



Marcella Devoto

DESIGN E GRAFICA PER LA COMUNICAZIONE

GRADUATED IN **PHOTOGRAPHY** AT UNIVERSITY OF ARTS LONDON
MASTER STUDENT IN **COMMUNICATION, DIGITAL MEDIA AND SOCIAL STRATEGY** AT 24ORE BUSINESS SCHOOL

CONCEPTUAL VIDEO PRODUCTION

ANALOG AND DIGITAL PHOTOGRAPHY

CREATIVE WRITING

GRAPHIC DESIGN FOR ADVERTISING AND BRAND PROPOSAL

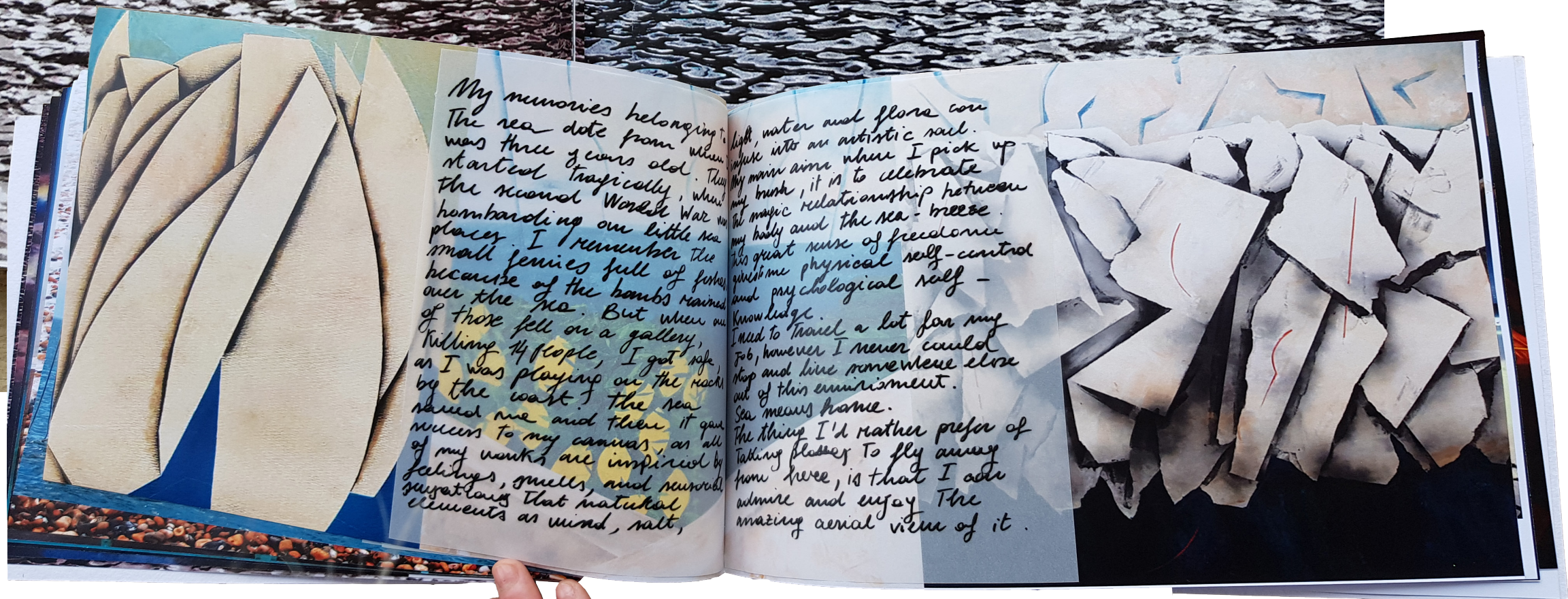
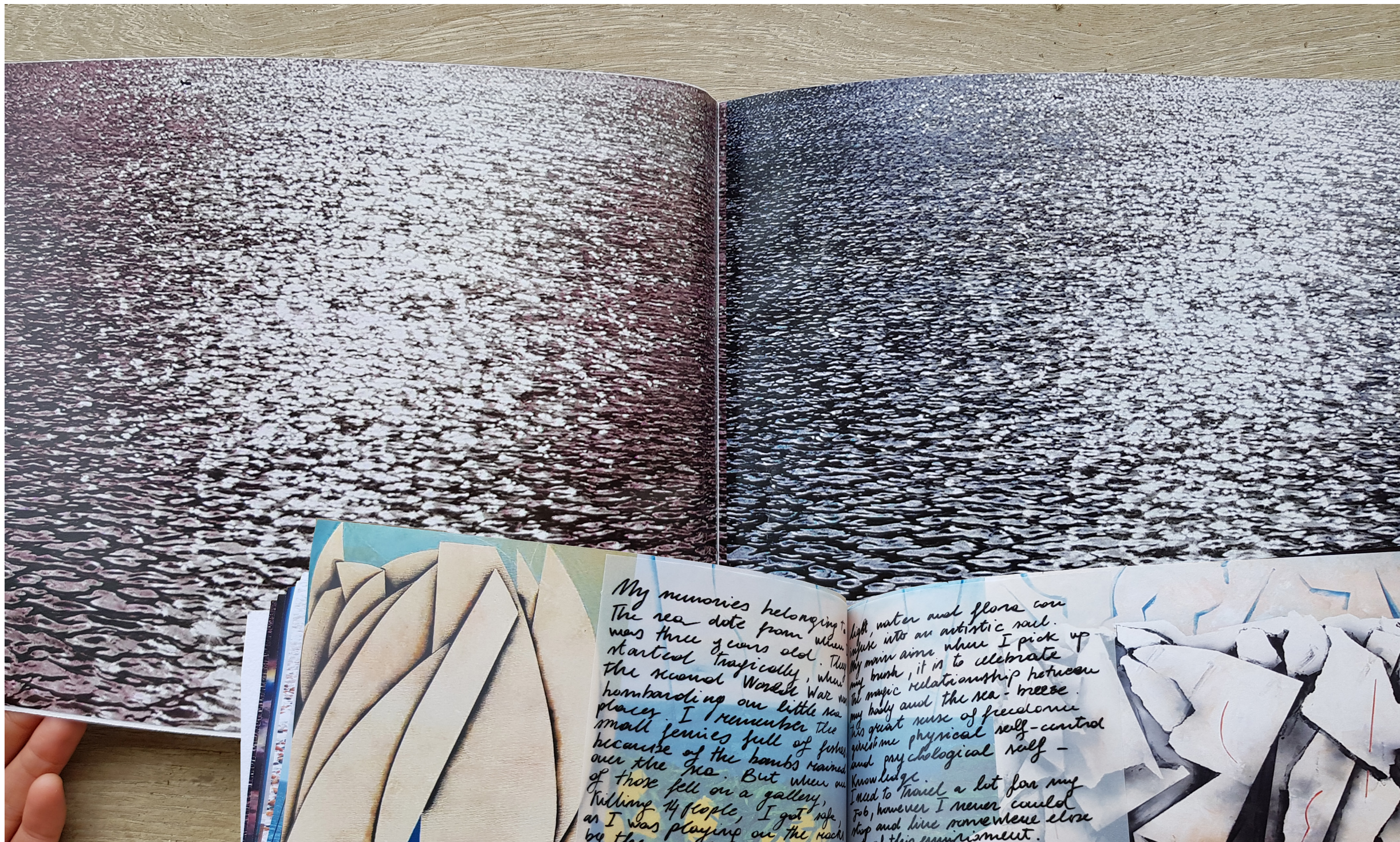
WEBSITE AND SOCIAL MEDIA DIRECTION

