



ilaria marelli design  
design consultancy

About me

# SIMPLE. BEAUTIFUL. ENGAGING.

The work of Ilaria Marelli Design Consultancy covers extensive creative ground and includes art direction, product design, interior, and exhibition design in collaboration with select international companies. The firm's strategic, human-centered approach is based on sharing ideas with companies, which are considered partners and not just clients. This leads to the creation of products that are widely recognized as icons for the partner companies in the project, and interior and exhibition design projects where a brand's identity is emotionally portrayed to engage users.



“

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

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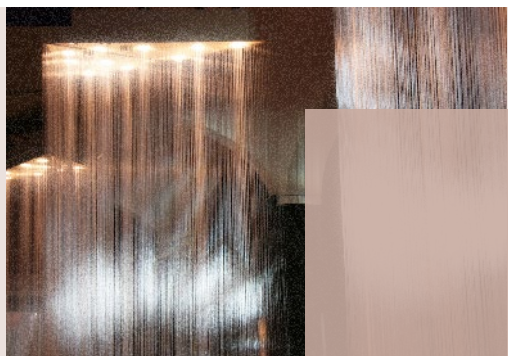
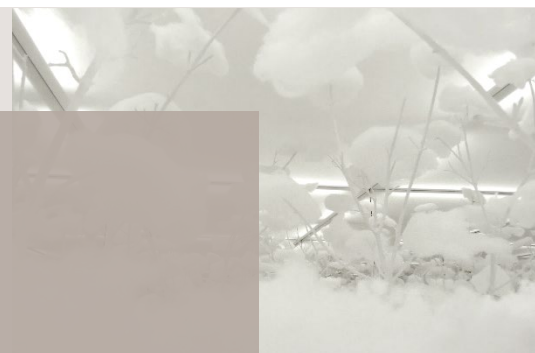
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# S E R V I C E S



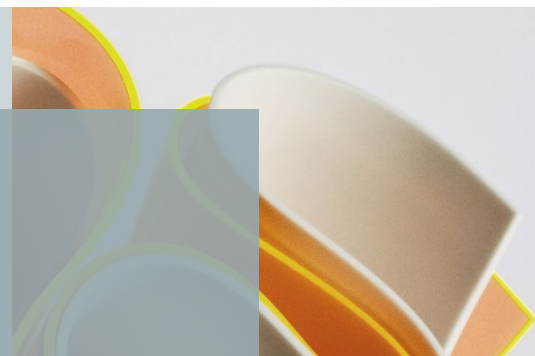
Art Direction

Interiors



Exhibition

Product







identity

messages

vision

# ART DIRECTION

strategy

consistency

languages

ART DIRECTION • Case Study

# Tivoli Audio

Corporate Identity

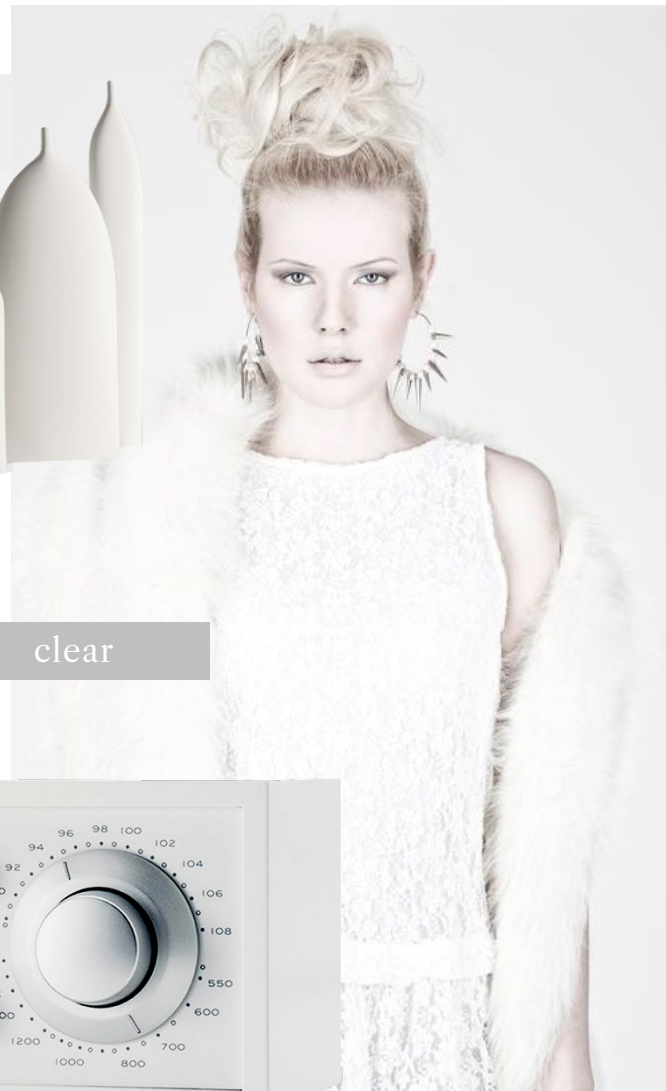
- Research into trends
- branding
- website and advertising
- photo/video art direction



pure



contemporary



clear



ART DIRECTION • Case Study

# Tivoli Audio

Exhibit & Retail

- interior design : stores and POS displays
- design of booths for trade shows
- temporary events





ART DIRECTION • Case Study

# Tivoli Audio

Product development

- moodboards
- product consultancy
- materials, textures and finishes
- graphic image & packaging

