MR LAWRENCE

DESIGN SINGER

Portfolio 2021

Mr.Lawrence is a Milan-based contemporary design agency and consultancy, founded by Annalisa Rosso, design writer, curator and Editorial Director at Salone del Mobile, and Francesco Mainardi, brand strategist, creative director and professor of Design Management at Istituto Marangoni.

Mr.Lawrence works with both public and private international clients, with the aim of bridging the gap between collectible and industrial design, and collaborates with design professionals from all around the world, gathering a specific team for each project.

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The Maralunga 40 *sofa by Vico Magistretti from the* Cassina I Contemporanei collection *(1973) in blue velvet.*

CONTENTS PRODUCTION

PEOPLE WE WORK WITH

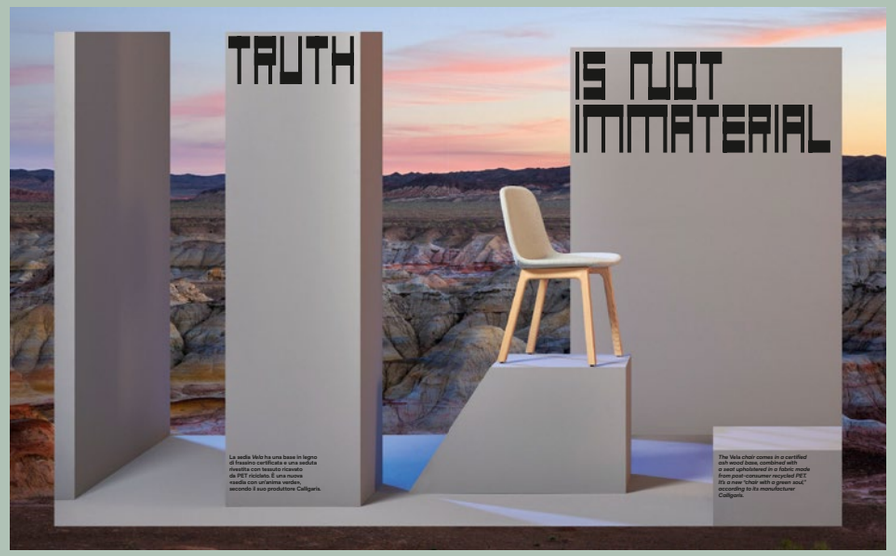
collaborations:
We collaborate with set designers, photographers, video makers, curators, web agencies, 3D artists, writers, publishing houses, etc.
Among them, we recently and happily worked with: Cameranesi/Pompili, Charles Negre, Bea De Giacomo, Felix Burrichter, Six'n'Five, Carl Kleiner, Alexis Christodoulou, Stefan Giftthaler, David Plaisant, Michele Foti, Nero Editions, Maria Vittoria Backhaus, Llos studio.

network:
Besides the design professionals we work with, we are proud of having built over the years an international outstanding network based on personal trust and professional esteem: museums and fairs directors; public and private institutions, festivals, fairs and design weeks; editors-in-chief and writers from the best magazines worldwide; and other key persons in the field of design and different industries.

CONTENT PRODUCTION

Sedie *Silver* senza braccioli di Vico Magistretti per De Padova (1999) in polipropilene e alluminio.

The Silver chairs without armrests by Vico Magistretti for De Padova (1999), in polypropylene and aluminium.



La sedia *Vela* ha una base in legno di frassino certificata e una seduta rivestita con tessuto riciclato da PET riciclato. È una nuova sedia con un'anima verde, secondo il suo produttore Calligaris.

The Vela chair comes in a certified ash wood base, combined with a seat upholstered in a fabric made from post-consumer recycled PET. It's a new "chair with a green soul," according to its manufacturer Calligaris.

6/48

FLASHBACK

IGUANODON

TAVOLO AIR CON GAMBE IN VETRO TEMPERATO E TOP LACCATO DI DANIELE LAGO. FERMALIBRI *LIMES* IN VETRORESINA DI VERTER TURRONI PER IMPERFETTOLAB. LAMPADA DA TAVOLO *PROFITEROLLE* DI SERGIO ASTI PER MARTINELLI LUCE. VASSOIO *PIAZZA* DI FABIO NOVEMBRE PER KARTELL.

AIR TABLE WITH TEMPERED GLASS LEGS AND LACQUERED TOP BY DANIELE LAGO. *LIMES* FIBREGLASS BOOKEND BY VERTER TURRONI FOR IMPERFETTOLAB. *PROFITEROLLE* TABLE LAMP BY SERGIO ASTI FOR MARTINELLI LUCE. *PIAZZA* TRAY BY FABIO NOVEMBRE FOR KARTELL.

