

NOW OPEN!



STEFANO MASCIOCCHI

DIGITAL ART DIRECTION

★ *Come inside* ★



Sample Portfolio, 2014

How long it takes to turn a rough idea into a full-bodied piece of interactive communication?

What happens if you just mess up with print, motion, web design and get away with it?

How do you cope with the unbearable truth that next project is your best project?

After 2 and a half decades spent in design fields, I'm still stuck with this kind of questions: that's why I'm still in this game after so long...

Some people think I'm the one who knocks¹, while others believe I've been bitten by a radioactive Mac.

Truth is, do you really love me?



Quanto ci vuole per trasformare un abbozzo di idea in un completo progetto di comunicazione interattiva?

Cosa succede a passare di continuo da stampa a web - o motion - design senza perdere un colpo?

Come affrontare l'insostenibile verità che il miglior progetto sarà il prossimo?

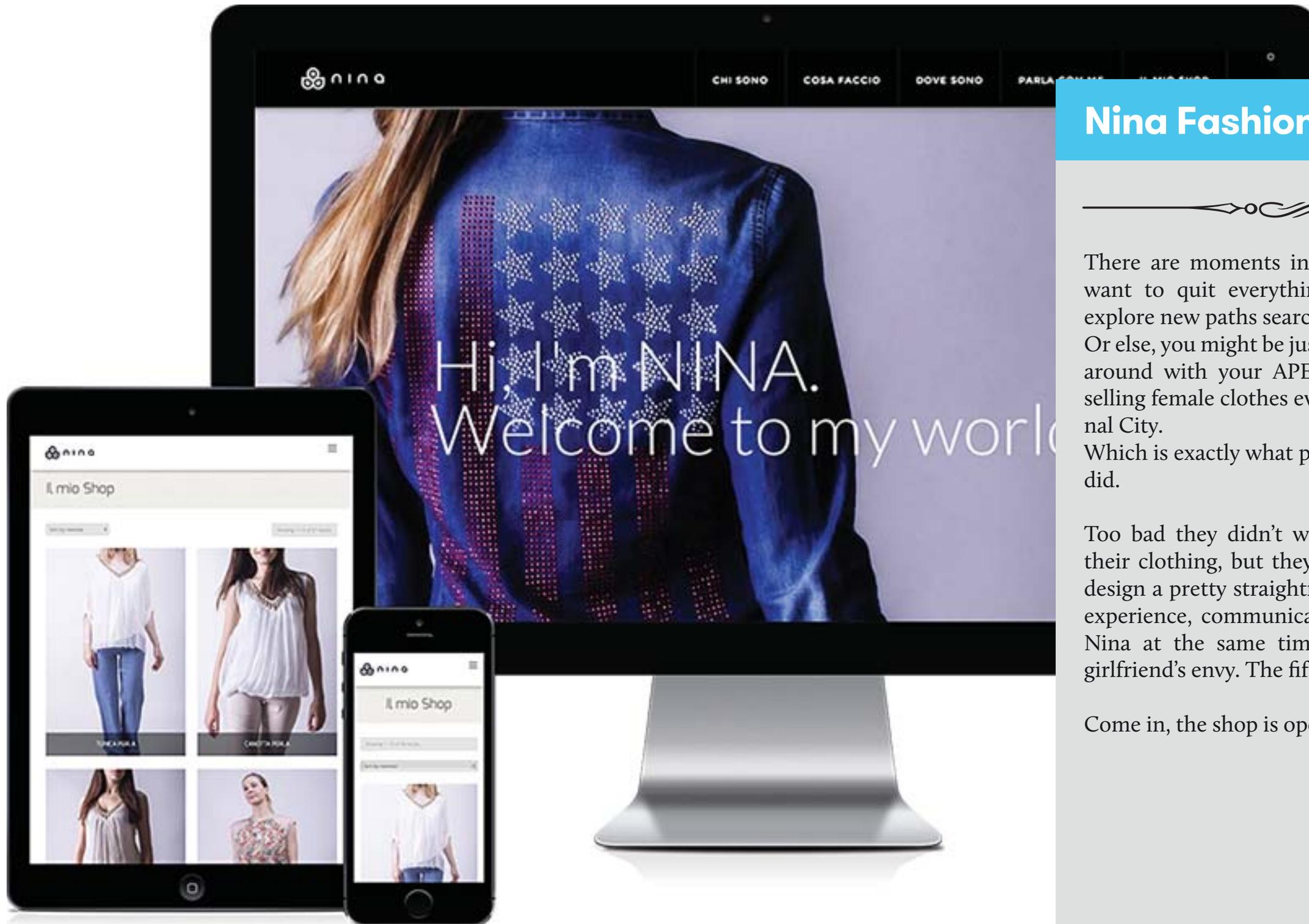
Dopo quasi 25 anni trascorsi nel design, sono queste le domande che ancora mi frullano in testa: è questo il motivo per cui gioco ancora dopo tutto questo tempo...