WWW.MARCELLADEVOTO.WIXSITE.COM/PHOTOGRAPHY



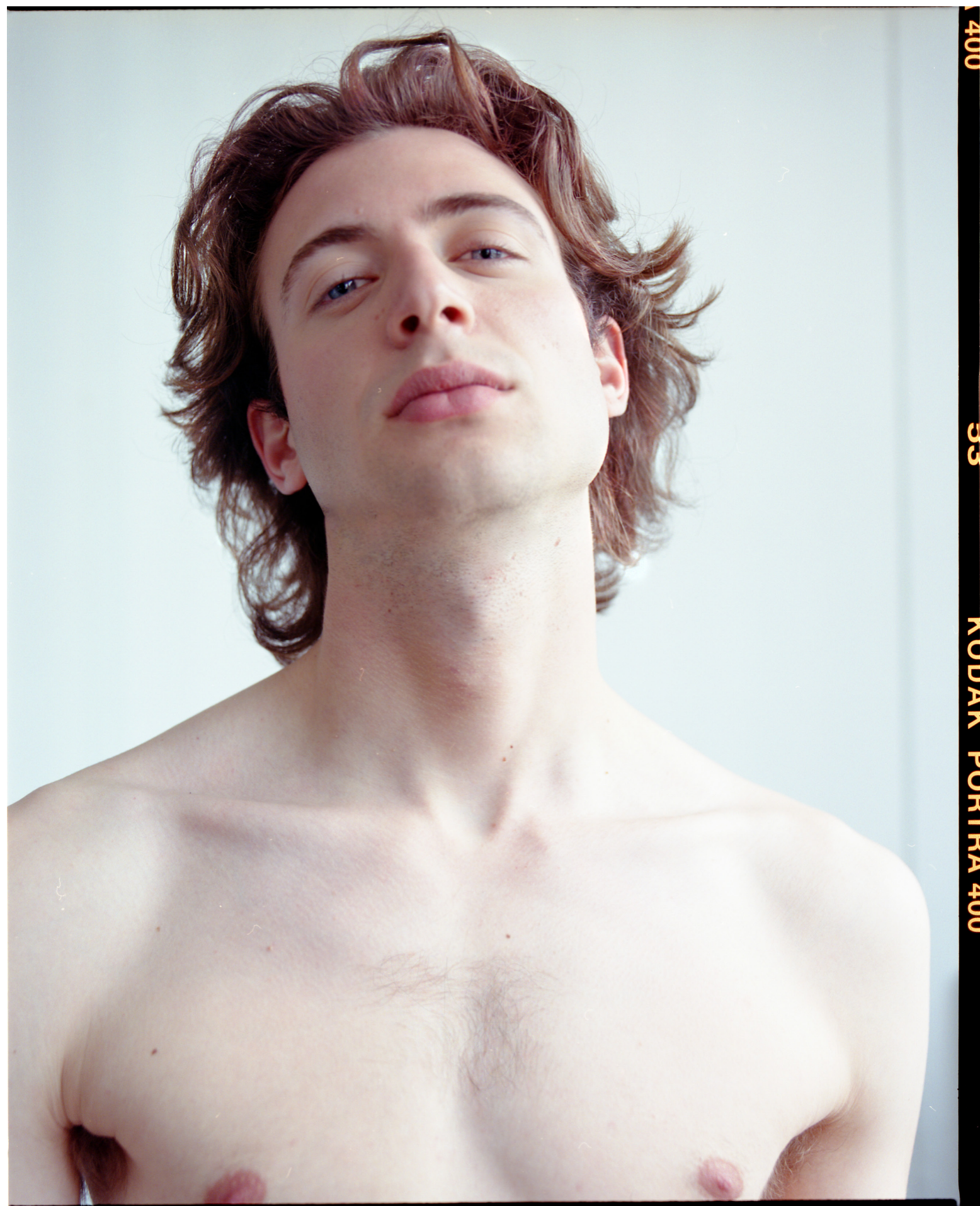
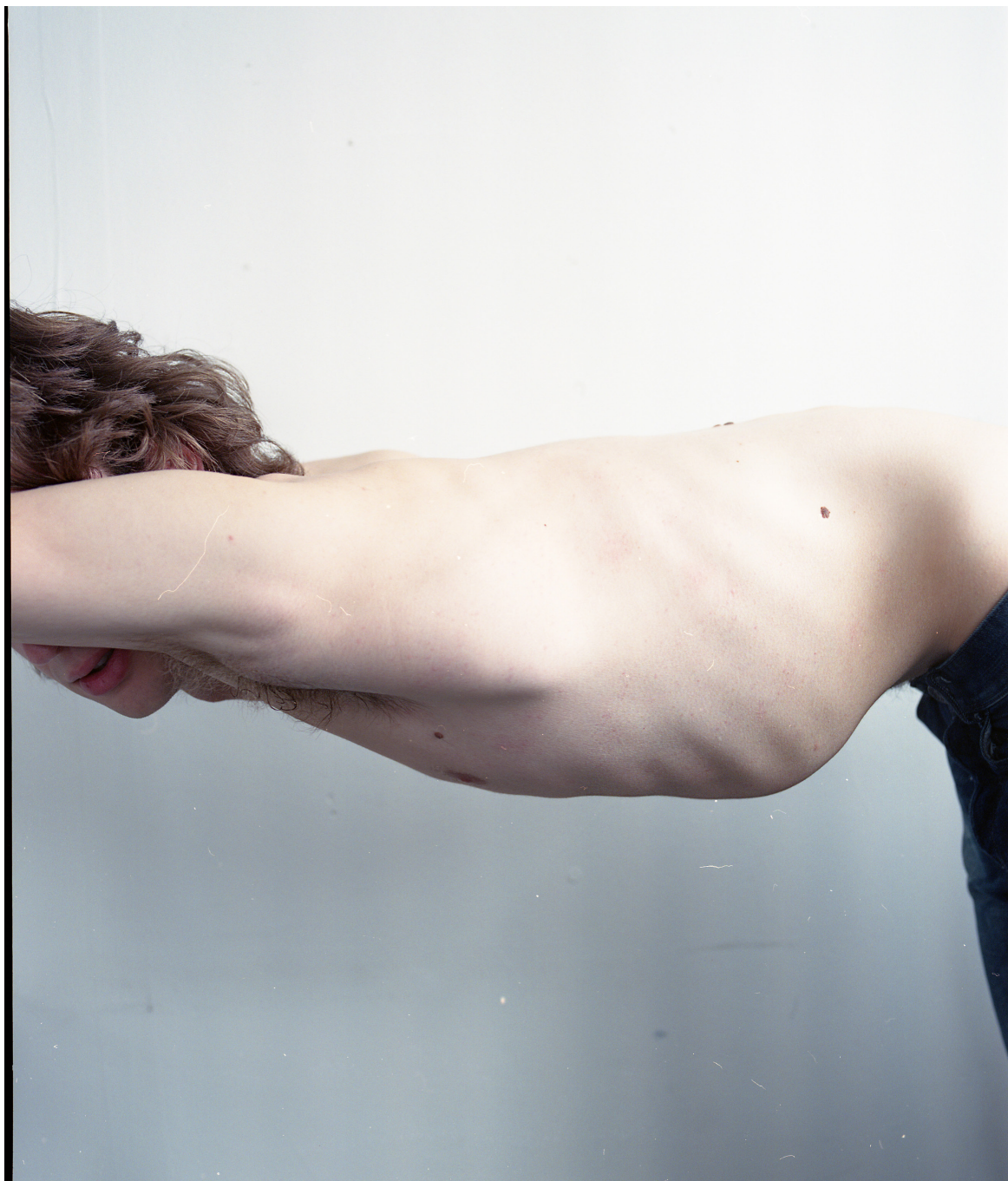
Personal Intention or Proposal