73

BEST OF WOW

~ LIBRERIA GRISSOLE TURNSE DI GIANFRANCO FRATTINI PER POLTRONA FRAU. CAMICIA MARNI. VINANTICO ACCOLLO ALTO GABRIELE COLANGELO. PANTALONI ANDREA POMPILIO. SCARPE KENZO.

~ TURNER REVOLVING CONCAVE BY GIANFRANCO FRATTINI FOR POLTRONA FRAU. SHIRT BY MARNI. HIGH NECK CUT-SIDES SLEEVELESS TOP BY GABRIELE COLANGELO. TROUSERS BY ANDREA POMPILIO. SHOES BY KENZO.

~ TAVOLINO NAMI DI JEAN MARIE MASSAUD PER POLIFORM. FELPA LUCIO VANOTTI. PANTALONI ANNAKIKI. OCCHIALI ROSE & BROWN. ZAINO IN LETTERA SCARPE SUICOKE.

~ NAMI COFFEE TABLE BY JEAN-MARIE MASSAUD FOR POLIFORM. SWEATSHIRT BY LUCIO VANOTTI. TROUSERS BY ANNAKIKI. EYEGLASSES BY ROSE & BROWN. BACKPACK BY VALLETTA. SHOES BY SUICOKE.

93

92

Da sinistra, lampade da tavolo *Iceberg* di Carlo Nason per Mazzega. *Da Cosparse Gallery e Rude 2* di Rodolfo Dordoni per Foscarini.

Left: the Iceberg table lamp by Carlo Nason for Mazzega from Cosparse Gallery. Right: the Rude 2 by Rodolfo Dordoni for Foscarini.

Lampada da terra *Arabesque* di Atelier Areti e lampada da tavolo *Atollo* di Vico Magistretti per Oluce.

The Arabesque floor lamp by Atelier Areti and the Atollo table lamp by Vico Magistretti for Oluce.

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CONTENT PRODUCTION

DA SINISTRA, MODO COLLECTION ARTEMIDE, 2019 DI KNOLL INC. E LAMPADA DA TERRA *FLOS F1* DI FLOS. DI S. VASSELLO, C. LAMPADA *MUSA* 2 DI RODOLFO DORDONI PER FONTANA ARTE E *TYLOS* DI MOSTRANG.

FROM THE LEFT, SHELTER ARMCHAIR, EDGE CABINET BY KNOLL INC. AND TABLE LAMP BY FLOS. ON THE PLATINUM COFFEE TABLE, *MUSA* 2 TABLE LAMP BY RODOLFO DORDONI FOR FONTANA ARTE AND *TYLOS* LAMP BY MOSTRANG.

THE AESTHETIC OF FREEDOM

PHOTOGRAPHY Stefan Giftthaler
SET DESIGN Elena Mora
COORDINATION Francesca Santambrogio

– SUL TAVOLO *TONDO* DI PORADA, VASI DELLA COLLEZIONE *OLEUM* DI FEDERICA BIASI PER NASON MORETTI, DECANTER VINTAGE E VASO GIALLO *FLOWER* DI NATALIA CRAIANU, TUTTO DA PALERMOUNO.

– ON THE *TONDO* TABLE BY PORADA, *OLEUM* COLLECTION VASES BY FEDERICA BIASI FOR NASON MORETTI, VINTAGE DECANTER AND YELLOW VASE *FLOWER* BY NATALIA CRAIANU. ALL AT PALERMOUNO.

BILBOQUET DI ACHILLE E PIER GIACOMO CASTIGLIONI È PRODOTTA DA FLOS. IL FILAMENTO DI TUNGSTENO È RIPRODOTTO MA CON FONTE A LED, MANTENENDO UNA LUCE CALDA E CONFORTEVOLE.

THE *BILBOQUET* BY ACHILLE AND PIER GIACOMO CASTIGLIONI IS PRODUCED BY FLOS. THE TUNGSTEN FILAMENT HAS BEEN REPRODUCED, BUT WITH A LED SOURCE. THAT KEEPS THE LIGHT WARM AND COMFORTABLE.

LA POLTRONA LOUNGE *RIBOT* DI MARC SADLER PER ETHIMO È IN TEAK, CON POGGIAPIEDI ESTRAIBILE. LA SEDUTA SI TRASFORMA COSÌ IN CHAISE LONGUE.

THE TEAK *RIBOT* LOUNGE ARMCHAIR BY MARC SADLER FOR ETHIMO HAS A PULL-OUT FOOTREST THAT TURNS THE CHAIR INTO A CHAISE LONGUE.

