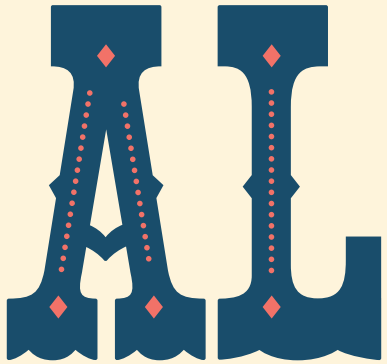


# Alice Loro

Portfolio

# CURRICULUM VITAE

## about me

*Name*
**Alice**

*Surname*
**Loro**

*Birth date*
**08/10/1991**

*Address*
**via Angelo Inganni, 52 Milan**

*Phone*
**+39 3475988503**

*E mail*
**aliceloro273@gmail.com**

*Website*
**www.aliceloro.com**

*Instagram*
**@alice.loro**

## skills

*Languages spoken*
**Italian - mother tongue**
**English - professional**

*Softwares*
**Illustrator**
**Indesign**
**Photoshop**
**After Effects**
**Glyphs**
**Suitecase Fusion**
**Procreate**

*Something more*
**Hand Lettering**
**Calligraphy basics**
**Photography**

## work experience and education

*currently* — **Designer freelance**

*dec - dec 2017-2018* — **Bottega Veneta**

*sept - apr 2016-2017* — **Interbrand**

*oct - dec 2015-2016* — **SPD - Master in Visual Design**

*oct - apr 2014-2015* — **Bauer - Typography and Letterpress lab.**

*jan - jul 2014* — **Bitmama**

*sep - nov 2013* — **The Industry**

*2010-2013* — **IED - Bachelor's Degree in Graphic Design**

Hello! I'm Alice, an eclectic and driven graphic designer from Milan with an incredible love for my job, I'm passionate and enthusiast especially if we talk about typography and branding.

I'm an incurable curious and always eager for everything that can be an inspiration for every project that I do and that could be a movie or an art exhibition.

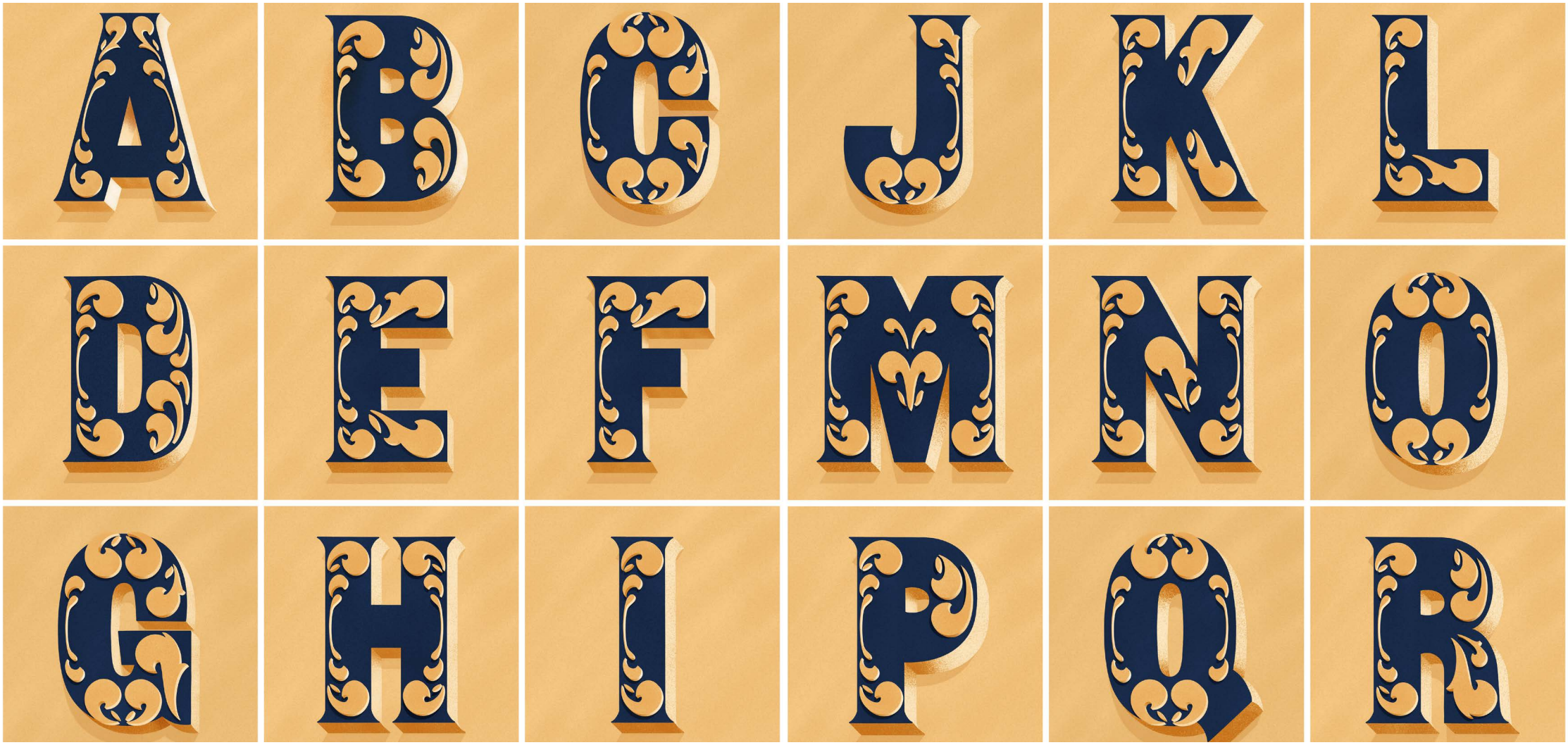
As a quiet person I define myself a very good listener, I think it's the key to a good collaboration and essential to translate in the best way the client needs.

I had the chance to work for different companies and my last experience has been in Bottega Veneta where I learned how to anticipate  the requests and be always meticulous with every detail.

# 36 Days of Type 2019

Series of capital letters made for the “36 days of Type 2017” challenge. This is a global project that invites designers, illustrators and graphic artists to design a letter or number of the Latin alphabet every day for 36 days.




