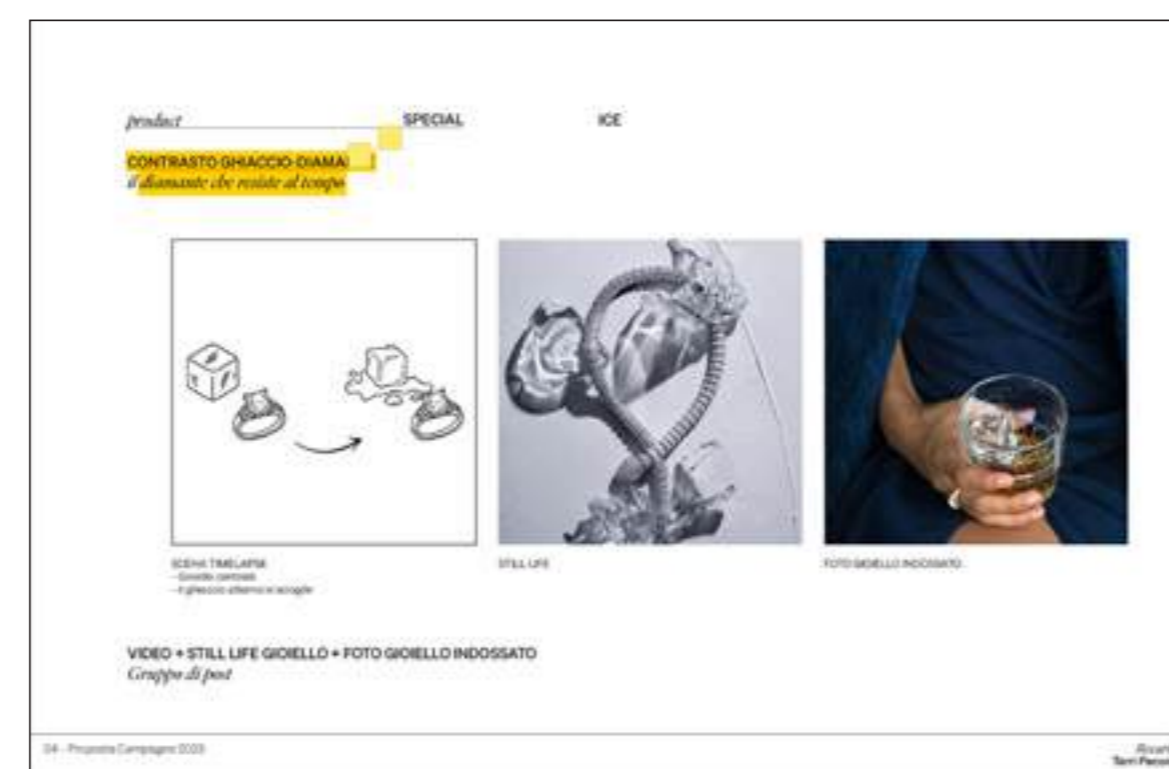
PROPOSTE NUOVA DIREZIONE



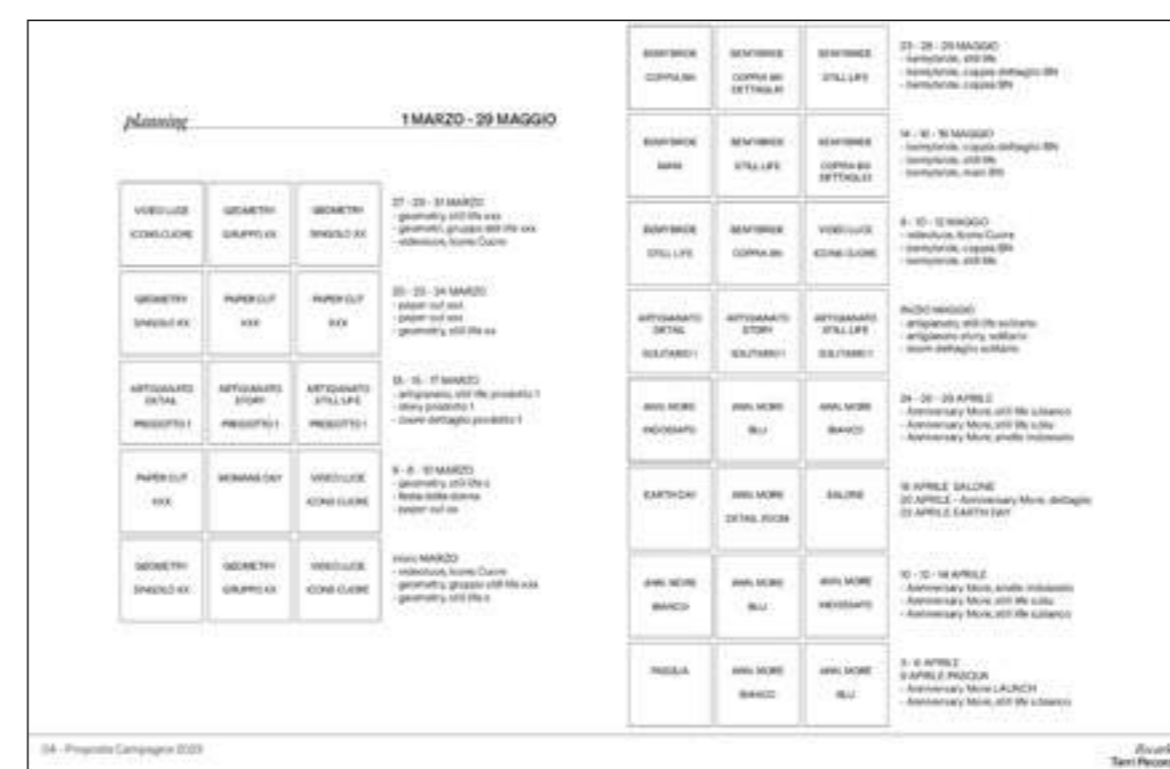
PROPOSTE CAMPAGNA



PROPOSTE CAMPAGNA



APPLICAZIONE DEL TEMA



PIANO EDITORIALE







GESTIONE SOCIAL *Amunche Foods, 2020*

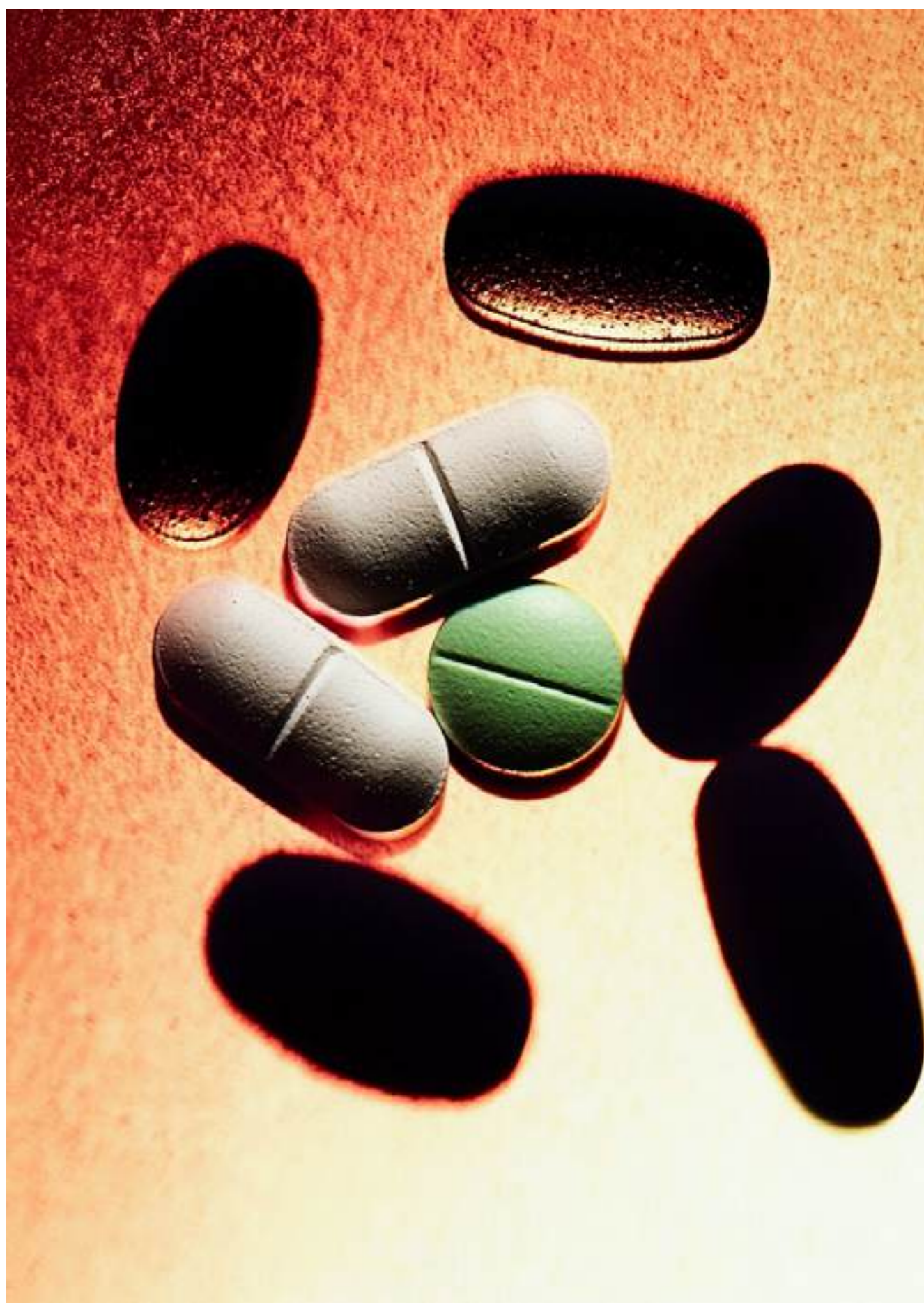
- PIANO EDITORIALE
- GRAFICHE
- ANIMAZIONI
- CREAZIONE POST FACEBOOK
- CREAZIONE POST INSTAGRAM
- CREAZIONE BANNER AMAZON



AI CONTENT CREATION

AI GENERATION

EDITING & POST-PRODUCTION



THERMO SUPPLEMENTS

AI Test, 2024

- STILL LIFE
- POST PRODUCTION



THERMO SUPPLEMENTS
