



# I'm Francesca Pasini

Hi!

ART DIRECTOR &  
COMMUNICATION DESIGNER

# My projects



ART DIRECTION

VISUAL IDENTITY

SET DESIGN & STYLING

GRAPHIC DESIGN

TACTILE

PORTFOLIO  
2011-2018

# Sol&luna



CLIENT: Sol&luna Bar  
YEAR: 2017



Concept, art direction,  
set design and styling for  
Sol&luna indoor visual  
panels and menu cover.  
Graphic design for  
Sol&luna menu.

ART DIRECTION

A

SET DESIGN & STYLING

S

GRAPHIC DESIGN

G

# Piqué



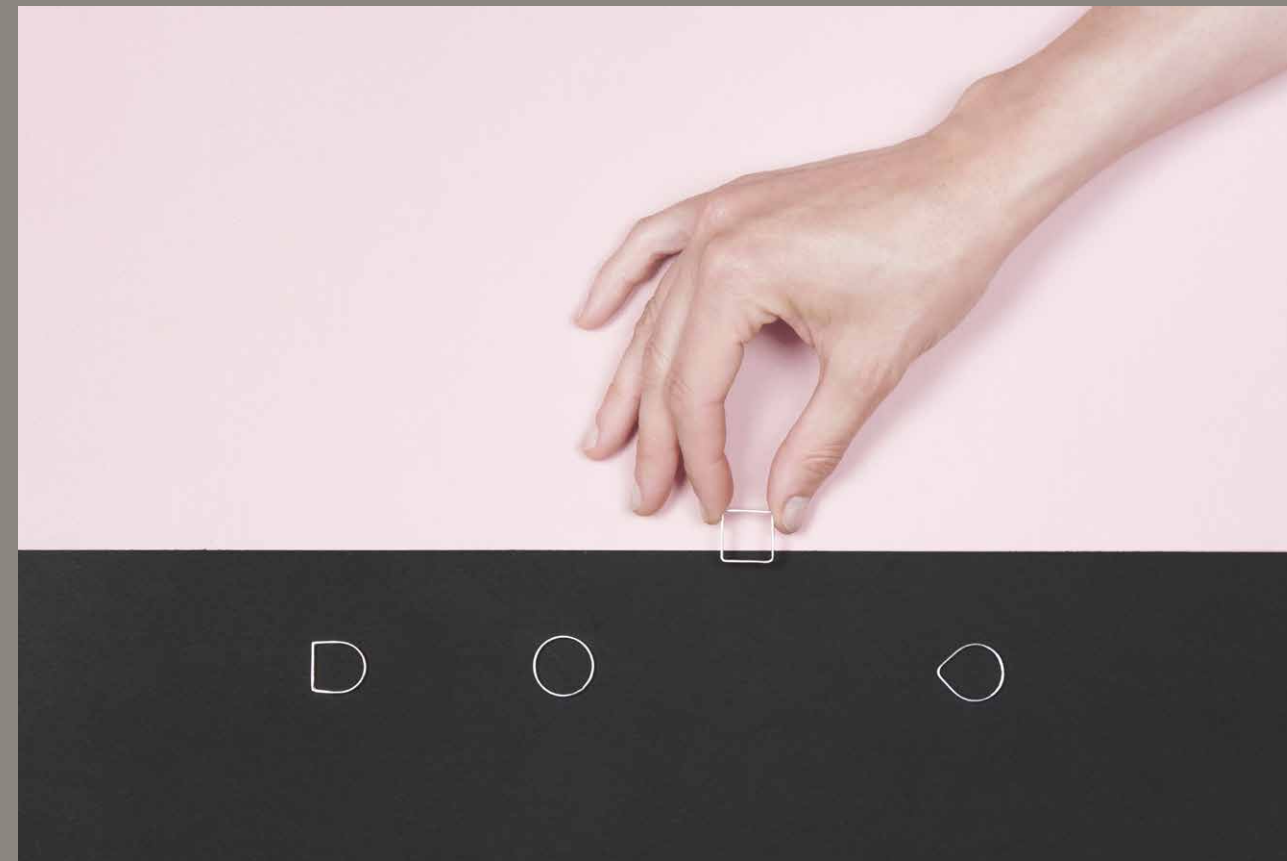
CLIENT: Piqué Jewelry  
YEAR: 2015



Visual identity for Piqué: a jewelry brand and laboratory. Logo, business card and jewelry packaging design.