A
B
C
J
K
L
D
E
F
M
N
O
G
H
I
P
Q
R


S T U 1 2 3
V W X 4 5 6
Y Z 0 7 8 9

# Netflix Novels

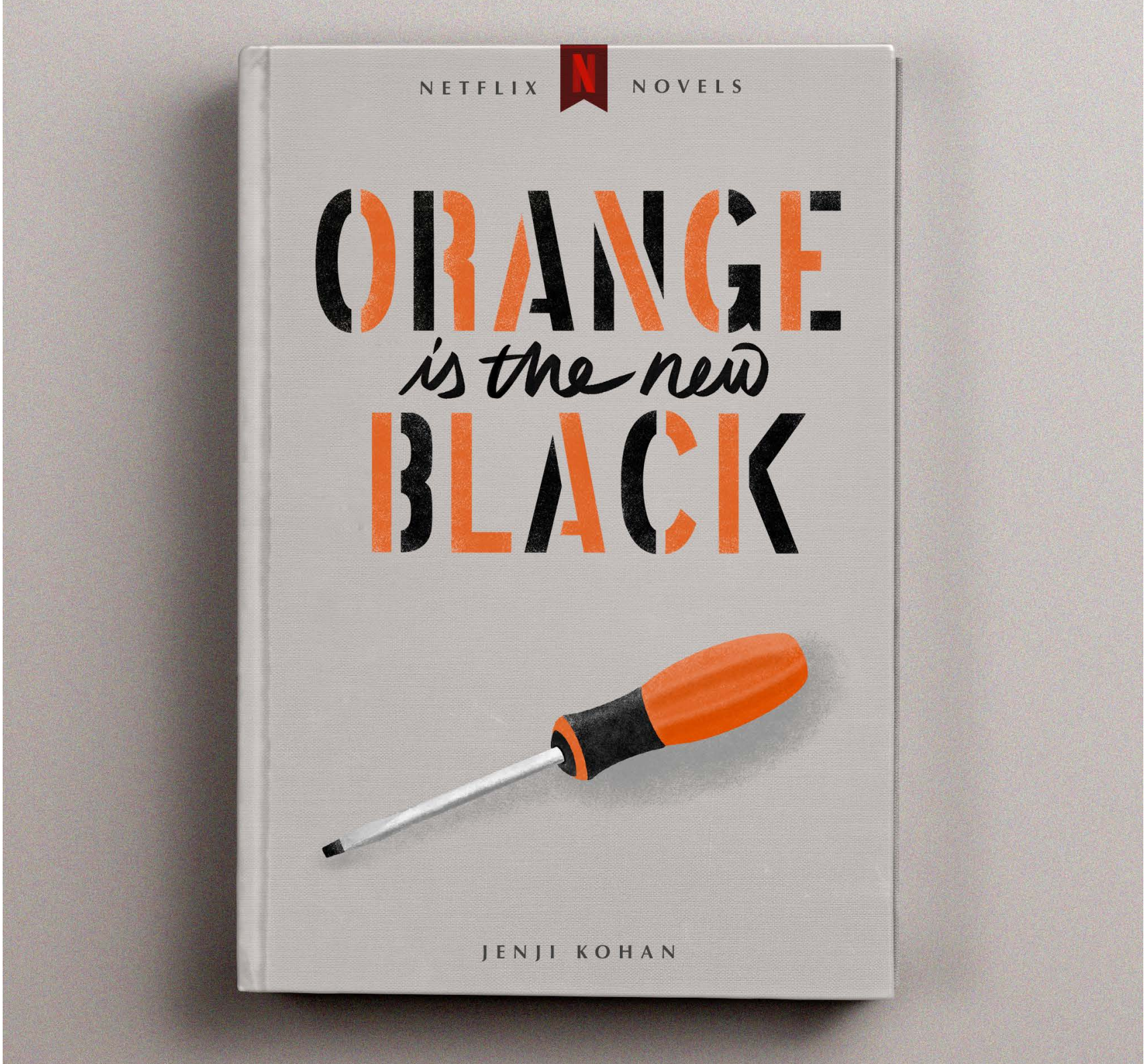
“What if Netflix was born in the 70’s?” My project starts with this question. I’m a huge fan of binge watching a tv series till i drop, but at the same time I love reading the good old books and often choose them if I like the cover.

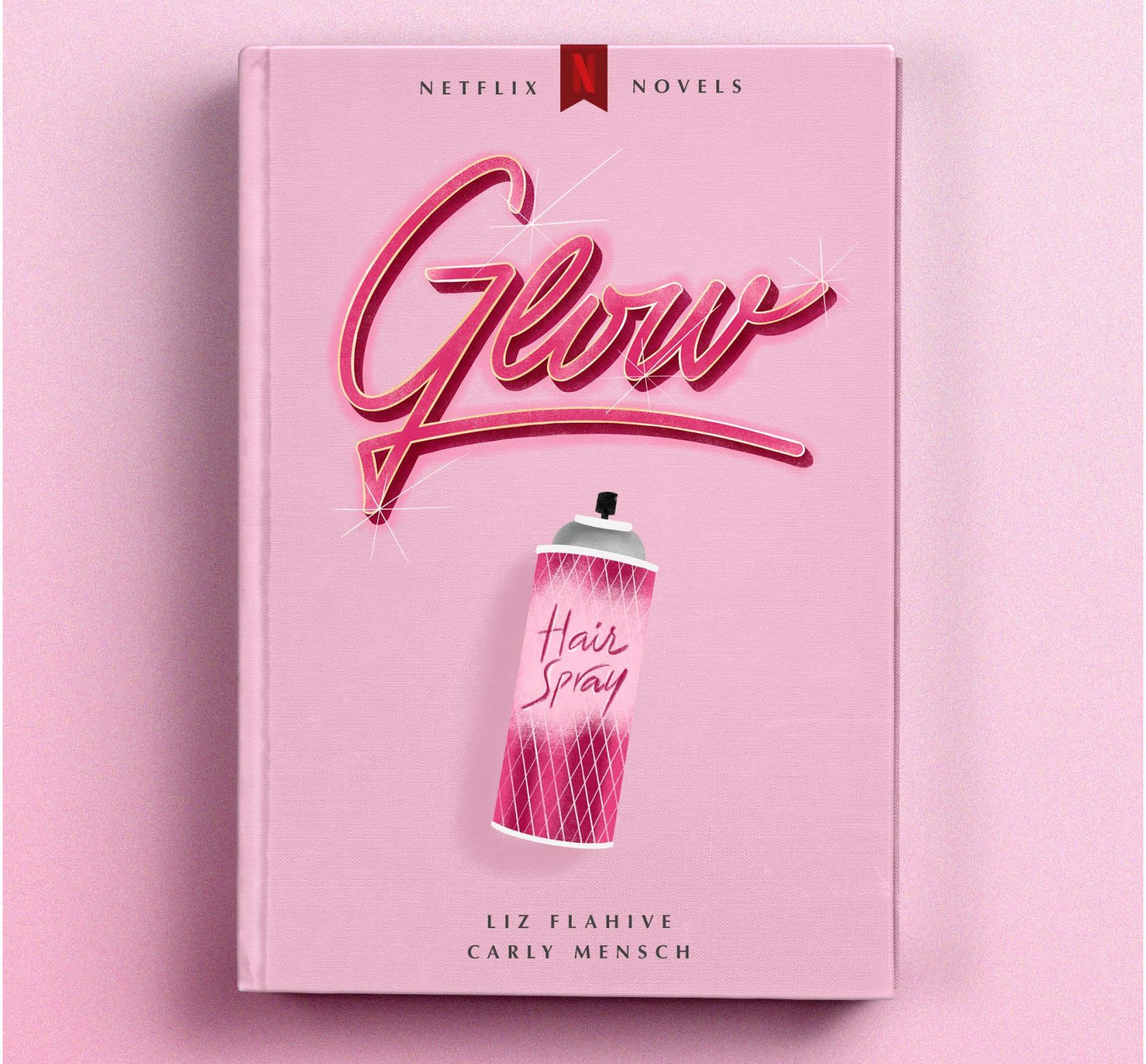
So I decided that I wanted to challenge myself, I combined my passion for tv series and books to create “Netflix Novels Publishing House: if tv series were books”.

