

Truly Design s.n.c. di Italiano M.L. & C. / via Guastalla 10 D / 10124 Torino
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CURRICULUM VITAE

Bio / Componenti / Clienti / Esposizioni Recenti / Pubblicazioni

BIO

Truly Design was born as a traditional graffiti crew, uniting 4 friends with common passions other than aerosol art: illustration, graphic design, classic painting, and more or less anything which could arise from mixing these disciplines. Starting from 2003, the chaotic, nocturnal adventures beside the railtracks slowly started evolving into experimental graffiti, inspired by graphic design and illustration.

The crew soon became a breeding ground of ideas challenging the traditional boundaries of graffiti, pushing the collaboration to the birth of a visual communication studio in hometown Torino. The complementary skills of the four friends came binded together into a cauldron of eclectic ideas.

Mauro149, Rems182, Ninja1 and Mach505 are radically different personalities, with heterogeneous approaches and inspirations, however capable of coalescing into an unstoppable and harmonic creative force.

STAFF

Mauro Letterio Italiano,

Founder, born in Torino in 1981; bilingual Italian-English; studied Illustration at the European Institute of Design in Torino. Illustrator, graphic designer, aerosol artist and teacher at the European Institute of Design.

I've always explored the complexity of the beyond around me with a halo of mystery and a pinch of disillusionment: I'm fascinated by the infinite languages which our perceptions can shape.

It's always been fun to render my thoughts through my visionary, onyric imagery. I have very little patience, and neither am I interested in imposing coherence to my work, as long as the result is fresh and reflects the changes which occur within me. My art consists of stories, visions, dreams. Graffiti has been my launch pad, that which freed me and enabled me to make a future out of my greatest passion.

Truly Design is a story born in the railway gravel, sudden and unpredictable, which thanks to this keeps hugging me to its bosom.

Emanuele Ronco,

Founder, born in Torino in 1982; graduated from the Torino Fine Arts Academy cum laude; specialization diploma (SSIS) which qualifies for 1° and 2° level teaching of drawing and art history.

Painter, graphic designer, illustrator and aerosol artist.

I consider my creative act as a necessary and profound form of auto-analysis, which I cannot do without.

My equilibrium is founded upon my art.

To satisfy this therapeutic necessity of mine I avail myself of media, supports and subjects which vary quite often.

Sometimes acrylic color meets a wall, at other times the ball-point of my "Bic" pen etches the surface of a canvas.

These are merely pieces for building unpredictable structures, mirrors of my psychology.

I most certainly am not a scholar, nor an orator.

Only my art can truly speak on my behalf.

Marco Cimberle,

Founder; born in Moncalieri in 1982.

Designer, graphic designer and aerosol artist.

Sight is the most complex and important of our five senses, allowing humans to observe, understand, learn, move and survive in their environment.

Like an eye's pupil, I've always adapted to the exterior world to elaborate the abundant or scarce information which I was able to extract each instant: this is why it's always been so important for me to observe all that surrounds me to understand and objectify it in the form of something crafted with my own hands, availing myself of technologies assimilated throughout the years.

Truly Design is the rest of the physical apparatus which accelerated my process of elaboration and growth.

Rocco Emiliano Fava,

Founder, born in Torino in 1983.

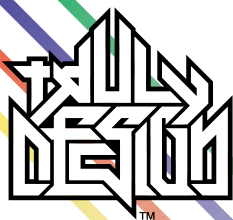
Promoter, graphic designer and aerosol artist.

From childhood, I've always shown interest for drawing and applied arts; I used to spend entire days coloring away.

Creating has always represented something very intimate and personal, an escape from everyday thoughts. Proof is, I didn't choose to study art, having studied law and painting graffiti as a liberation, a second life...a true alter ego.

My art would certainly have remained a hobby if I hadn't stumbled upon the Truly Design project.

It took some time to realize that, since that day, my life truly changed...and it makes me really happy!



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CLIENTS

FIAT Group Automobiles Spa
COMAU Spa
Ferrero Spa
Martini & Rossi S.p.a. Gruppo Bacardi-Martini
Budweiser - Anheuser-Busch Inc. St.Louis, MO, U.S.A.
Nike Italy S.r.l.
DC Shoes - California Sport Srl
FIAT Freestyle Team
Nokia Snowboarding World Cup, Torino
Subsonica (EMI Music)
Linea77 (Universal Music)
RFI - Rete Ferroviaria Italiana
Yesmoke Tobacco Spa
Gruppo Bodino Spa
Studio65
Capitello Publishing House, Torino
Poseidonia Publishing House, Bologna
City of Torino
Politecnico di Torino
European Youth Forum (Bruxelles)
Istituto Europeo di Design (IED), Torino
Museo di arte moderna e contemporanea Castello di Rivoli, Torino
Toroc (Torino Organising Committee XX Olympic Winter Games)

