



ilaria marelli design

design consultancy

About me

S I M P L E .
B E A U T I F U L .
E N G A G I N G .
C A R I N G .

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.



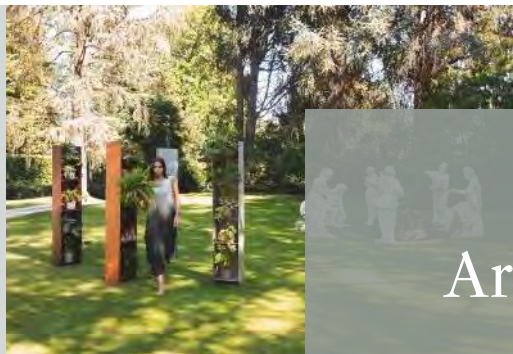
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Every project starts with a precise idea, whose story can be told through a process that leads a concept to be developed into a final design. This story is a combination of interactions and intuition, innovation and memory, functionality mixed with 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.

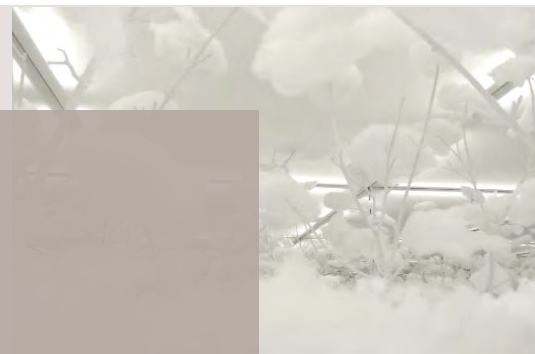
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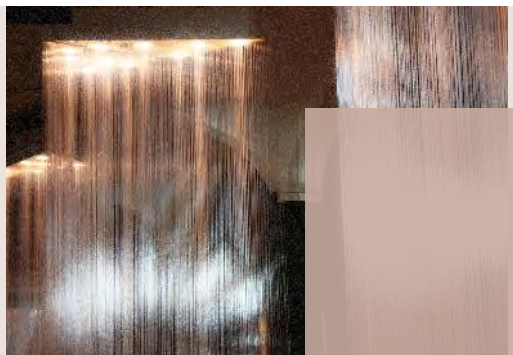
S E R V I C E S



Art Direction



Interiors



Exhibition



Product



identity

messages

vision

ART DIRECTION

strategy

consistency

languages

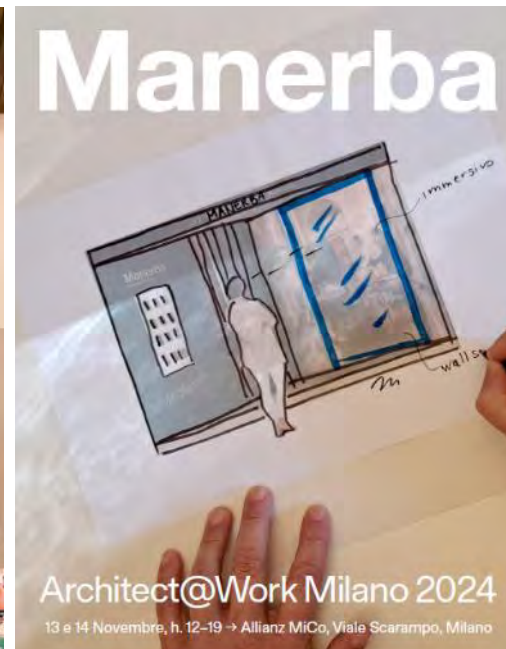
ART DIRECTION in progress

Manerba

Communication

- communication strategy
- art direction of the photo shooting
- social media supervision

Be Human – the new vision – is all about humanity: the photoshoot held in a highschool serves as a powerful narrative connecting the values of younger generations and the workplace.



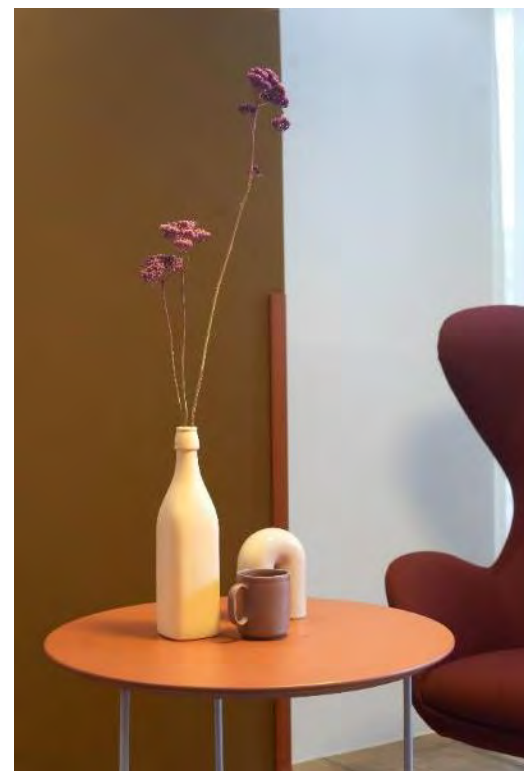
ART DIRECTION in progress

Manerba

Showroom

- Spatial layout
- Showcase design

The main goal is expressing the values boldly using not only words, but also the students' interpretation of the furniture throughout the photoshoot, making a tangible comparison between the image and the physical furniture piece.