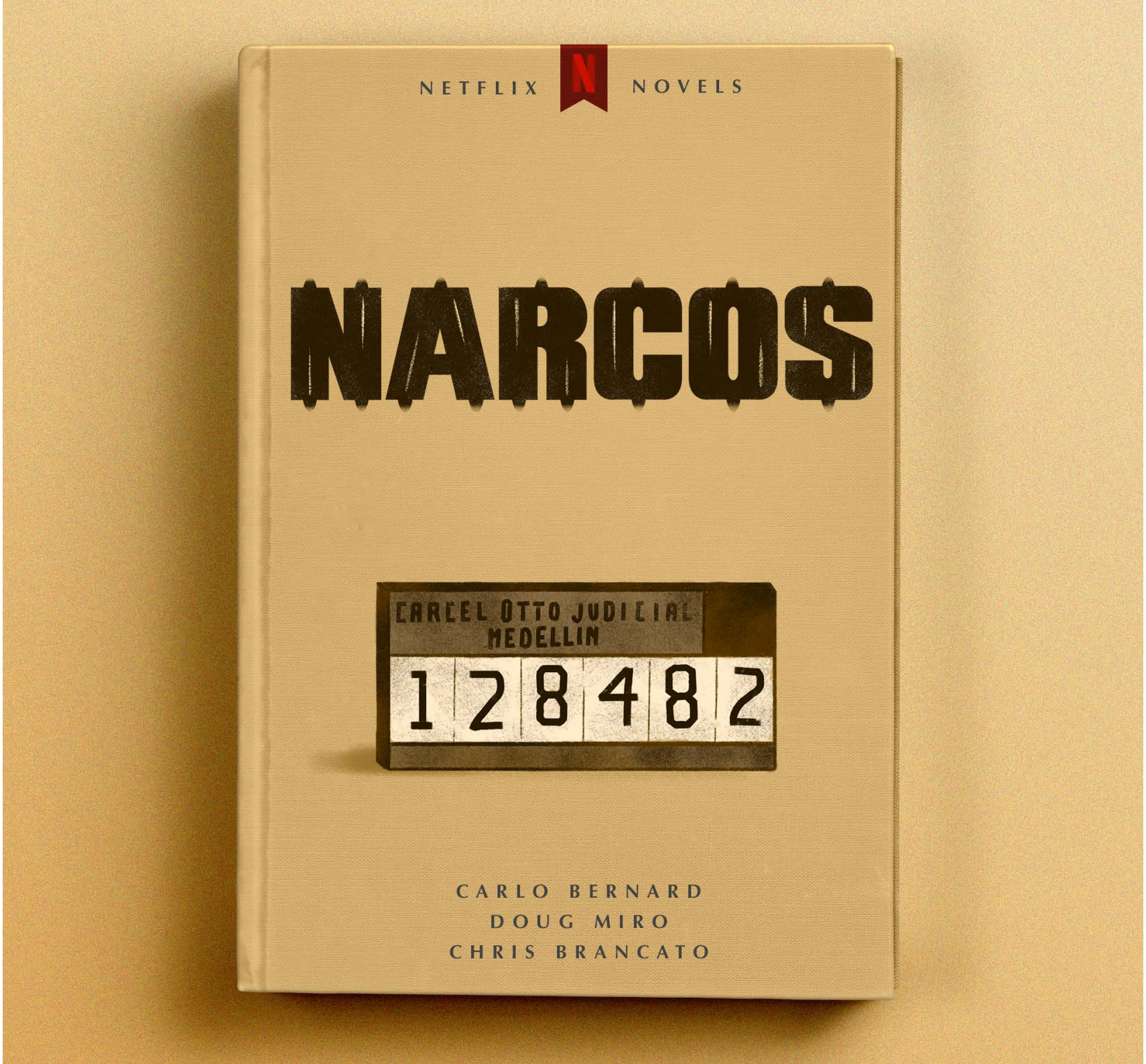
This project is born as a tribute to Netflix and as a personal exercise to try new lettering styles and also find the perfect illustration to give a hint of the story inside the fake book.

Netflix Novels is a self-initiated and ongoing project.