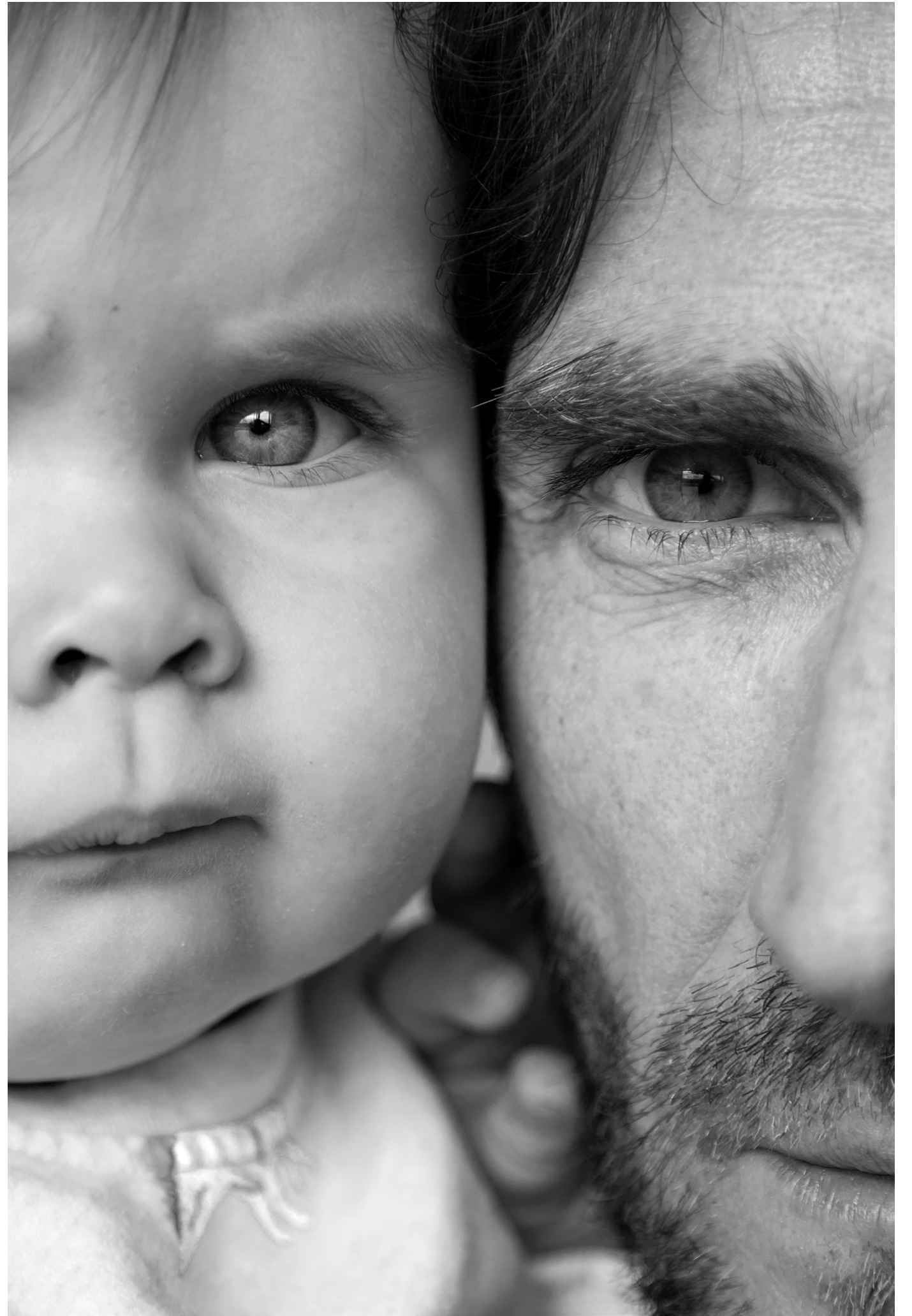
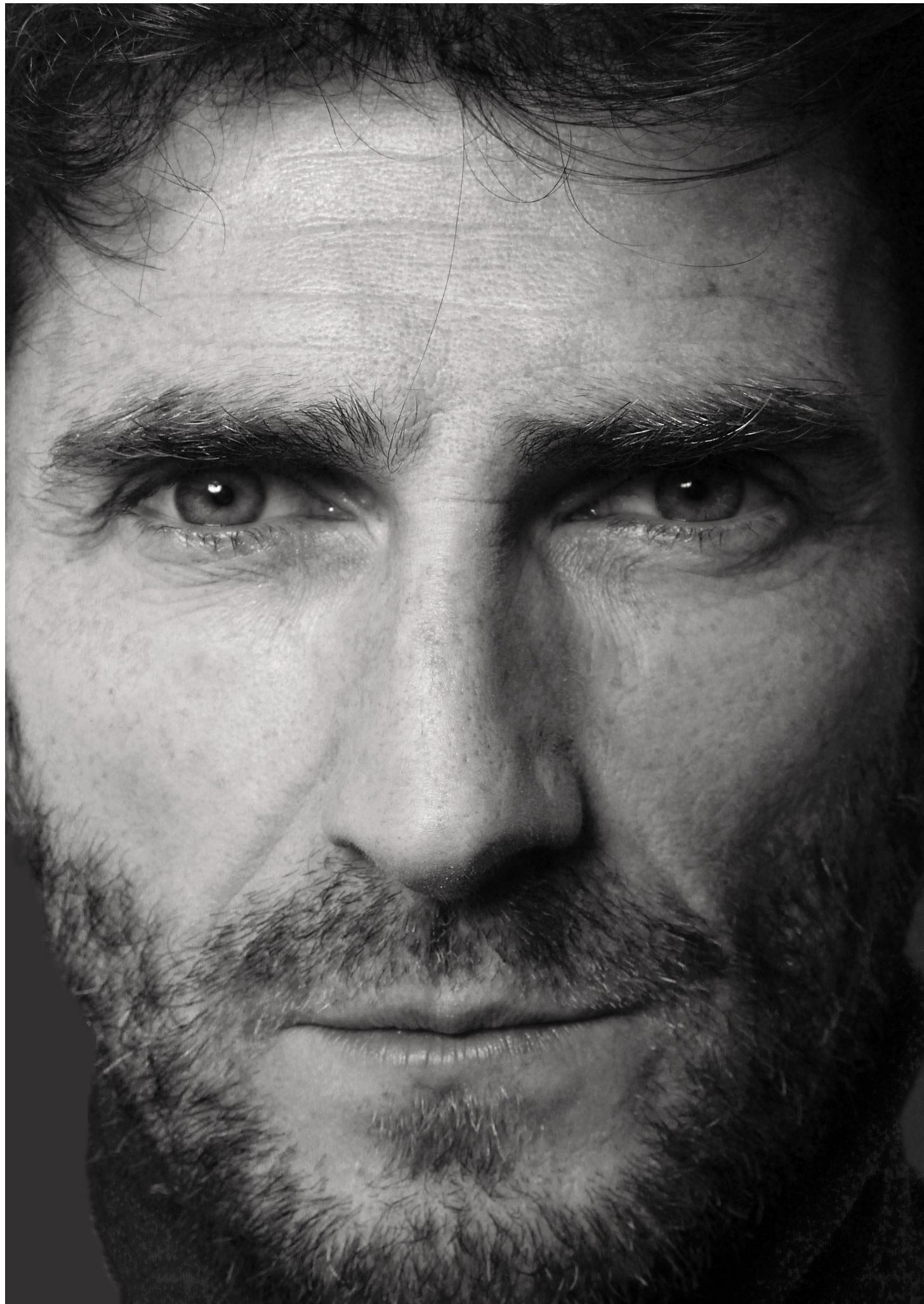
This work aims to manifest how Nature does impact the artistic souls, minds and lives of whoever decides to engage with it .
In order to prove it, I established a collection of 43 pages, in which texts and images from ten different people from different parts of the World, try to demonstrate how a likewise number of different subjectivities can easily collapse into one single and unique objectivity, which for us it is actually the *sea*.



My memories belonging to
The sea date from when
was three years old. Then
started tragically, when
the second World War was
bombarding our little sea
places. I remember the
small ferries full of fish
because of the bombs rained
over the sea. But when one
of those fell on a gallery,
killing 14 people, I got safe,
as I was playing on the rocks
by the coast. The sea
saved me and there it gave
value to my canvas, as all
of my works are inspired by
feelings, smells, and sounds
surrounding that natural
elements as wind, salt,
light, water and flora can
transform into an artistic sail.
My main aim when I pick up
my brush, it is to celebrate
the magic relationship between
my body and the sea - breeze.
This great sense of freedom
gives me physical self-control
and psychological self-
knowledge.
I need to travel a lot for my
job, however I never could
stop and live somewhere close
out of this environment.
Sea means home.
The thing I'd rather prefer of
taking pleasure to fly away
from here, is that I can
admire and enjoy the
amazing aerial view of it.









ANTHROPOCENE

DisdainSublimeAndIndifference



0:16 / 3:30



<https://www.youtube.com/watch?v=I9OsDlcbSXE>



SCRIPT (voice over, Chapter II):