Qualcuno pensa che io sia quello che bussa alla porta¹, mentre altri credono sia stato morso da un Mac radioattivo.

A proposito, mi ami davvero?



¹. Thank you, Heisenberg



Nina Fashion

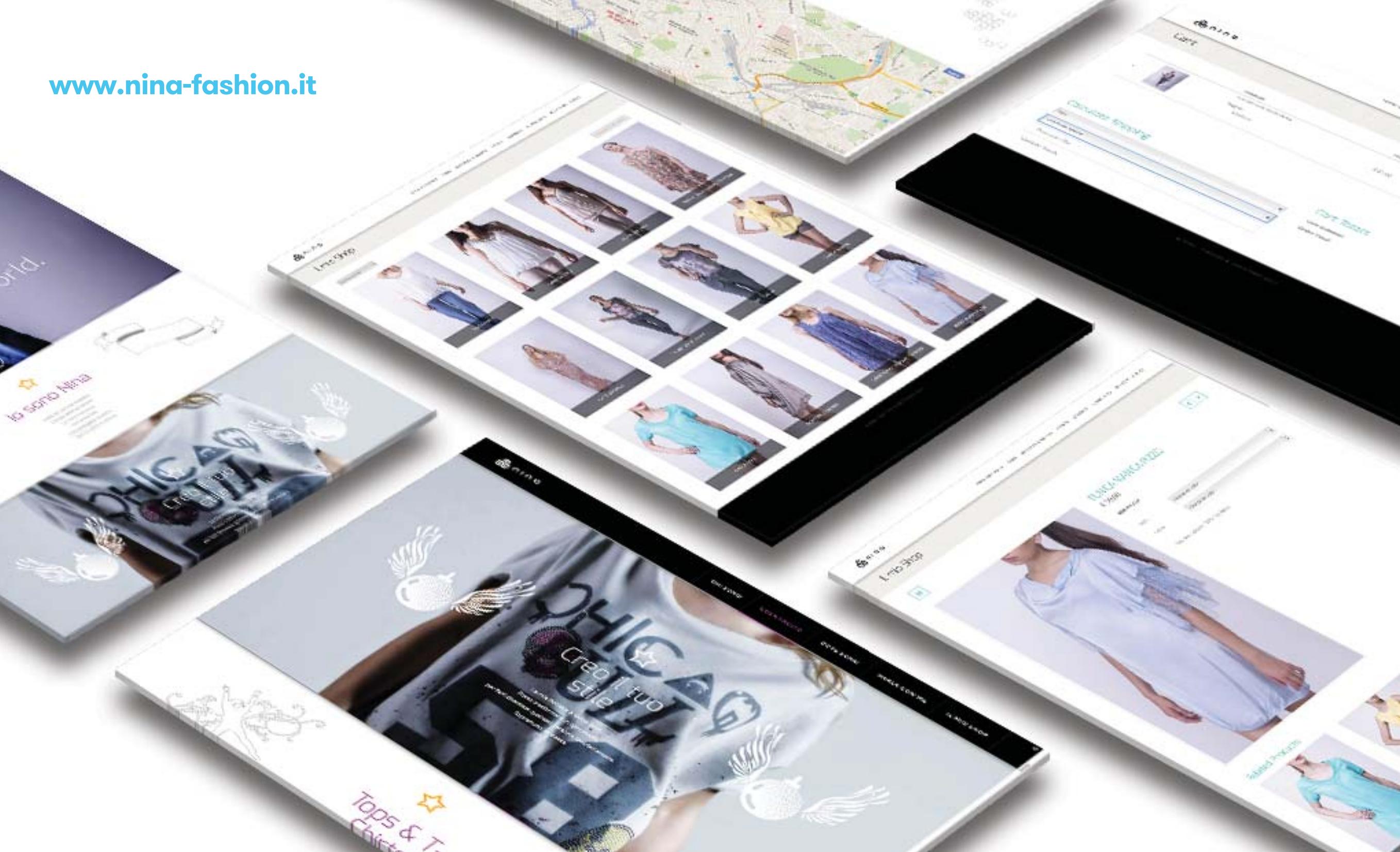
There are moments in life when you really want to quit everything and move on, to explore new paths searching for the Truth. Or else, you might be just happy in wondering around with your APE minivan fleet while selling female clothes everywhere in the Eternal City. Which is exactly what people at Nina Fashion did.