ART DIRECTION in progress

Assopiuma

Communication

- communication strategy
- art direction of the photo shooting
- website supervision



ART DIRECTION in progress

Assopiuma

Event

- event strategy
- exhibition design

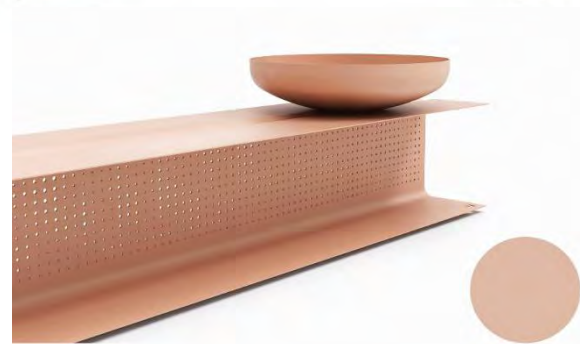
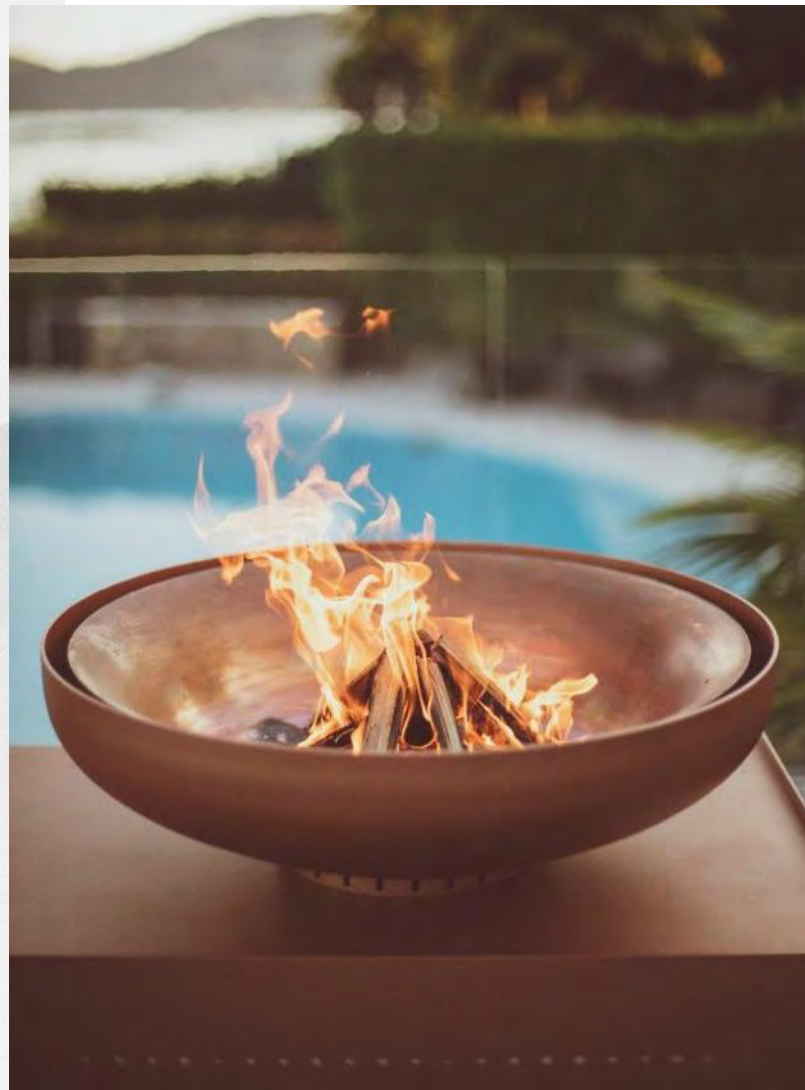