Purple T1, 2024

- STILL LIFE
- POST PRODUCTION





BEAUTY ROUTINE
AI Test, 2024

- STILL LIFE
- BEAUTY SHOT
- POST PRODUCTION



FLOWER SET

AI Test, 2024

- STILL LIFE
- POST PRODUCTION



EAU DE CHIRICO
AI Test, 2024

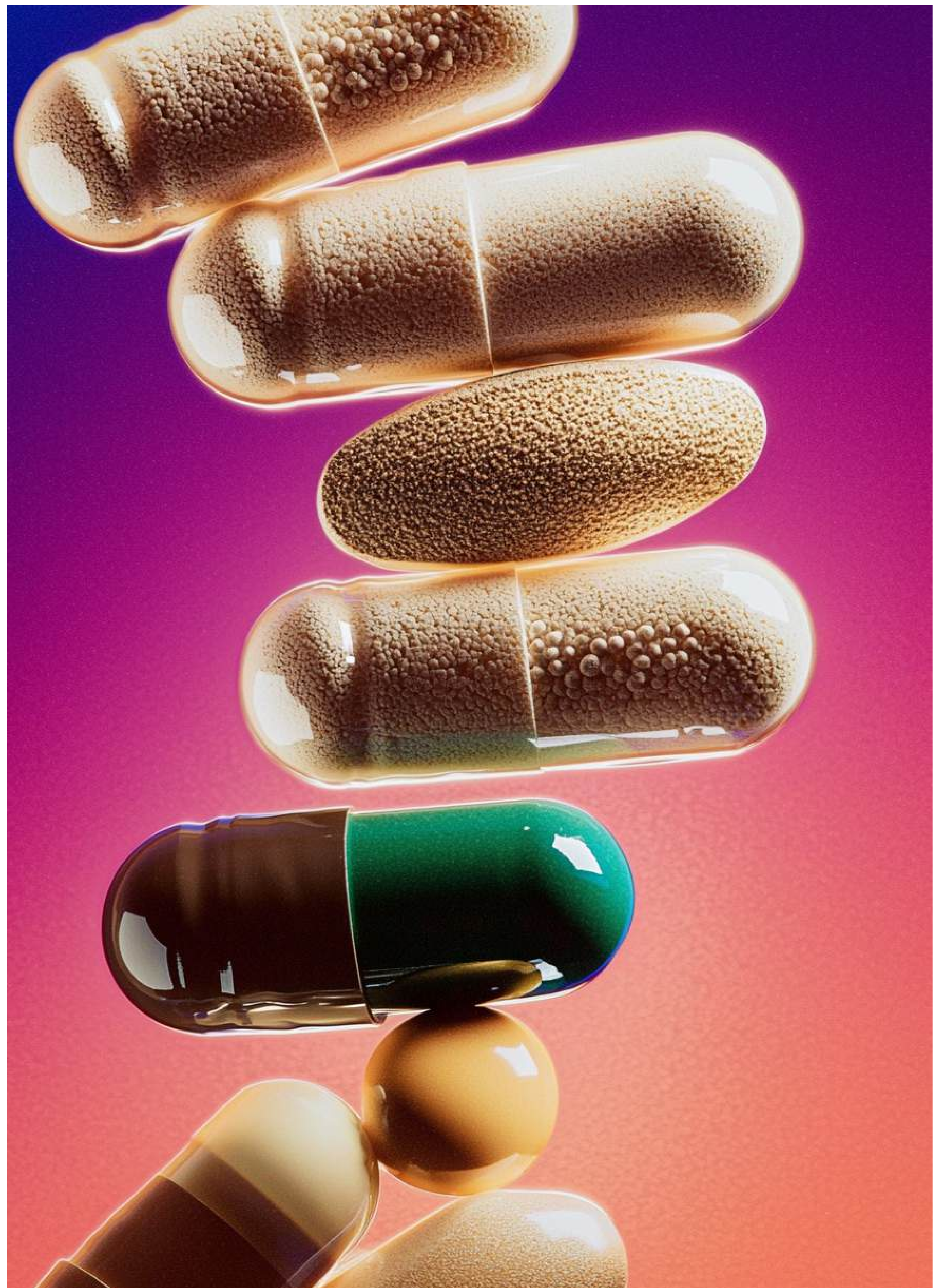
- STILL LIFE
- POST PRODUCTION





POP HILLS
AI Test, 2024

- STILL LIFE
- POST PRODUCTION





GOLD MORNING
AI Test, 2024

- STILL LIFE
- POST PRODUCTION



RED LIPSTICK

AI Test, 2024

- STILL LIFE
- POST PRODUCTION



[per visualizzare tutte le foto HD visitare il seguente link](#)