# Piqué - Collection n°1



Concept, art direction,  
set design, and styling for  
the first Piqué collection:  
"Imperfection".

Some pictures of the  
collection.

CLIENT: Piqué Jewelry  
YEAR: 2016

ART DIRECTION

A

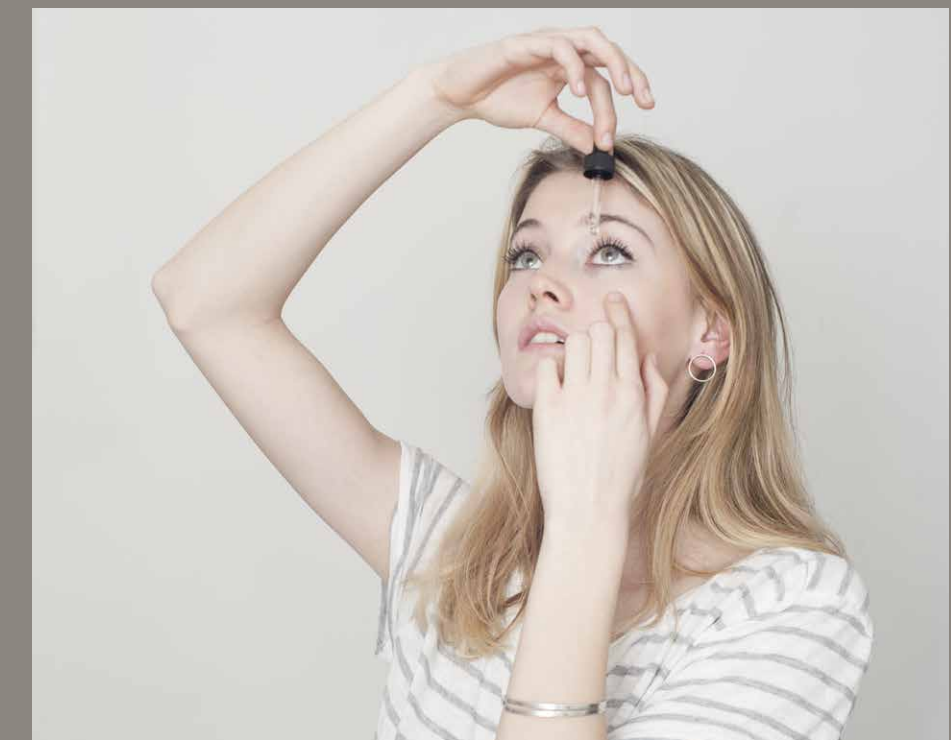
SET DESIGN & STYLING

S



Concept, art direction, set design, and styling for the second Piqué collection: "Alice".

Some pictures of the collection.



CLIENT: Piqué Jewelry  
YEAR: 2017

# Piqué - Collection n°2

ART DIRECTION



SET DESIGN & STYLING





# 1° maggio



Tactile project for  
Cantiere 26 music  
party poster.

CLIENT: Cantiere 26  
Community Centre  
YEAR: 2014



# Pace



Visual identity  
for Pace hotel.

Some implementations:  
business cards, welcome  
card, and hairdryer bag.



CLIENT: Pace -1954Hotel-  
YEAR: 2018



# Pigmento



Logo design  
and business  
card for the  
web agency  
Pigmento.

CLIENT: Pigmento  
Digital Agency  
YEAR: 2013

VISUAL IDENTITY



GRAPHIC DESIGN







# Flora



CLIENT: Flora Ice Cream Shop  
YEAR: 2012



A paper ice cream for Flora menu cover.