ART DIRECTION

Steeles

Strategy, image & product design

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



ART DIRECTION

Steeles

Strategy, image & product design

- product design & consultancy
- communication consultancy
- exhibition design



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

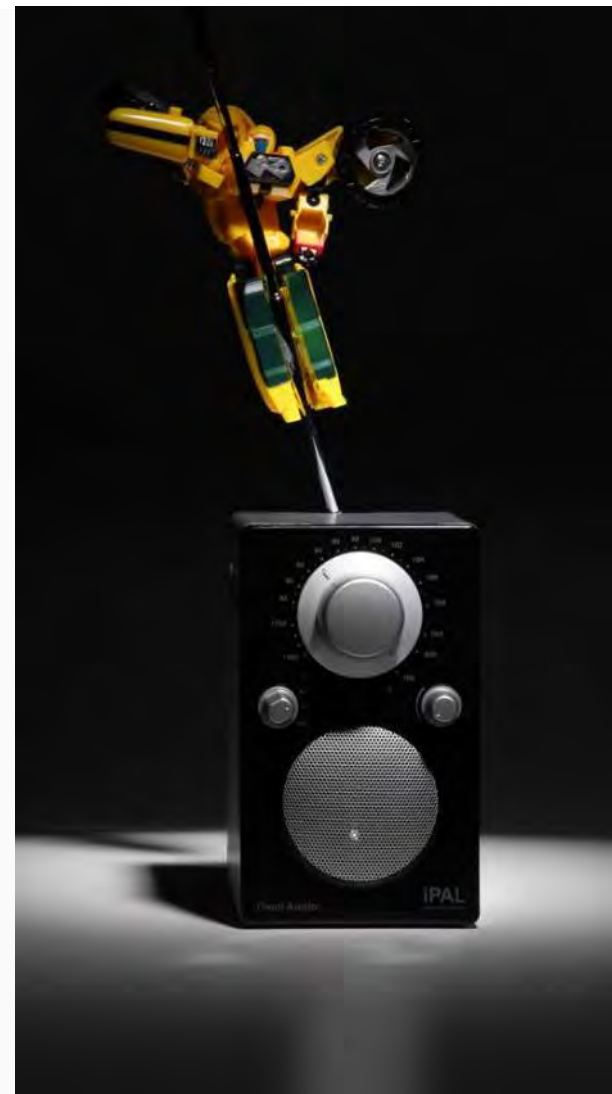


ART DIRECTION • Case Study

Tivoli Audio

Product development

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



ART DIRECTION

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.



ART DIRECTION

IVV

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ART DIRECTION

Slide

The art direction of the new Slide catalogue, enriched by the study of a new pay-off “WE LOVE”, to celebrate the 10-year anniversary of the *amore bench* - the most iconic product of the brand - because LOVE is at the core of every good project.



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 • Case Study

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

Ergogreen

Art direction new catalogue

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.





concept

new ritual

process

PRODUCT

innovation

materials

& technology

PRODUCT

Busnelli

Lovely sofa

Softness, simplicity, character, versatility: these are the key words of the Lovely sofa for Busnelli. The soft shapes provide a tactile and visual experience. The combinations are endless: Lovely offers the possibility to create a personalized lounging environment with freedom and ease.



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

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

Steeles

Como Collection

The heat of the fire, the colors of the seasons, feeling good with oneself and with others: a collection of outdoor furnishings, designed and produced in Como, created to be at one with nature. They are available in a range of sophisticated colors, which set them apart through elegance and a modern touch.



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.



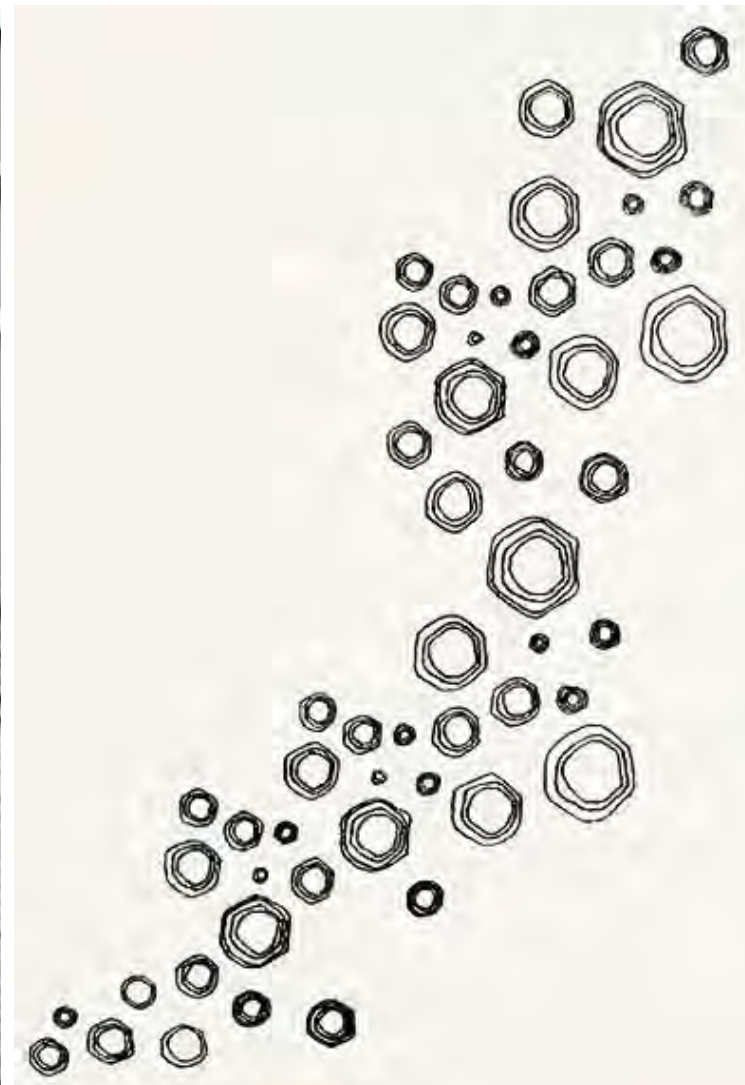
PRODUCT

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

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

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

Fiam

Milo _ Accordo

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



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.



