

*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.**

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**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

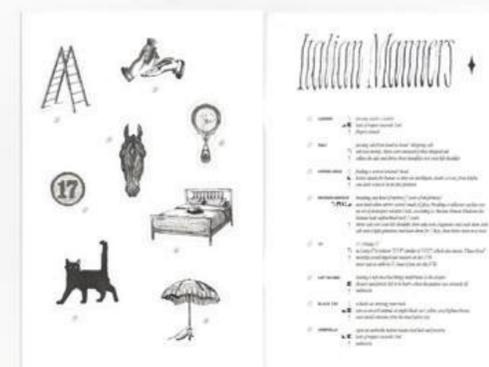
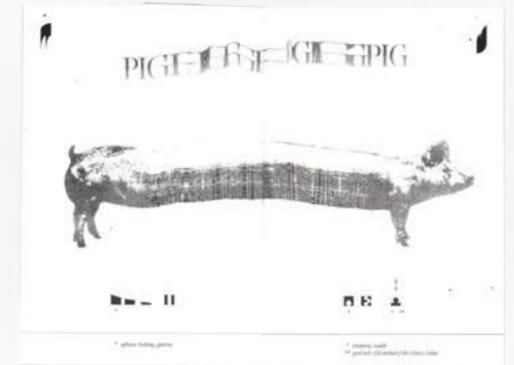
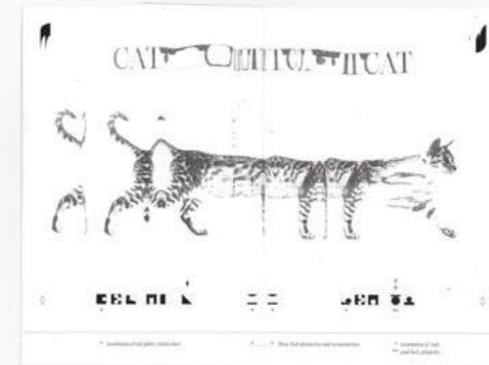
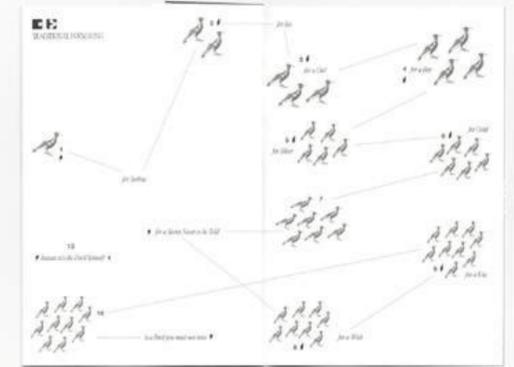
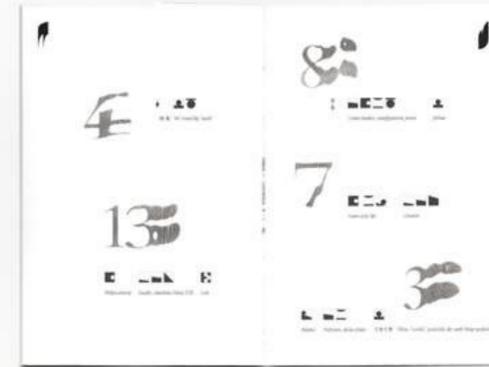
Lucky (or not) Note is our interpretation of the word 'shibboleth' for Emic Units, selected among 50 artists and presented at Tokyo Art Book Fair 2023 by Shibboleth Collective.

"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

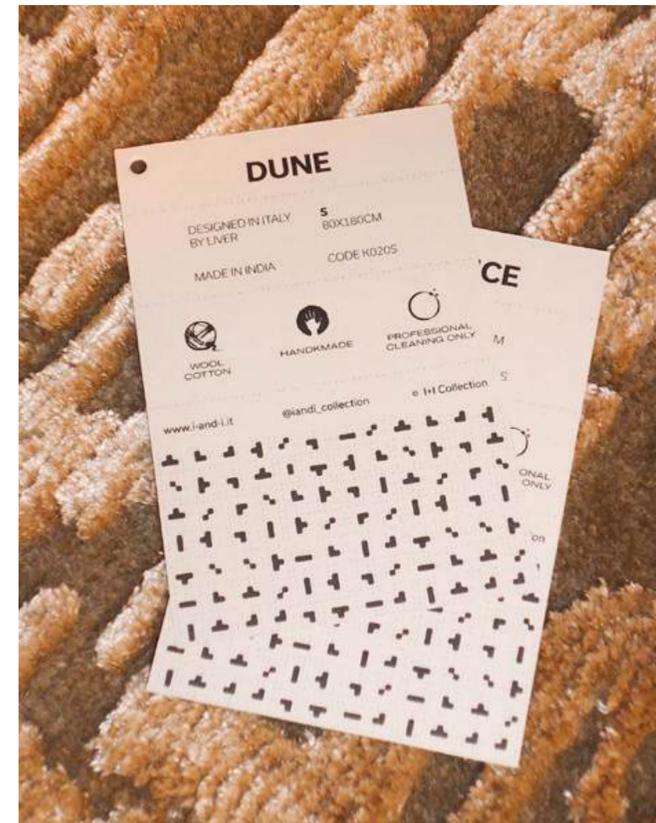
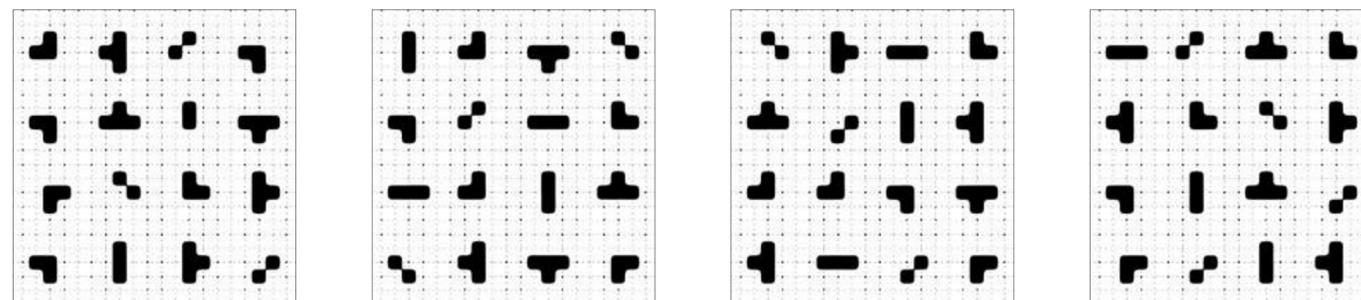
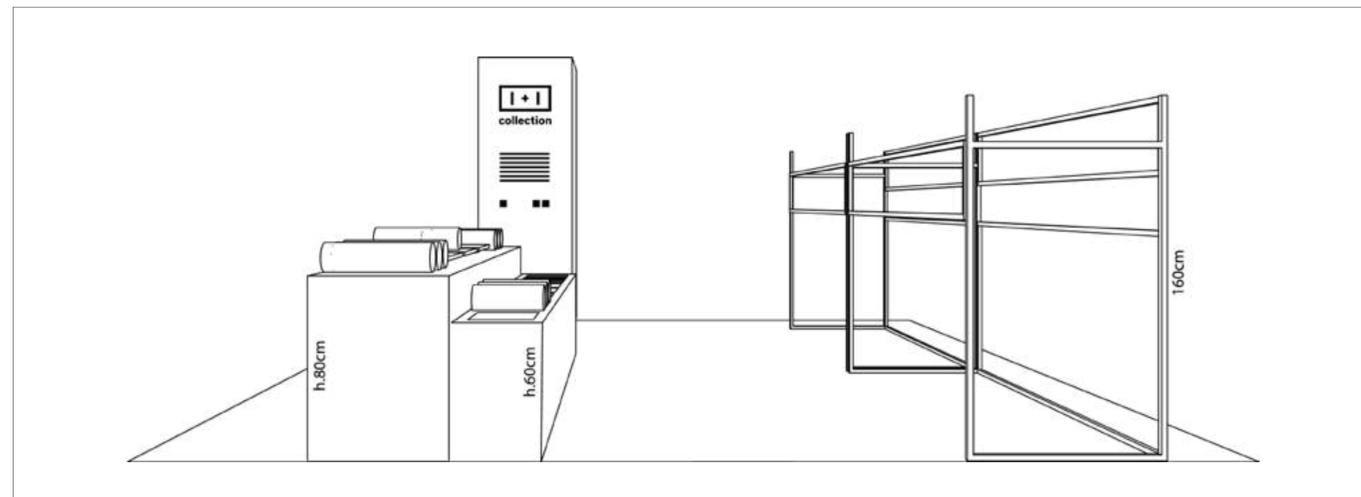
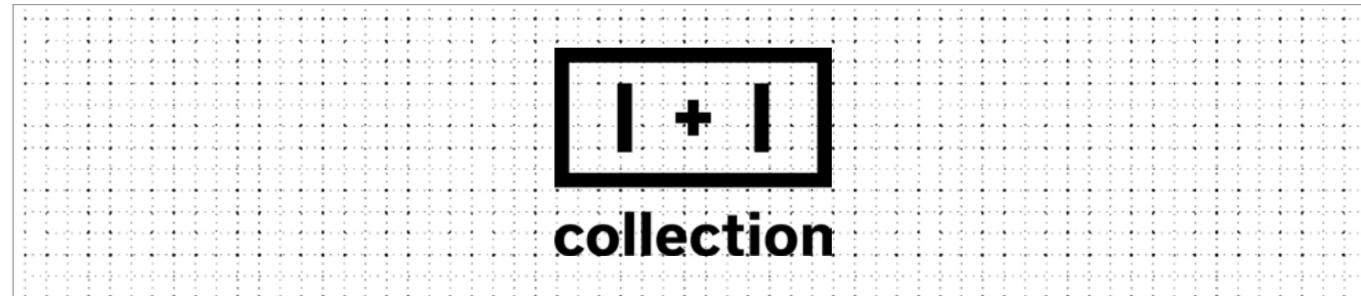
## VISUAL IDENTITY POP-UP STORE AT RINASCENTE