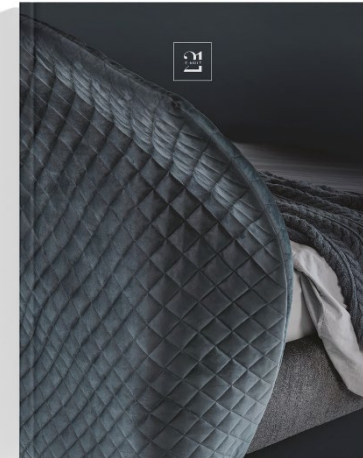


ART DIRECTION • in progress

# Enuit21

Corporate Identity

- logo
- corporate identity
- art direction of the photo shooting
- art direction of the catalogue



ART DIRECTION • Case Study

# Enuit21

Colors & materials consultancy

- material boards
- consultancy for colors, materials, fabrics





ART DIRECTION • Case Study

# Enuit21

Product design

- design collection of 13 beds
- design collection of night accessories: pouf, armchair & tables





ART DIRECTION in progress

# Assopiuma

Communication

- communication strategy
- art direction of the photoshoot
- website supervision
- exhibition design

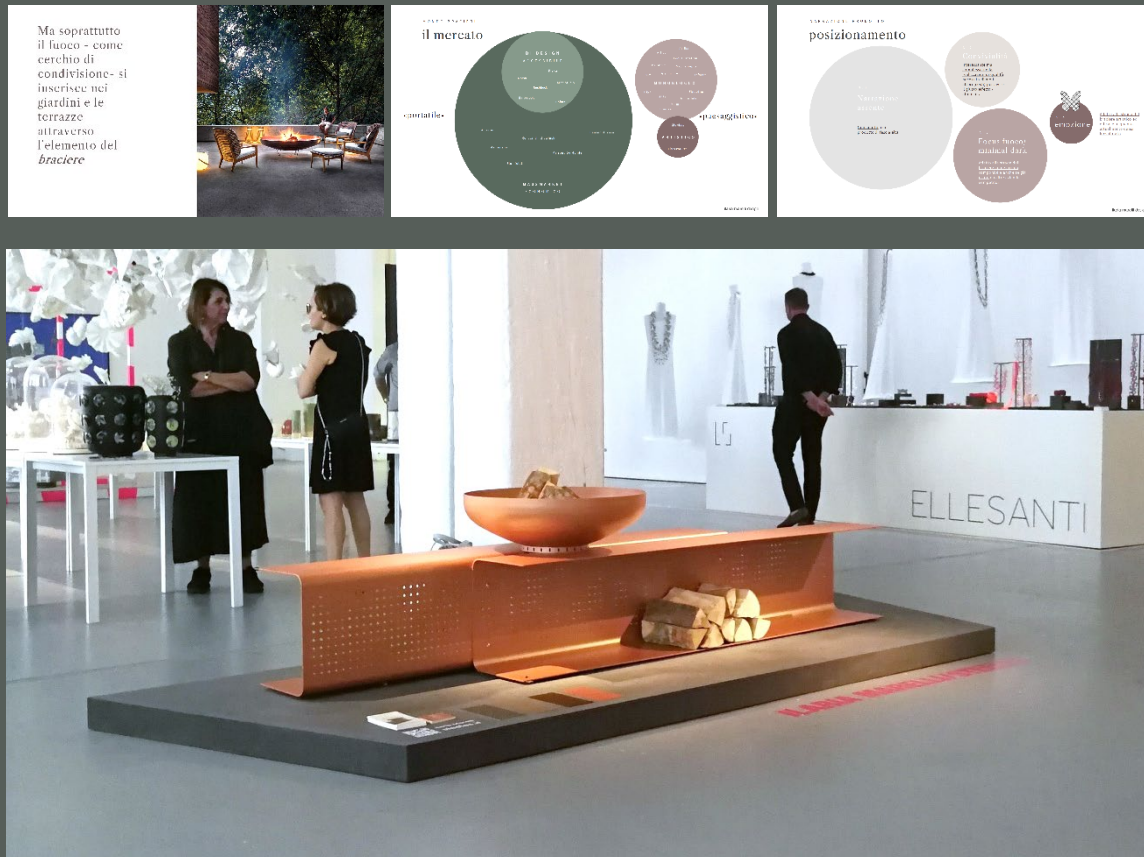


ART DIRECTION in progress

# Steeles

Strategy, image & product design

- design strategy
- research into trends - metal sector
- competitor analysis
- product design & consultancy
- exhibition design





## ART DIRECTION

# Slide

The art direction of the new Slide catalogue, enriched by the study of a new pay-off: "WE MAKE" - to exploit the first 20 years of the iconic Italian design company.

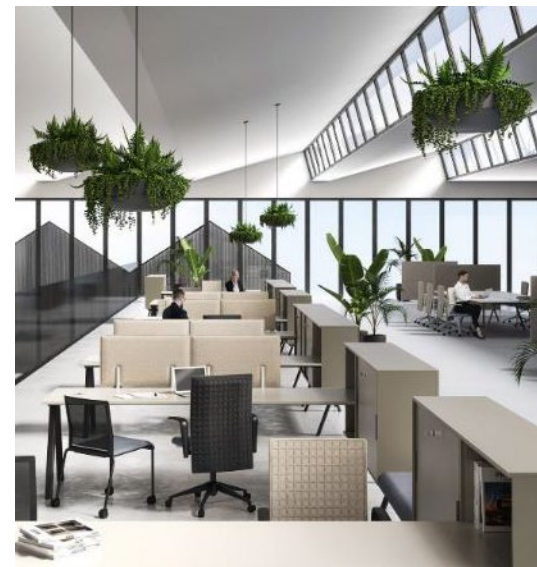


ART DIRECTION

# Gaber

Art direction: Office catalogue

A catalogue dedicated to offices, workplaces and educational spaces, it explores seven examples of working and training environments through dedicated interior design projects developed by our studio.