PHOTOGRAPHY

ART DIRECTION

SHOOTING FOTOGRAFICI

- Still life
- Product
- Fashion

EDITING & POST-PRODUCTION

STYLING



DEEP MILK
Personal Project, 2021

- ART DIRECTION
- PHOTOGRAPHY
- STILL LIFE
- POST PRODUCTION

Deep milk, Profondo Latte, una tavola apparecchiata ma vuota, che galleggia e affonda nel Latte, la fonte prima di nutrizione dell'essere umano, il primo tra i bisogni e il primo tra i diritti, l'ultimo prima di tutto ciò che poi sarà diverso. L'argenteria, il cristallo e le porcellane simboleggiano l'ambizione dell'uomo che emerge, ma sta ancora annegando nel Latte e nelle sue memorie, in un bianco profondo come il senso di Solitudine.

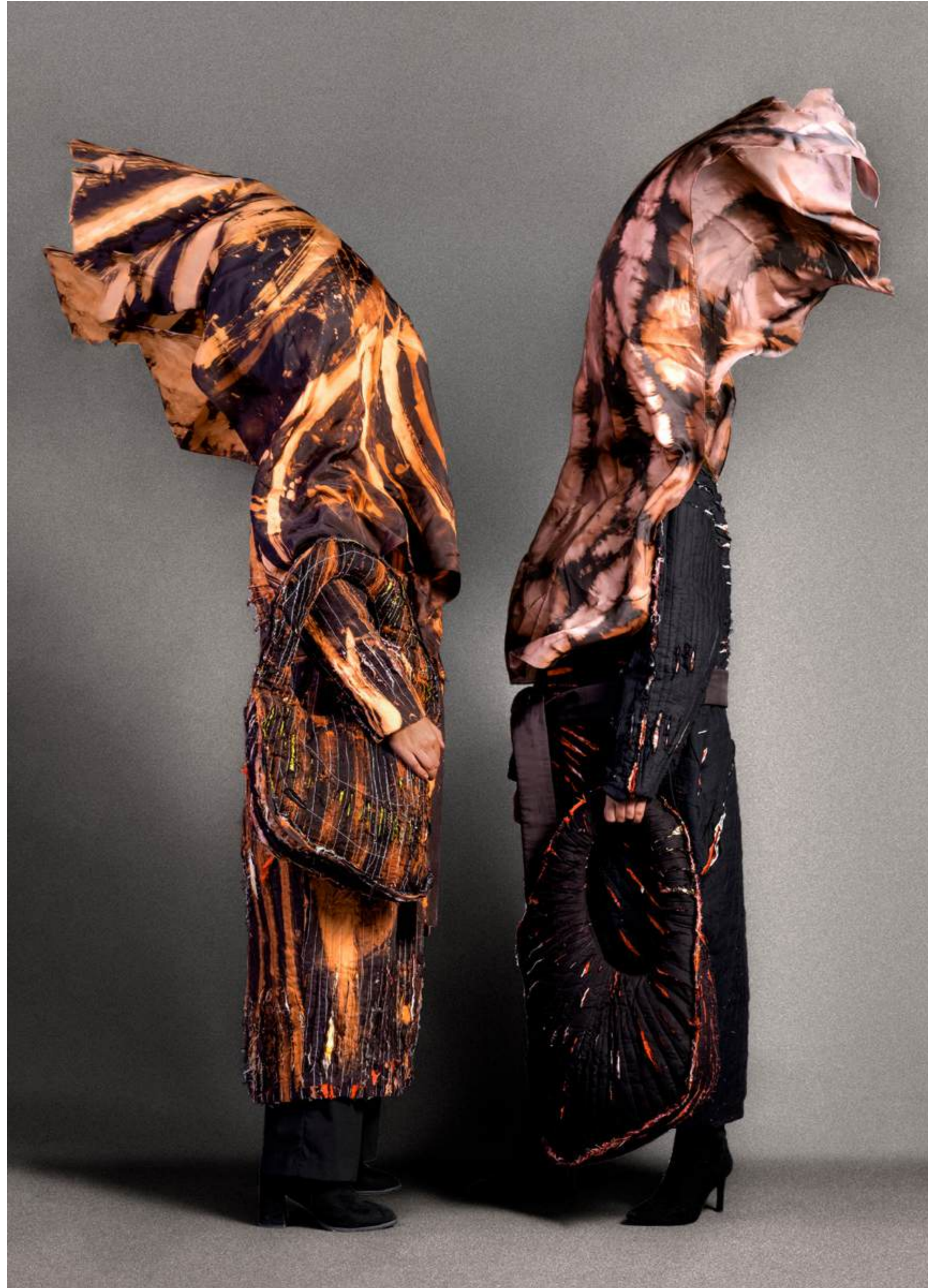


TEST PRODUCT
Clarins Lip Oil, 2024

- PHOTOGRAPHY
- SET DESIGN
- STILL LIFE
- POSTPRODUCTION

Scatti realizzati con Mamiya RZ67, 120mm