*I+I Collection, 2023*

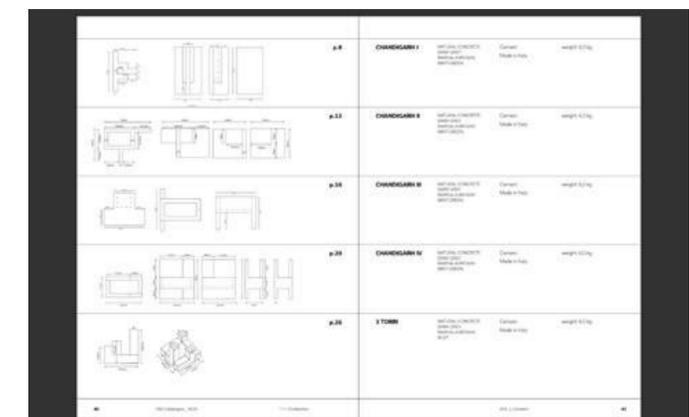
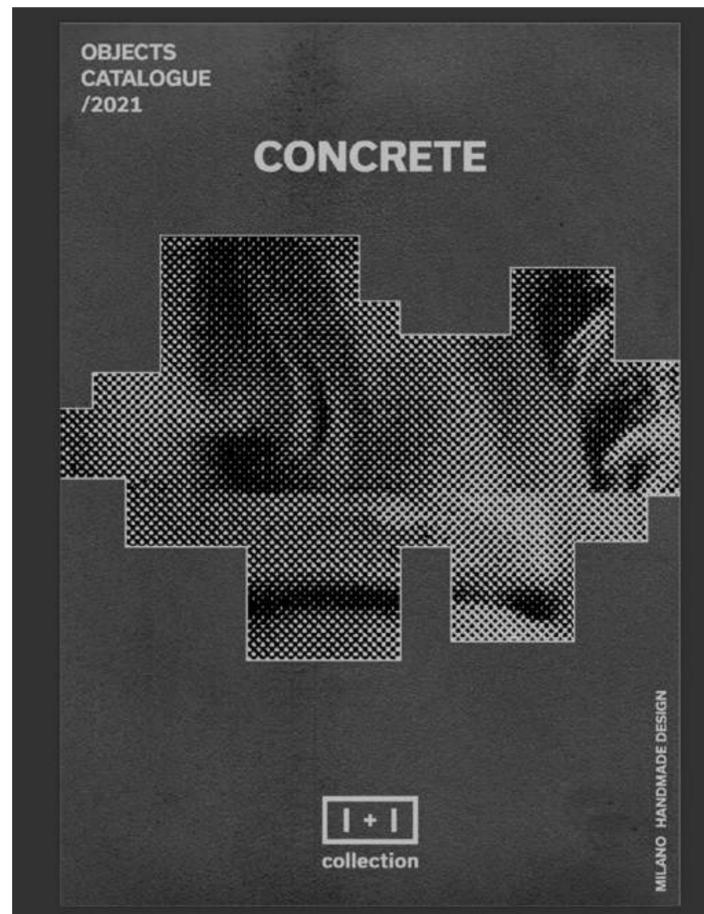
- CREAZIONE CODICE VISIVO + PATTERN
- IDEAZIONE ALLESTIMENTO
- CREAZIONE CARTELLINI PRODOTTI
- CREAZIONE MATERIALE PROMOZIONALE
- SET-UP ALLESTIMENTO

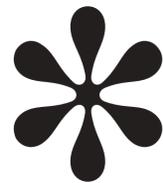


**collection**



**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

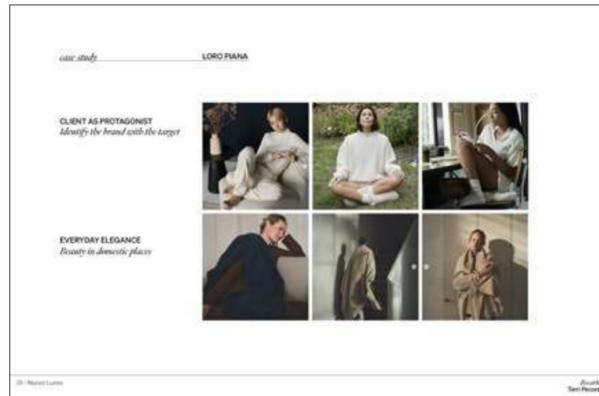
## **SVILUPPO CONTENUTI**

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

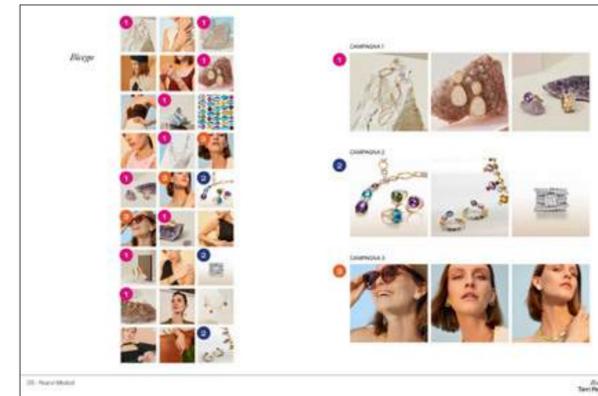
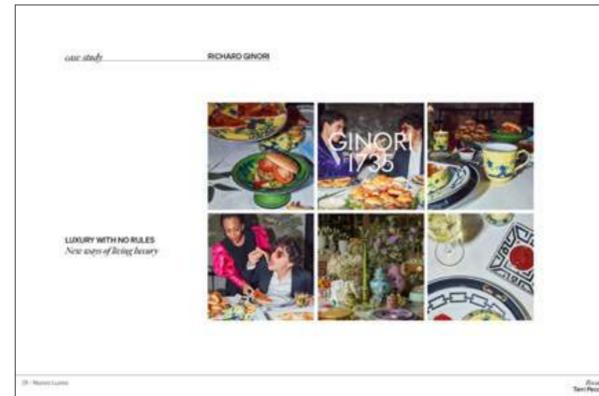
## **CREAZIONE CONTENUTI**

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

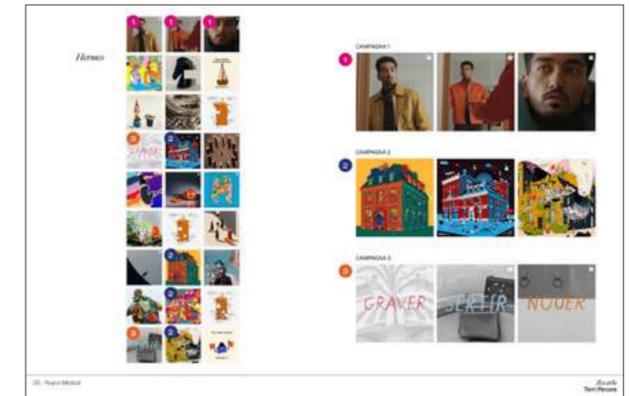
**CREAZIONE CONTENUTI PER CAMPAGNE PRODOTTO**  
**BRAND ITALIANO ALTA GIOIELLERIA, 2022-2023**