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

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.

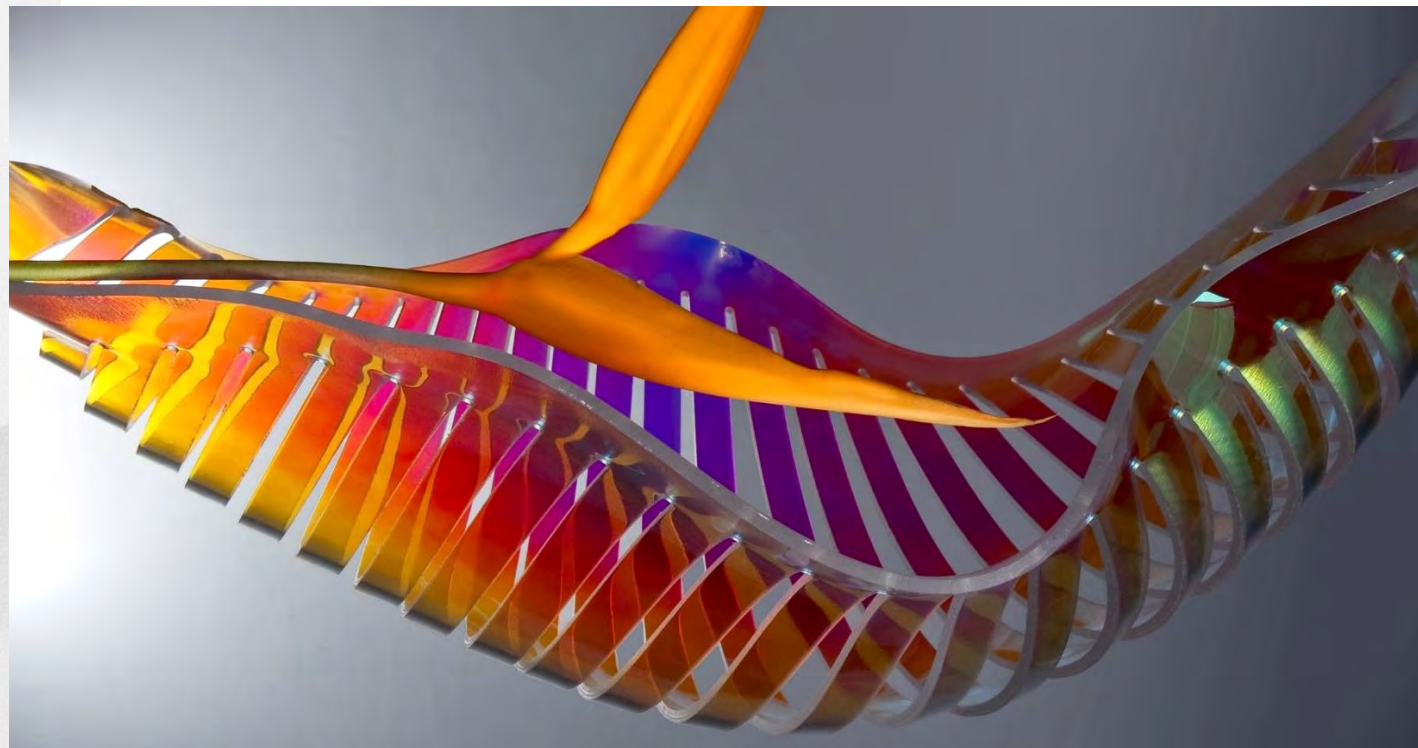


PRODUCT • ART

self production

Serie variata Cook

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



PRODUCT

Research & University

Product Service System Design
Design for Innovation

2002-2024 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



S
PD

PARSONS





details

atmosphere

INTERIOR

personality

sensory path

light&shadow

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.



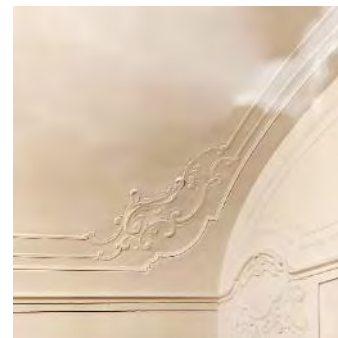
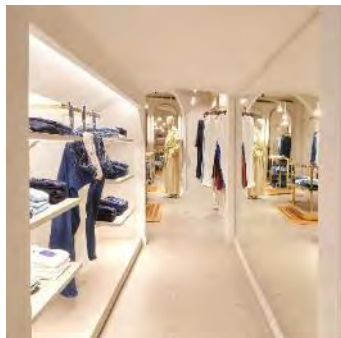
INTERIOR

Jacob Cohen

Shop, Rome – with Fase Modus

The vaulted historical venue accommodates the new retail space developed in collaboration with Fase Modus.

