



design consultancy

ilaria marelli design

“

Every project starts with a precise idea, whose story can be told through the process that leads a concept to be developed into the final design. This story is a combination of relationships and intuitions, innovation and memory, functionality mixed with emotions, habits and new social rituals; all of which makes a project take root in people's hearts. After all, every design is an interpretation of a piece of the world.

”

M

SIMPLE. BEAUTIFUL. ENGAGING.

Architect and designer, founder of the namesake agency Ilaria Marelli design that offers 360 ° design consultancy: art direction, product design, interior & exhibition, with a strategic and human centered vision.

A creative and poetic, but also result-focused approach leads us to explore new solutions, in a constant dialogue between memory and innovation.

This ideology has led to collaborations for art direction and product design with international companies including: Foscari, Tivoli Audio, Cappellini, Nemo, Fiam, Olivieri, Slide, Gaber, Como Audio, Bonaldo.

In our retail projects in Italy and abroad like in United States, Japan, China, we create environments that can represent the identity of a brand and involve the user in an experiential way. The same can be said for set-ups and installations in the world of fashion and design, where we have a consolidated partnership with Pitti fashion show, dealing with the artistic direction of their entire fair sections since 2006.

My interest in the social aspects of design has led me to personally promote cohousing projects in Italy, as well as to service design for sustainability.

Since 2002 I have been lecturer of "Design for Innovation" at the Politecnico di Milano.

Among the many awards I have received are the MILANODONNA award in 2008, and in 2015 the ALUMNI POLIMI AWARD for Architecture.

ilaria marelli design





identity

messages

vision

ART DIRECTION

consistency

strategy

languages

Brand identity

Supporting a company in redefining its image: from product to packaging, from exhibitions to showrooms, from website to catalogs, coordinating the different stages of the development of communication tools: these are the activities carried out for Tivoli Audio, the famous American brand in the Audio sector.

The biggest challenge was won, that of the management of proactive planning between different cultures: the American management, the Chinese production unit, and the European lead market.



Brand positioning

Interpreting the philosophy of a company, highlighting its distinctive characteristics to create a strong, recognizable image. Having established the best angle, it needs to be declared throughout all corporate areas: from products to communication to trade shows.

Production quality and tailoring skills were the characteristics identified to give life to a new image for the Ergogreen brand as specialists of promoting health and well-being, that has been repositioned in the design sector.



Storytelling

The storytelling of a new business segment is an opportunity to approach a design area that has not yet been addressed with a fresh and raw attitude, underlining the potential and uniqueness of the company's new proposal in this area.

This is the work developed to shape the office catalogue for Gaber: the new collection was illustrated starting from the workplaces, and not from the products - as is customary in this sector - thus placing the user experience at the center.

How can a user decline the offer in a coworking or in a traditional office? In a representative space or in a creative office? Viewing the different solutions allows the user to recognize them and find inspiration immediately.



New opportunities

The design of a new collection of products to give life to a new business segment that can enhance the DNA of a company.

This is the project for the Tuscan brand IVV: the process of listening to the customer, to recognizing the brand's potential and uniqueness, led me to combine the two souls of the company - artisanal and industrial - in a collection of customized products, where each creation is similar, but different from its own "brother", and in itself unique. Just as it happens in nature.

Thus - for example - every single SEDIMENTI vase - combines the morphology of the wooden branch with the sensitivity of the glass master in blowing the incandescent paste, to give life to a unique and unrepeatable product.





atmosphere details

INTERIOR

personality

sensory path

light&shadow

Retail concept

In a pre-digital time, the only way to show the breadth of the range was to have many items in the shop, but today a catalog just a click away on the smart phone is enough, so why not put the user experience in the center?

This is our small Copernican revolution: THE FITTING ROOM AT THE CENTER is a format, designed to give a better service to the customer and at the same time to reduce the size of the shops and make them more widespread.

It combines the best of the digital experience: the "where and when you want", the complete catalog, with the pros of a brick & mortar store: the proximity, the physical presence of the products, the fitting room test and the purchase as a social event.



Cultural context

Analyzing and understanding the social and cultural context is an essential part of the creative process.

Indeed, perception of space, ways of using and ascribing meaning to colors, shapes and materials can vary enormously according to the domain to which the project belongs.

For the Aquagirl store in Omotesando, Tokyo, for example, we drew inspiration from Japanese tradition to create the entranceway and the playful rotating mirrors that offer a constantly changing scene, and we conceptualized the lighting design to suggest a sense of open space.