# Cantiere 26 WS

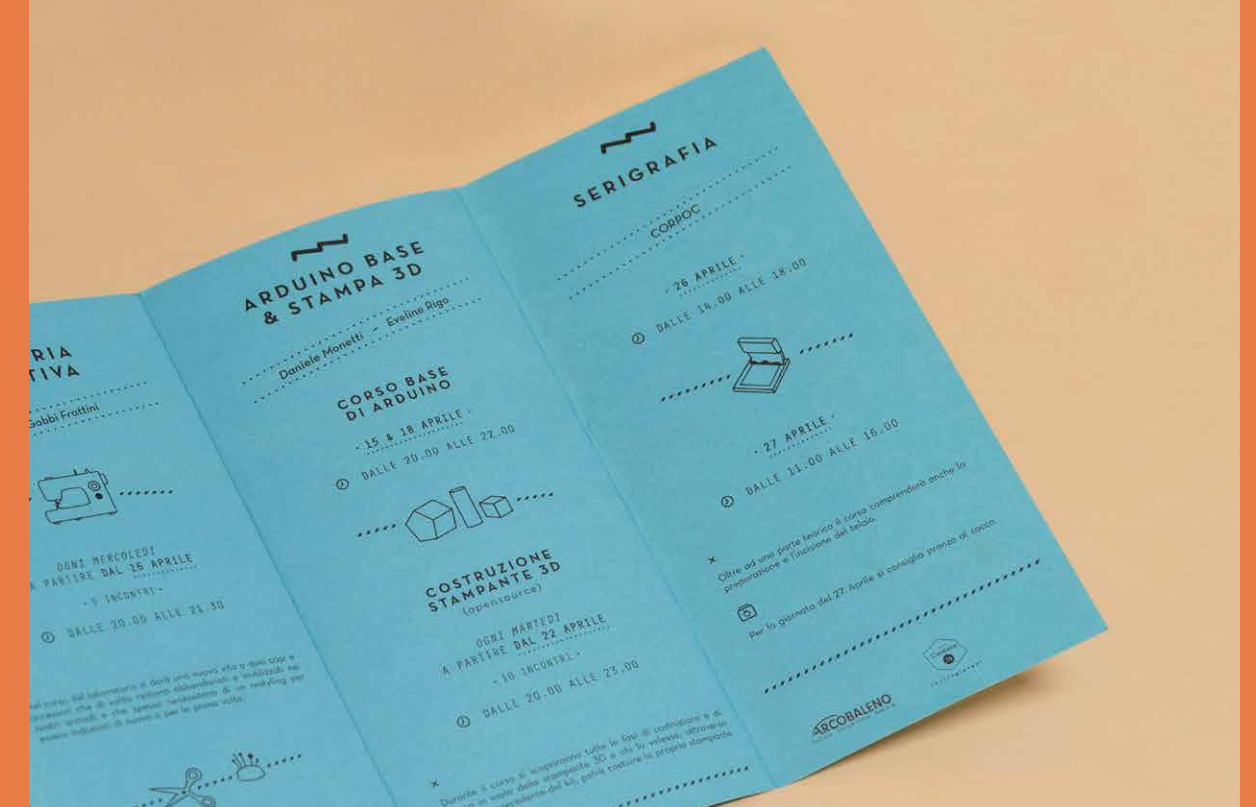


CLIENT: Cantiere 26 Community Centre  
YEAR: 2014

TACTILE DESIGN



GRAPHIC DESIGN