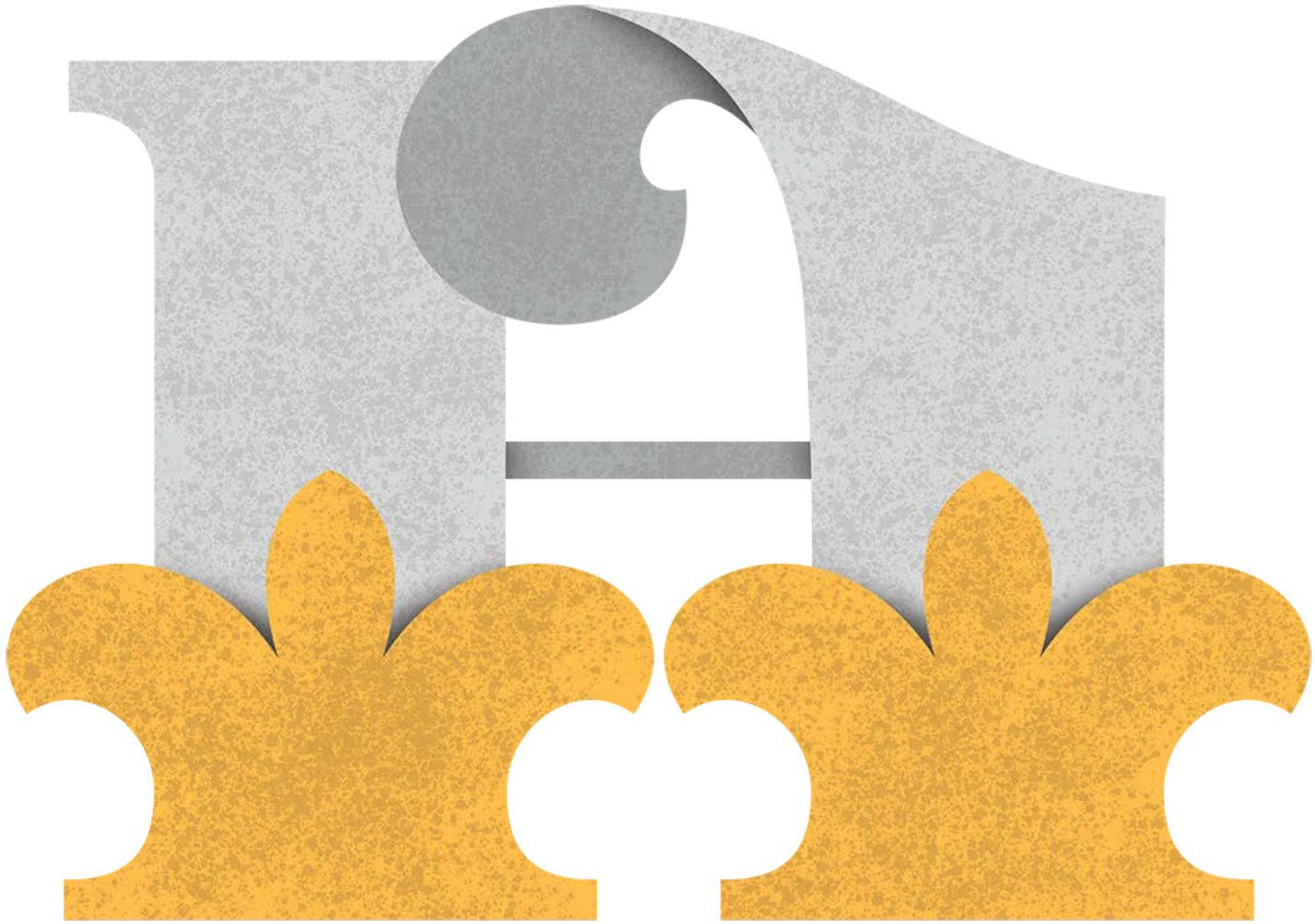

NETFLIX
NOVELS
ORANGE
is the new
BLACK
JENJI KOHAN

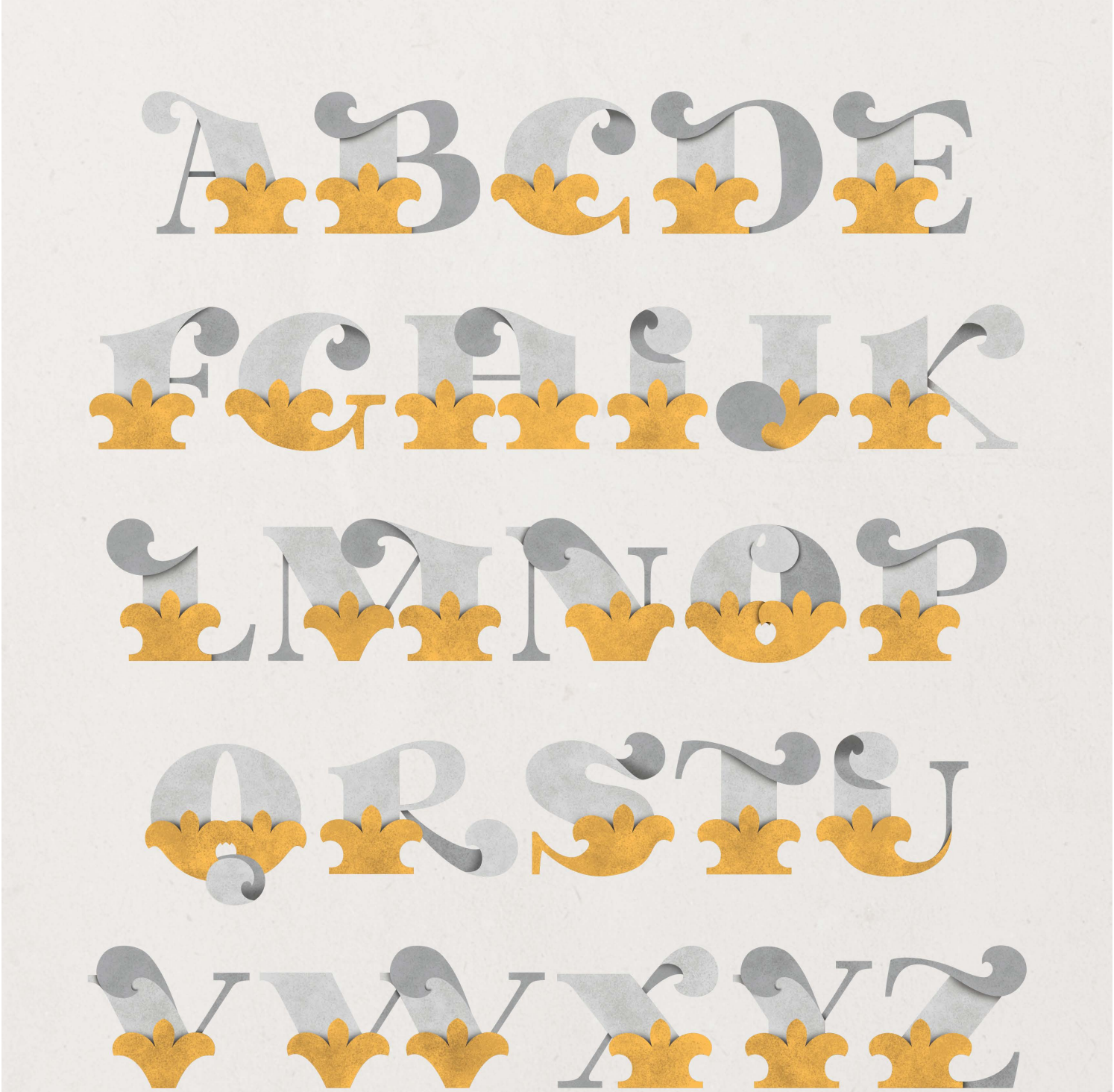

NETFLIX
NOVELS
Glow
Hair Spray
LIZ FLAHIVE
CARLY MENSCH

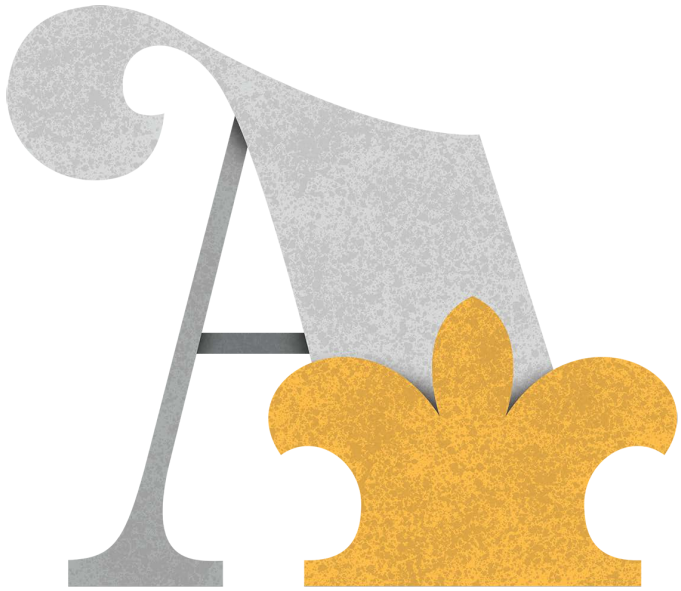

NETFLIX
NOVELS
NARCOS
CARCEL OTTO JUDICIAL
MEDELLIN
128482
CARLO BERNARD
DOUG MIRO
CHRIS BRANCATO

# 36 Days of Type 2017

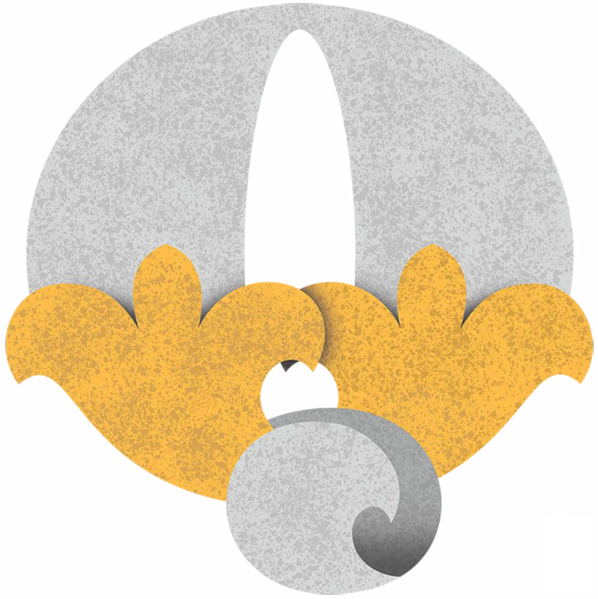
Series of capital letters made for the “36 days of Type 2017” challenge. I’ve been