Light and textural elements, shiny brass details, preservation of existing features and a custom lighting system all merge to create the perfect environment that highlights the tailor-made garments.



INTERIOR

Jacob Cohen

Pop up – with Fase Modus

A fashion pop up shop for the well known fashion brand that underlines the tailoring of the jeans in a playful and elegant way at the same time.



INTERIOR

Caleffi

Concept store – with Fase Modus

In the concept for the Caleffi linen brand, a historic company in the world of home fashion since 1962, the suggestion of the "house-shaped" logo was the inspiration for creating the characterizing display elements. In this project we experimented an innovative service approach, leading to product customization and omnichannel sales.

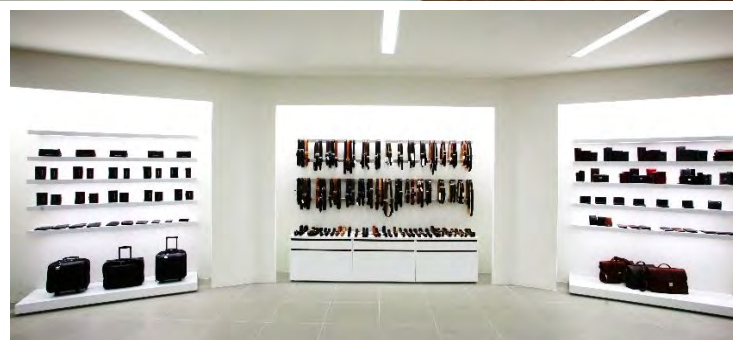
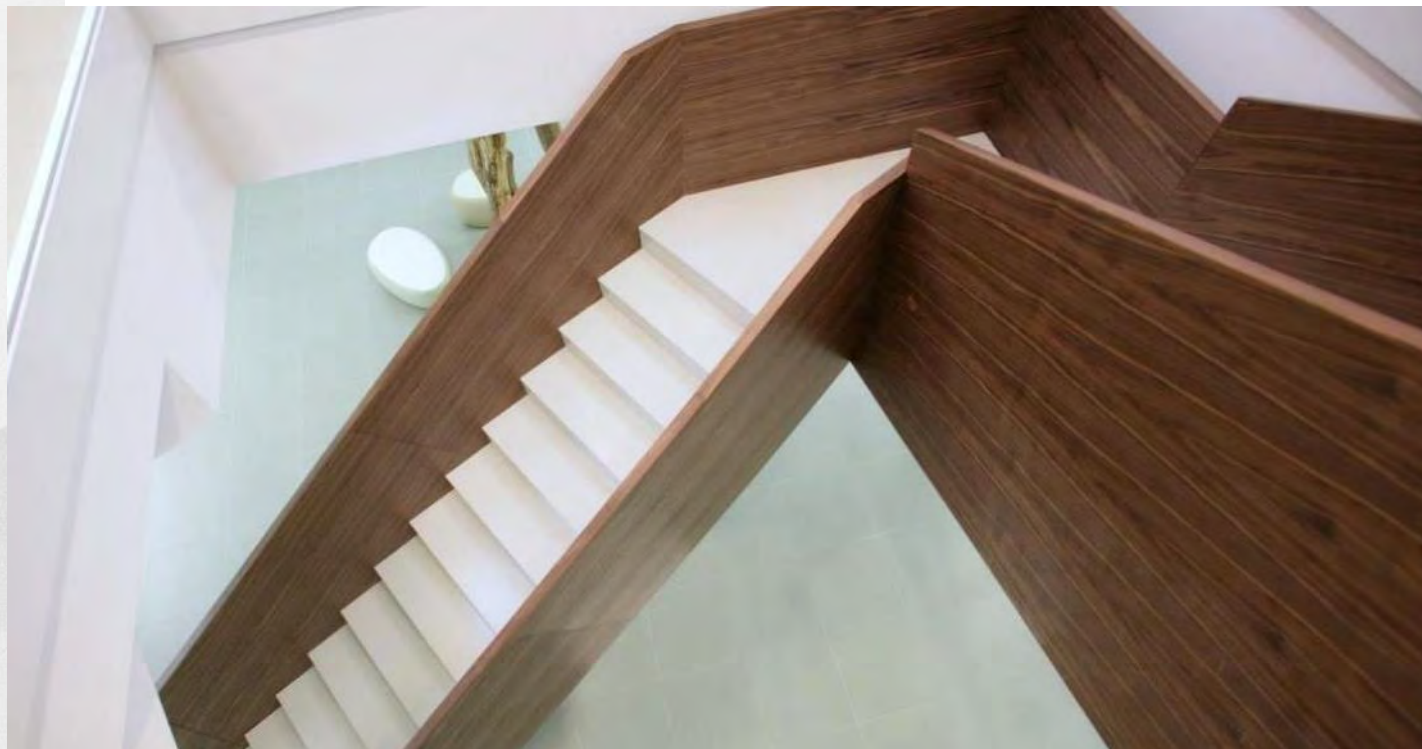


INTERIOR

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.