ART DIRECTION

# Ergogreen

Art direction. catalogue  
& Mila iconic product

A catalogue that marks a new stage  
in the company's development,  
towards a proposal of a rest system  
for comprehensive wellbeing, plus  
the design of Mila, a new iconic bed.



ART DIRECTION

# IVV

Sedimenti, Isole

Art direction of the launch of the new high-end brand IVV952. A refined identity, built through experimental products, conveying the Tuscan company's artisanal calling.





concept

new ritual

process

# PRODUCT

innovation

materials

& technology



PRODUCT

# Ethimo

Calipso

Calipso, a sofa and table system to be designed and redesigned! Flexible both in the initial configuration but also during use - thanks to seat mattresses, cushions, and armrests that can be positioned as desired on oversized teak platforms



PRODUCT

# Ethimo

Colors and materials consultancy

Research into new textile colors and finishes to be combined with the wood palette of the company, creating a fresh and natural mood.





PRODUCT

# Nemo

Ara

Floor and wall lamp with adjustable diffuser: a vertical blade of light in a monolithic mass creates contrast between the tangible and intangible.



PRODUCT

# Slide

Allure & Aura

Two floor lamps designed to elegantly furnish outdoor and indoor spaces: the painted steel stems, lampshade in waterproof fabric, and LED for outdoor use make them versatile in any setting.



PRODUCT

# Como Audio

Turntable \_ Audio systems

A multifaceted consultancy for the new brand Como Audio, ranging from the corporate image to careful research into new materials and trends.





PRODUCT

# Olivieri

Kal night collection

A night collection with a handcrafted flavor, resulting from a reinterpretation of the solid wood manufacturing process in a highly technological manner.



PRODUCT

# Olivieri

Andrea night collection

Trendy and inspiring, the Andrea night collection expresses both a sense of beauty reminiscent of the past and the use of a new finish at the same time.





PRODUCT

# Dorelan

Pebble

A soft bed (and pouf) inspired by the shape of smooth river pebbles. A sinuously shaped bed designed to comfortably embrace the body.



PRODUCT

# IVV

Sedimenti series

A limited series of vases made by a master glassworker, who blows a mass of glass at high temperatures onto vine branches found in the Tuscany countryside.



PRODUCT

# Fiam

Milo \_ Accordo

Bedside table, display cabinet and show case, tables in curved transparent and opaque glass, blending creativity and artisanal savoir-faire.





PRODUCT

# Cappellini

Cannot table \_ Cirkel carpet

Cannot: a low table which plays on the concept of balance and instability. Disassembled it can be stored in flat packs. Cirkel: Silk and woolen carpet inspired by the lines of a hilly landscape...the idea of walking on an abstract map.



PRODUCT

# Nic Design

Milk

A collection characterized by soft shapes and a wide range of models and colors that make it a very versatile product for all space and mood requirements.



ilaria marelli design

PRODUCT

# Azzurra

Nook

An unusual wall-mounted washbasin, combining in a single object water, light and one's reflection, in an alliance of extreme purity.





PRODUCT

# Coro

Branch

An outdoor furniture collection: sunshade, tables and coffee tables, chairs and armchairs with a variety of seat "outfits", inspired by stylized trunks and tree branches.