RECENT EXHIBITIONS

54° Biennale di Venezia, Italian Pavillion, Torino 2011.
Personal show "Questo non è un graffito" at Galo Art Gallery, Torino 2011.
Works exhibited at Stroke2011, Urban art fair, Berlin, 2011.
"Public Provocations" collective exhibition at Carhartt Gallery, Weil am Rhein (Germania), 2011.
"Street art attack" collective exhibition at Spazio Sansovino, Torino 2011.
"Anteprima L'Asse del Male" at AV Art Gallerie di Fondazione Artevision, Torino 2011.
"Tempi precari" collective exhibition at the Piemonte Region directive center, curated by Francesco Poli e Elisa Lehnard, Torino 2010.
Works exhibited at "Openlab Art Gallery" at Stroke02, Urban art fair, Munich, 2010.
"Ibridi" personal exhibition at Spazio Azimut, Torino 2010.
"A great stuff" collective exhibition at Openlab Art Gallery, Genova 2010.
"Power Illusion" personal exhibition at Mirafiori Galerie, Torino 2009.
"Interior Design" personal exhibition at Circolo Culturale Amantes, Torino 2008.
Mention of honour from the jury and first prize from the public's vote, collective exhibition "IoEspongo XI" at Spazio Azimut, Torino 2008.
"Little Scratch" collective exhibition at Mr. Ego ArtSpace, Bruxelles 2008.
"Infart III" collective exhibition at Civic Museum of Bassano del Grappa, 2008.
"Sweetshop Exhibition" collective exhibition at Stichting KOP, Graphic Design Festival, Breda (Holland) 2008.
"L'arte, il Natale e due palle" collective exhibition at Galleria Cristiani, Torino 2008.
"Christmas Craft" collective exhibition at MIAAO (Museo Internazionale delle Arti Applicate Oggi), Torino 2007.
"Paratissimi" collective exhibition at ex penitentiary "LeNuove", Torino 2007.
"Across Re-Writing" collective exhibition at Circolo Culturale Amantes, Torino 2007.
"MiscelArt" collective exhibition, S.Pietro Val Lemina, Torino 2007.
"Infart2" collective exhibition, Bassano del Grappa, Vicenza 2007.
"MatrioskArt" collective exhibition at Skateboarding's Finest Shop, Torino 2007.
"Re-Writing" collective exhibition at Circolo Culturale Amantes and X-Coast Shop, Torino 2007.
Works exhibited at "Not Gallery" a "Miart", International modern and contemporary art fair, Milano 2007.
"A3" collective exhibition at Not Gallery, Napoli 2006.
"Wheels on fire (street art exhibition)" collective exhibition, first prize winners, Torino 2006.
"TrulyDesign meets skateboard" collective exhibition for FIAT FreestyleTeam at La Cantina, Torino 2006.
"Skate Art" personal exhibition at Skateboarding's Finest Shop, Torino 2005.
"Esposizione VIII Naturarte", exSoave hospital, Lodi 2005.
"Brain Storming" collective exhibition at Galleria Montrasio, Milano 2005.

PRESS

Interview and works published on "Nisha" Magazine Vol.120, Tel Aviv (IL) 2012
Cover, interview and works published on "WeAr Magazine" n°23, Zell am See (DE) 2012.
Interview and works published on "Graffiti All Stars" Vol. 15, Paris 2012
Works published on "Fefé Magazine", Vol. 11, Roma 2011
Interview and works published on "Baco" Magazine Vol.43, Turin (It) 2010
Works published on "Hospitality Design", Vol. 32, New York 2010
"Mural Art Book" Vol.2, Publikat Verlags, Mainaschaff (Germany) 2009
"Logo Lounge" volume, Rockport Publishers, Beverly, MA (USA)
"Logo Lounge Master Library" volume, Rockport Publishers, Beverly, MA (USA)
Main interview and works published on "Graffiti All Stars" Vol. 5, System Press Editions, Paris 2009
Works Published on "Subliminal Art" Magazine Vol. 2-3, Genova (Italy)
Works published on "Fefé Magazine", Vol. 8, Roma 2009
Works published on "Graffiti writing", Mondadori Electa, Milano 2008
Works published on "Tangible", Die Gestalten Verlag, Berlin 2008
Site profile published on "Web design index by content", Pepin press, Amsterdam 2007
Works published on "Indole Mag" Vol.2, Chieti 2007.
Works published on "Defrag Mag" Vol.9, Chieti 2007
"Logo Design" volume, Taschen, Koln (Germany) 2007
"Logology" volume, Victionary. Hong Kong 2007.
Cover, interview and works published on "Graphotism" n°46, London 2007.
Works published in "Indole Mag" Vol.1, Chieti 2007.
Interview and works published on "PlayZebra" n°04, Torino 2006.
Interview and works published on "Kanape" n°05, Sofia (Bulgaria) 2005.

Our entire portfolio can be seen on <http://www.truly-design.com>