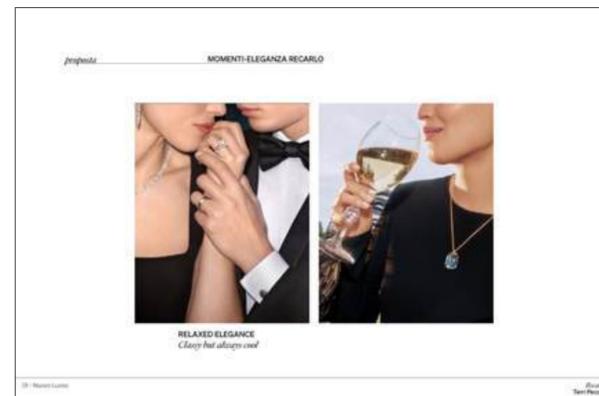
**CASE - STUDY**



**ANALISI COMPETITOR**



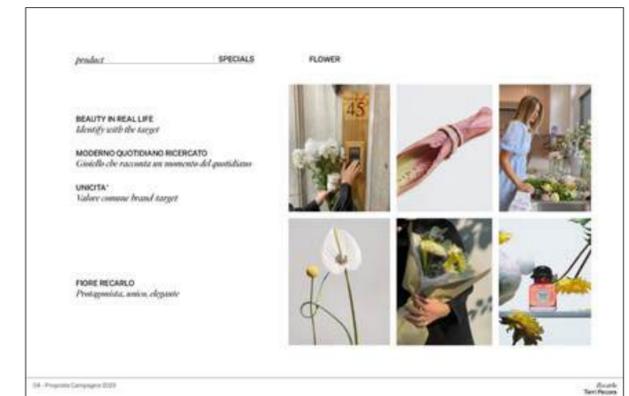
**MOODBOARD**



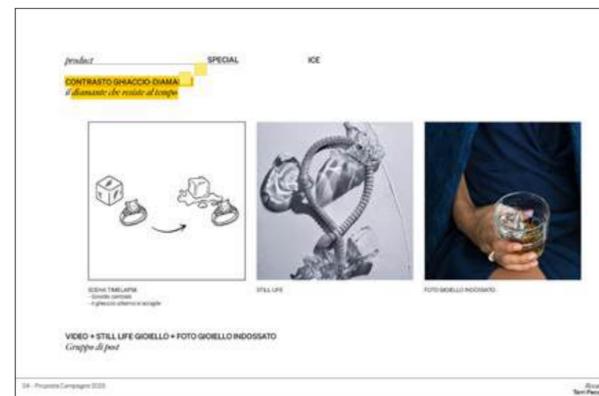
**PROPOSTE NUOVA DIREZIONE**



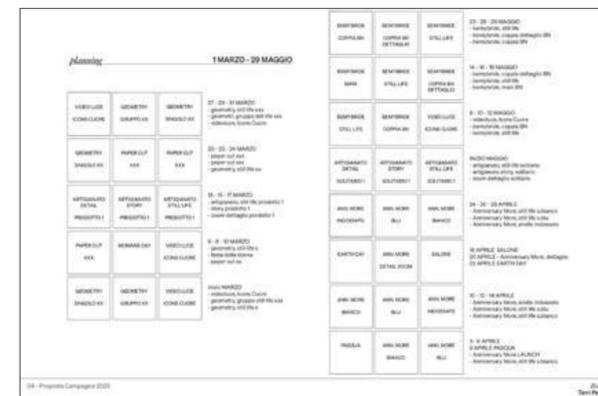
**PROPOSTE CAMPAGNA**



**PROPOSTE CAMPAGNA**

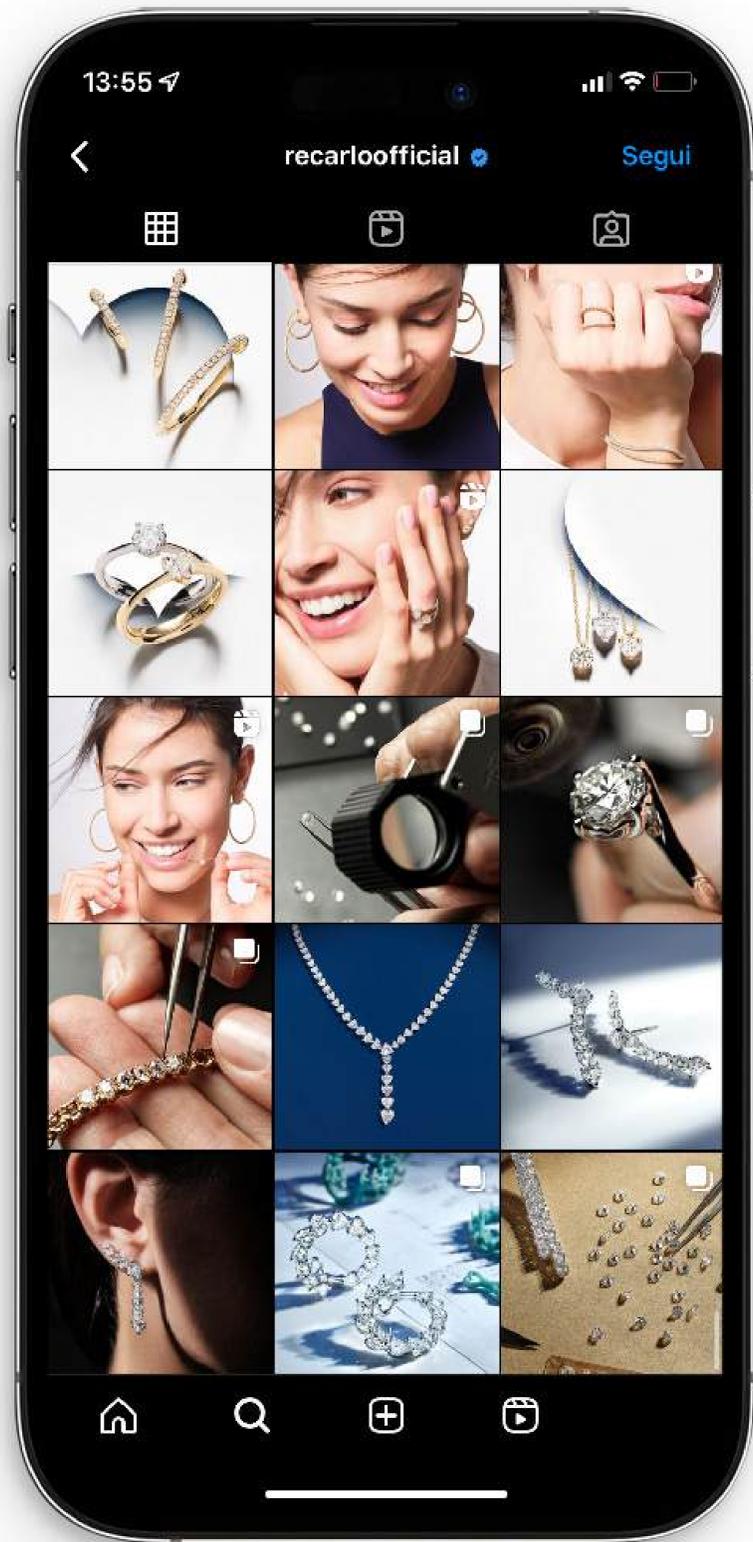


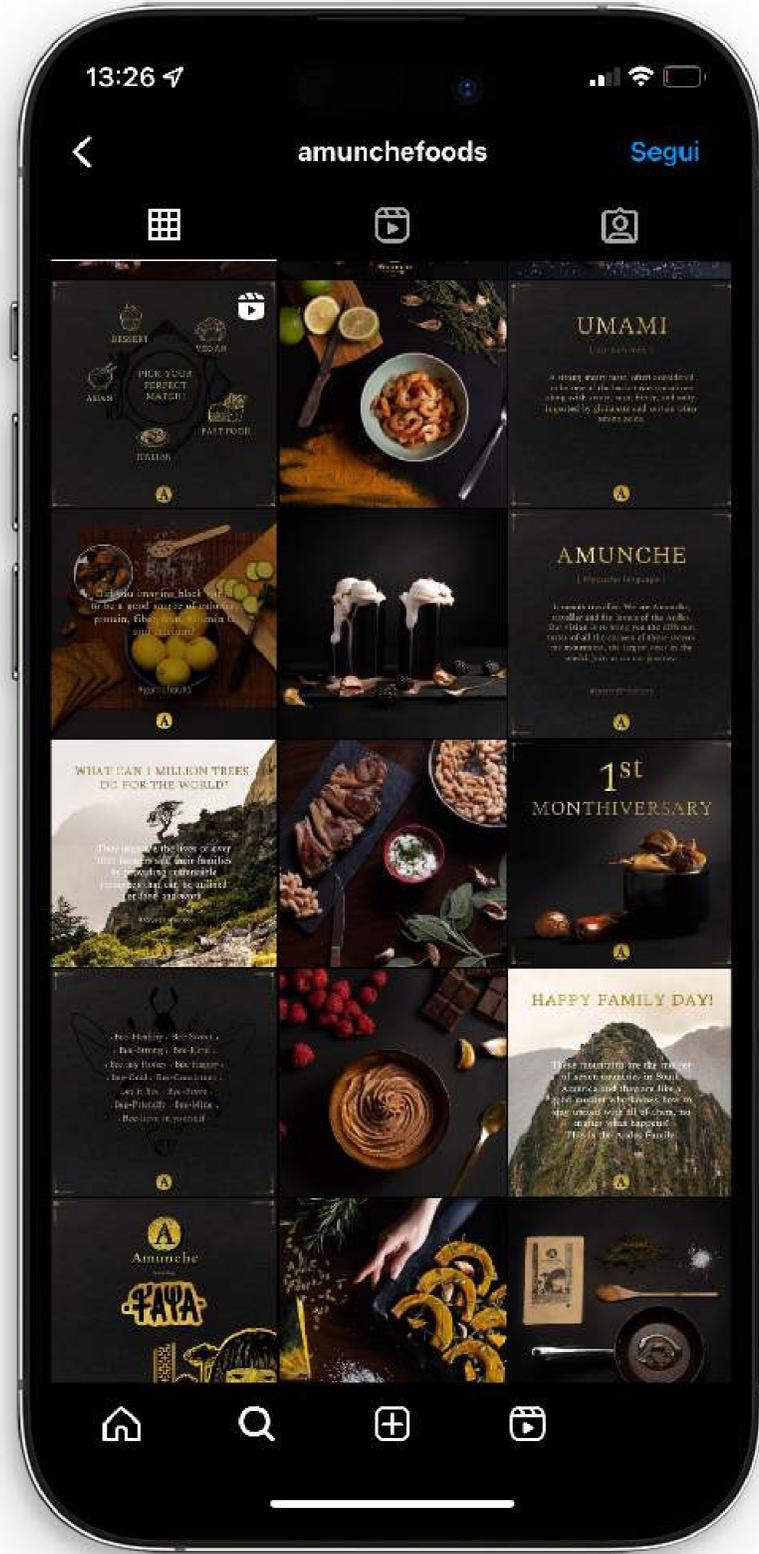
**APPLICAZIONE DEL TEMA**



**PIANO EDITORIALE**







## GESTIONE SOCIAL *Amunche Foods, 2020*

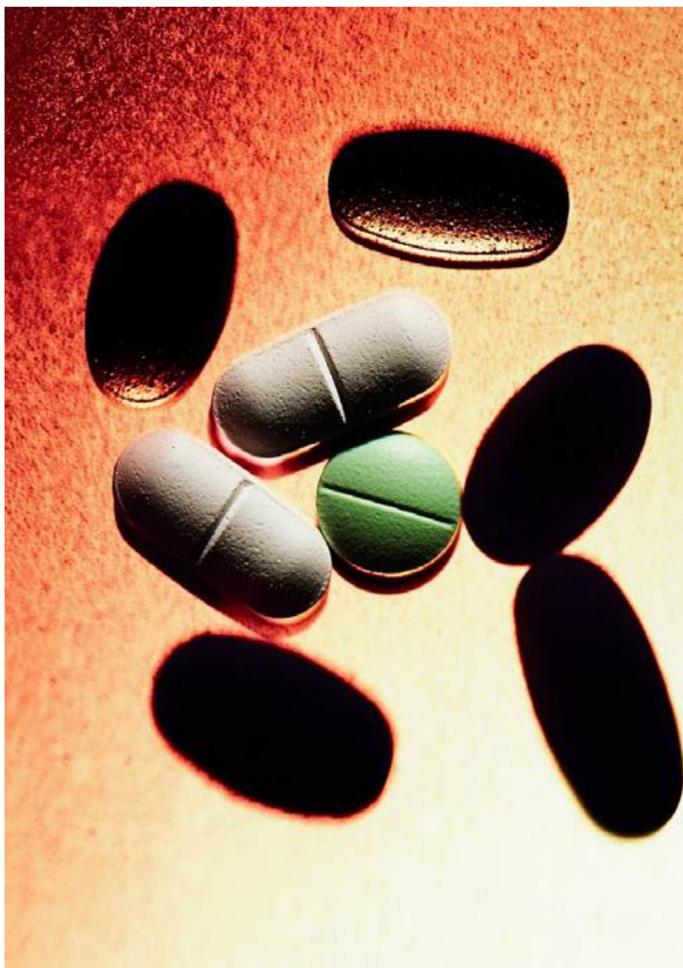
- PIANO EDITORIALE
- GRAFICHE
- ANIMAZIONI
- CREAZIONE POST FACEBOOK
- CREAZIONE POST INSTAGRAM
- CREAZIONE BANNER AMAZON