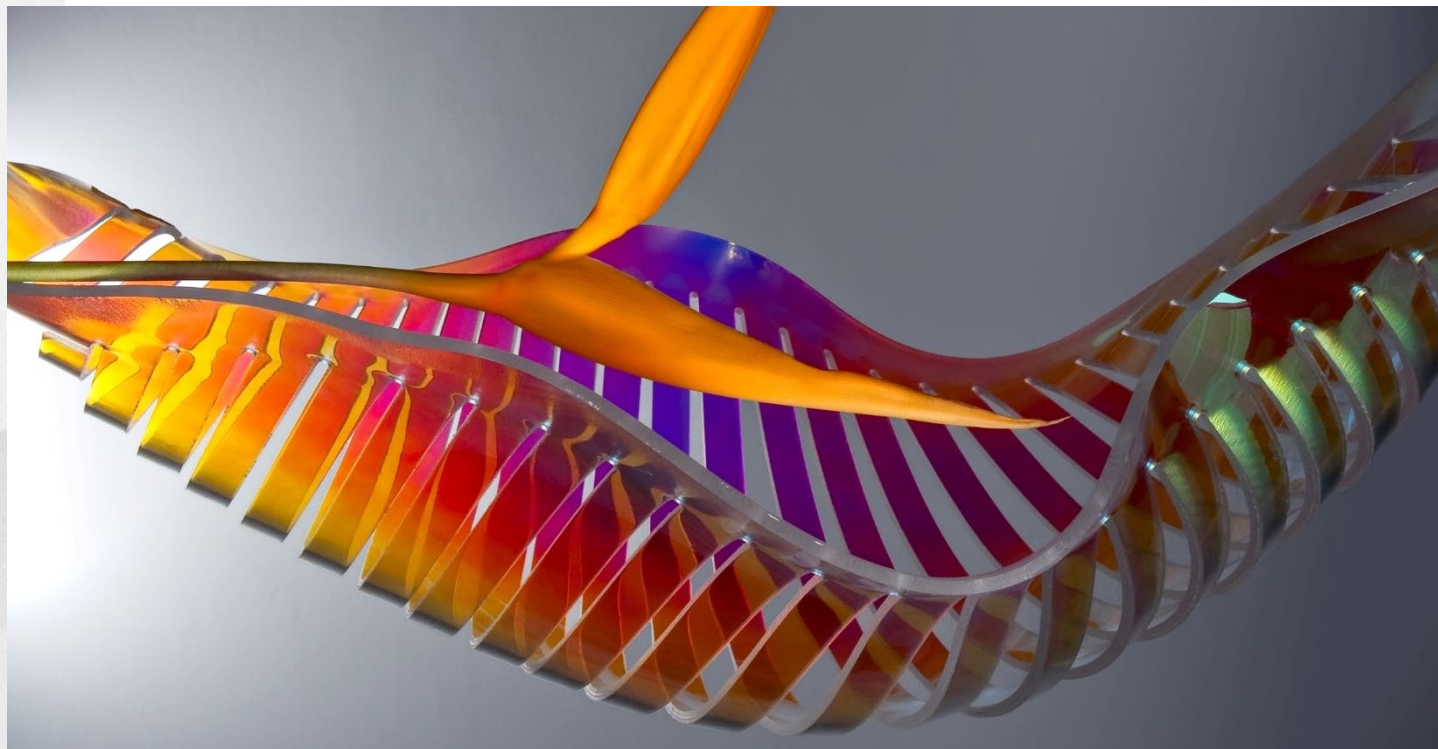


PRODUCT • ART

# self production

Serie variata Cook

The COOK collection comes from an artistic use of industrial production: each plexyglas object is pre-worked by machines then hand finished by the designer herself.



PRODUCT

# Research & University

Product Service System Design  
Design for Innovation

2002-2022 ADJUNT PROFESSOR Focusing on research into the context of use through field analysis, trend research, and the schematization of results to identify new scenarios and design areas.



POLITECNICO  
MILANO 1863

DIPARTIMENTO DI DESIGN



SPD

Scuola Politecnica  
di Design

THE  
PARSONS  
SCHOOL

PARSONS





details

atmosphere

# INTERIOR

personality

sensory path

light&shadow

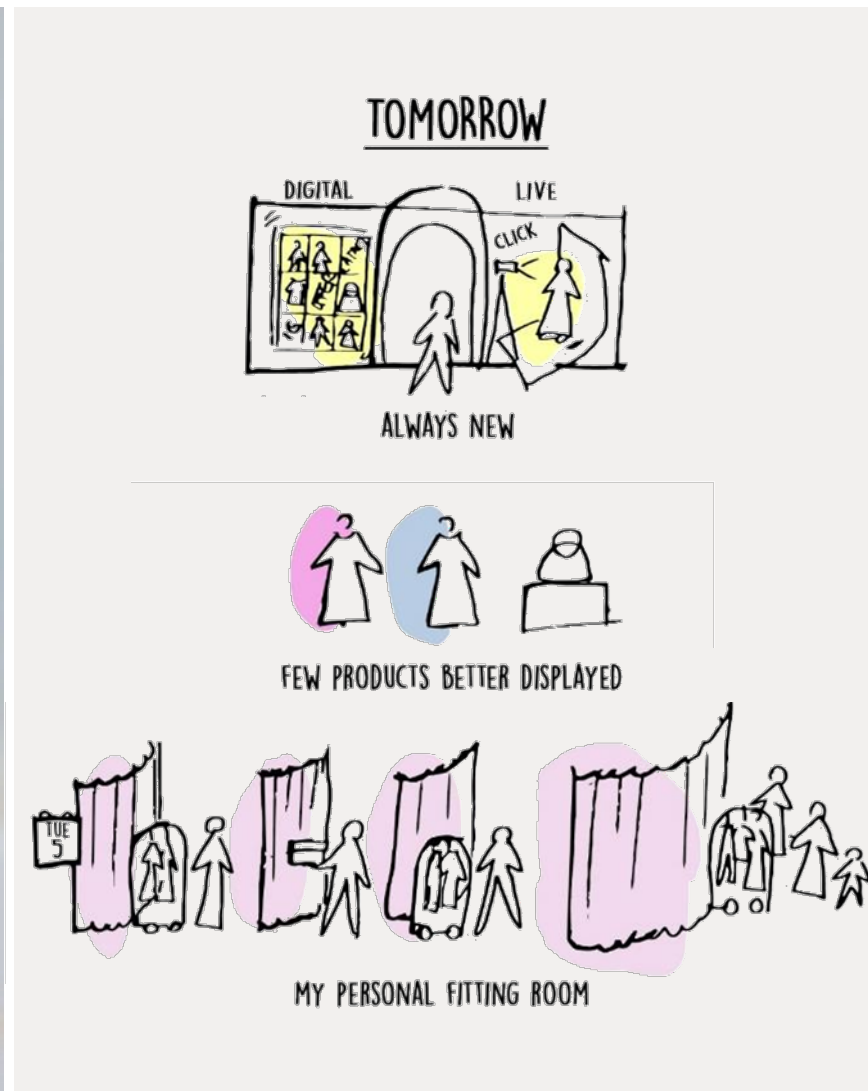


INTERIOR

# Retail concept

Fitting room in the center

A solution halfway between a showroom and a logistics hub that hybridizes the best of online sales and a physical store: presale, large fitting rooms for trying things on, few products on display, and much more dedicated service.