WIDOWS

Nuala Goodman X Weiren Theo, 2022

- PHOTOGRAPHY
- SET DESIGN
- STYLING
- POSTPRODUCTION

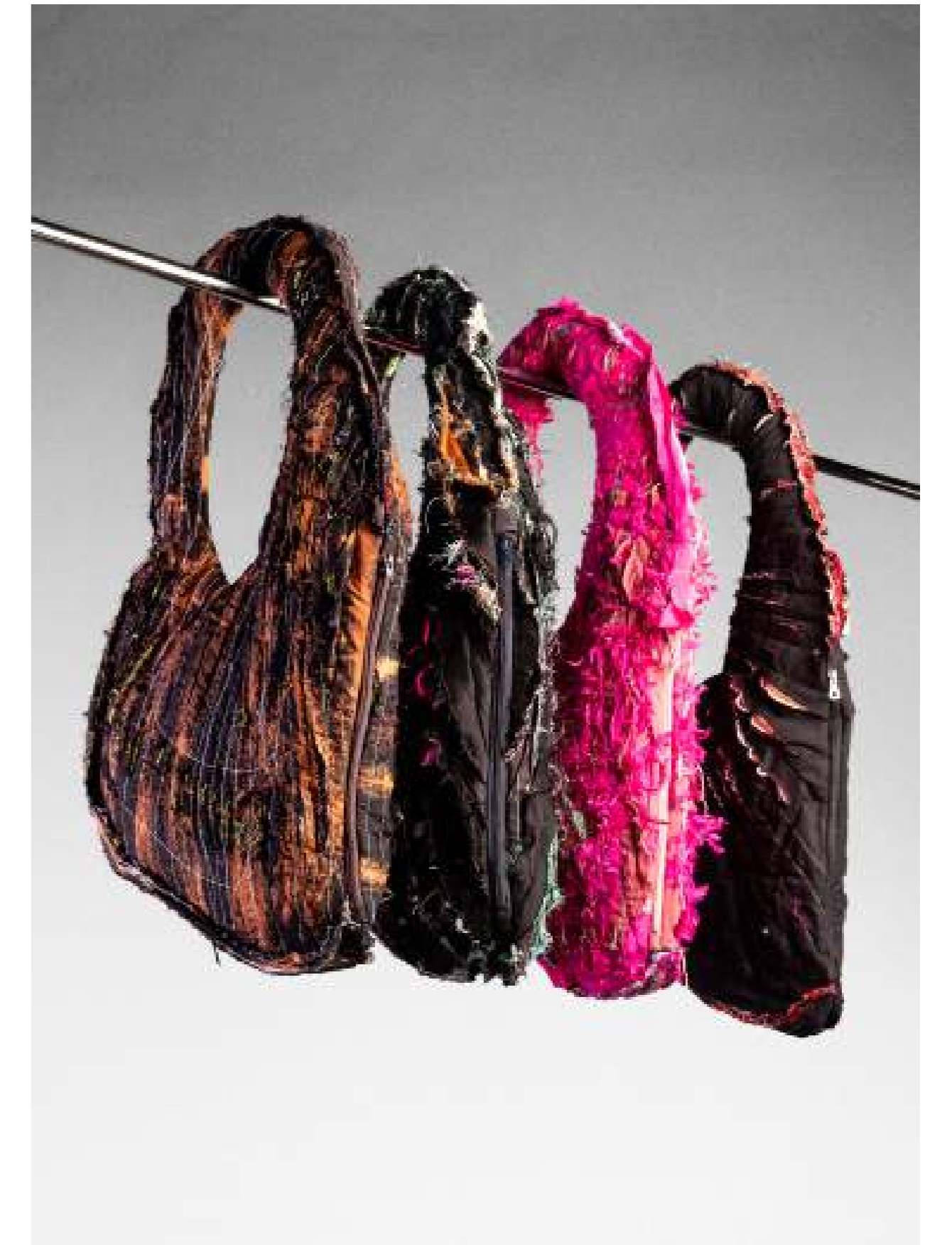




BAGS

Nuala Goodman X Weiren Theo, 2022

- PHOTOGRAPHY
- SET DESIGN
- STYLING
- POSTPRODUCTION





SELEZIONE SCATTI

By Taco40 SS21, 2021

- ART DIRECTION
- STYLING
- PHOTOGRAPHY
- POST PRODUCTION

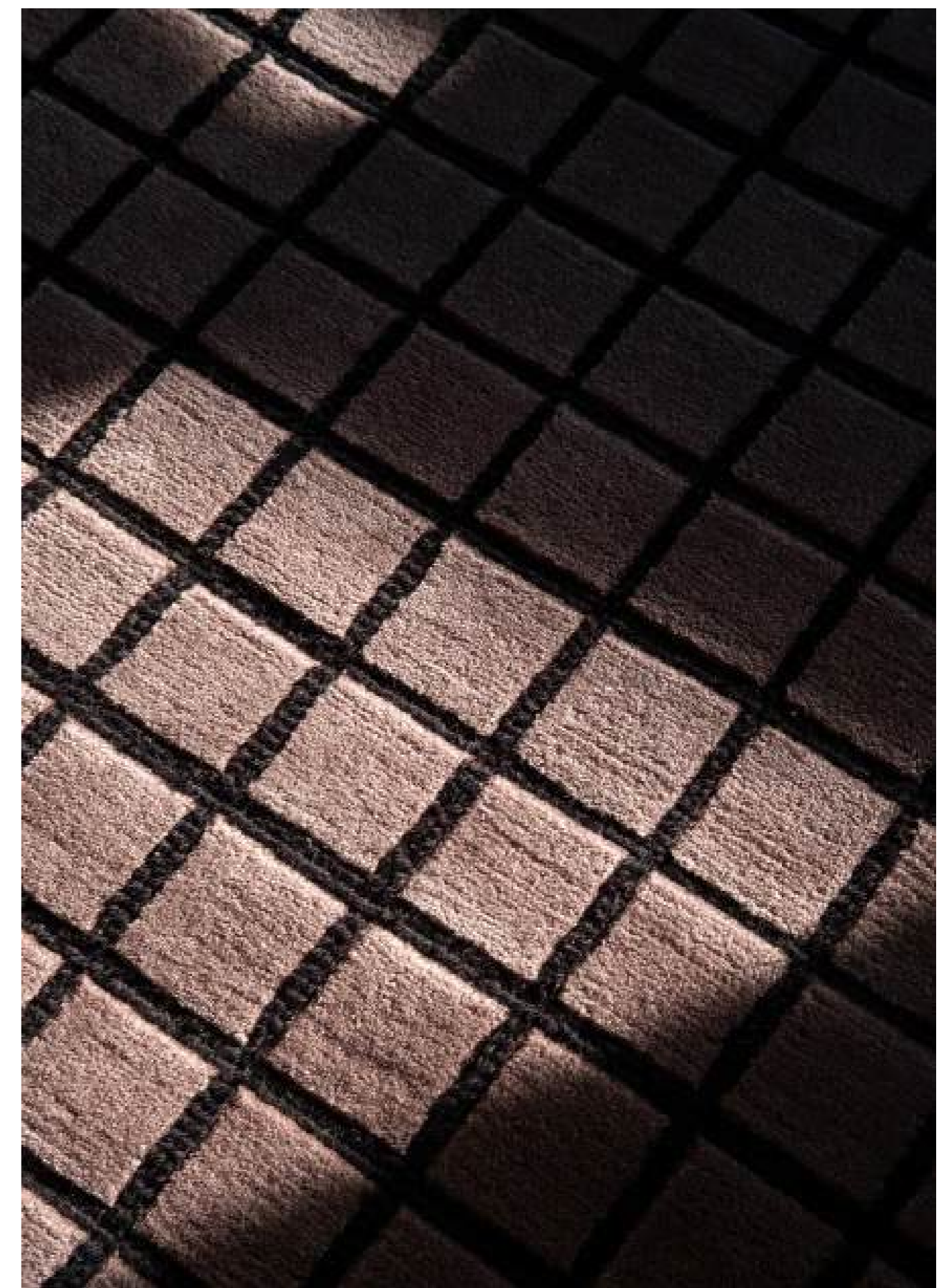
Scatti realizzati con Contax G1, 35 mm





SELEZIONE SCATTI
I+I Collection rugs, 2023

- ART DIRECTION
- SET DESIGN
- PHOTOGRAPHY
- POSTPRODUCTION





THE ITALIAN MOOD
Juno Boutique, 2018

- ART DIRECTION
- STYLING
- PHOTOGRAPHY
- POSTPRODUCTION

Trasposizione della relazione tra eccellenze italiane: il momento dell'aperitivo, rappresentato dai più iconici drink italiani, e la tradizione tessile senza tempo del made in Italy.