# **AI CONTENT CREATION**

**AI GENERATION**

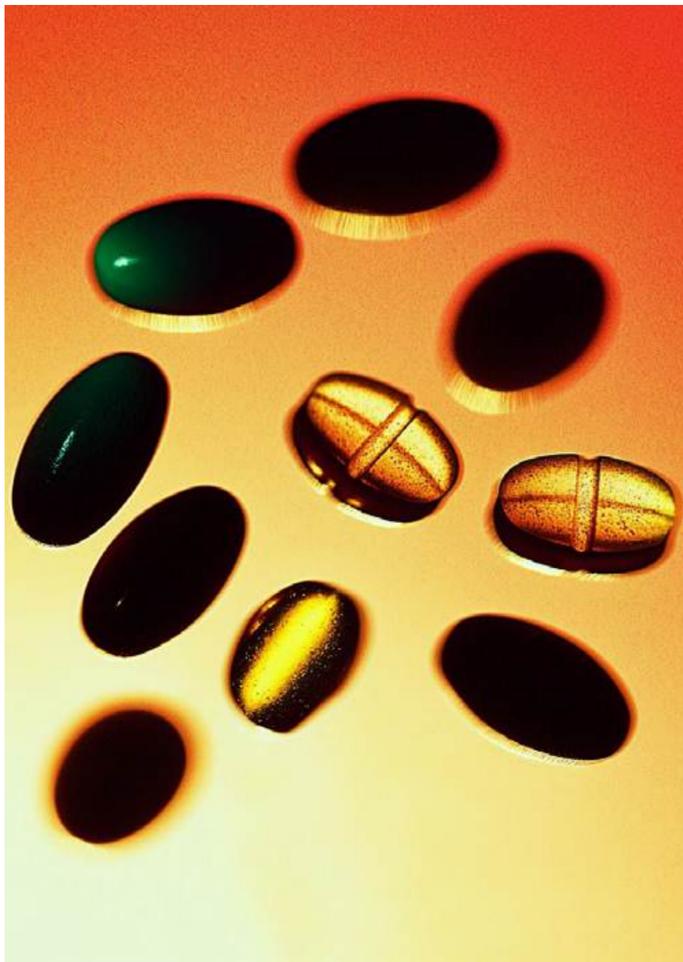
**EDITING & POST-PRODUCTION**



**THERMO SUPPLEMENTS**

*AI Test, 2024*

- STILL LIFE
- POST PRODUCTION



**THERMO SUPPLEMENTS**  
*Purple T1, 2024*

- STILL LIFE
- POST PRODUCTION





**BEAUTY ROUTINE**  
*AI Test, 2024*

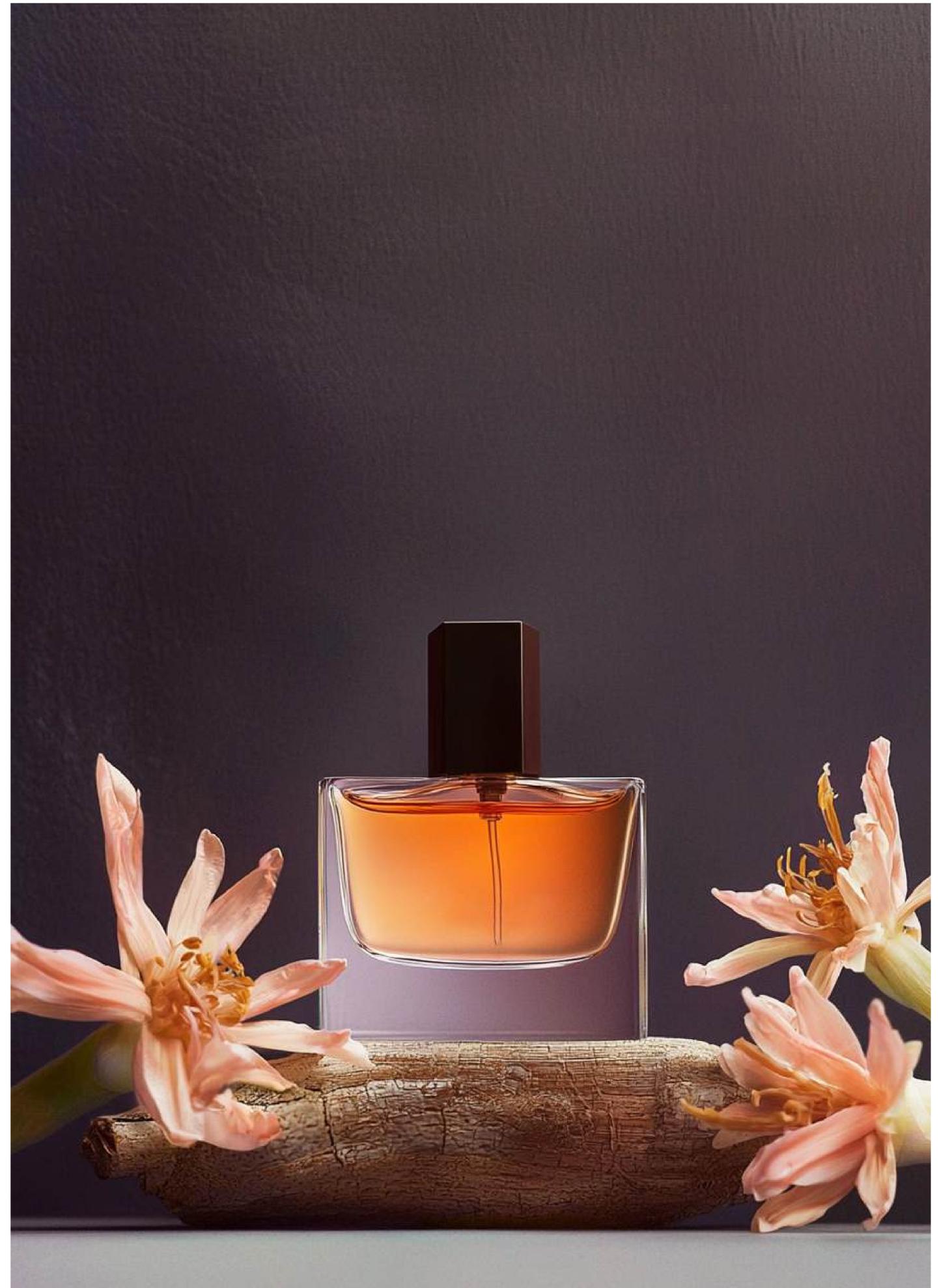
- STILL LIFE
- BEAUTY SHOT
- POST PRODUCTION