INTERIOR

# Aquagirl

Shop, Tokyo

The interior design of a flagship store in the heart of Tokyo, where all the furniture has been designed ad hoc. Four large swivel mirrors create scenic effects, while the lighting design suggests a bright and open ambience.

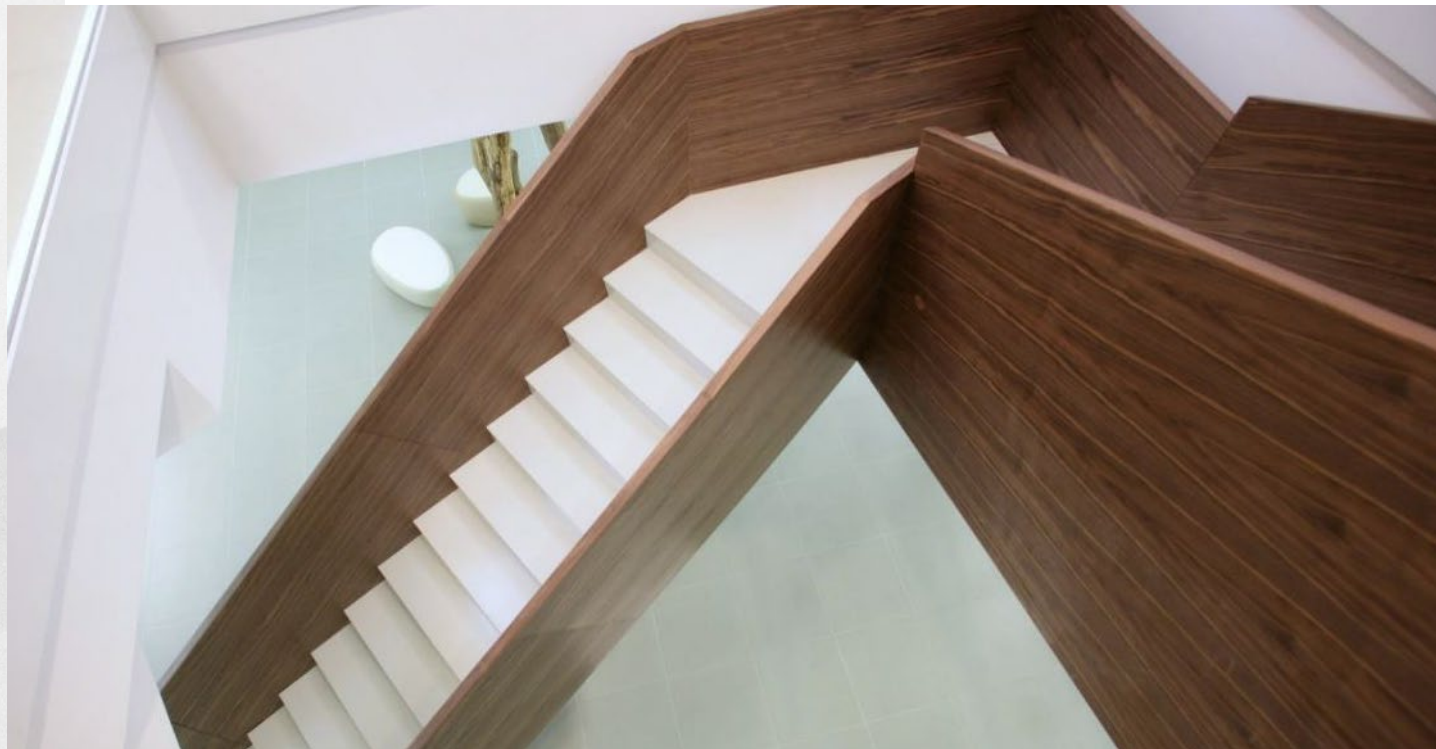


INTERIOR

# Carlino agency

Multibrand showroom, Nola

The distinctive feature of the first CARLINO AGENCY retail showroom is the contrast between the purity of the architecture and the natural elements, such as the five “boats” moored on the floor, creating a great scenic impact.





INTERIOR

# Tivoli audio

Shop, Boston

The concept for Tivoli Audio's first shop is a sort of wooden forest flooded by white light: the dynamic of the vertical cabinets and the central displays enables shoppers to appreciate the natural finishes of the products.