*'The true mystery of the world is the visible
not the invisible.*

*Consumed by vanity,
I still see myself
no matter what sin I have committed.*

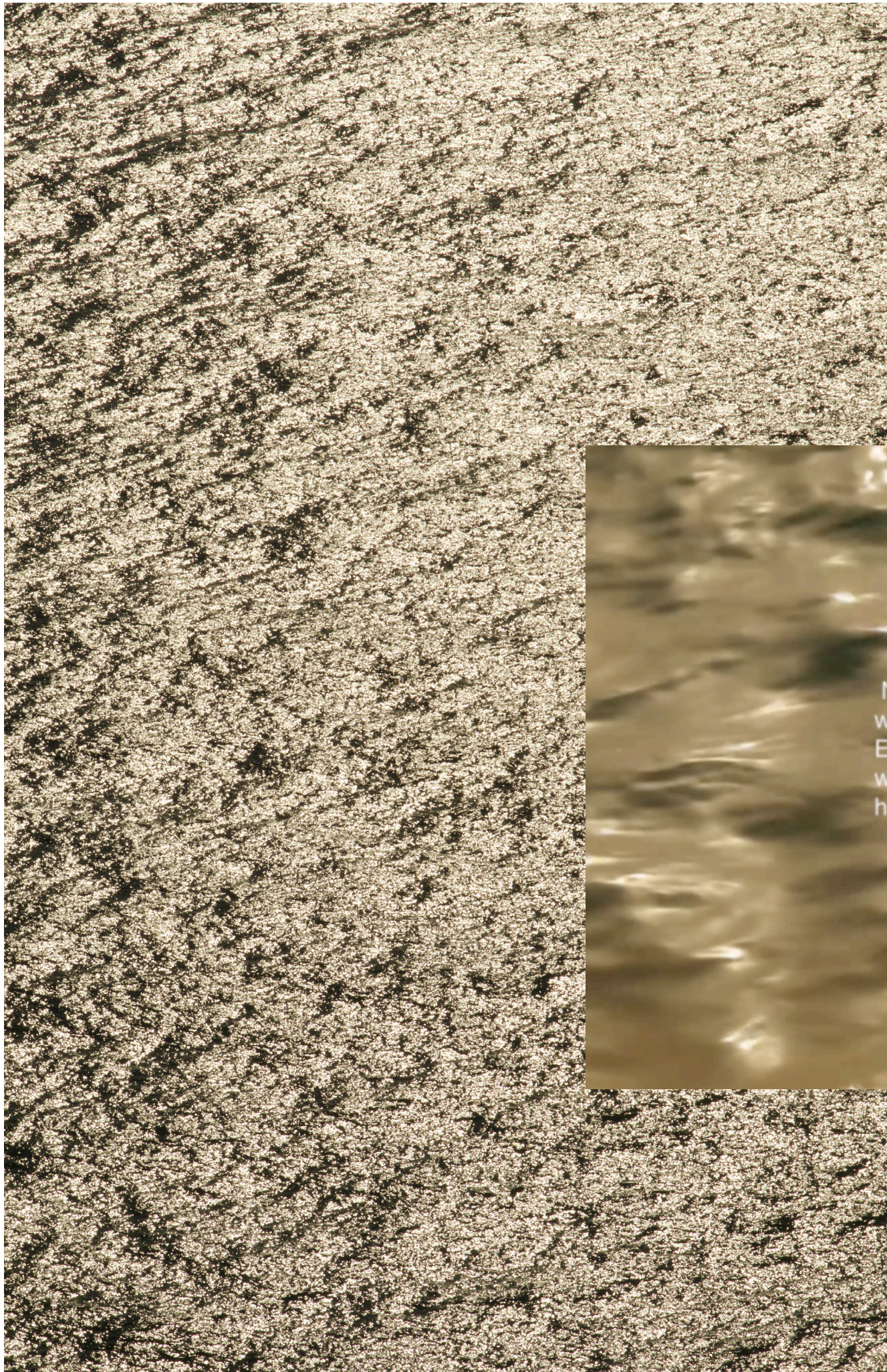
*Within my shell,
my ego is my only pleasure,
as so is my hedonistic sickness
of contaminating all life i depended on.*

*If you had to do it all over,
would you fall in love with yourself again?'*

Inspired by:
Oscar Levant and Oscar Wilde

Written by: Marcella Devoto





THIS PROJECT WILL BE THE RESULT OF A VISUAL AND POETIC JOURNEY WHICH DOES NOT HAVE ANY SURE BEGINNING, NEITHER A CERTAIN FIXED ENDING. THE ONLY THING I KNOW IT IS THE FIRST I REMEMBER JUST OUT OF MY WINDOW SINCE I WAS BORN. THE SEA, THE SKY AND THE HORIZON HAVE ALWAYS BEEN OUT THERE AS INSPIRATION, STANDING AS A REAL PROOF AND REMINDER OF THE UNIVERSAL AND THE INFINITE. GROWING WITH THE DESIRE TO BE A PHOTOGRAPHER SOMEDAY, I HAVE STARTED TO BE OBSESSIVELY ATTENTIVE AT REACHING THE PERFECT SYMMETRY AND THE PERSPECTIVE OF THE COMPOSITION OF THE IMAGE, IN ORDER TO RESPECT THE GEOMETRICAL SHAPE OF THE NATURAL WORLD. EVERY PICTURE, EVERY PAINTING, EVERY MUSIC SOUNDS 'RIGHT' WHEN IT HAPPENS ON A STRAIGHT LINE AND IT ETERNALLY CONTINUES TO EXIST ALONG THIS BOUNDARY, SEARCHING FOR A PERPETUAL AND SEQUENTIAL ORDER. IT IS WEIRD HOW WE HAVE BEEN USED TO ESTABLISH AESTHETIC CANONS OF PERFECTION ON AN IMAGINARY LINE THAT ACTUALLY DOES NOT EVEN EXIST PHYSICALLY: WE BALANCE THE STRAIGHTNESS OF A SPHERICAL WORLD FOCUSING ON A STRAIGHT FLAT LINE, WHICH IS JUST A HUMAN PERCEPTUAL PARADOX.

Nothing remains but to gather all the loose tears,
while Gaia still cries the sea for Uranus.
Eventually, she never realized that together they
were the chaos, but detached they create the
horizon.

FUNNY, HOW AS SUCH A HUGE THING AS THE INFINITY CAN SUDDENLY BECOME SOMETHING SO VAIN AS THE VACUUM. INDEED, WE EASILY GET LOST WHEN WE HAVE INFINITIVE PROSPECTS. AND IF THE SKY AND THE SEA ARE CONSIDERED NOW AS TWO PARALLELS, EXTENDING IN THE SAME DIRECTION, EQUIDISTANT AT ALL POINTS AND NEVER CONVERGING OR DIVERGING, LYING IN THE SAME PLANE BUT NEVER MEETING NO MATTER HOW FAR EXTENDED, THERE WILL BE NO LINE ON THE HORIZON.

THE FOCUS IS SET ON THE PERCEPTUAL AND OPTICAL ASPECTS OF THE SUBJECTIVITIES. THE SEARCH FOR THE PERFECT SYMMETRY AND BALANCE IS WHAT THE GLOBE AND THE PHOTOGRAPHY HAVE IN COMMON.

AS INDIVIDUAL SETTLED IN A CERTAIN SPOT OF A SPHERICAL SPACE, OUR ORIENTATION SYSTEM WON'T CHANGE, EVEN IF WE WERE ON MARS WE WILL BE ABLE TO SEE A STRAIGHT LINE IN FRONT OF US AS OUR UNIQUE GUIDE OF PERCEPTION. INDEED, WE ARE AWARE TO LIVE IN A UNIVERSE WITHOUT A KNOWABLE CENTER AND SO OUR POINT OF VIEW FACING THE HORIZON BECOMES THE ONLY POINT OF REFERENCE. BEING AT THE VIEWER'S EYE LEVEL, THIS LATTER CONSTANTLY SEEMS TO BE DEPLOYED TOGETHER WITH THE VIEWER'S MOTION.



FOR SOME PEOPLE EVERYTHING IS WHAT HAS BEEN DISCOVERED UNTIL NOW.



FASHION EDITORIAL FOR PETITE CLOTHING BRAND





PROGETTO:
CARATTERISTICHE:

CALENDARIO:

WEB MAGAZINE
RACCONTA I VALORI DELL'AZIENDA ATTRAVERSO LA DECLINAZIONE DEI DIVERSI MONDI D'INTERESSE
OGNI RUBRICA ESCE CON UNA CADENZA SETTIMANALE. DOVESSERO ESSERCI DELLE NOTIZIE DI FORTE IMPATTO, CAVALCHEREMO L'ONDA RISPONDENDO CON ARTICOLI IN UN BREVE LASSO DI TEMPO