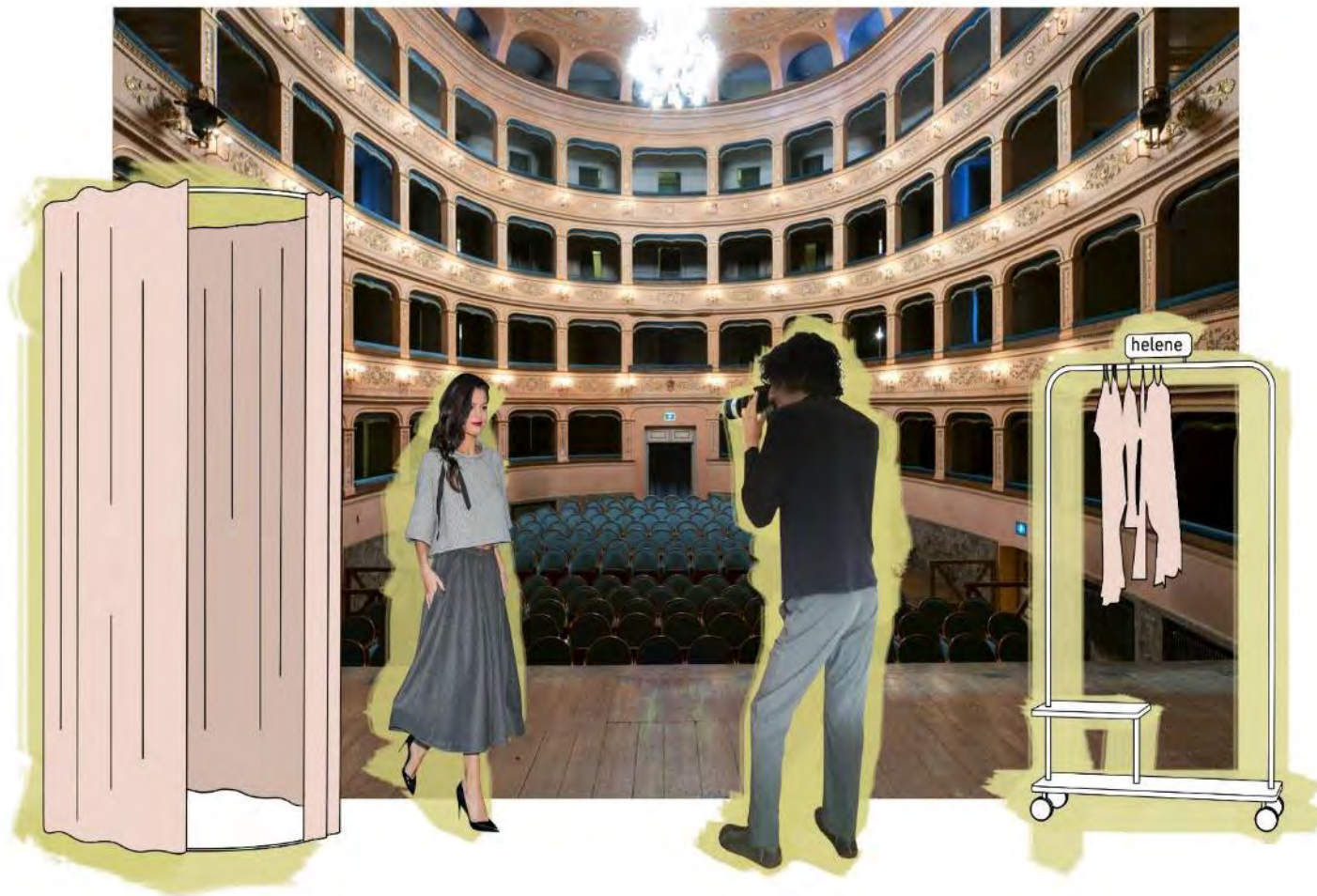


INTERIOR

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

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

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.