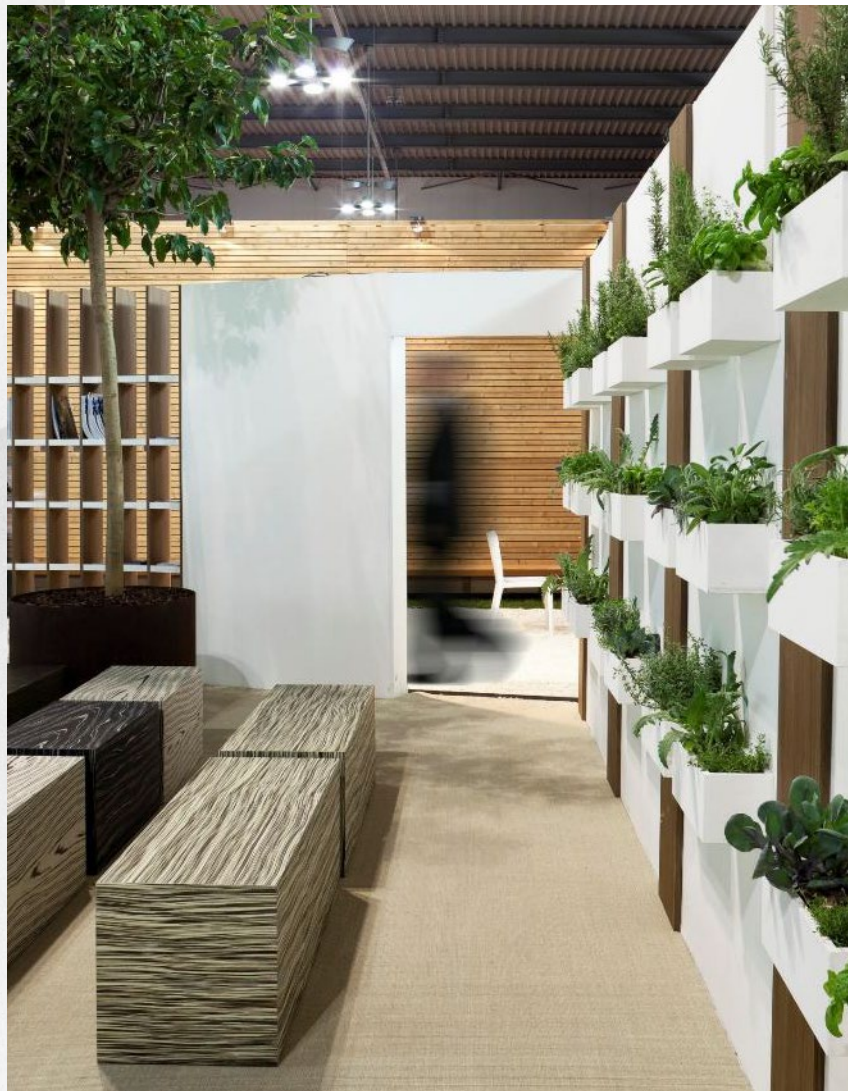


INTERIOR

# Made Expo

Natural Lounge

"Natural Lounge": an arena to host exhibitors and conferences at Made Expo. The project highlights the naturalness of the wood.





INTERIOR

# Veuve Clicquot

Clicq-nic store

A temporary concept store focused on the picnic experience. The set up proposes a natural, relaxed environment, with an installation of orange leaves overhanging the space.





INTERIOR

# Orizzonti

Showroom, Milano Su Zhou

A poetic setup in the Milan showroom: inspired by nature, it was filled with abstract trees, cloud-shaped lamps, and the sophisticated placement of mirrors. The core of the exhibition was the soft and elegant Experience Box.