inspired by my love for wooden type and mixed it  with the art of paper-craft.

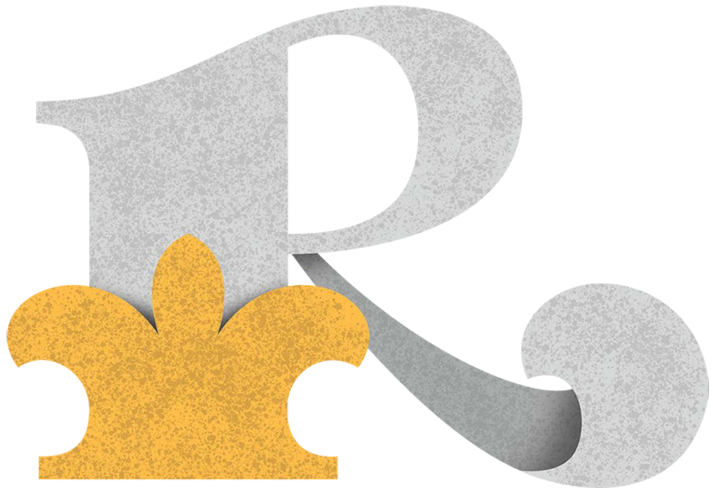



ABCDE
FGHIJK
LMNOP
QRSTU
VWXYZ







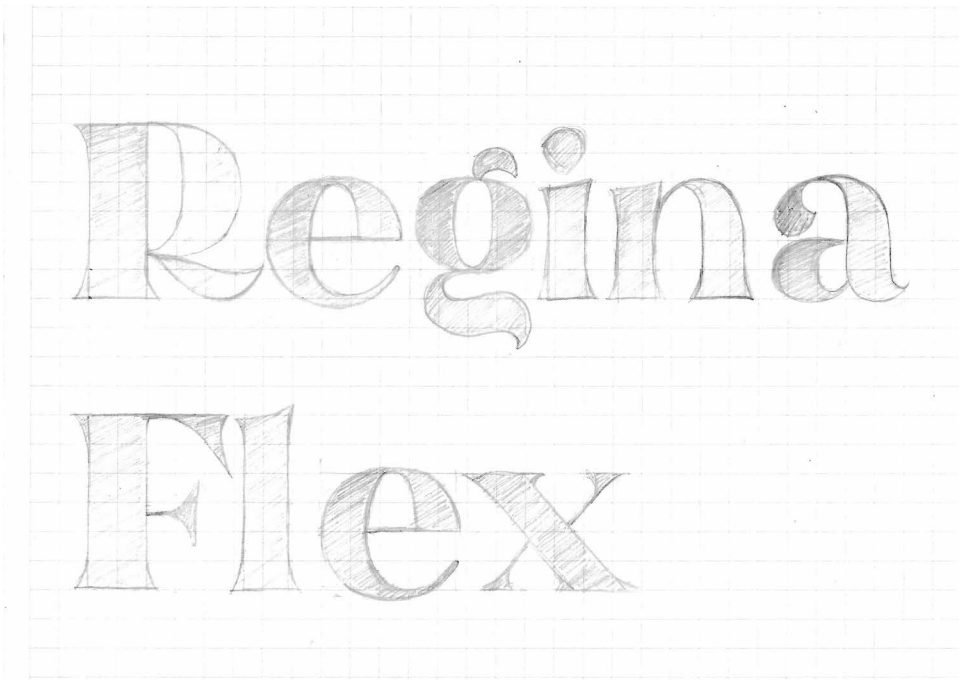


# Regina Flex

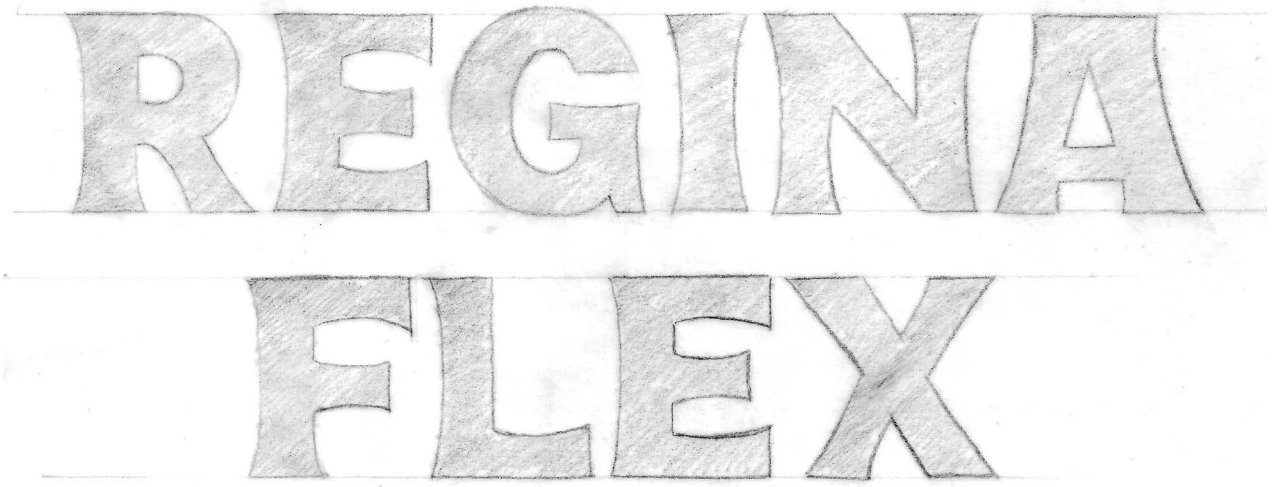
Regina Flex it's an italian company that produces high quality mattresses and pillows since 1973. The aim it's to let the client find the perfect product that gives the maximum comfort and therefore the perfect way to relax.