Service design

Planning spaces for public enjoyment requires a systematic approach: flow analysis, identification of the various service areas and their use, and of course the creation of a unique and recognizable identity.

The 1200 m² concept store for the Carlino Agency, distributor of fashion accessories, has undergone a complete transformation from a “supermarket-style” space to a sophisticated two-storey atelier, instantly recognizable due to its natural display materials, such as boat frames and masts, but also highly functional thanks to careful planning of reception, display, purchase and relaxation services.



Lightness

The sensitivity and care we use to approach each project transform every exhibition into a place of emotion, seduction and creativity. In the design of the set up for Veuve Clicquot restaurant and concept store, the visual is characterized by a light path of orange leaves, “flying” from the pergola outside into the indoor space.

The mood is cheerful, with a triumph of orange, the corporate color of the brand of French champagne.

ilaria marelli design



VEUVE CLICQUOT _ Clicq-nic store

Format design

An exhibition format is always an intriguing challenge for a designer: how to create brand identity, while working with repeatable & reconfigurable modular elements?

We have researched materials, finishes and colors to create familiar combinations, and designed display elements that in their modularity never forget the refinement of a product designed with care.

For the first Tivoli Audio store in the US, we developed a combination of matt white, walnut, scented cedar and diffused lighting, together with a series of sloping wall modules and central totem displays, all highly distinctive and thus identifiable to the brand.



Flexible interiors

Today spaces may change according to the use, they are more and more flexible and multifunctional, but this does not mean that they have to lose their meaning and their identity.

In the project for factory showrooms for Electrolux Italia, which integrate displays, meeting areas, classroom spaces, we have imagined - in a bright environment - essential furniture that can be easily reconfigured according to needs, combined with large communication elements able to give life to emotional presentations.





poetry

interaction

creativity

EXHIBIT

scenography

emotions

tales

Museum exhibition

Museum spaces have an intrinsic architectural quality that necessarily places them in dialogue with the set-up project.

For the exhibition dedicated to the 125th anniversary of the Gherardini maison in the very high spaces of the Milan Triennale, a scenographic catwalk made of large display cases staged precious historical bags, in a game of central perspective able to emphasize the importance of the exhibition.

On the sides, in low display cases, there were two complementary paths: the "doing of the company" with hand-made fabrics, work tools, archive photos, and on the other hand, platforms and podiums dedicated to the maison's novelties.



Architectural

The visitor's emotional and psychological response to the scenery that we create is very important to us: each installation must intrigue the visitor, often on a subconscious level.

Designing major architectural spaces and consequently defining clear light and shadow can create striking itineraries.

That's why in many installations we have played with the emotional power of color and light, as happens in the "Profondo Rosso" section for Pitti Uomo, which finds its strength in the path from the dark red of the main hall, to the brightness and color of the exhibition rooms.



Graphic

The use of graphic decoration: monochrome or colored, figurative or geometric, pictorial or photographic, allows you to overcome the limits imposed by real physical space, to suggest different contexts and emotions. The Micro-Macro installation stems from this concept: the microscopic world of a doll's house is projected like a large drawing on the surrounding walls, transporting visitors into a fairy-tale dimension.



Fiction

Each set up is after all a staging where reality and fiction combine with each other, in a theatrical involvement of the spectator. The location where the project will be carried out often inspires what can be emphasized in the project.

For the “Promenade” installation, we took inspiration from the distinctive characteristics of the space, from its enchanting floor and vaulted ceiling, to create the atmosphere of the colonnades in a historic city, in a design where the existing architecture and the additional features interweave in an intriguingly realistic manner.

ilaria marelli design



Interaction

A dialogue with the user always creates a game of involvement that helps make him participate in the project.

The interaction pushes the visitor to a personal experience; the more impactful the design, the more surprising and natural the experience. In the "Click" setting for Pitti Immagine fashion show, we wanted to create an analog interaction made up of physical movement through large buttons - a counterpoint to the digital interaction that surrounds us so widely in our daily life, to make it feel almost natural.

ilaria marelli design





new ritual concept
process

PRODUCT

innovation material
& technology

Learning by doing

Contact with the production world is essential for a designer, understanding how products are made, what possibilities exist to optimize processes, and where the critical points lie. I had a great school in the field, not only in terms of art direction, but also in that of technical experience over the years of collaboration with Giulio Cappellini in his company.

'Cannot' was the first product I designed, a coffee table featuring simple, versatile color combinations, as well as flat-packing properties, thus reducing bulk for storage and transportation.