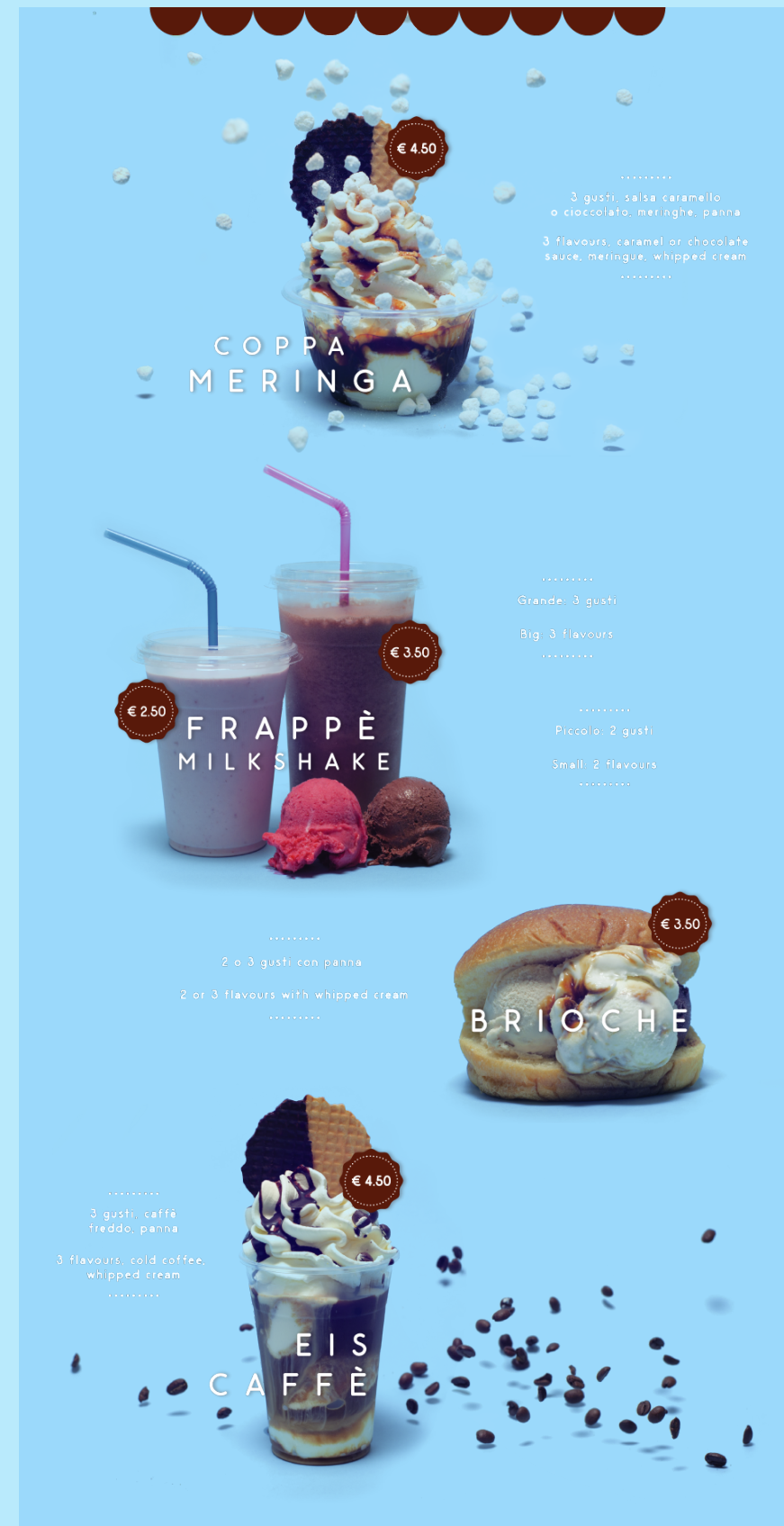


Brochure for the 2014 Cantiere workshop created using three different techniques: Trielina printing, needlework and plasticine.