HERMES
I+I Collection, 2022

- ART DIRECTION
- STILL LIFE
- POSTPRODUCTION

Scatti realizzati con Contax G1, 35mm



PERSONAL PROJECT

Marlà, 2023

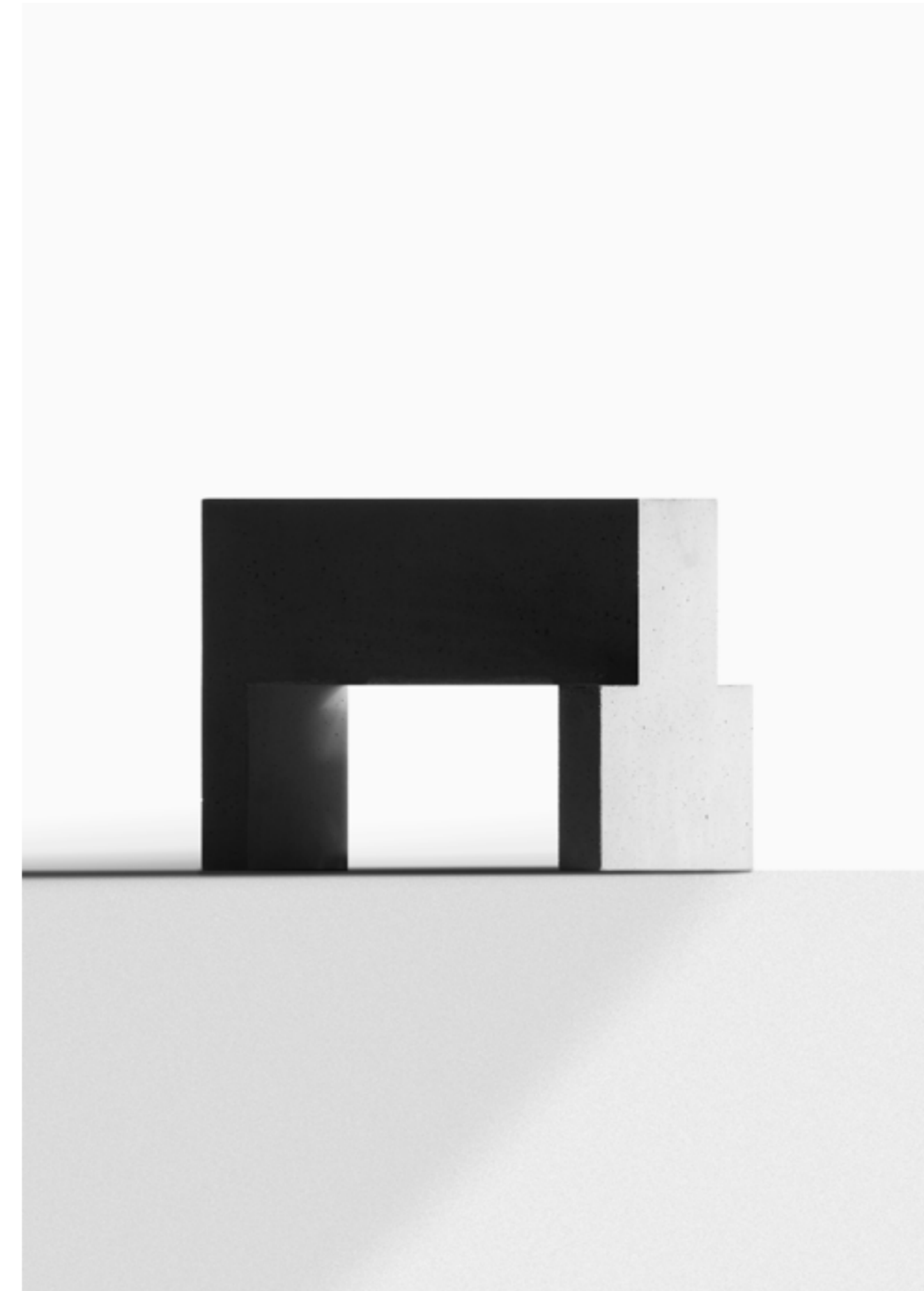