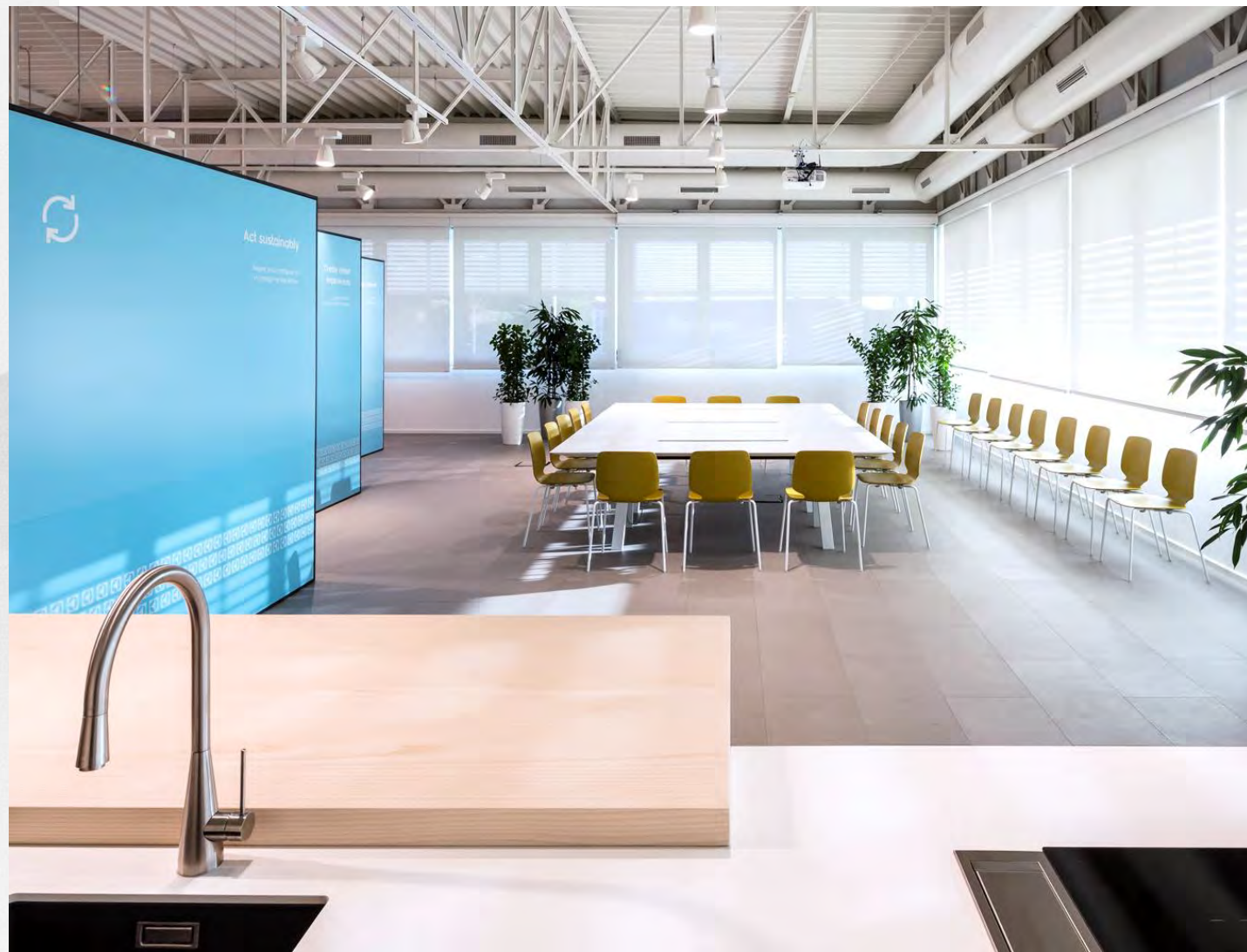


INTERIOR

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

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.



INTERIOR

Cinetto

Showroom, Rubano

The daily action of opening and closing a door – seemingly of little importance - is the inspiration of this project.

Textures and materials are combined in an elegant as well as unusual way: glass, lacquered surfaces, wallpapers, mirrors and titanium profiles are there to be discovered with a single touch, along with the endless possibilities of the product.





poetry

interaction

creativity

EXHIBITION

scenography

emotions

tales

EXHIBITION

Pitti / format

Apartment pavillion

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



EXHIBITION

Pitti / format

Pitti Pets

The format of Pitti Pets is an exclusive space to showcase accessories and lifestyle products designed for pets, aiming to tell the story of a strongly expanding market segment.

A designated area puts the spotlight on a selection of brands showcasing their clothing, accessories, pet care products, objects, and homeware.