# Brolio Ice Creammm

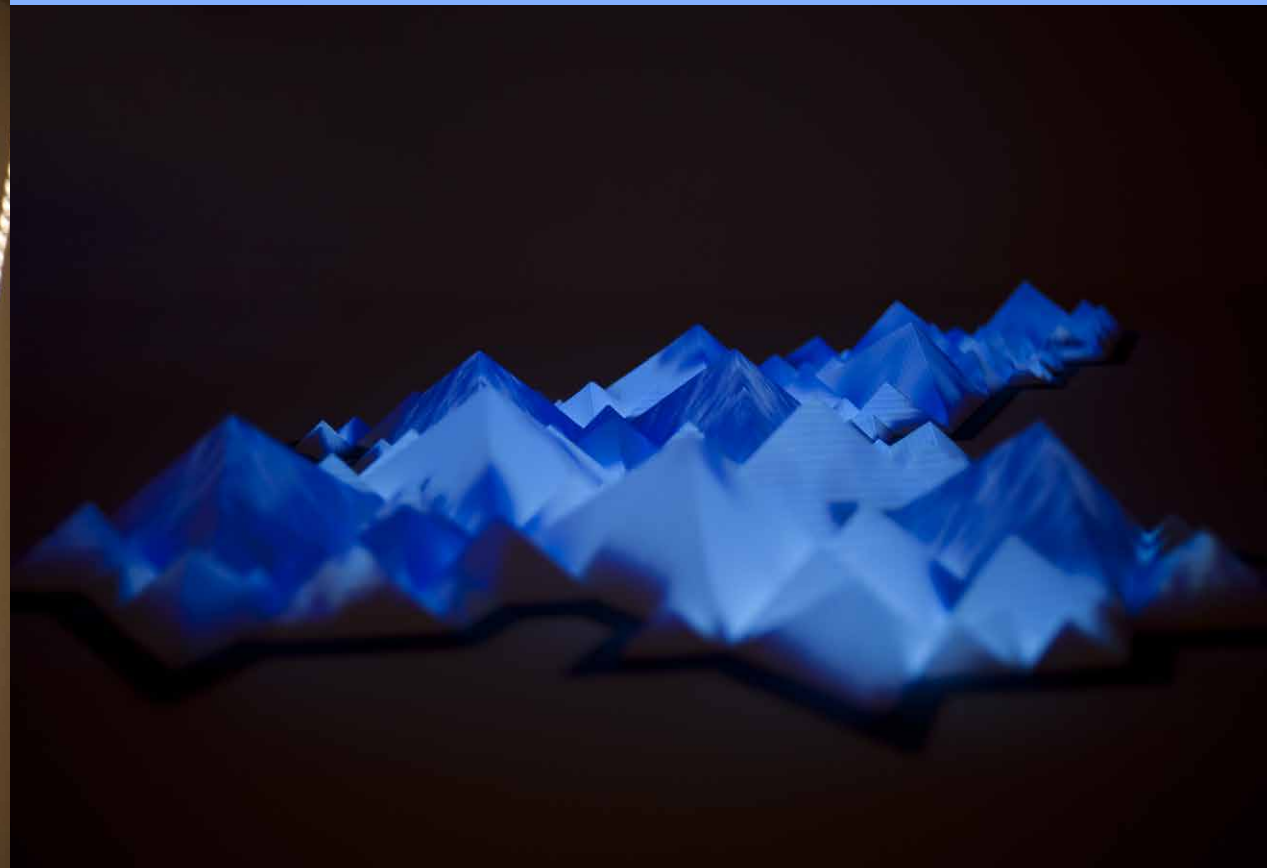
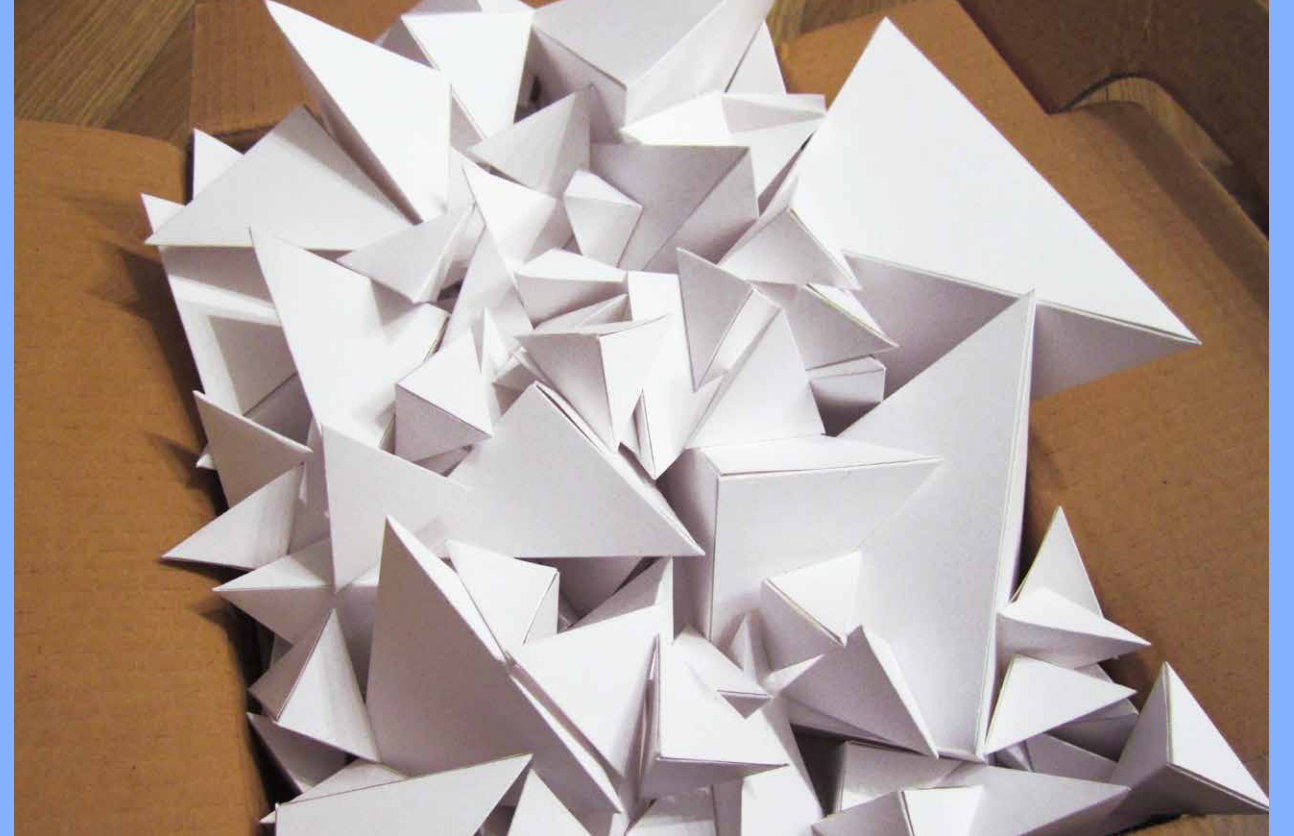