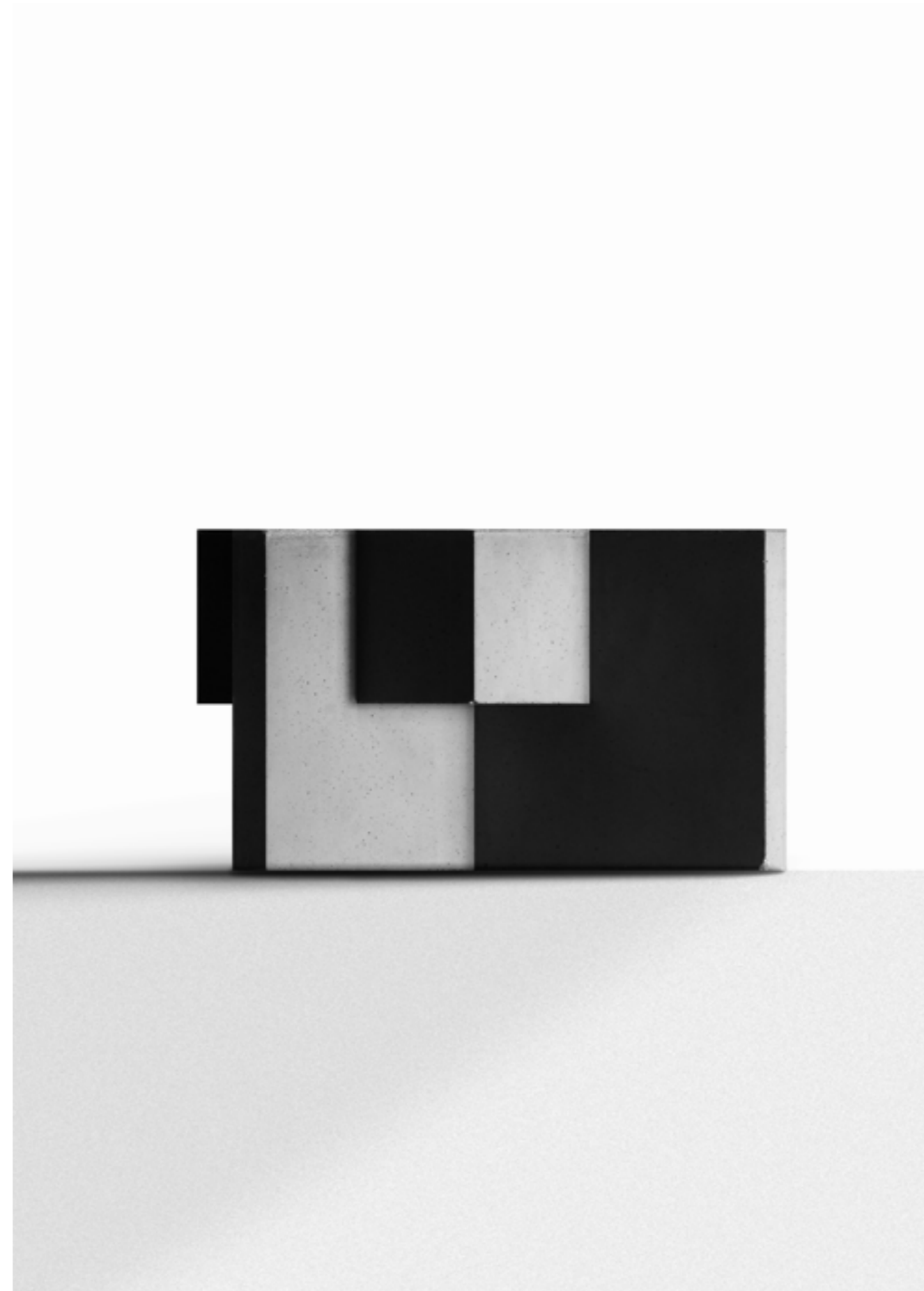
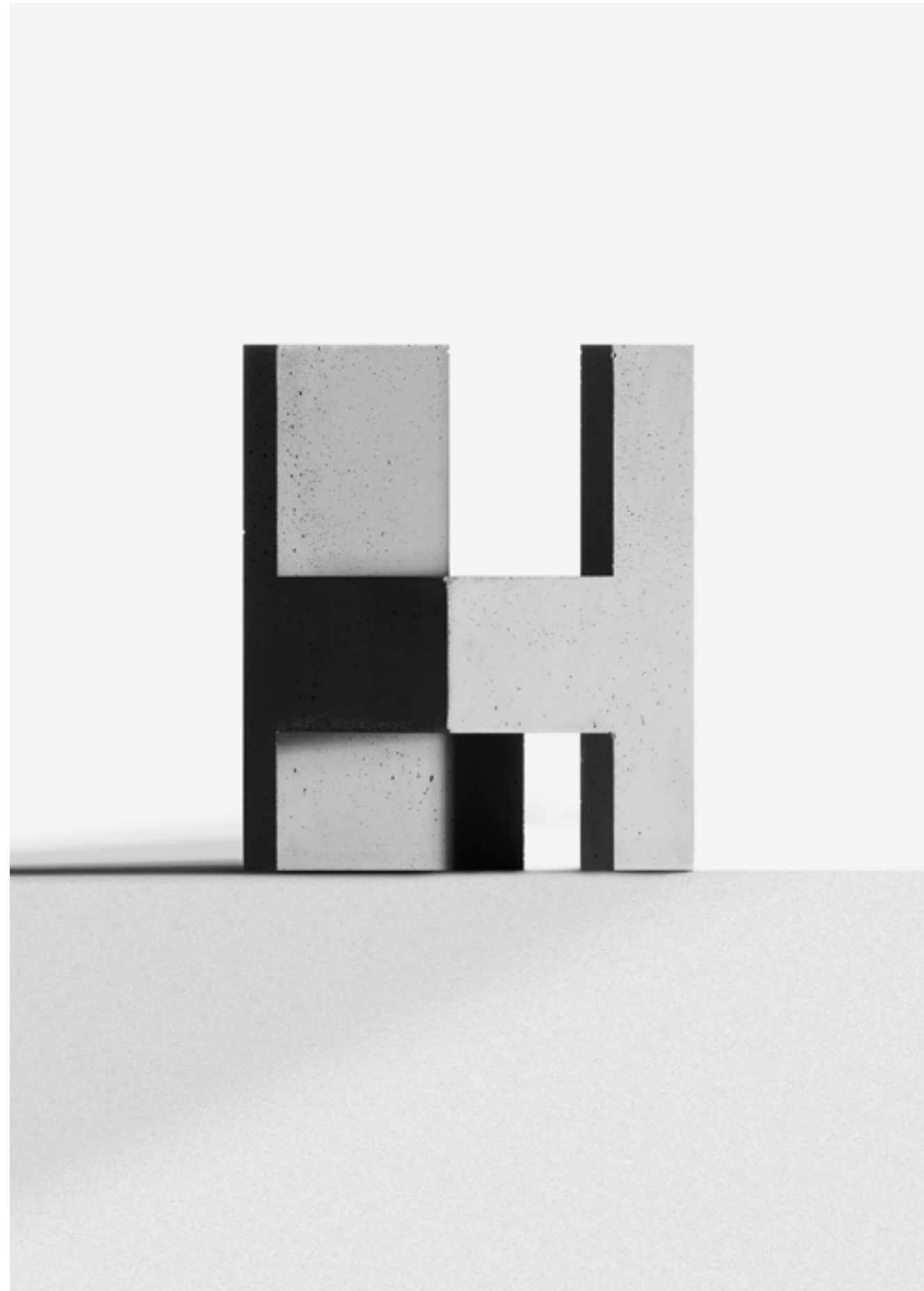
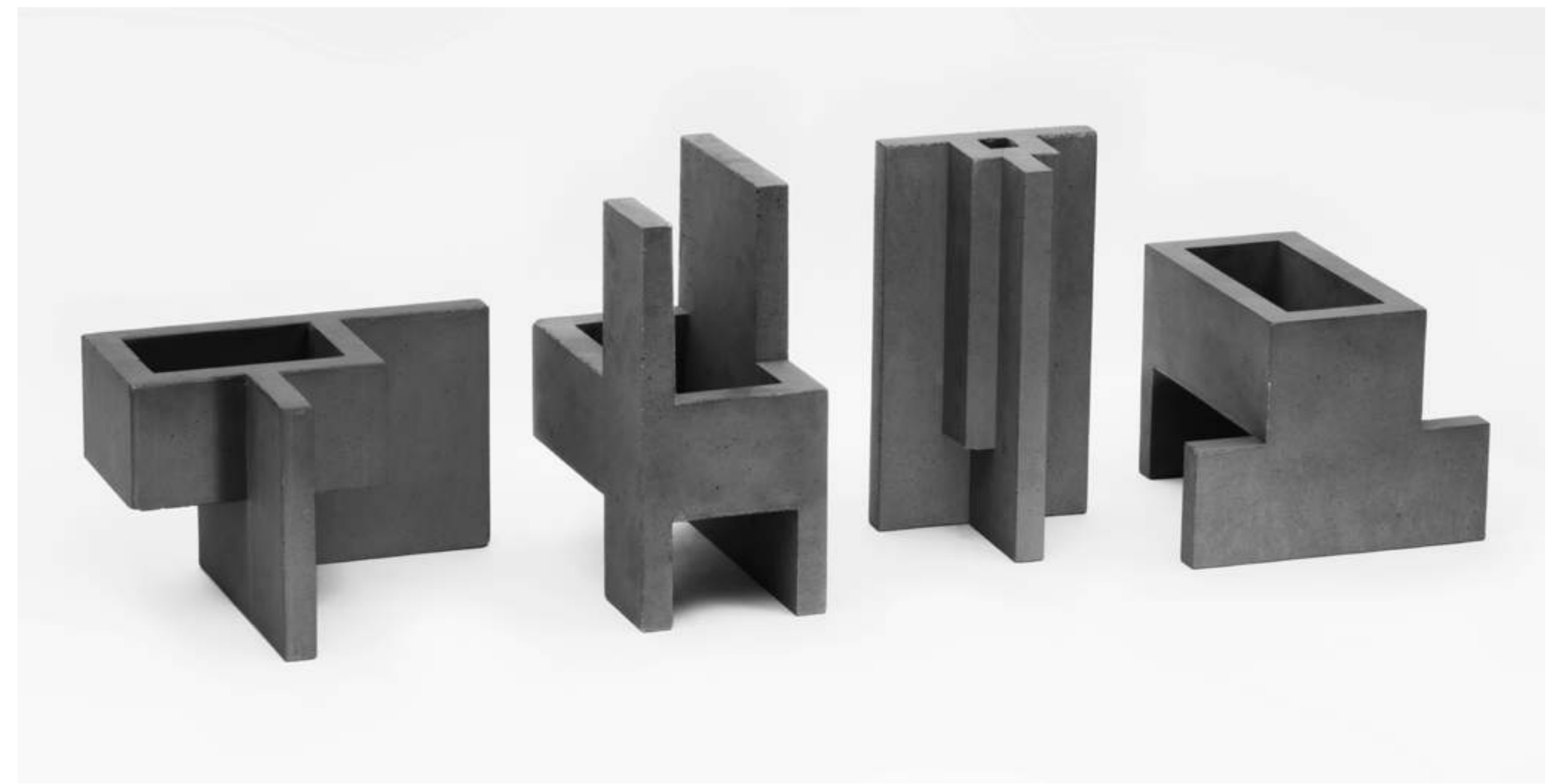
PHOTOGRAPHY
POST PRODUCTION