**FLOWER SET**

*AI Test, 2024*

- STILL LIFE
- POST PRODUCTION



**EAU DE CHIRICO**  
*AI Test, 2024*

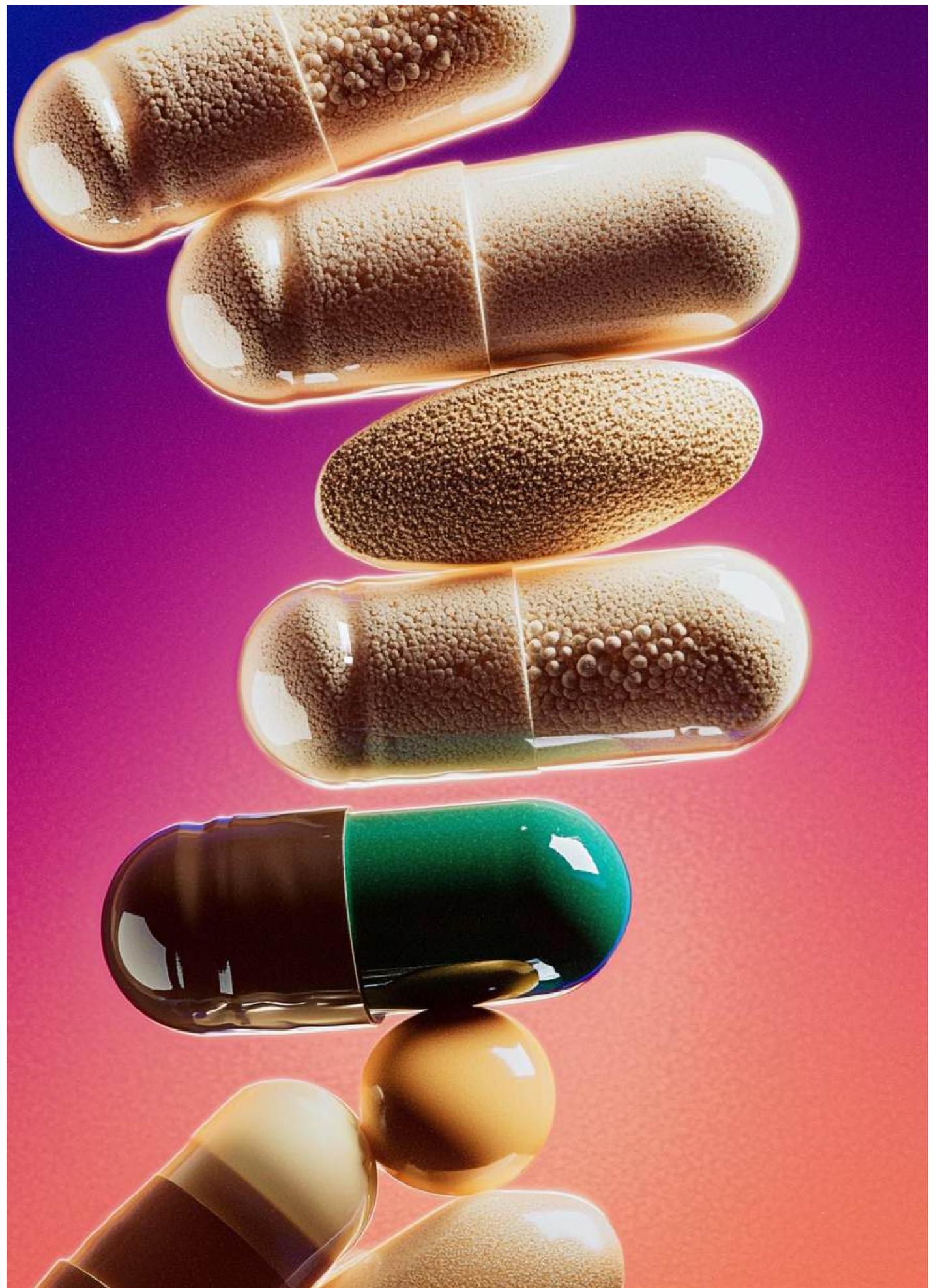
- STILL LIFE
- POST PRODUCTION





**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.

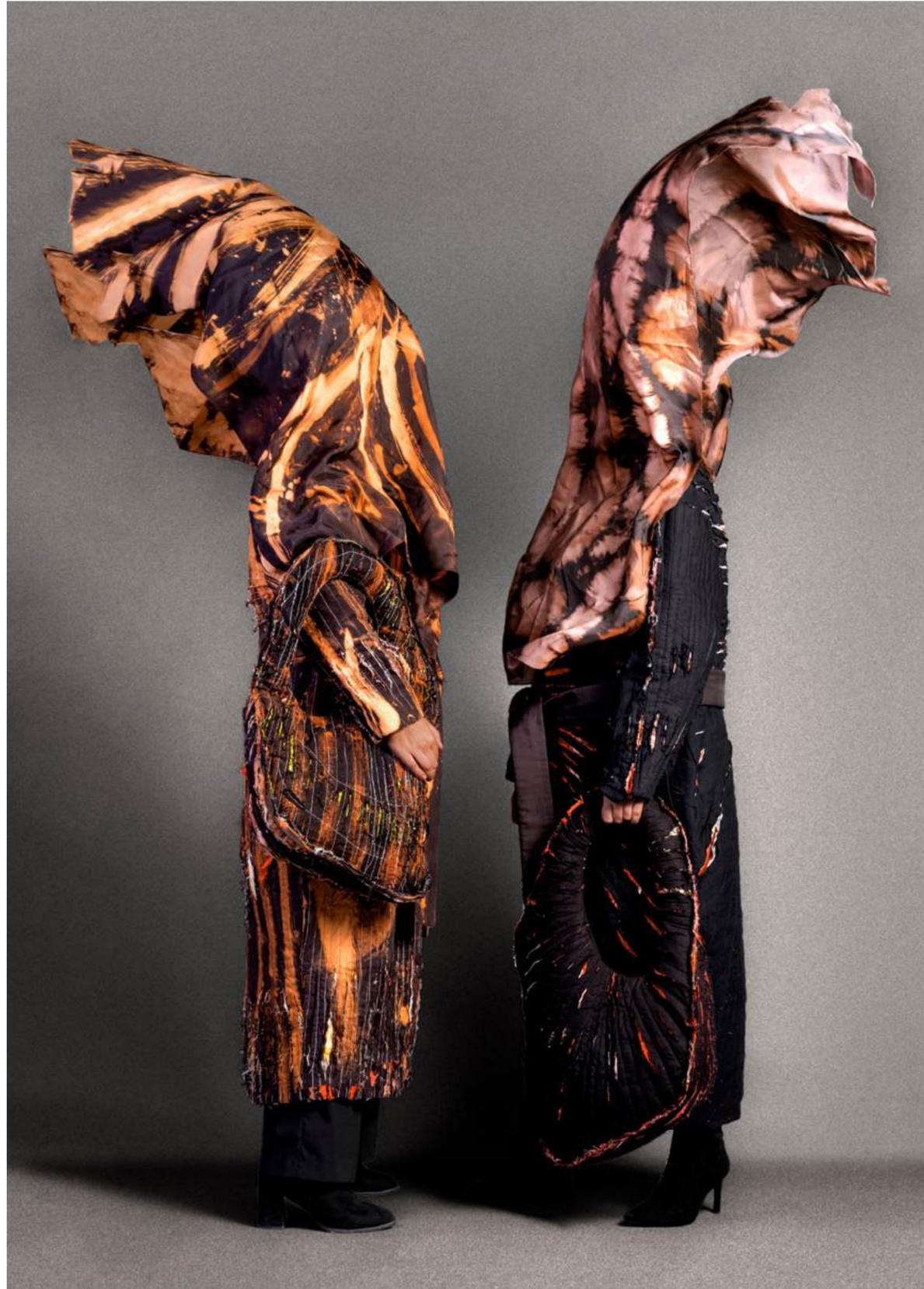


**TEST PRODUCT**  
*Clarins Lip Oil, 2024*

- PHOTOGRAPHY
- SET DESIGN
- STILL LIFE
- POSTPRODUCTION

Scatti realizzati con Mamiya RZ67, 120mm

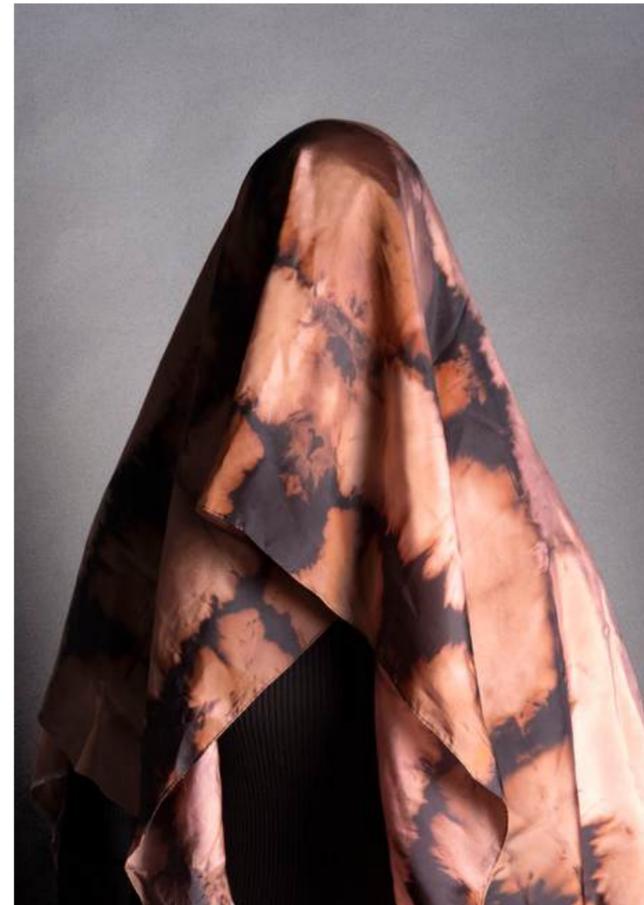
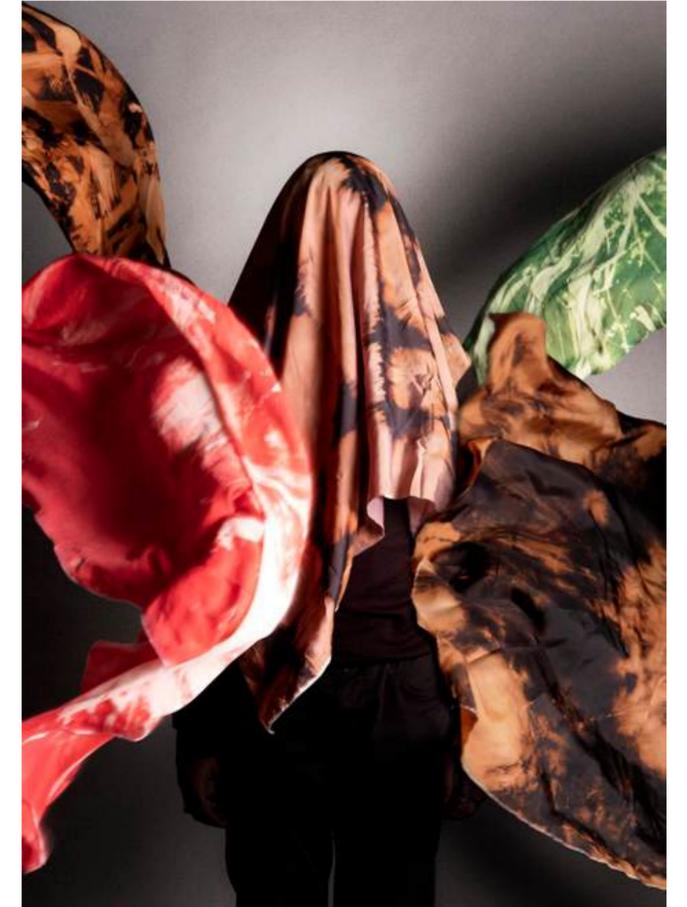


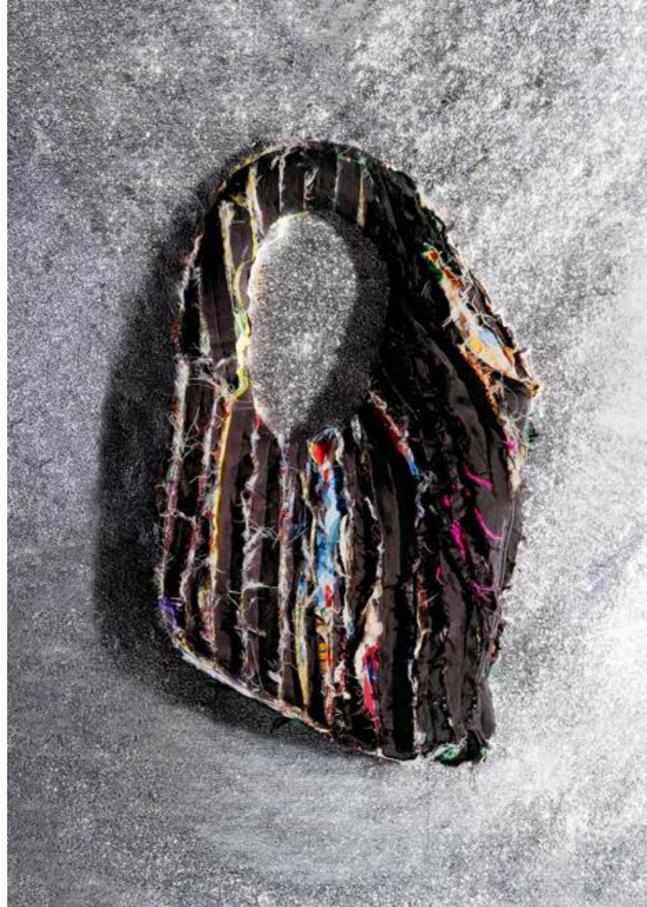


## WIDOWS

*Nuala Goodman X Weiren Theo, 2022*

- PHOTOGRAPHY
- SET DESIGN
- STYLING
- POSTPRODUCTION

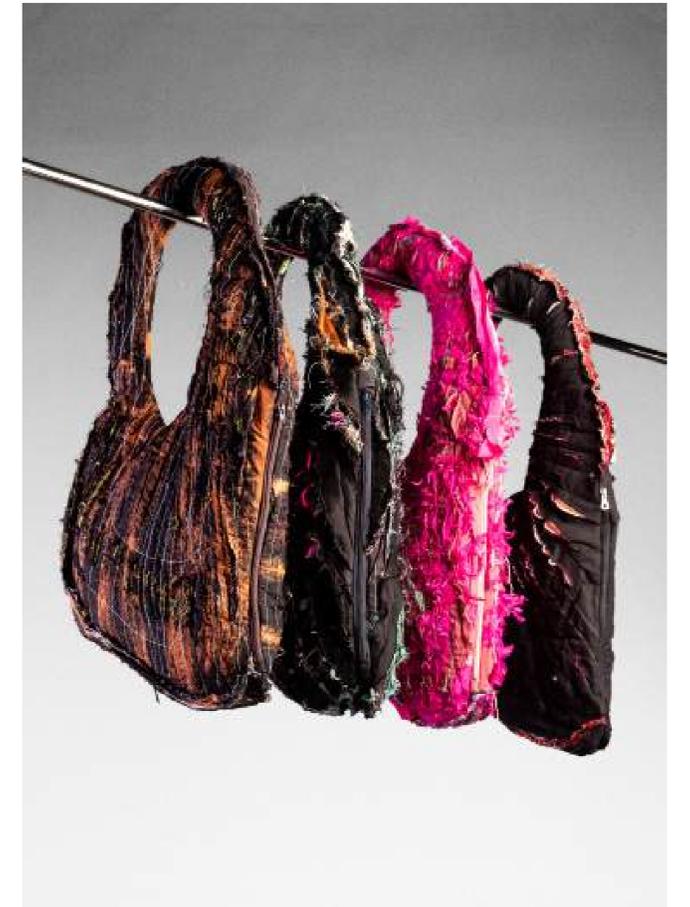
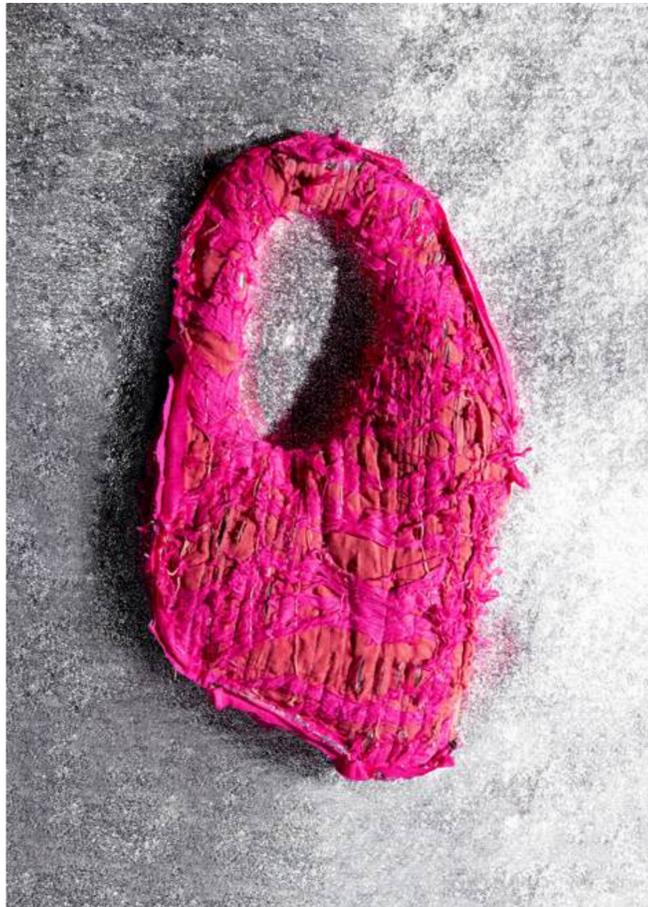