This logo has been done keeping in mind this concept, the shape of the letters are soft but neat and rounded to remind of the gesture when you touch for the first time the surface of a mattress to feel if the softness it's right for you. The crown its the historic symbol of the company and has been drawn following the shapes of the letters.




Regina
Flex


REGINA
FLEX RF
REGINA
FLEX


REGINA
FLEX


RF

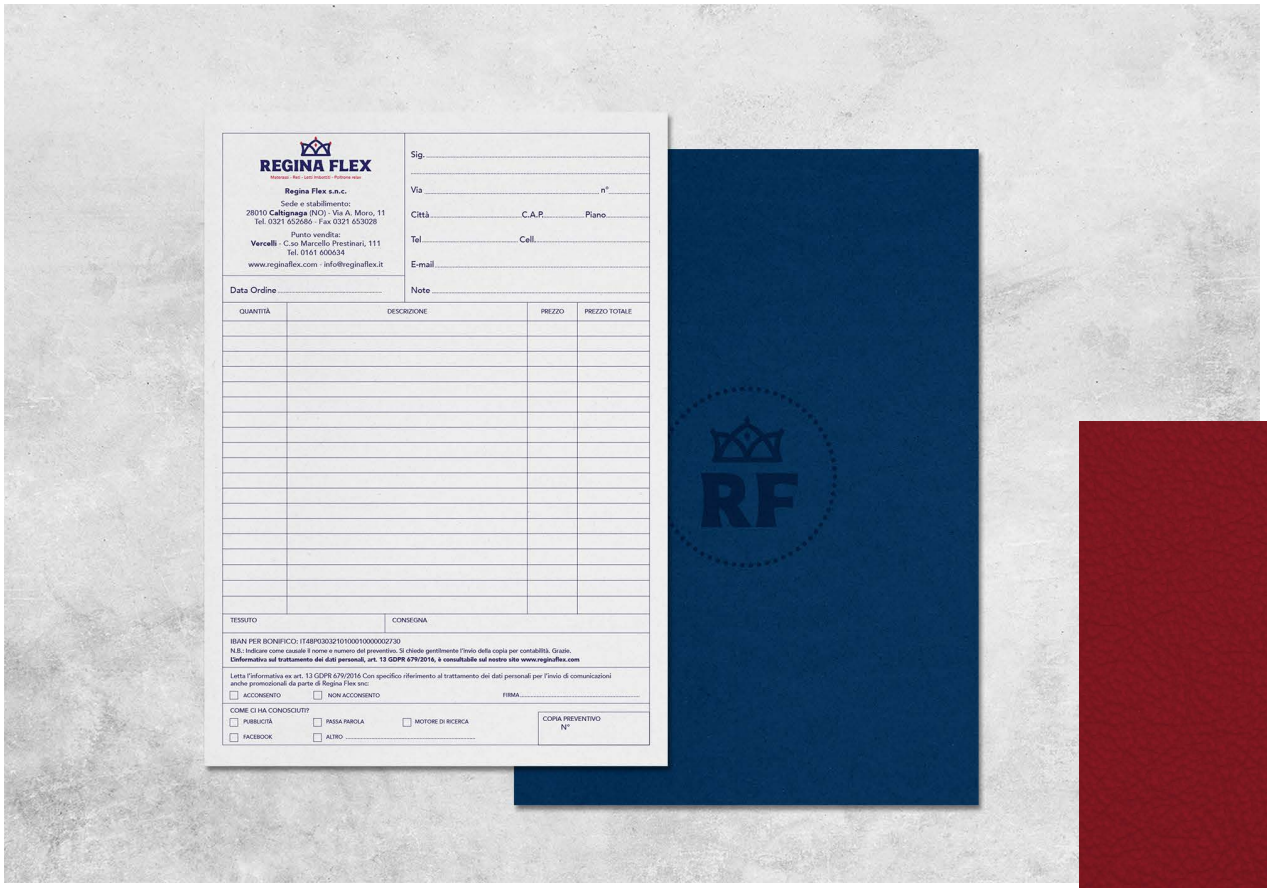

REGINA
FLEX


REGINA FLEX


REGINA
FLEX


REGINA
FLEX


REGINA FLEX


REGINA FLEX
Regina Flex s.n.c.
Sede e stabilimento:
28010 Caltignaga (NO) - Via A. Moro, 11
Tel. 0321 652686 - Fax 0321 653028
Punto vendita:
Vercelli - C.so Marcello Prestinari, 111
Tel. 0161 600634
www.reginaflex.com - info@reginaflex.it
Data Ordine
Sig.
Via
n°
Città
C.A.P.
Piano
Tel.
Cell.
E-mail
Note
QUANTITÀ
DESCRIZIONE
PREZZO
PREZZO TOTALE
TESSUTO
CONSEGNA
IBAN PER BONIFICO: IT48P0303210100010000002730
N.B.: Indicare come causale il nome e numero del preventivo. Si chiede gentilmente l'invio della copia per contabilità. Grazie.
L'informativa sul trattamento dei dati personali, art. 13 GDPR 679/2016, è consultabile sul nostro sito www.reginaflex.com
Letta l'informativa ex art. 13 GDPR 679/2016 Con specifico riferimento al trattamento dei dati personali per l'invio di comunicazioni anche promozionali da parte di Regina Flex snc:
ACCONSENTO
NON ACCONSENTO
FIRMA
COME CI HA CONOSCIUTI?
PUBBLICITÀ
PASSA PAROLA
MOTORE DI RICERCA
FACEBOOK
ALTRO
COPIA PREVENTIVO
N°
RF


REGINA FLEX
materassi per vivere meglio
REGINA FLEX
via Aldo Moro 11, 28010 Caltignaga (NO)
T: + 39 0321 652686
M: info@reginaflex.it
W: www.reginaflex.it

# Alma Popsicles

The brief was to create and design a new product for Algida.
Alma popsicles are a vegan and healthy solution: made of organic ingredient and almond milk, inspired by handmade recipes. The logotype was designed with soft curves to recall a creamy texture, with the use of a pastel color as the almond milk.






Alma


ALGIDA
Alma
peach
with almond milk
8 portions
560g e
100% vegan


ALGIDA
Almar
kiwi
with almond milk
8 portions
560g e
100% vegan

# Sedna

For this visual identity project me and my team had to create and define an institution which would represent the North America continent.
After a lot of research and hard work we brought up to life Sedna, a Weather Research Center. We created the branding, a forecast website with a set of icons, a newspaper which collects all the news about climate change, a tv channel and some poster.
The whole work is collected in a book.