Scatti realizzati con Contax G1, 35mm



CHANDIGARH
I+I Collection, 2021

- ART DIRECTION
- STILL LIFE
- POSTPRODUCTION



ESEMPIO SCATTI

Cataloghi + e-commerce, 2022-24

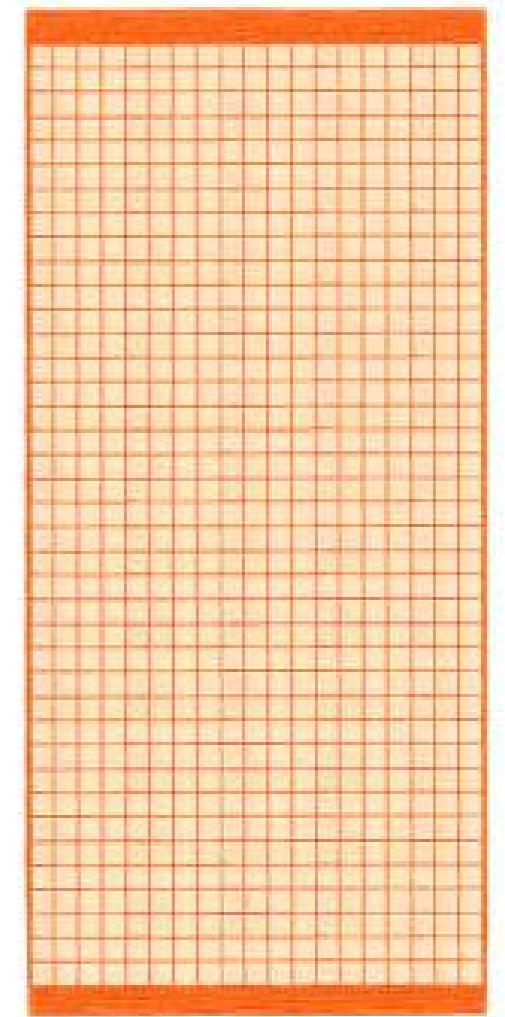
- STILL LIFE
- SET DESIGN
- POSTPRODUCTION



ESEMPIO SCATTI

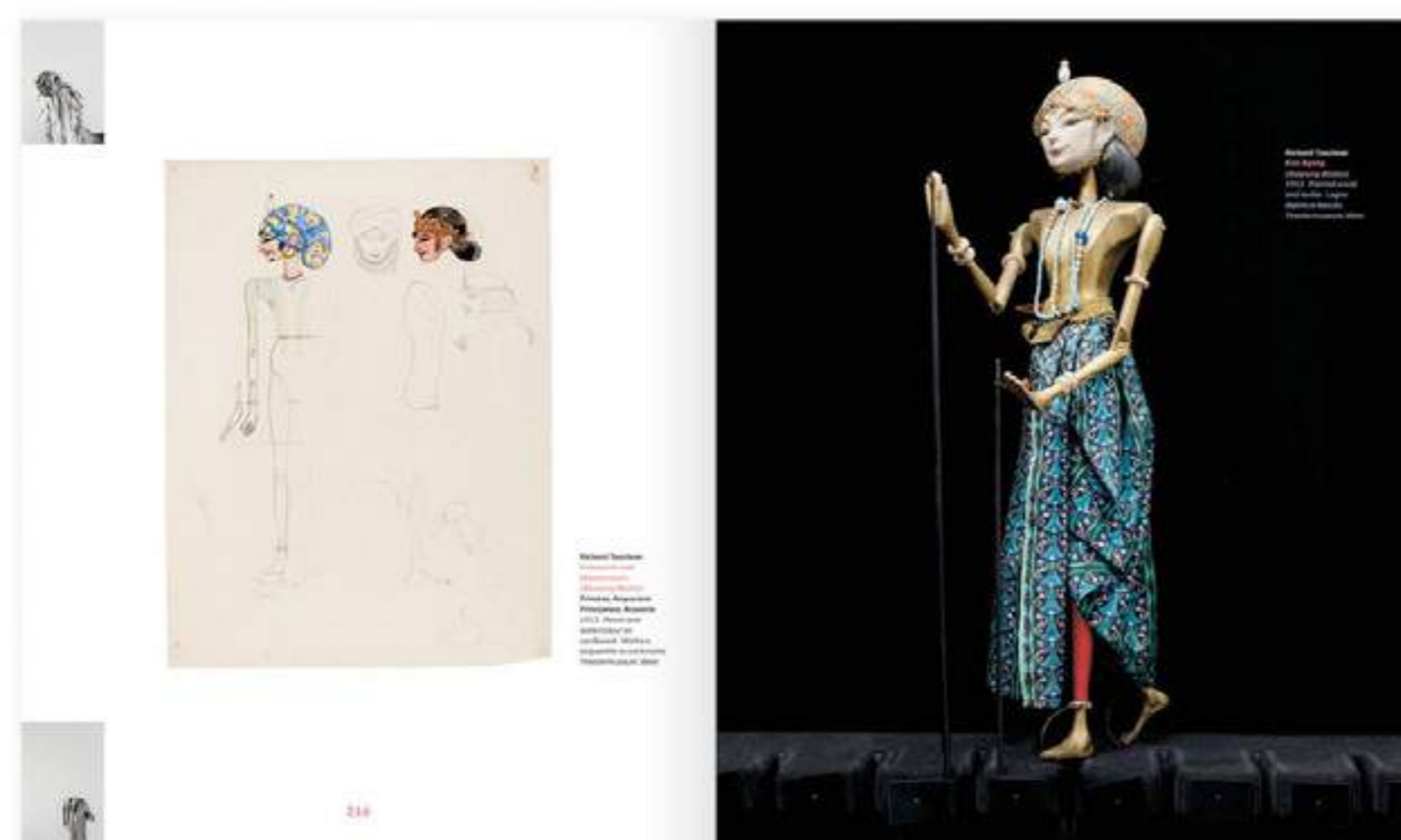
Cataloghi + e-commerce, 2022-24

- STILL LIFE
- SET DESIGN
- POSTPRODUCTION



"MARIONETTE & AVANGUARDIE"

scritto da James Bradburne, Accademia di Brera in collaborazione con Fondazione Palazzo Magnani e CIRCI, Corraini Edizioni