## BAGS

*Nuala Goodman X Weiren Theo, 2022*

- PHOTOGRAPHY
- SET DESIGN
- STYLING
- POSTPRODUCTION





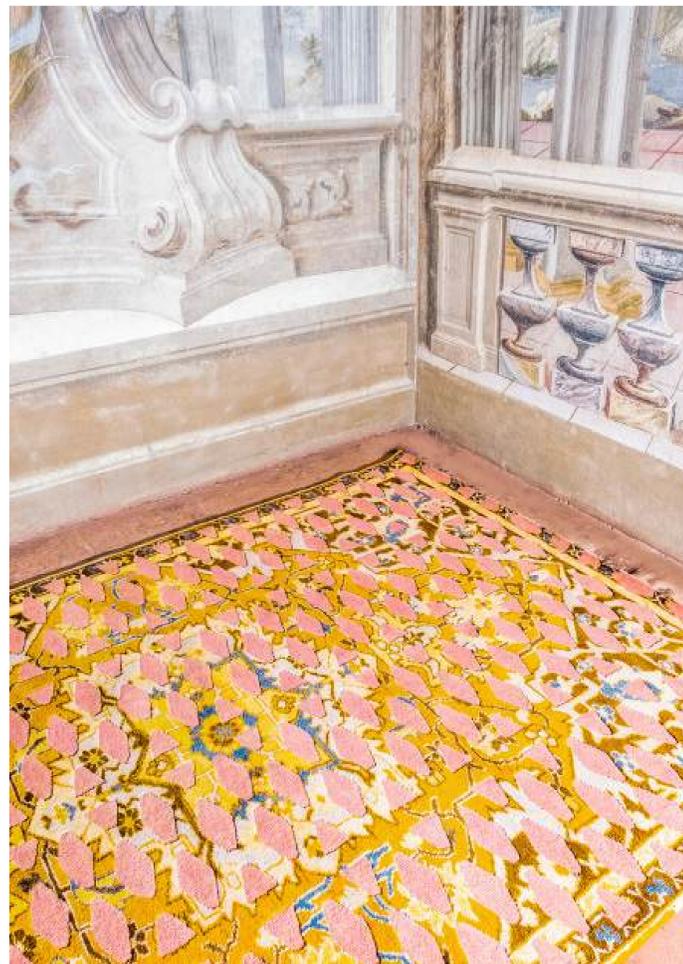
## SELEZIONE SCATTI

*By Taco40 SS21, 2021*

- ART DIRECTION
- STYLING
- PHOTOGRAPHY
- POST PRODUCTION

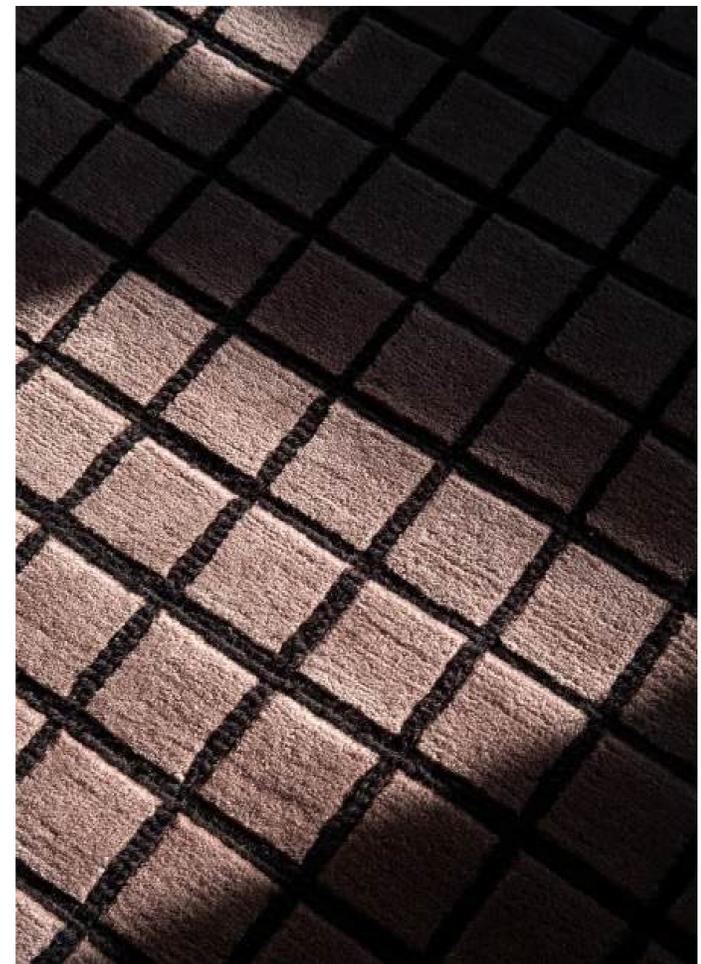
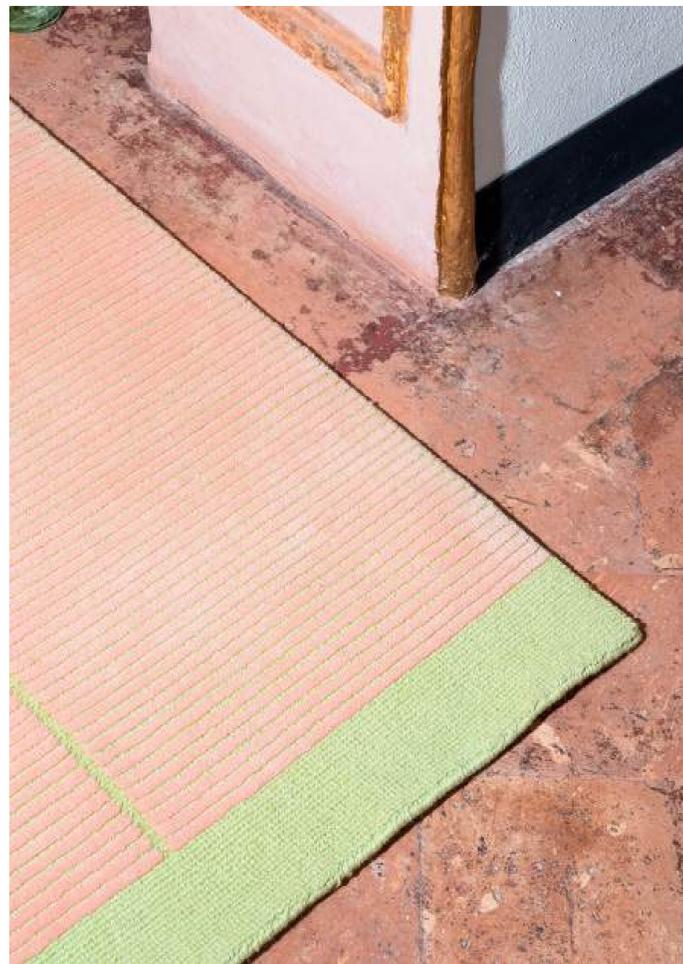
Scatti realizzati con Contax G1, 35 mm