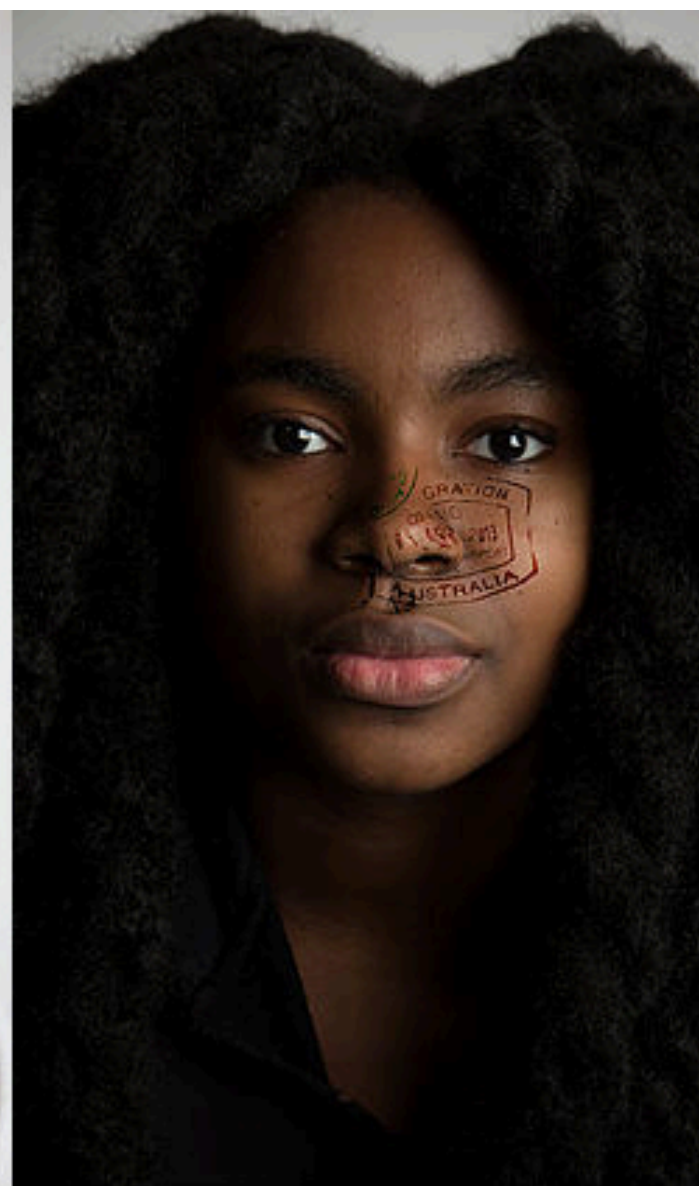
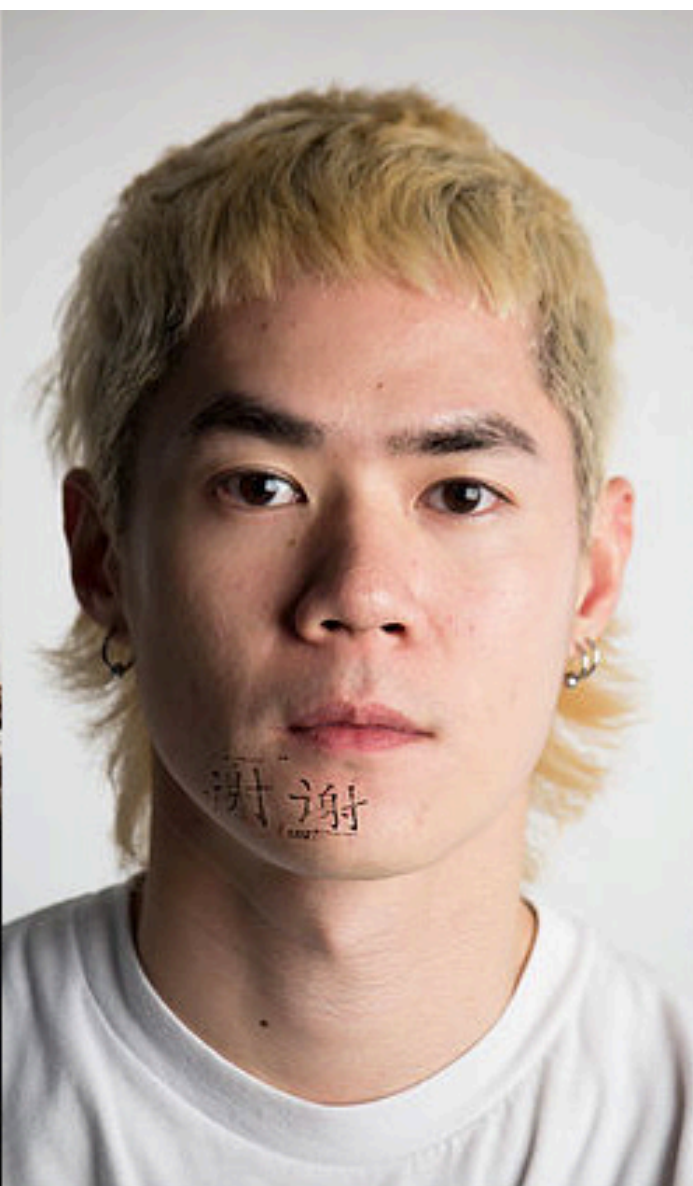


BE BENETTON

CARING ABOUT THE WORLD SINCE 1965

WHY?

SI È SCELTO DI APRIRE QUESTO WEB MAGAZINE IN QUANTO L'AZIENDA BENETTON HA UN FORTE HERITAGE E IMPATTO PUBBLICO, TANTO DA ESSERE IN GRADO DI TRATTARE DIVERSE TEMATICHE SOCIO-CULTURALI. INOLTRE SI È RITENUTO DI AVERE BISOGNO DI UN PROPRIO SPAZIO PERSONALE DI FACILE LETTURA, USUFRUIBILE DA TUTTI IN CUI OGNUNO POTESSE INTERVENIRE E DIRE LA PROPRIA PER CREARE UNA CONNESSIONE DIRETTA CON I LETTORI.



2. CONTEST

#PINKOutofthebox

Su IG Stories & Highlights @pinkoofficial
8 marzo 2020 x 1 settimana

Come funziona?

3 Influencers raccontano una loro esperienza in cui si sono sentite loro stesse e chiedono di fare lo stesso ai loro followers.

Chi vince?

Le 3 stories migliori vinceranno una Love Bag che verrà consegnata loro il giorno dell'evento in store.



PINKO

EVENTO

22 marzo 2020
Store Via Montenapoleone 26, Milano
Store Via Dei Due Macelli 124, Roma
Store Via Roma 26, Firenze

Sponsorizzato sui canali social

1.

Le **3 influencer** saranno presenti in 3 Store delle 3 città selezionate e consegneranno le borse alle 3 vincitrici.

2.

In Store saranno presenti **display** dove verranno proiettate tutte le stories del contest.


3.

Aperitivo + DJ Set +
Personalizza
la tua Love Bag.







[← Photo](#)








pinkoofficial
Pinko HQ





[View Insights](#)[Promote](#)










Iwahito, alexman_ and 394 others

pinkoofficial

Meanwhile in Pinko HQ.... Love is in the air..❤️🛍️


#pinko #pinkoofficial #loveisintheair #swallows #love #discoverpinko

view all 12 comments




Consigli per la stagione dell'amore..


PINKO out of the box




Giacca blazer in ottoman di cotone e viscosa a stampa snake.
PINKO, €345




Love Bag in pelle dalla particolare texture caviar con intarsi. La chiusura con fibbia in metallo caratterizzata da un mezzo anello intarsiato e Mini Love Birds.
PINKO, €275



Love Bag in velluto liscio impreziosita da perle di diverse dimensioni. La chiusura è completata dall'iconica fibbia in metallo con uccellini Love Birds.
PINKO, €320



T-shirt a maniche corte in jersey di cotone vintage con stampa a tema Space.
PINKO, €90



Cintura in morbida pelle con fibbia Love Birds in metallo galvanica oro.
PINKO, €80



"A chi mi chiede qualcosa del mio lavoro, posso raccontare la mia passione per il colore, un amore che ha radici lontane, nella mia infanzia in Africa. Donne vestite di colore, di un solo colore, si muovevano nella luce come se scivolassero. Angeli misteriosi di cobalto di rosa di giallo di verde di viola. Me le sono da sempre portate dentro. Sembra incredibile, ma quel cobalto, quel rosa nel sole è stato per me un punto fermo, qualcosa di vivo da cui attingere. Poi la scoperta dell'India: la materia ritrovata, questa organza dolcissima, impalpabile, lucida aria colorata, frammento di nuvola da toccare e usare, il colore puro che diventa sostanza viva, luminosa, si compone e si rincorre, allegra e dolce, si ferma in un punto centrale. Ammicca e non può essere ignorata. Sono i miei arazzi."