The 5 research centers

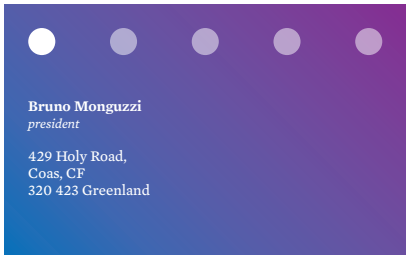
Climate zone
higher temperature

Climate zone
lowest temperature



Sedna

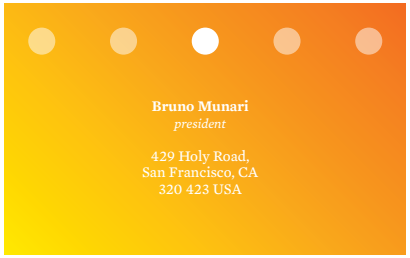
North America
Weather Research Center




Sedna
Greenland
Weather Research Center




Sedna
Canada
Weather Research Center




Sedna
California
Weather Research Center

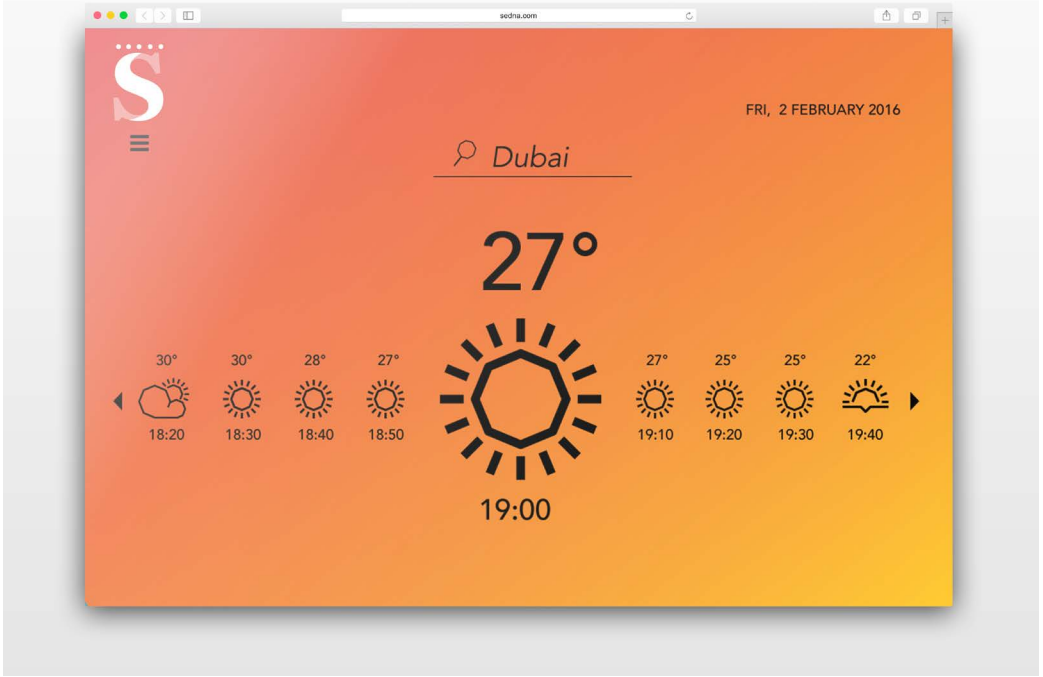



Sedna
Texas
Weather Research Center



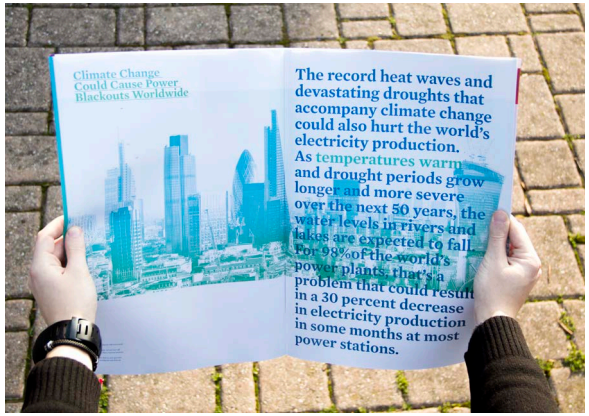

Sedna
Mexico
Weather Research Center




sedna.com
FRI, 2 FEBRUARY 2016
Dubai
27°
30° 30° 28° 27°
18:20 18:30 18:40 18:50
27° 25° 25° 22°
19:10 19:20 19:30 19:40
19:00


Sedna
North America
Weather Research Center
Max Huber
president
429 Holy Road,
San Francisco, CA
320 423 USA


Cummulative carbon emissions
off, threatening the
biodiversity


Climate Change Could Cause Power Blackouts Worldwide
The record heat waves and devastating droughts that accompany climate change could also hurt the world's electricity production.
As temperatures warm and drought periods grow longer and more severe over the next 50 years, the water levels in rivers and lakes are expected to fall. For 98% of the world's power plants, that's a problem that could result in a 30 percent decrease in electricity production in some months at most power stations.

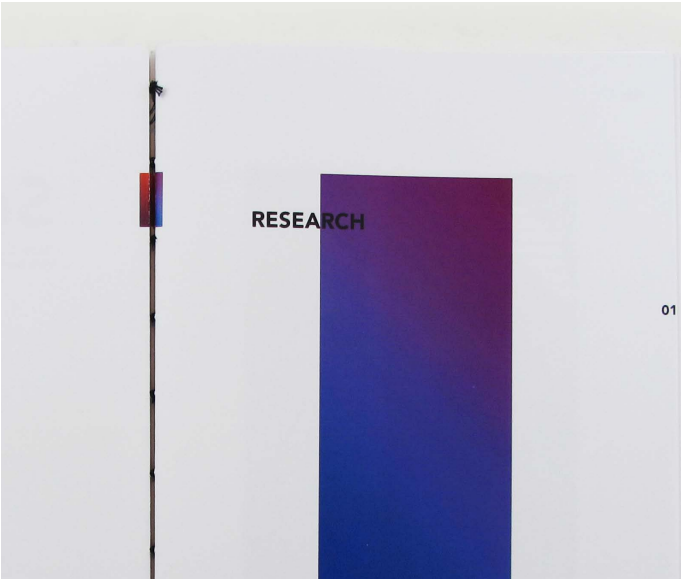

A secret paradise
on hearth.