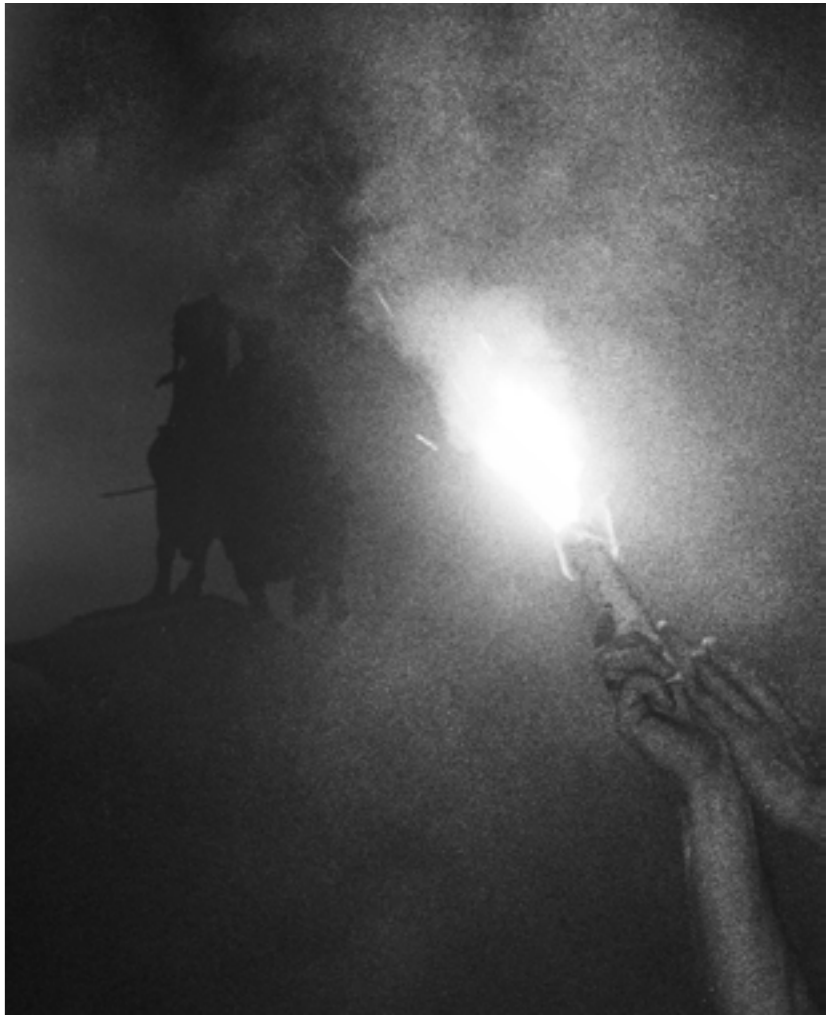
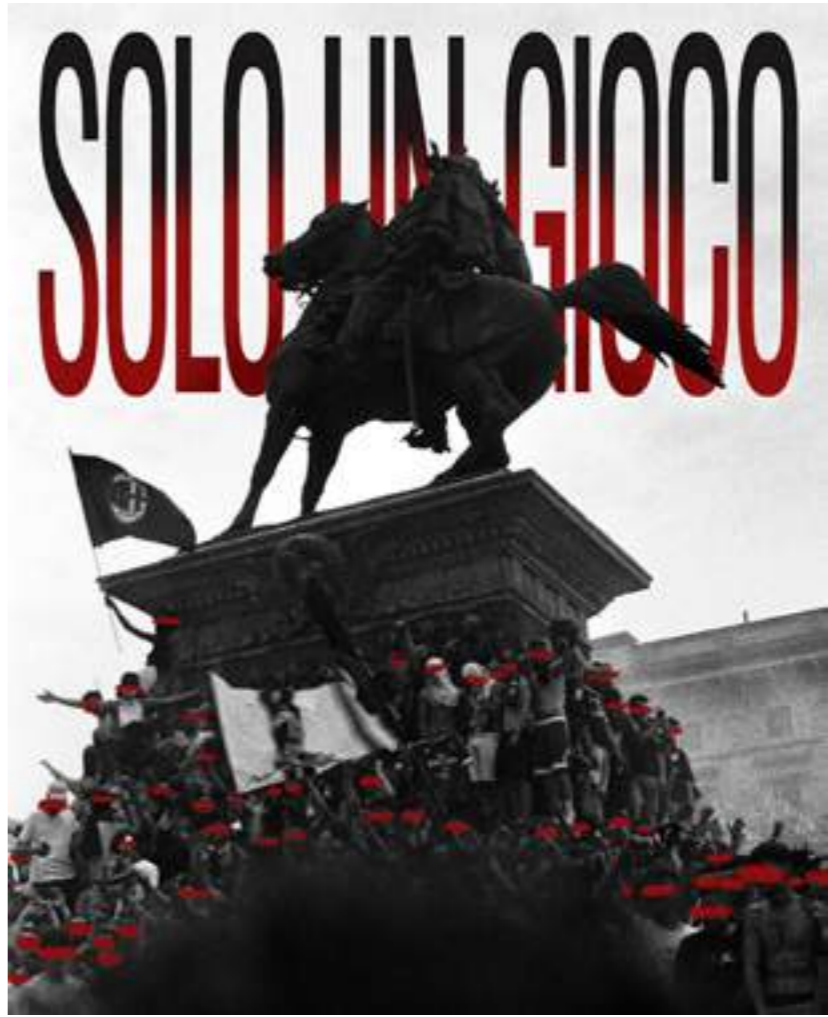


- SCATTI CATALOGO
- SCATTI PER REALIZZAZIONE FLIP-BOOK

SOLO UN GIOCO

Fotografie + Fanzina, 2023

Fanzina che ritrae Milano come un campo di battaglia durante la celebrazione per la vittoria dello Scudetto del Milan nel 2022



WEB-DESIGN

 <https://www.i-and-i.it/>



 <https://liver.studio/>



 <https://archiviogiuseppезigaina.com/>



 <https://archiviobepiromagnoni.com/>



LIVER

PROVIDED SERVICES

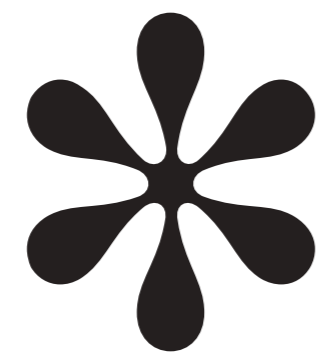
Art Direction

AI Content Creation

Photography

Graphic Design

Web Design



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