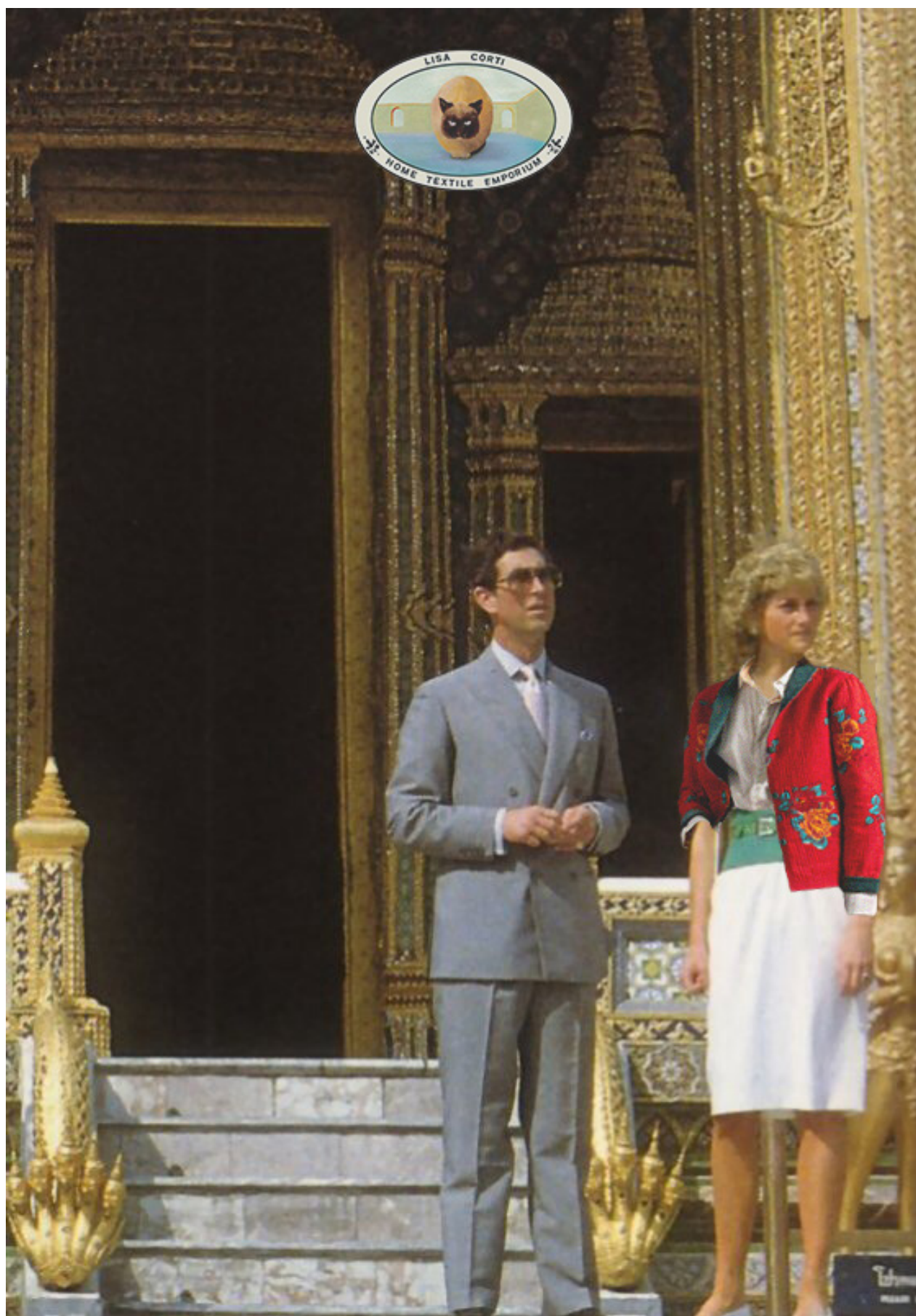
Lisa Corti



Lisa nasce ad Asmara, capitale dell'Eritrea. La cosa speciale di Asmara è che fu progettata dagli architetti italiani negli anni Trenta, il periodo di maggior sviluppo dell'Eritrea durante il periodo in cui fu una colonia italiana, che iniziò nel 1890, arrivò all'apice sotto il regime fascista e si concluse nel 1941. Asmara è ancora piena di questi edifici. Sembra di perdersi in una versione più colorata e polverosa di Latina e Sabaudia e di qualche altro angolo sparso d'Italia, da Roma a Milano. È in questo clima di modernità e tradizione che crea un sincero affresco, quasi una cartolina moderna di un Paese che non chiede veli ma li rispetta che Lisa è vissuta fino all'età 19 anni.

Lisa conserva nella memoria la bellezza della gente africana, l'antica tradizione decorativa e i coloratissimi costumi, le eleganti e bellissime donne afar avvolte in lunghi veli colorati, fermi nel tempo, ben diversi dalla tradizione bianca del cotone garzato e leggero delle nezelah. Tali ricordi appartengono naturalmente al suo bagaglio culturale, Lisa li porta nel cuore e grazie a questi ricordi darà vita a qualcosa di speciale....questo per non è ancora arrivato, la storia di Lisa è ancora lunga...

EVERYTHING TELLS A STORY





pronto, donatella?



VERSACE

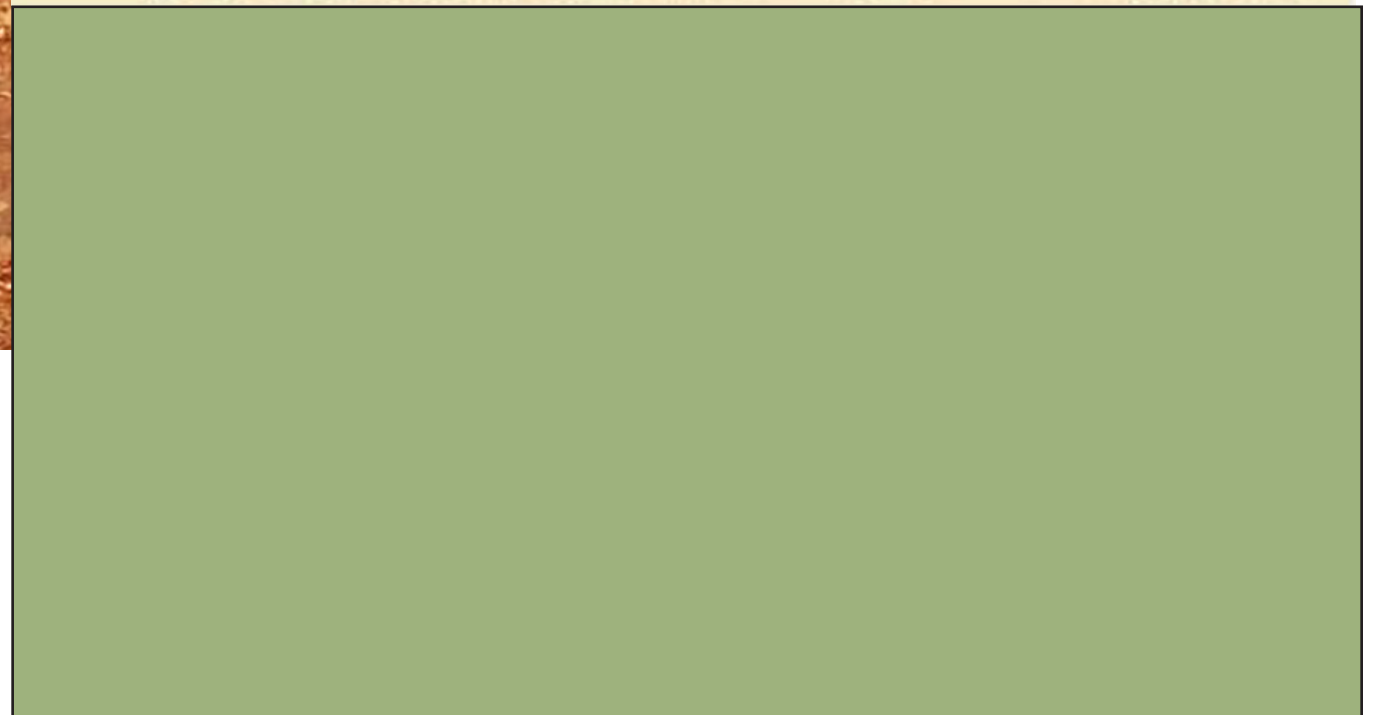
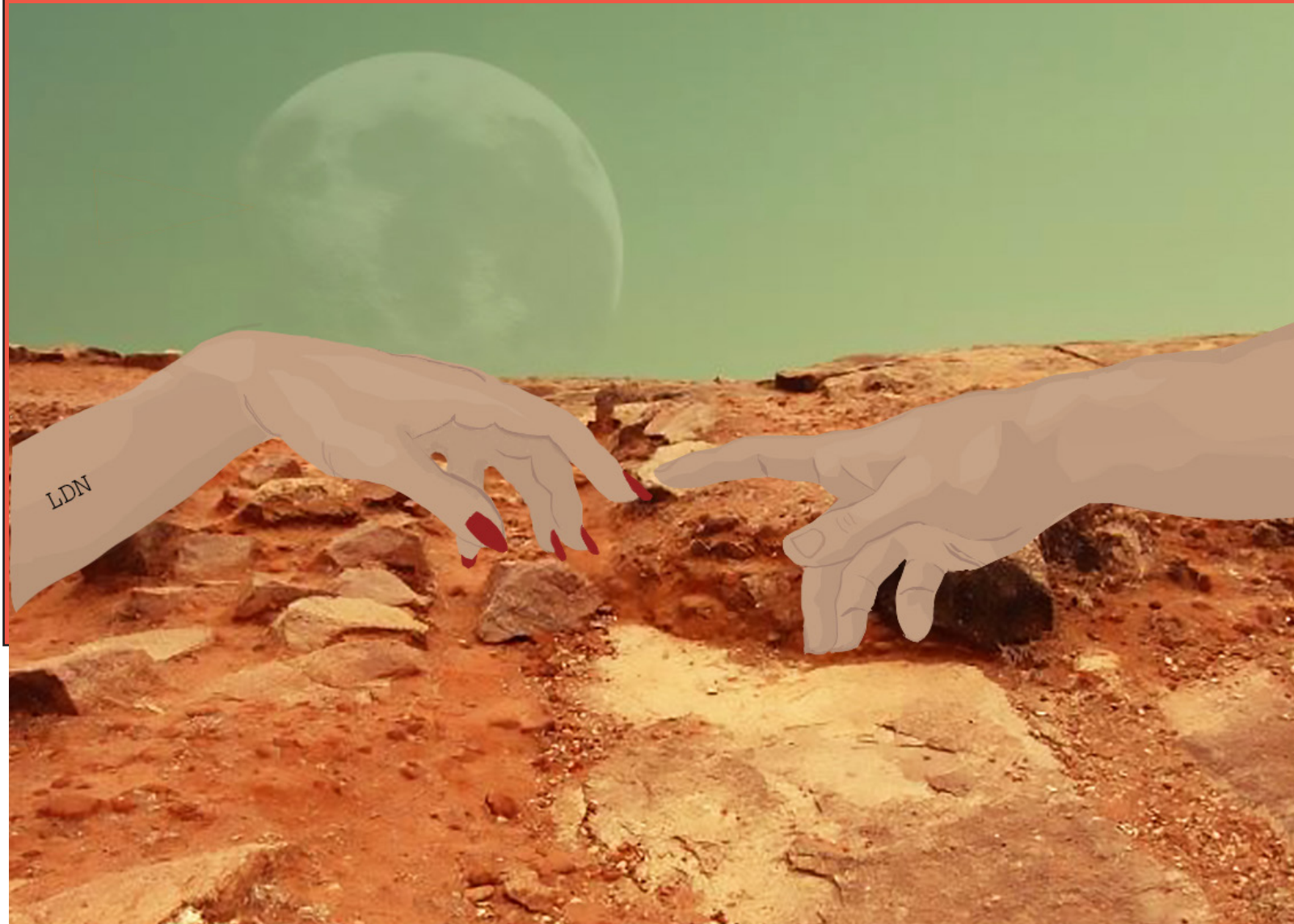


