



Pyetro Rapp

Visual Artist / Graphic & Web Designer

Born in the spring of 1986 in Vimercate, I graduated at *Istituto Statale d'Arte di Monza* in Graphic Design. Later I achieved Bachelor of Arts at *Nuova Accademia di Belle Arti di Milano*, specialized in graphic design, magazine and print layout, corporate identity and web design. Actually based between Milan and his suburbs. In the last period I'm experimenting with crossmedia and interactive arts as a purposal for a future way of communication.

Pietro Tarsitano

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Major Achievements

- > Occasional journalist interested in crossmedia festivals across Europe.
- > Handyman graphic designer for *Duellanti*, monthly cinema magazine.
- > Visual Artist for *SonicSolution Party*, between Milan and Brescia.
- > Web designer for new *NABA Milan* website.
- > Flyers and brand identity for DJ crew for electronic music events in Milan.
- > Experience with *Game Service Provider (Gamesnet)* for online gaming community making.

Work History

2009

AreaOdeon - cultural association

Three weeks workshop aim to project two kind of interaction for a public cultural event in Desio. An indoor interactive installation and a complex mapping of Villa Traversi facade, where optical illusion and motion graphic were made and played in sync with live music of the event. DATAISM (Andrea Bassi, Andrea Buono), Paolo Solcia and Paolo Pivetti are some of the teachers for the workshop.

Ref: *Marcello Arosio* - Tel. +39 3336799729 - info@areaodeon.org

TILT - music crew

Graphic designer for winter season party promoted by TILT, Gasoline Crew, Popstarz and other Milan music crew.

Ref: *Alessandro Carpinelli* - hamakira@hotmail.com

Gruppo PubliOnda - outdoor publicity

Creative customization to wear a Porsche Cayenne with an innovative technology called Bubble Free. Occasional collaboration for a promoting event.

Ref: *Davide Valtorta* - d.valtorta@publionda.net

Tel. +39 3383253979 - www.gruppoppublionda.com

Fedra - events agency

Manifesto, brochure and web banners for childhood theatre season 2009/2010.

Ref: *Valeria Villani* - valerivillani@fedraeventi.com

NABA Milano - academy

Thesis project: concept, logo and full branding for an international crossmedia arts festival. A live video performance followed thesis session.

Ref: *Angelo Colella* - angelo.colella@naba.it

2008 - Today

Sonic Solution - events promoter

Visual artist for party entertainment with projections and video installations.

Ref: *Massimiliano Monopoli* - maxx.monopoli@sonicsolution.it

Tel. +39 0292160606 - www.sonicsolution.it

2008 - 2009

Duellanti - cinema monthly magazine

Handyman graphic designer for a cinema magazine.

Ref: *Gianni Canova* - gianni.canova@libero.com

Tel. +39 0258102020 - www.duellanti.com

2008

Haworth / Castelli - furniture producer

Creative restyling for the famous furniture chair *Plia*. Project finality is a charity auction.

Ref: *Salvatore Amura* - salvatore.amura@naba.it - Tel. +39 3393140985

MABER - agrotourism

Website for *I Golden dell'Aveto*, dog-breeding area placed near Genova.

Ref: *Maddalena Massone* - maddalena@lacasasulpoggio.it

Tel. +39 018588018 - www.igoldendellaveto.it

F&LDS.r.l. - financial consulting

Website for an associate financial counseling agency.

Ref: *Valeria Villani* - valerivillani@fedraeventi.com

Tel. +39 3381816707 - www.financialandlegal.net

Buongiorno.it - digital entertainment

Web and creative design for about ten viral marketing campaign.

Ref: *Salvatore Amura* - salvatore.amura@naba.it - Tel. +39 3393140985

2007 - 2008

NABA Milano - academy

Graphic and web designer for web department of Communication Office of *Nuova Accademia di Belle Arti di Milano*. I Worked for many kind of web and editorial workflow, collaborating with academy educational program and events.

Ref: *Salvatore Amura* - salvatore.amura@naba.it - Tel. +39 3393140985



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Work History (follow)

2007	Fedra - events agency	Web site for italian baritone Ambrogio Maestri. <i>Ref: Valeria Villani - valeriavillani@fedraeventi.com</i> <i>Tel. +39 3381816707 - www.ambrogio.maestri.com</i>
	MABER - agrotourism	Logo, corporate identity and web site for La Casa sul Poggio, agrotourism placed near Genova. <i>Ref: Maddalena Massone - maddalena@lacasasulpoggio.it</i> <i>Tel. +39 018588018 - www.lacasasulpoggio.it</i>
	TCS Automation - water industry	Logo and corporate identity for water treatment industry. <i>Ref: Aldo Giovenzana - a.giovenzana@tiscali.it</i>
	Fabio Ratti Editore - publishing editor	Graphic collaborator for brand restyling for Yacht Club Italiano. <i>Ref: Claudia Bonfanti - bonfanti@b-co.it - Tel. +39 3387663686</i>
2006	Autoscuola Pozzi - driving school	Brand restyling including glass-prints for shop-windows. <i>Ref: Dario Pozzi - dario@autoscuolapozzi.it</i>
	Magazzini Navali - naval antiquities	Logo, corporate identity and print advertising for stores placed in Milan. <i>Ref: Gianluigi Prizzon - gprizzon@magazzininavali.it</i>
	Fabio Ratti Editore - publishing editor	Graphic designer for editorial purposes: tourism and travel monthly and specialized yacht magazine. <i>Ref: Claudia Bonfanti - bonfanti@b-co.it - Tel. +39 3387663686</i>
	ISA Monza - high school	Thesis: Digital Arts as art movement for the 21st century with short film projection Magnetikal Chemistry. <i>Ref: Michelangelo Casiraghi - www.isamonza.it</i> <i>michelangelo.casiraghi@fastwebnet.it</i>

Qualifications

2005 - 2009	Nuova Accademia di Belle Arti di Milano Bachelor of Arts in Graphic Design and Art Direction, with score 110/110 cum laude. Thesis: "Aphasiae - Insane Xpression Culture Fæstival" a visual guidelines book for a Crossmedia Arts Festival concept. <i>Nuova Accademia di Belle Arti di Milano - via Darwin, 20 - 20143 Milano - +39 02973721 - www.naba.it</i>
2000 - 2005	Istituto Statale d'Arte di Monza Graduated in Graphic Design and Advertising department, with score 88/100. <i>Istituto Statale d'Arte di Monza - via Boccaccio, 1 - 20040 Monza - +39 039326341 - www.isamonza.it</i>
2000 - 2001	Study travel in England Summer courses in different city. Exam score: Lower Intermediate. <i>StudyTours - www.studytours.it</i>

Other Skills

Professional knowledge of print production workflow and relative software: Photoshop, InDesign, Illustrator, Xpress, Acrobat, Freehand.
Professional knowledge of web graphic design and HTML and CSS scripting and relative software: Dreamweaver, FLash, FTP clients, BBEdit and so on.
Basic knowledge of animation and video production and software: Flash, After Effect, Premiere, Final Cut.
Professional knowledge of live video software: Modul8, VDMX, OSCulator.
Basic knowledge of many office suite software.

Languages:

Italian - mother language

English - good skills in reading and writing, basic skills speaking.

Hobbies and Interests

Reading, cinema, actuality, travelling, video arts, digital environment design, meet people, street arts culture, Woody Allen.