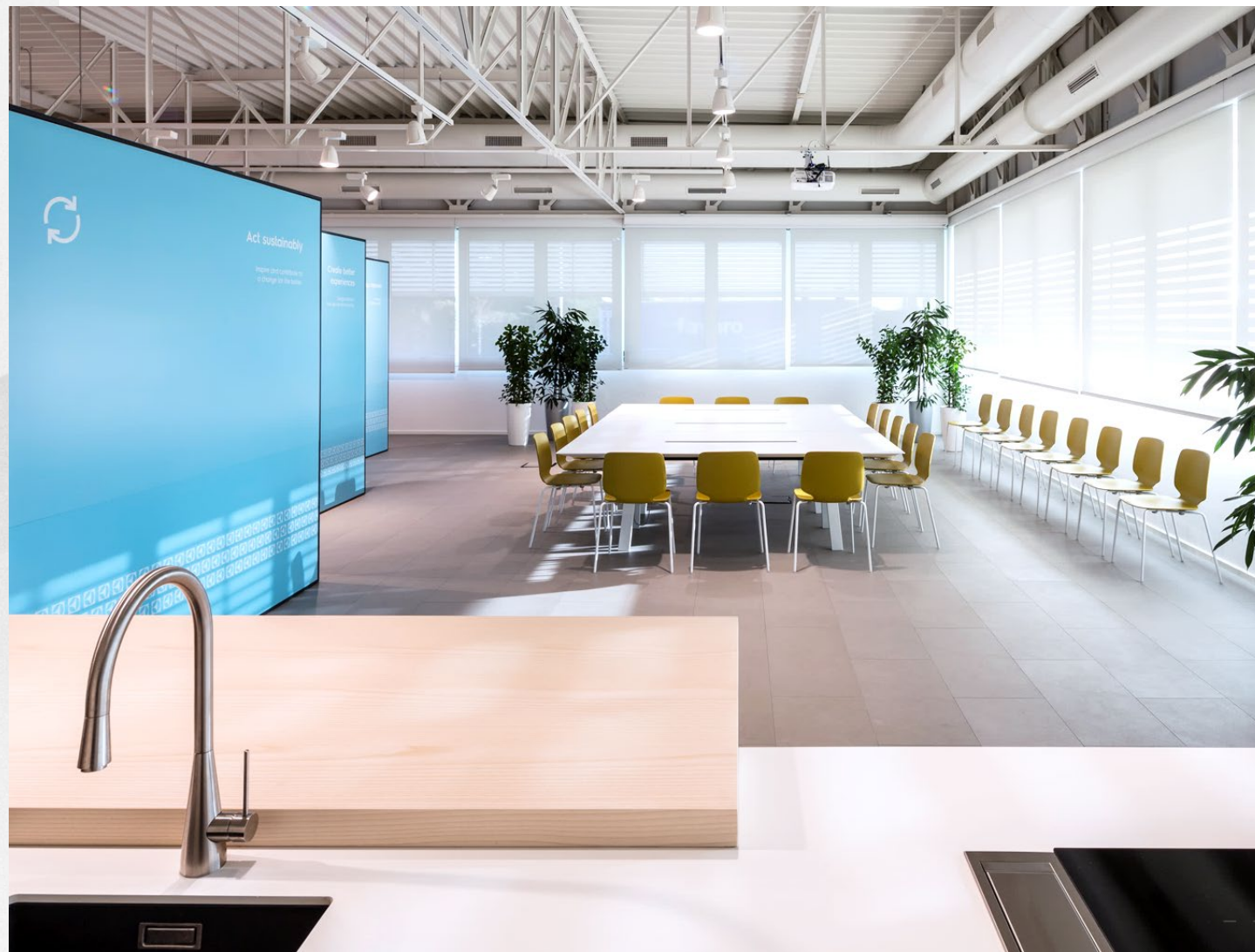


INTERIOR

# Electrolux

Showroom, Susegana

The renovation of the corporate showroom in Susegana was achieved using limited flexible elements with a strong communicative impact in a bright and rigorous space. Targeted at business users, it suggests a spirit of collaboration.





INTERIOR IN PROGRESS

# Electrolux

Factory entrance, Susegana

The renovation of the entrance of the new 4.0 factory aims to create a welcoming space through large green islands and an exhibition dedicated to the historical journey of the Susegana Electrolux factory.





INTERIOR IN PROGRESS

# Electrolux

Company bar, Solaro

Interior design project for the company bar area, aimed at enhancing the architectural space through ad hoc furnishings, natural materials and a color palette with a scandinavian mood.





poetry

interaction

creativity

# EXHIBITION

scenography

emotions

tales



EXHIBITION

# Gherardini

Celebrating 125 years of style,  
Triennale Milano

The elegant bags and accessories of the Florentin brand Gherardini are displayed in a sort of museum setup at the Triennale design museum, in wooden cases with accurate lighting to enhance the value of each unique piece.



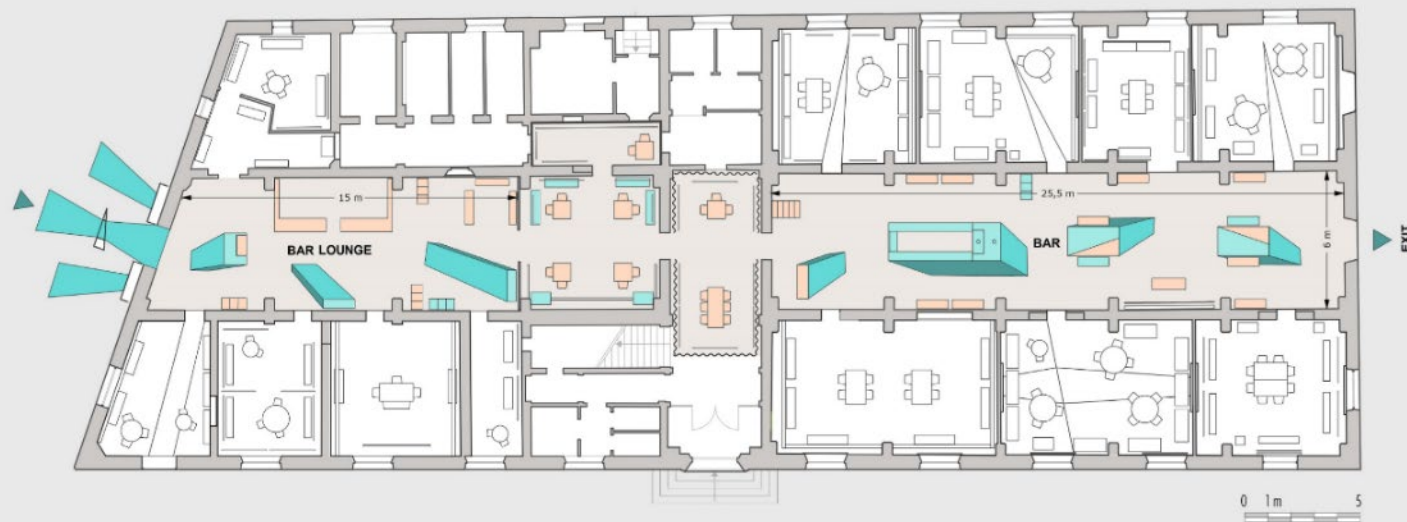


EXHIBITION

# Pitti / format

Apartment pavilion

For more than 15 years, Ilaria Marelli has curated trade fair installations for Pitti Immagine, proposing ever-changing formats in Pitti Uomo and Pitti Bimbo displays.

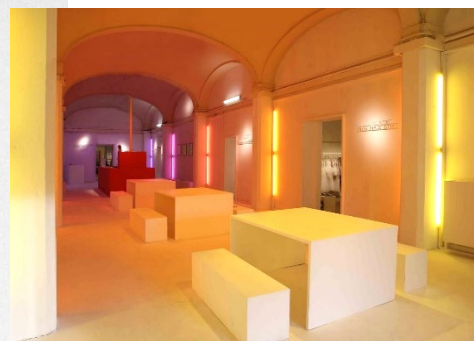


EXHIBITION

# Pitti / light

Profondo Rosso

Exhibitions that play with light to create an engaging and emotional scenography for visitors: playing with the contrasts of light and shadow, darkness and colors to transform the space into an ever-changing design space.