Light

To give shape to the immaterial, to design atmospheres and emotions, to play with shadows, to use the innovation given by new sources: these are the elements that make the area of lighting fascinating and stimulating from a creative point of view.

In the projects for Foscarini, Nemo, Slide and Plust, we have interpreted this theme in various ways, working on different materials, technologies, context of use, to create objects that are both exciting for the user and consistent with the company's philosophy.



Tradition / Innovation

Each project is the fruit of a re-elaboration of our history and experience.

For this reason we consider history to be as important to design as curiosity and experimentation; history bears traces of who we are, and gives design a feeling that renders them familiar.

In the projects for Como Audio, memory forms and functions (the turntable!) are combined with new technologies: the audio system responds to voice commands and communicates via Bluetooth with the other elements.

Thus, the memory object is hybridized with contemporary functions.

COMO AUDIO _ Turntable



Crafts / Industry

One of the secrets of Italian design is the perfect combination of artisanal skills and industrial capacity.

In the projects for Olivieri Mobili we have interpreted solid wood through an industrialized process.

While the shape, the material and the details evoke the feel of an artisan piece, the wooden structure is on the contrary produced thanks to a 5-axis CNC machine, in a mix of digital technology and tactile materiality of the final result.



Strategic approach

The success of a product is always the result of interaction between a creative idea and its productive, communicative and distributive development. Thus, the designer must find a formula for innovation, involving research and development, marketing and distribution, implementing their contributions to the evolution of the design.

While designing the Accordo and Milo collections for Fiam, the introduction of the concepts of series, modularity and color in a context of monochromatic single pieces, represented a small strategic revolution that it was important to share on all company levels.



Well being

The theme of well-being is tied to an intimate private space in which we can let go of the daily tensions: a concept increasingly associated with the bathroom, a place where running water, soft lighting, warmth and steam set the scene for a ritual of inner purity.

For the Nook project for Azzurra Ceramica, we drew on the idea of Roman fountains to create an unusual wall-mounted washbasin, combining in a single object water, light and the reflection of oneself, in an alliance of extreme purity.

ilaria marelli design



Out of the box

In each of our projects, we seek out an element of innovation: not necessarily cutting-edge technology or new materials, but often the ability to express new desires, giving shape to new gestures, for instance interpreting our constantly evolving social relations. What we seek out is often a new way of viewing ordinary items.

The Pebble bed for Dorelan is an example of category innovation: it breaks the mould of a standard rectangular bed, without reaching the impractical extremes of a round bed.

A bed that represents more than a simple play on shape, though, interpreting as it does the age-old desire for a protective, intimate nest for the subconscious.



Nature

Our metropolitan lifestyle leads us to develop a subconscious desire for nature, which we subconsciously try to bring into our living space. Hence nature is a common thread in our projects, as a physical or iconic element or a source of inspiration. But it is also a sign of our respect for the surrounding environment, which leads us to favor more eco-friendly solutions and sustainable lifestyles.

In the outdoor collection Branch for Coro, we developed a theme of an abstract nature in relation to real nature: products that can engage fully in a constructive dialogue with the surrounding landscape.

ilaria marelli design





interaction social

RESEARCH

local & global

environments

contest of use

Materials & Technologies

The production world often offers unexploited potential: technology used in standard ways, and thus underused, or materials created for specific purposes that could be exploited in other sectors.

Visiting a production site has always given me inspiration and new ideas: I believe "getting your hands dirty" is essential.

COOK is an experimental project - in which each piece is pre-machined, then hand-finished to achieve random variations on the same form.

The project arose after seeing first-hand the use of thermoforming technology on plastics, and associating it with the similar process of baking.