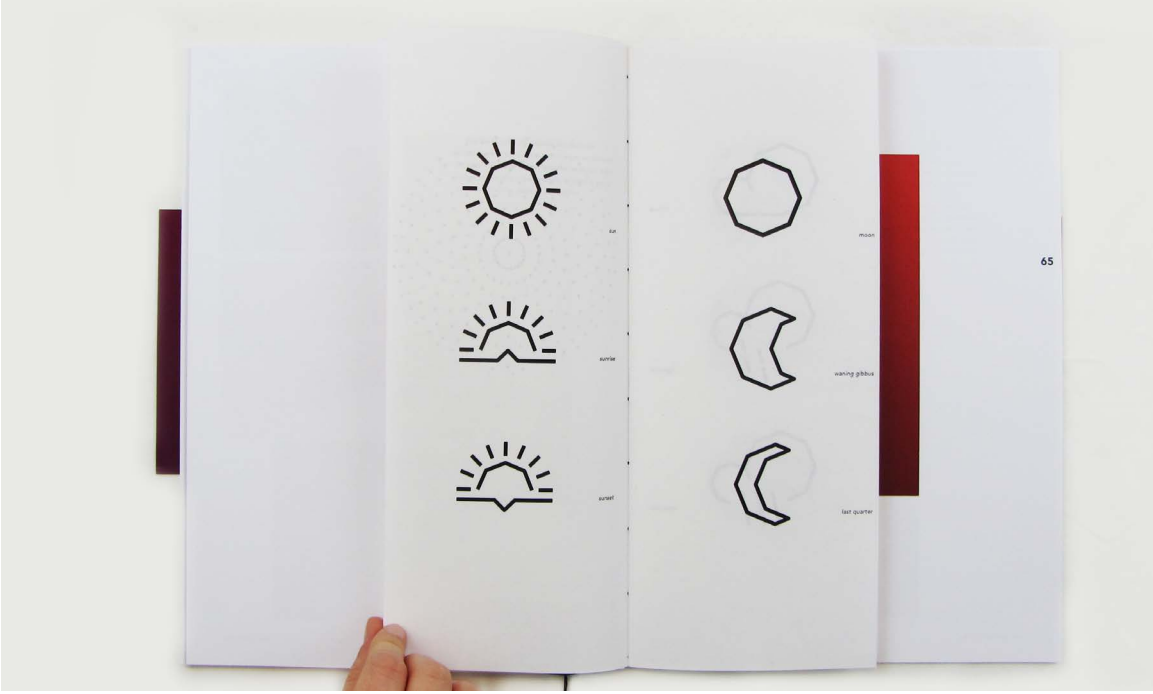



Sedna
North America Weather Research Center
warming due to greenhouse gas emissions
Greenland's glaciers are melting faster than ever.
This is a fact.
5 billion metric tons of meltwater a year
/002


Sedna
01 /research
17 /concept
33 /sedna
49 /icons
65 /communication


We decided to emphasize the idea of colors,
experimenting a new way to make new shades.
For this reason we played with inks and milk.
The result is a series of particular and unusual
shapes and tones.
We connected "weather facts" to our new color
spots in order to accentuate the "visual meaning"
to our communication, describing the words
with abstract images.
i. the making of ink drops
k. some examples of spots
in the following pages some posters
41
sedna/applications


RESEARCH
01


sun
sunrise
sunset
moon
waning gibbus
last quarter
65

# The Tartar Steppe

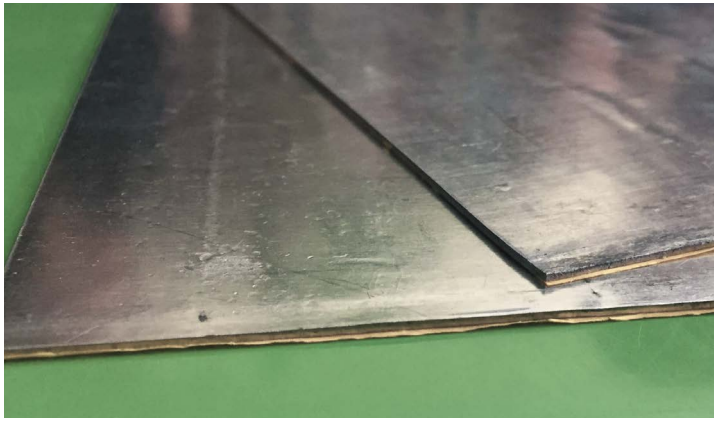
This book is an academic project where the focus was to re-design the italian classic “The Tartar Steppe” by Dino Buzzati. Through the book analysis I selected three key elements in the story: Time passing by, light/shadow and heaviness. Accordingly I started to build a series of metaphors and contrasts, helped by some relevant quotes from the book.



The image on the cover rappresent a calendar without months and weekdays with numbers crossed which it symbolize the losing of the notion of time and the infinite waiting.

The first sensory gap that the book gives you it is between its small dimensions and its heavy weight (around 2 kg): the cover in fact has been filled with lead as an invisible but direct metaphor to the solid military world of the book and the general sense of the unconscious burden of life carried by the protagonist.



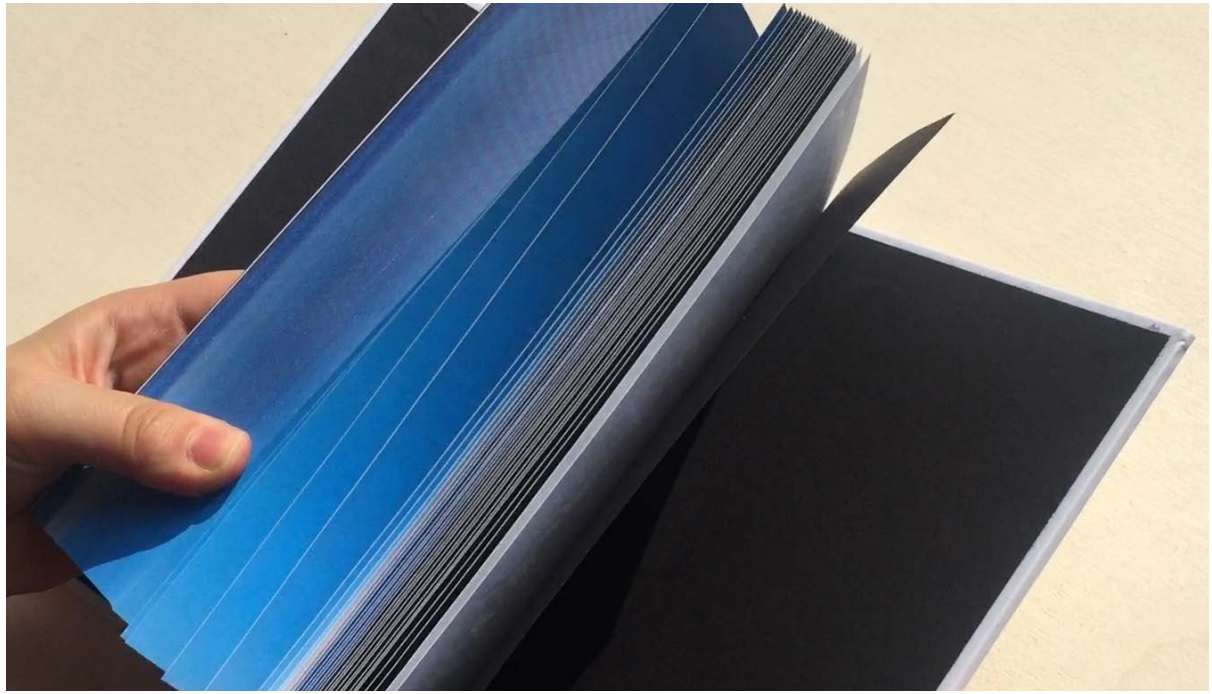













The whole book inside is transformed in a flip book, which is a little game meant to show a short animation which is in fact a time-lapse of a dry plain sky, from the early morning to the night, which is the span when the story of the protagonist starts and fishes.

Many years have passed in the book in such a short narration, and the concept of time abstracts itself from the concept of existence. The fast and neat animation of the timelapse it is the shortest and clearest representation of the cycle of life, while Buzzati's novel tells a lifetime story.

# Thank you!