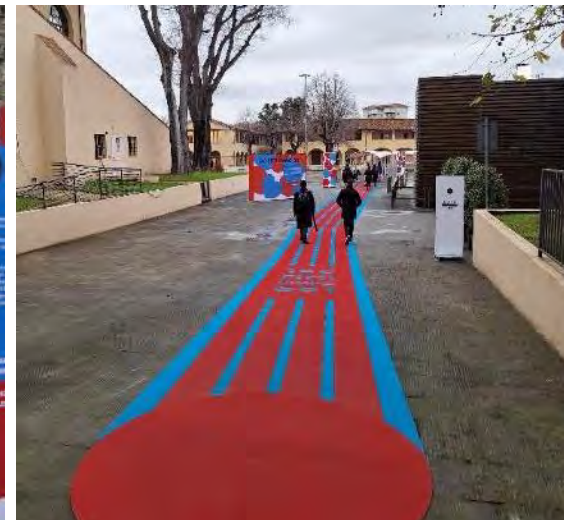
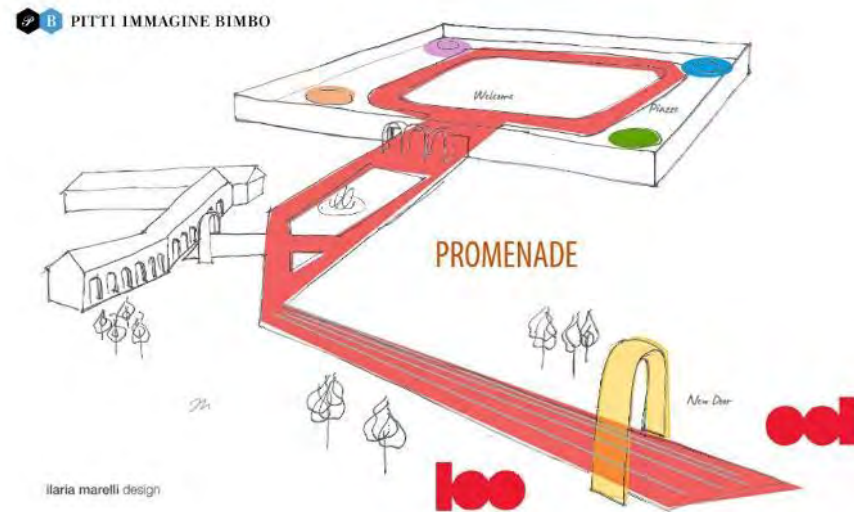


EXHIBITION

Pitti / format

Pitti Bimbo 100 - 001

Pitti Bimbo 100 – 001: a new layout blending creativity and innovation celebrates this special milestone edition. The project focuses on reorganizing the spaces at the Fortezza da Basso in Florence to transform Pitti Bimbo into a vibrant, colorful, and lively city-like exhibition, a joyful Promenade into the children fashion world.



EXHIBITION

Pitti / interact

Pitti Bimbo . 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

Pitti / light

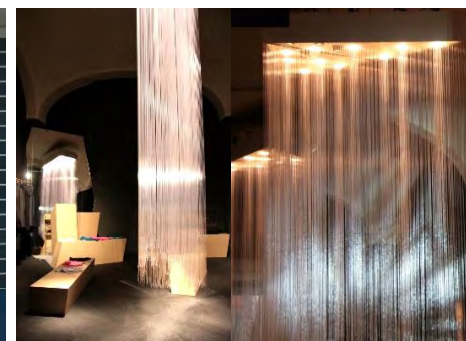
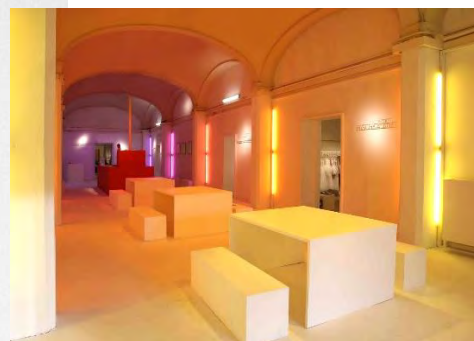
Pitti Uomo . *Profondo Rosso*

Pitti Bimbo . *Radiant*

Pitti Bimbo . *Magic Box*

Pitti Uomo . *Cave*

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.

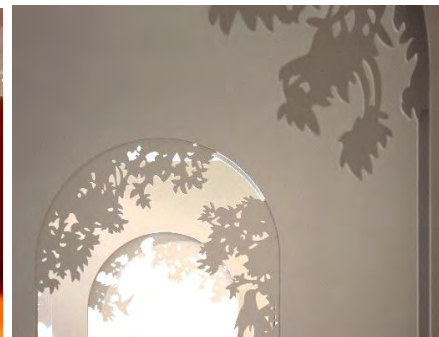


EXHIBITION

Pitti / abstract

Pitti Bimbo . *Pitti Pop*
Pitti Bimbo . *Fairy tale*
Pitti Bimbo . *Blooms*
Pitti Bimbo . *Pitti hands*

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 / nature

Pitti Bimbo . *Promenade*
Pitti Bimbo . *Tropicalia*
Pitti W . *Floret*

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

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



EXHIBITION

Pitti / graphic

Pitti Uomo . *Corte*
Pitti Bimbo . *Micro Macro*
Pitti Bimbo . *ApARTment*

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 / classic

Pitti Bimbo . *Il Castello*
Pitti Bimbo . *Arabesque*
Pitti Bimbo . *Royal Games*
Pitti Bimbo . *Il collezionista*

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

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.



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.



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.



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