**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.

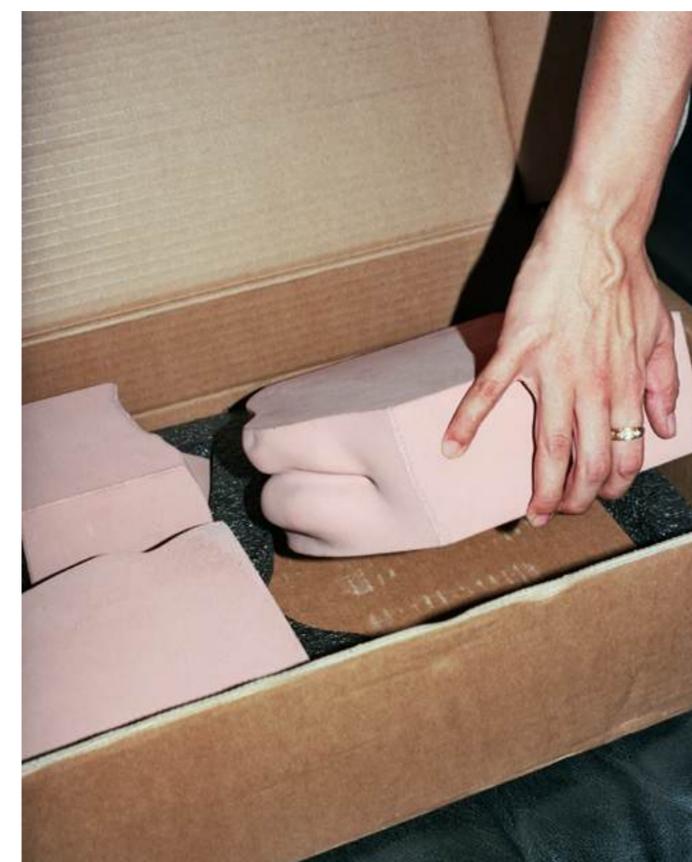




**HERMES**  
*I+I Collection, 2022*

- ART DIRECTION
- STILL LIFE
- POSTPRODUCTION

Scatti realizzati con Contax G1, 35mm



**PERSONAL PROJECT**

*Marlà, 2023*

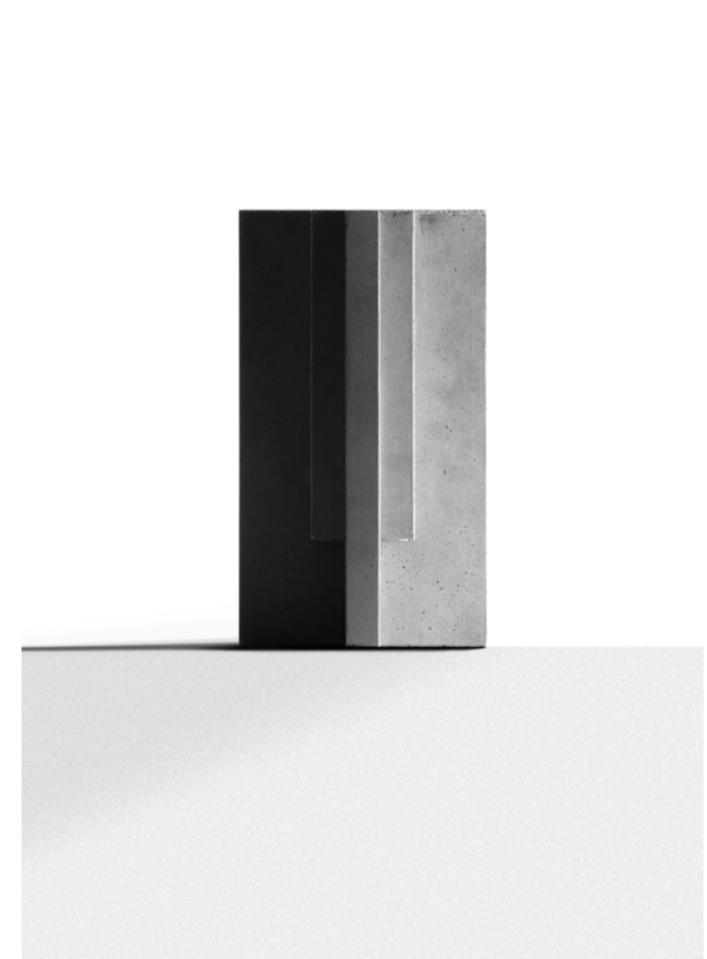
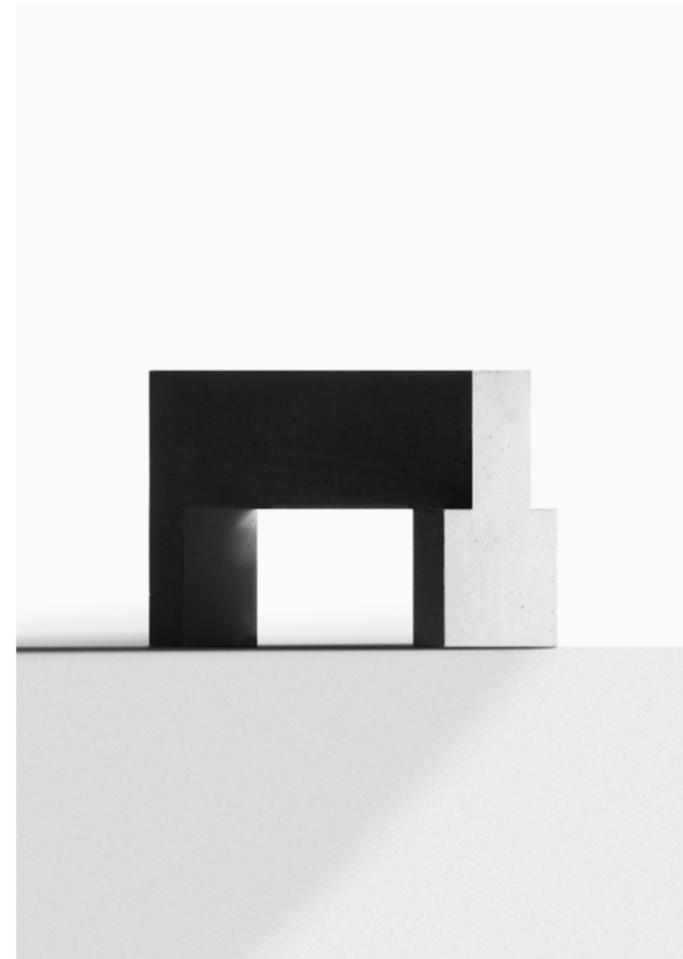
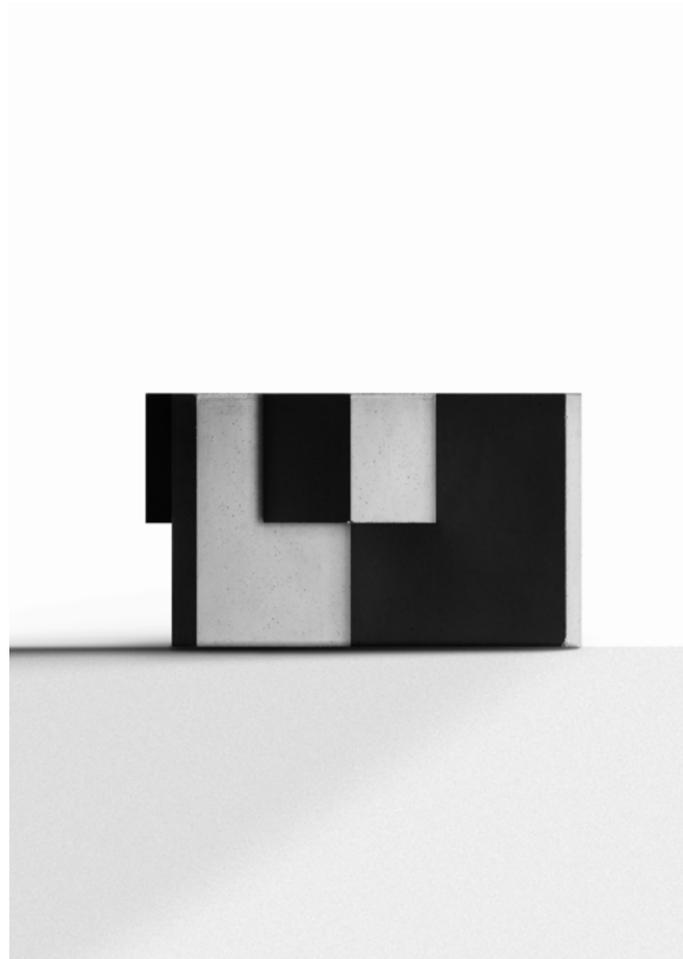
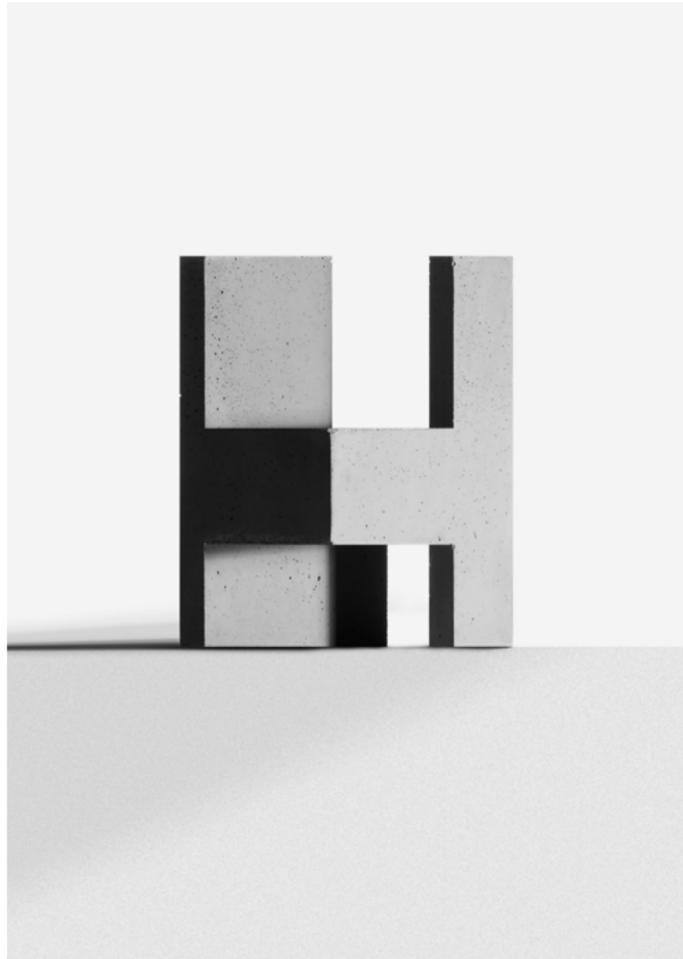
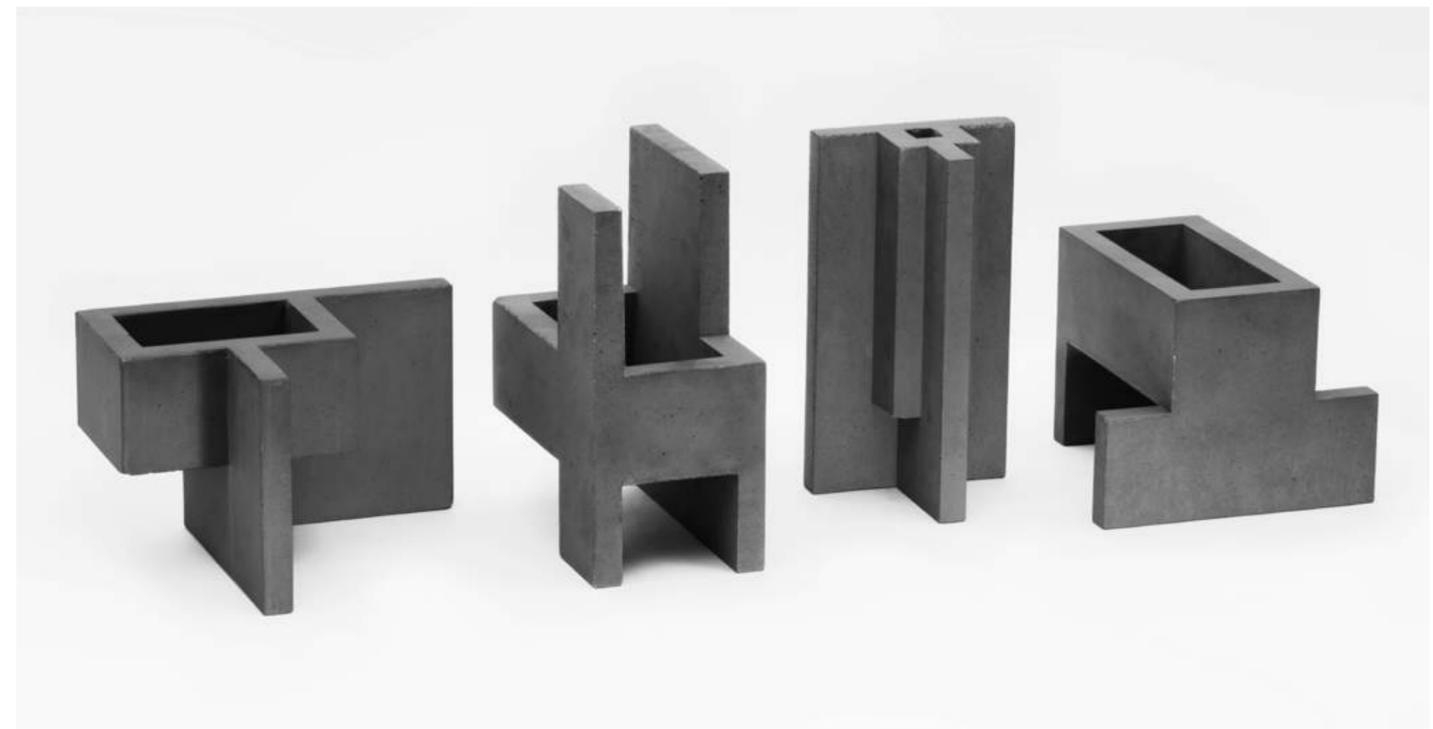
PHOTOGRAPHY  
POST PRODUCTION