Visual identity for Brolio, a tiny cozy ice-cream kiosk. Logo, banners and cup packaging design.



CLIENT: Brolio Ice Cream Shop  
YEAR: 2013

# Submerged City



Personal project  
YEAR: 2013

Installation inspired by an old legend on a mysterious city submerged by the water of Lake Gardain Italy.

Structure composed of 130 assembled paper-pyramids and combined with a video mapping projection.

INSTALLATION



PAPERCRAFT





# Igloo



CLIENT: Igloo Ice Cream Shop  
YEAR: 2017

Visual identity  
for a super colorful  
ice cream parlor.

Some implementations:  
cup packaging and  
menu board.



# Logos

PACE  
|  
1954  
HOTEL  
|



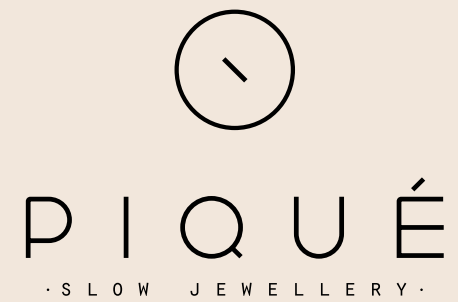
Vinifera  
FORUM DI VINO E PASSIONE



PIGMENTO  
web addicted

igloo  
GELATERIA

S O L & L U N A  
• food & drink bar •



PIQUÉ  
• SLOW JEWELLERY •

Logo design  
for different  
projects.

YEARS: 2012-2018



C'EST CHIC LE FRIQUE  
tailored fashion

**Thank  
you**



LET'S KEEP IN TOUCH:  
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