Too bad they didn't want me to model for their clothing, but they asked me instead to design a pretty straightforward online selling experience, communicating the very soul of Nina at the same time: "I am Nina. Your girlfriend's envy. The fifth element. I am you."

Come in, the shop is open now!



www.nina-fashion.it





Celli Fotografi

You know those evenings with your just-married friends that invite you over for a bite and you all end up in watching the wedding album?

Well, although I can't help with your friends, at least Celli Fotografi website gives you the chance to watch a huge picture's collection with some interactive nuances guaranteed to entertain the most of you still awake.

Mobile first, multilanguage, SEO friendly, CloudFlare ignited, and some other tricks I learned along the way.

What? No, I did choose another photographer for my marriage :)







Un Altro Mondo

My very personal contribution to planet Earth wellness.

Un Altro Mondo is a movie about how our current way of living is wrong, plus how to correct it in order to connect with entire Ultraverse (many universes on different planes overlying).

Design is more or less based on former website, adapting contents and contents workflow to one of my favourite developing platform; so, less Photoshop/Illustrator and more Wordpress and custom php, in case you were wondering.

And, just in case, may the Force be with you.







Itinero

Itinero is a book.

No wait, Itinero is an experience sharing app. Nope, Itinero is your inner travel mate.

It a pretty ambitious mobile project, aimed to help users in planning their journey in the most comprehensive way possible.

Once setup is complete, Itinero asks users to think about that special word and that special image that will eventually BE the journey.

Day by day, you'll find your diaries full of wise concept to be shared with your friends, work-mates, relatives and so on: you'll become the travel rockstar, and Itinero is your secret weapon.

Well, whatever Itinero will turn out to be, it's been fun to help out.





You start creating an event, typically a new journey. You can even decide who to go with, where and when.

A calendar helps you planning the start and end dates.

Depending on where you're going, Itinero helps you in locating the nearest facilities.

Each journey is stored as "diary", for easy information retrieval.

You can edit any info whenever you want.

Once you're done, take a picture a choose a meaningful word: this is what Itinero stands for, afterall.



Course for Me

Ever wondered about a specific topic you might be interested in learning? Wonder no more: Course for Me is here to help you. This smart mobile app is your SwissArmy knife on your way to Absolute Knowledge... Or simply a very good tool for learning on the go.

Its clear interface is designed to guide you through each single step, to better focus on your search scope. Once logged in, you'll find several options to further enhance your overall learning experience.





The app needs you to start with your own country, so that it can start searching its huge db.

Once the search is over, you can see a list of all courses available in your country.

If you find something interesting, you only need to tap the title and get comprehensive infos about it.

A disclaimer screen shows you available options.
A footer bar also gives you a mean of navigation through entire app.



X-Ray

Politics and politicians play a relevant part of every day citizen's life, here in Italy. I would add the worst one, if I may.

Whatever, during last election's tournament there's been an information overload, also due to the natural politic's attitude to be as transparent as the infamous BP oil spill: room enough for an application with which citizen X (read: ME) could easily compare different programs at once, thus quickly deciding which way to go in order to not entirely waste his/her vote.

Introducing X•RAY, a lightweight app that allows you to do exactly this: stay informed, compare and choose as wisely as you possibly can.

And don't forget to cross your fingers as well... :)





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HR Tools

First of a set of internal apps to manage company workflow, Sistema Informativo is a straightforward app that enables workmates to log their working hours over projects, thus enabling admin office to evaluate correct quotations when dealing with customers.

A nice add-on is the fact that it also allows to plan holidays, by booking in advance desired time frame (subject to approval).

If you've lost your Swiss Army knife, this app might just help in some tasks: keep it at hands reach.





First thing you need to do is the login, which allows the app to load all your available data.

When the app eventually grants access, you are presented with a series of icons showing app options.

You typically enter a time frame referring to a given project.

Once you're done with your own entries, you also have the chance to verify all data before validation.





Il Vanto del Vento

A special eBook project with DeAgostini Multimedia, that scored second place at Zooppa contest on March 2014.

Quite a challenge to develop while debugging authoring program, but also big fun nevertheless.

I have been involved because of my inner charisma, agile programming approach and musical skills, for I am also the soundtrack composer of this eBook.

See, life is a neverending journey, as Cirro and Nuvola (the two main character of the story) will tell you while reading.