Art

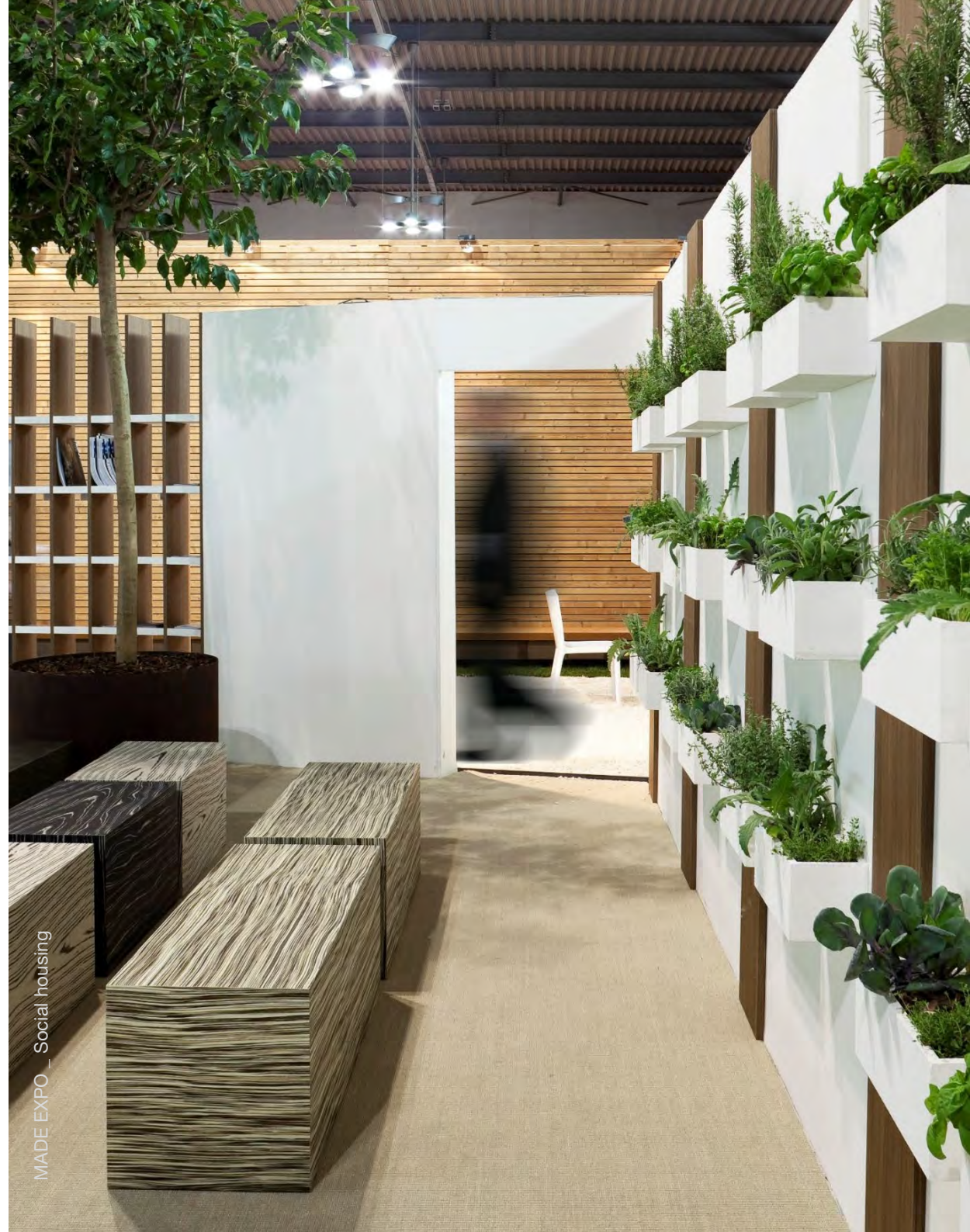
The art world is a huge inspiration for us, and we find that design – as an interpreter of contemporaneity – can swing between functional goods for the market and products that express a personal thought.

For this reason, alongside series production for companies, we also make more conceptual products, ranging from products midway between art and industry, such as the Cook collection, reflections on the object of memory, such as Resti vases, or an ironic take on contemporary life, such as the Animali series of containers.



Social

We believe in a social design that takes content into account. Our profession can do a lot on a cultural level, offering interpretations of the contemporary world, and above all creating a positive identity through products and services. Call me a neo-platonist, but I believe in the equivalence BEAUTIFUL=GOOD – in a design that combines poetry and utility, that contains innovation but which is socially sensible. Hence for several years I have been working on design for products and services exploring the themes of living and sustainability, and I was an advocate of the first Italian co-housing project: a concept of living with shared facilities that offers advantages in terms of time and services for the community as a whole.



Service system

In today's society, the ability to analyze and to see the bigger picture in the complex systems of interactions is essential. Having the skills to plan these systems and their characteristics in terms of performance and relations, is an added value.

We have often explored these themes in university lectures and applied research projects: for example, research on the context of use through field analysis, trend research, schematization of the results to identify and map new scenarios and new design areas to be experienced.



design consultancy

ilaria marelli design

via mentana 12

22100 como italy

T +39 031 2759859

E info@ilariamarelli.com

W ilariamarelli.com

IG [ilariamarellidesign](https://www.instagram.com/ilariamarellidesign)