VERSACE

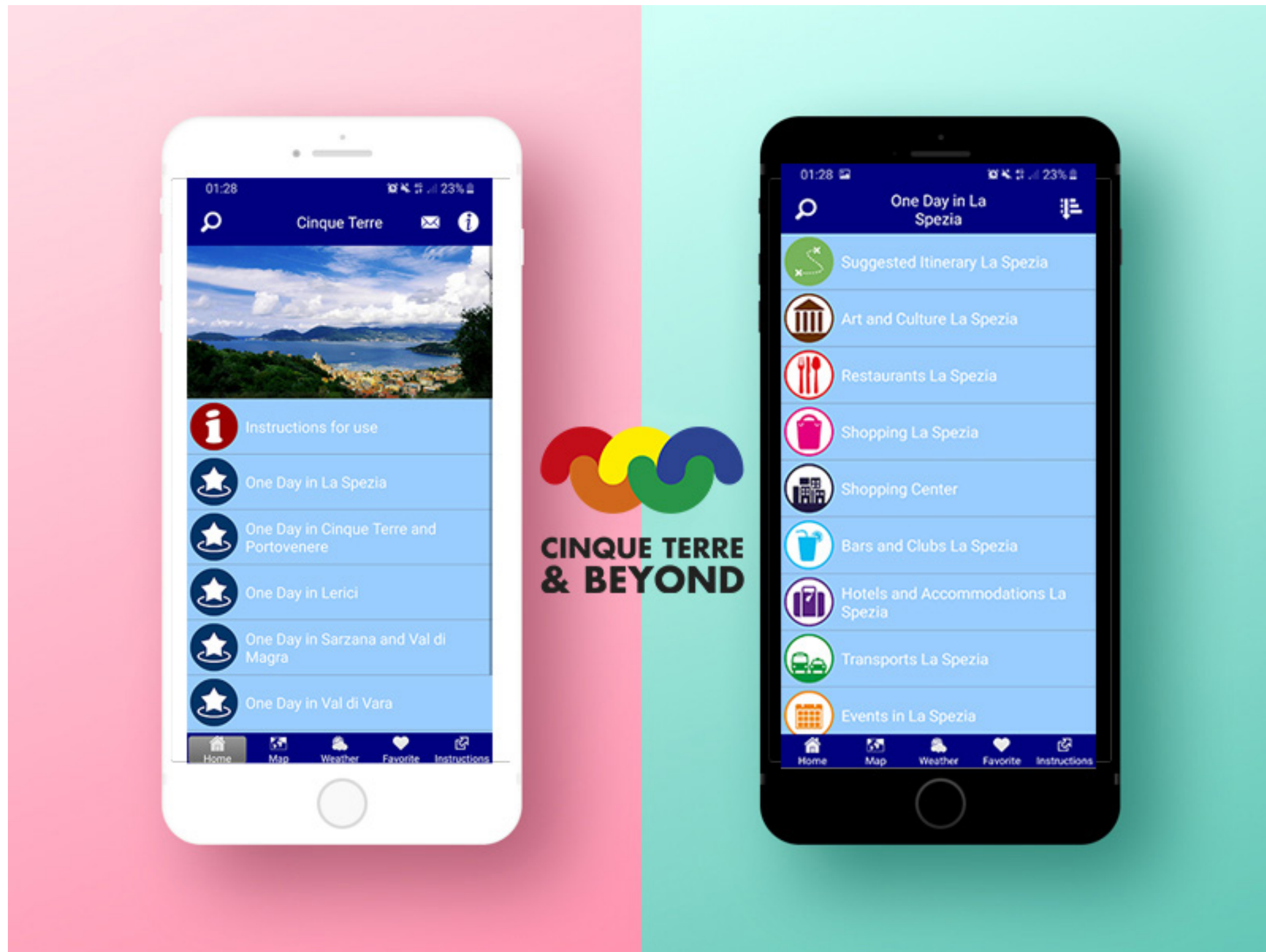


VERSACE

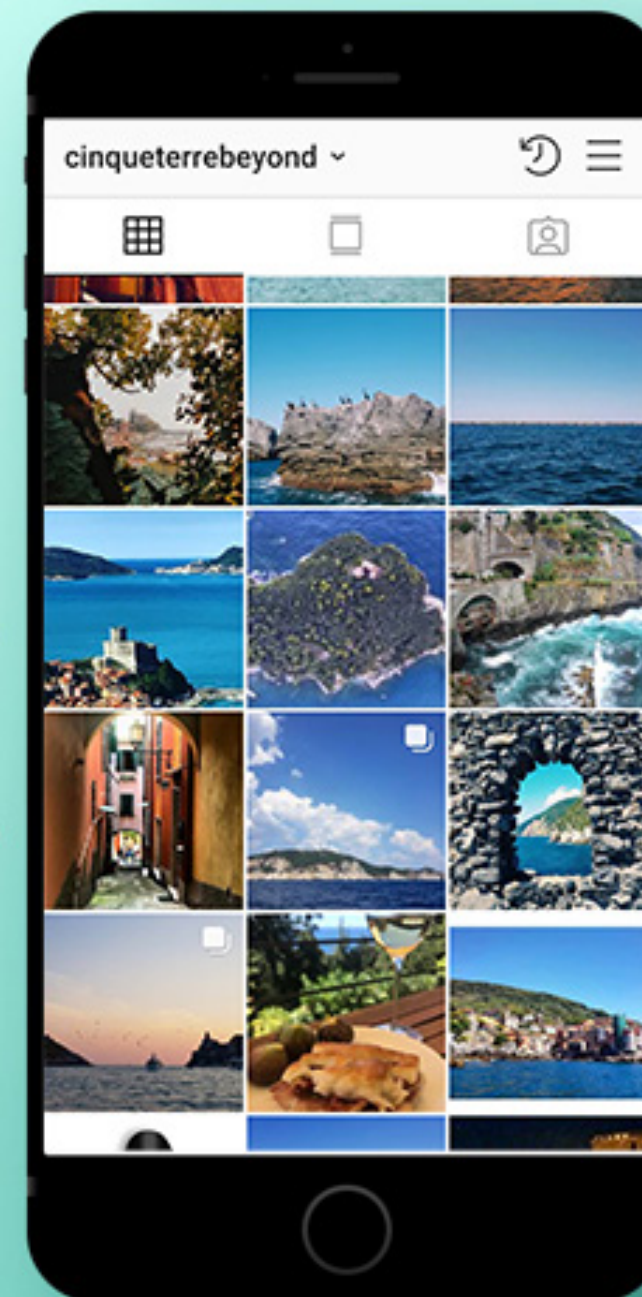
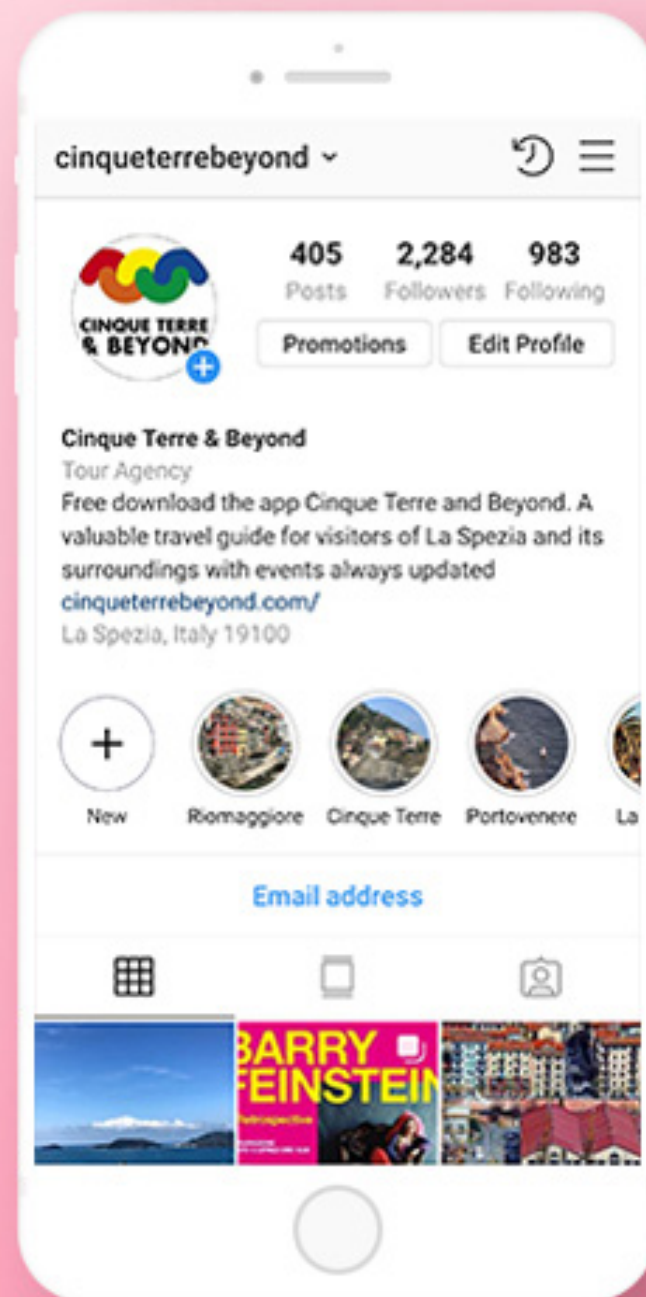




CINQUE TERRE AND BEYOND



TOUR GUIDE AROUND CINQUE TERRE AND SURROUNDINGS
APP - WEBSITE - FACEBOOK - INSTAGRAM



- IDEAZIONE LOGO
- GESTIONE SOCIAL MEDIA
- CONTENT CREATION
- EDITORIAL PLANNING