Scatti realizzati con Contax G1, 35mm



**CHANDIGARH**  
*I+I Collection, 2021*

- ART DIRECTION
- STILL LIFE
- POSTPRODUCTION



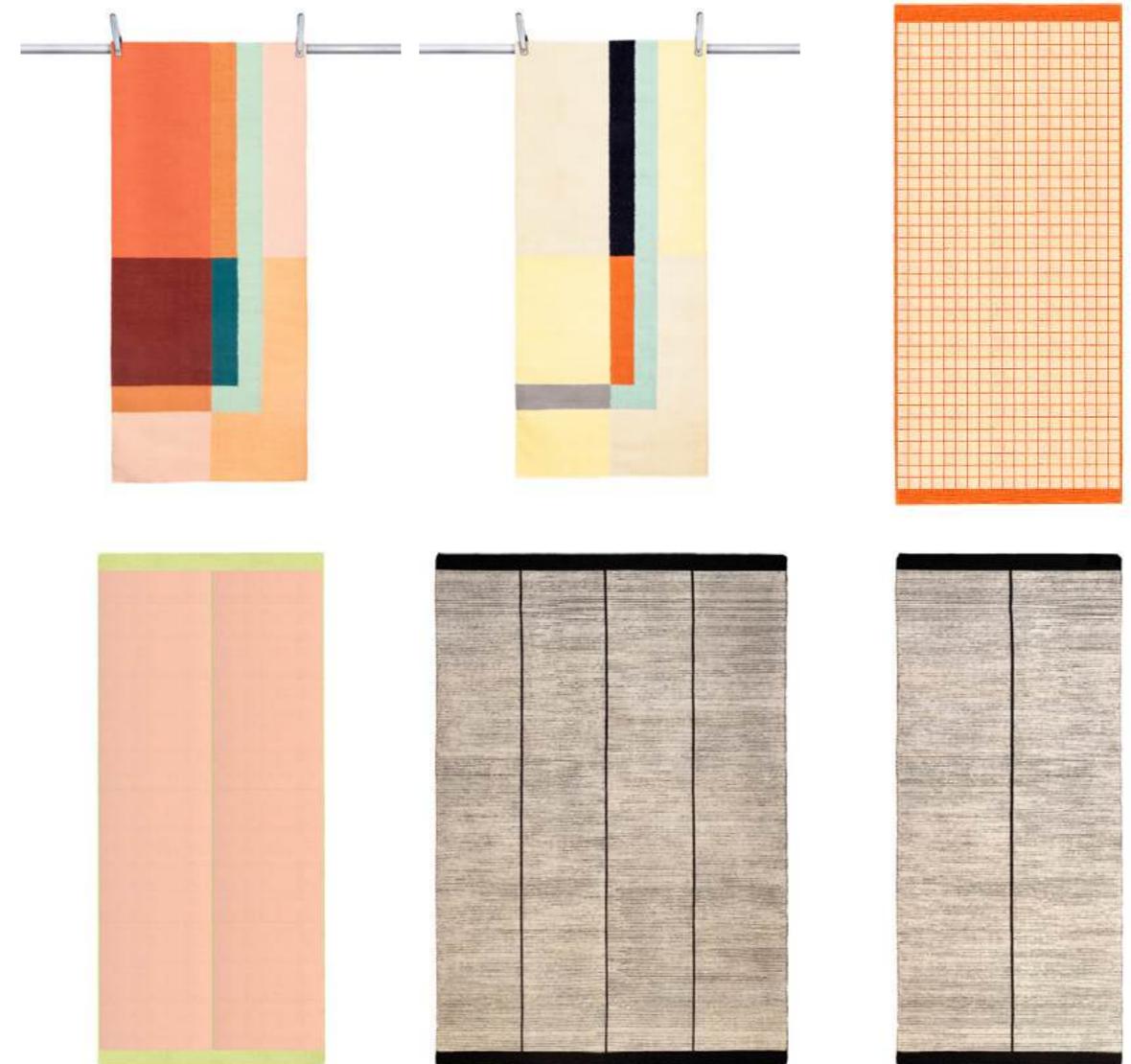
**ESEMPIO SCATTI**  
*Cataloghi + e-commerce, 2022-24*

- STILL LIFE
- SET DESIGN
- POSTPRODUCTION



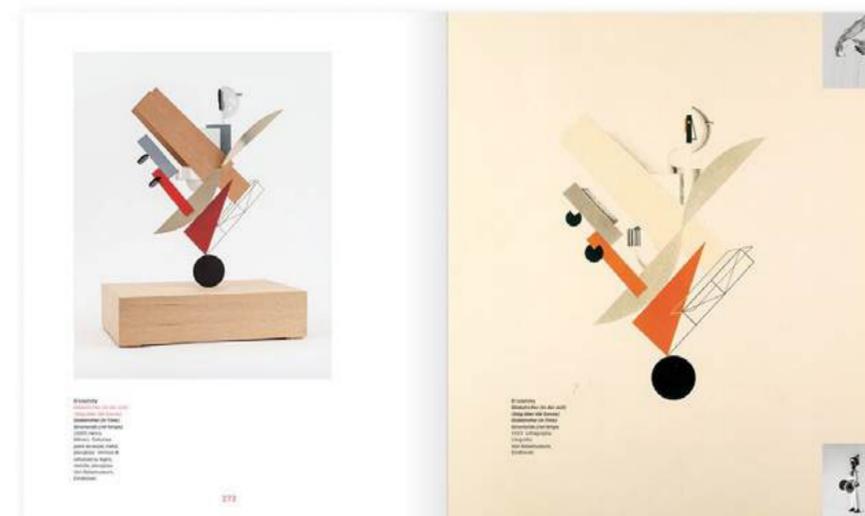
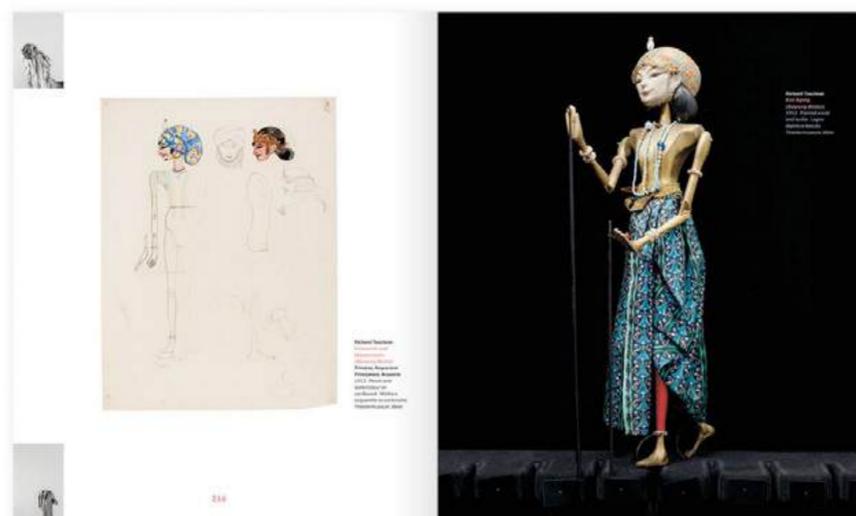
**ESEMPIO SCATTI**  
*Cataloghi + e-commerce, 2022-24*

- STILL LIFE
- SET DESIGN
- POSTPRODUCTION



# "MARIONETTE & AVANGUARDIE"

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

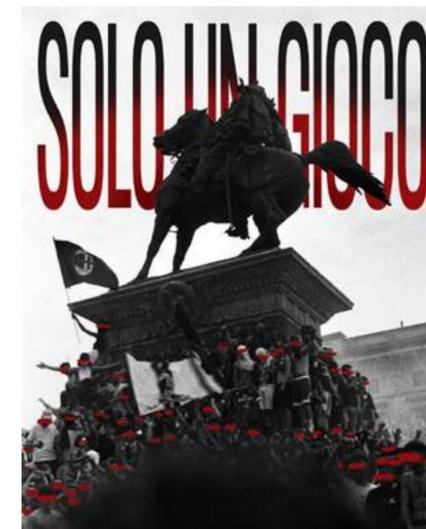


- SCATTI CATALOGO
- SCATTI PER REALIZZAZIONE FLIP-BOOK

# 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

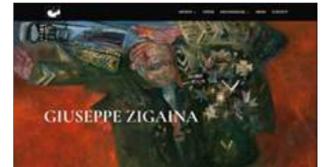
 <https://www.i-and-i.it/>



 <https://liver.studio/>



 <https://archiviogiuseppезigaina.com/>



 <https://archiviobepiromagnoni.com/>



**LIVER**

**PROVIDED SERVICES**

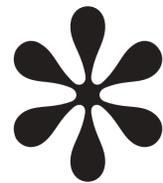
*Art Direction*

*AI Content Creation*

*Photography*

*Graphic Design*

*Web Design*



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20137, Milano, MI**