Il Vanto del Vento



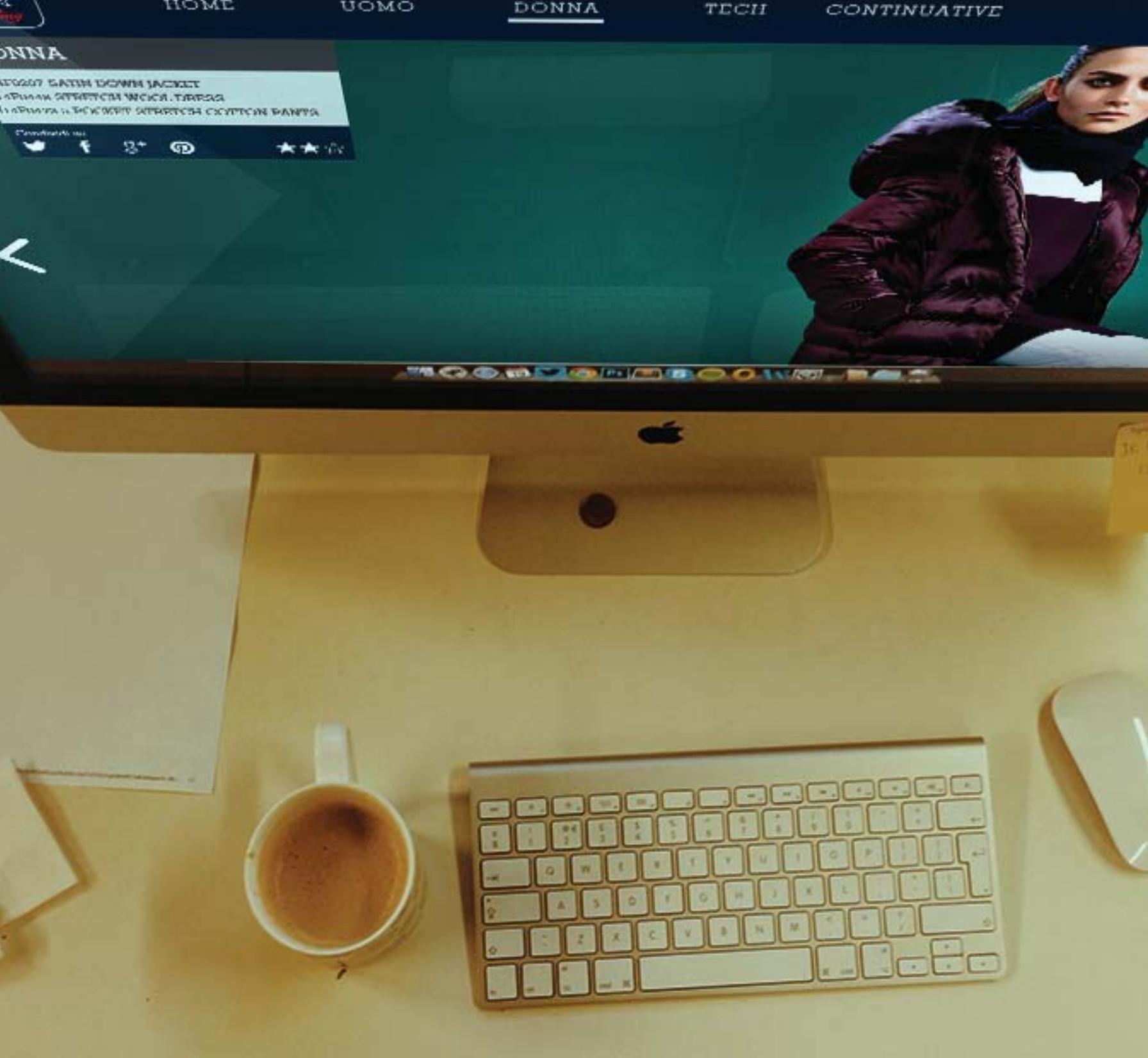
Quando
le cost
copi di
cosa g
saluto
sentir
e Fran
avvert
di opp

Nuvola incontrò Cirro nel Golfo di Iscaglia
Un capo di fulmine
Trai due fu subito amore, di quelli travolgenti
improvvisi, quelli che niente sarà più come prima
quelli che spazzano via il passato
con raffiche di vento a velocità imprevedibili

LEGENDA
PERCORSO
LUGHI DI INTERESSE

del loro grande amore
restò un nido arabesco
differenza intera

capo di
del Messico



Paul&Shark

This last project isn't a project at all. It's a proposal made for Paul&Shark, that eventually decided to choose other agencies for their restyling. Never mind, I do like final result a lot and I think it's worth to be shown here anyway.

As usual, my main duties were design, content strategy and design, wireframing and icon design. I was also responsible for creative storytelling and scenario.



Paul&Shark restyle





★ **THANK YOU** ★

FIND MORE AT

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