- PR E CO-BRANDING

4 Bar Tours



ENGLISH

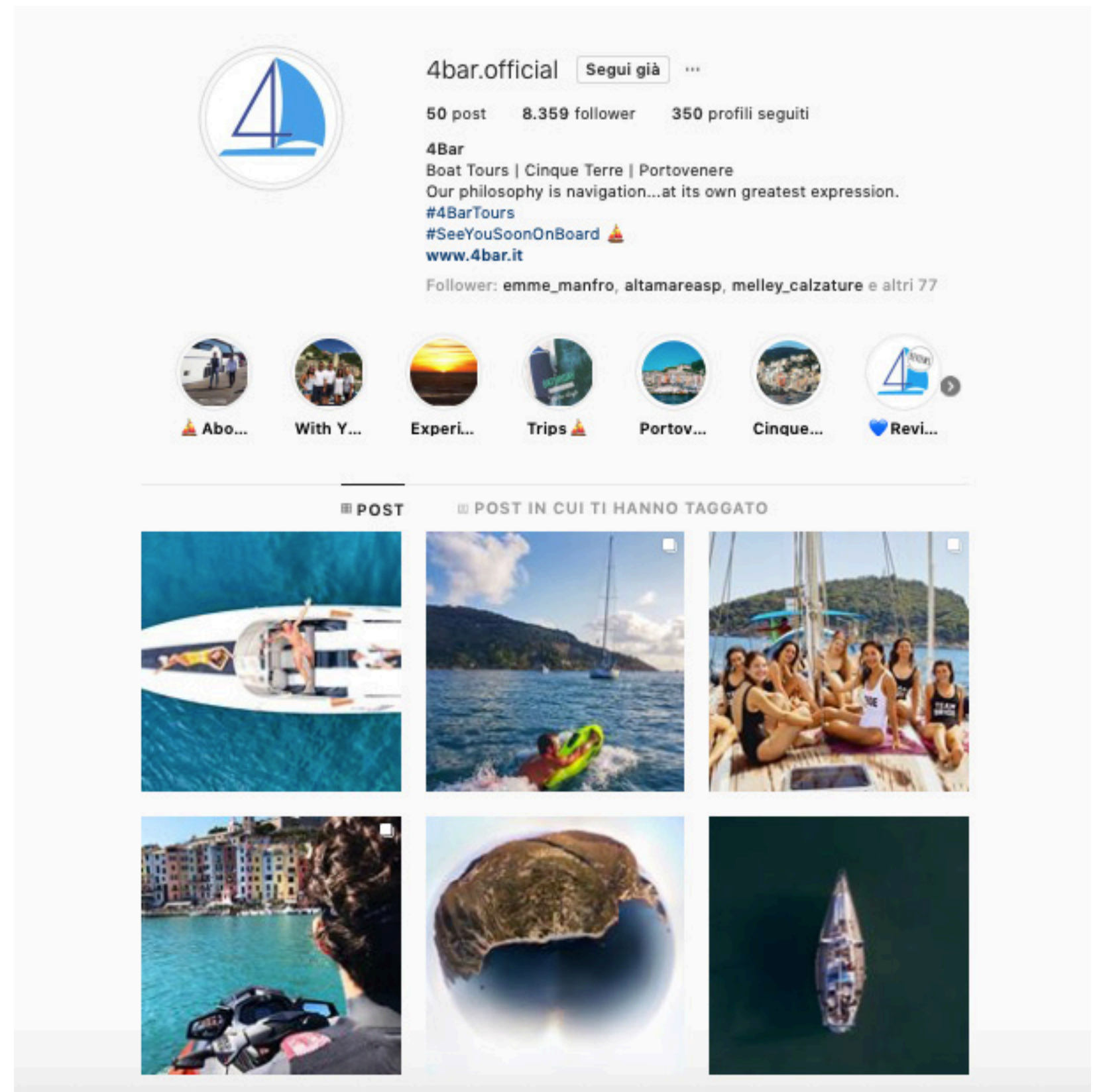
Charter Tours

About Us



Navigation at its own greatest expression.

- LANCIO WEBSITE E SOCIAL MEDIA ACCOUNT (IG E FB) 2018
- IDEAZIONE LOGO
- GESTIONE CANALI MEDIA E CREAZIONE DI CONTENUTI
- PR E GESTIONE CLIENTI



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