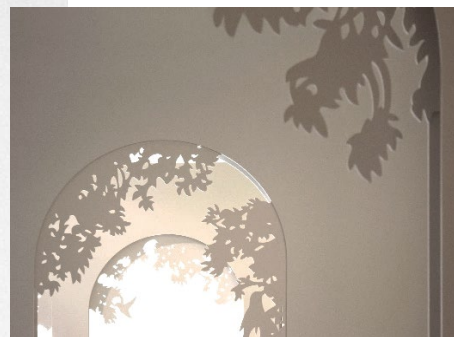


EXHIBITION

# Pitti / abstract

Pitti Pop

Installations based on a graphic and conceptual identity, sometimes inspired by nature, other times by the world of art: paths of abstract architecture, the scenography of a fictitious world.





EXHIBITION

# Pitti / classic

Il Castello

Large lampshades, wallpaper, classic furnishings and more take visitors back to the past in an unusual way. The Apartment Pavilion is transformed into a marvelous luxury "castle" that evokes ancient tales and objects through different setups.



EXHIBITION

# Pitti / graphic

Hortus

Installations with a decorative graphic character, which reproduce realistic or illustrated elements in space, sometimes playing on scale. The botanical illustrations, azulejos, and hand-drawn furnishings give the space a strong identity.





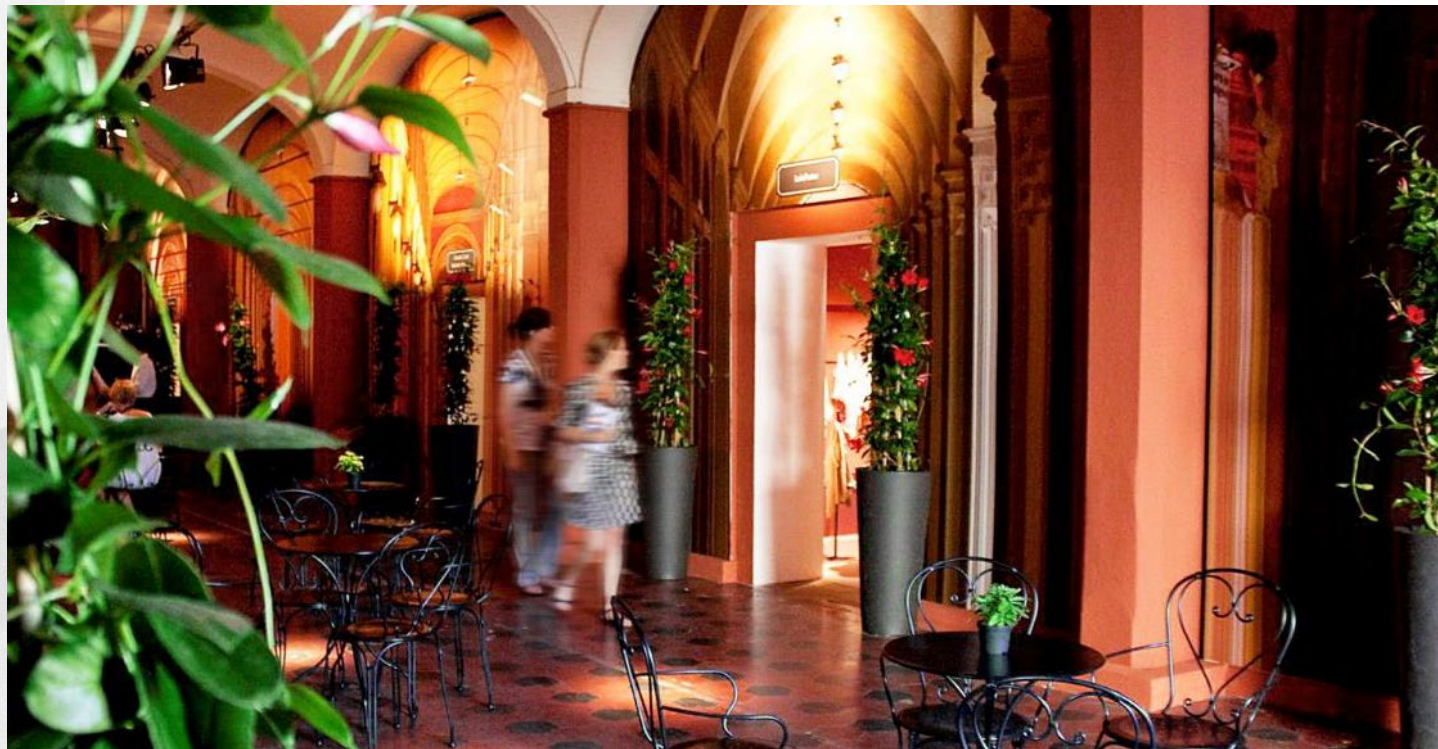
EXHIBITION

# Pitti / nature

Promenade

Installations mixing real or fictitious nature: a walk through urban parks and under city arcades leads to the exhibition rooms.

A continuous trompe l'oeuil effect between the representation of reality and tangible elements.





EXHIBITION

# Pitti / interact

Click

A setting to be discovered behind wavy curtains, playing on a simple, almost childish interaction: "CLICK" as a light changes color, as speakers tell little stories, as wheels of fortune give ironic answers.



EXHIBITION

# Expo

Lake Como Essence

For Expo Milan, Ilaria Marelli designed the LAKE COMO ESSENCE exhibition. An interactive exhibition displaying the essence of a province that finds its strength in the synergy between traditional and innovative production sectors, in the beauty of a land rich in culture and creativity.



design consultancy

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