POLTRONCINA *PASTILLES* DI STUDIOPEPE PER TACCHINI, SUL TAVOLO *PENISOLA* DI PETER SHIRE PER SIMPHOS MILANO, SFONDO VERDE DI DIMOREMIRA & CO. DA PALERMOUNO, C'È ANCHE L'APPENDITI DI PAOLA C., SFERA NOVE TI DA COLLEZIONE PRIVATA E LAMPADA DA TAVOLO *RIBOT* DI TOBIA SCARPA PER FLOS.

PASTILLES ARMCHAIR BY STUDIOPEPE FOR TACCHINI. ON THE *PENISOLA* TABLE BY PETER SHIRE FOR SIMPHOS MILANO, GREEN VASE BY DIMOREMIRA & CO. AVAILABLE AT PALERMOUNO. *APPENDITI* CANAPÉ BY PAOLA C., *SFERA NOVE TI DA* COLLECTION, AND *RIBOT* TABLE LAMP BY TOBIA SCARPA FOR FLOS.

CONTENTS PRODUCTION

Project: Sweet Dreams
3D Artist: Six N. Five
Client: ICON Design
Year: 2020

Published in *Dreamscapes & Artificial Architecture* by Gestalten (2020). A selection of the most innovative projects in digital art dedicated to architecture and interior design.

CONTENT PRODUCTION

Project: Stories - European Editorial Productions
Client: Arbiter magazine, Modern Media Group (Hong Kong)
Year: 2018 + 2019 + 2020

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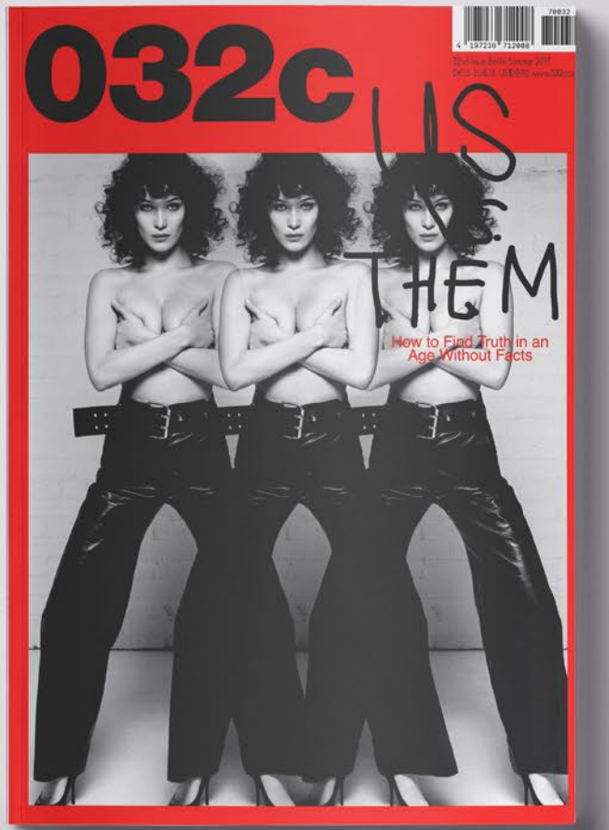
CONTENT PRODUCTION

Project: Exclusive contents
Client: 032c (Berlin)
Year: 2017 + 2018



CONTENTS PRODUCTION

Project: Marmomac Newsletter 2020
Client: Verona Fiere
Year: 2019

Sposta in...

Press Office Veronafiere

5 giugno 2020 16:58

PV

Marmomac - Newsletter Giugno 2020

MAR™
MO+
MAC

Nuovi classici e approcci sperimentali:
Il marmo interpretato da 10 designer internazionali.

Il marmo deriva il suo nome dal greco marmaros, che significa "pietra splendente". Utilizzato sin dall'antichità nella scultura e l'architettura, è oggi considerato la pietra nobile per eccellenza. La tradizione produttiva antichissima è continuamente rinnovata dai designer contemporanei, che con approcci molto diversi integrano i saperi antichi delle botteghe dei marmisti a tecnologie d'avanguardia.

Si gioca con le venature e i colori, la duttilità e la resa visiva del marmo per dare vita a nuovi classici e arredi contemporanei. C'è chi, complici le nuove tecnologie di lavorazione, lo assottiglia e plasma in mobili scultorei e oggetti inaspettati; altri non possono rinunciare a forme essenziali e minimali, senza aver paura di richiamare dichiaratamente la storia; altri ancora giocano con accostamenti, pattern e colori per dar vita a nuove tendenze.

Concept development, planning, texts, images and stories.

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CONTENT PRODUCTION

Project: Videomotion
Client: Various
Agency: INOCUO

INOCUO is a creative agengy based in Barcelona (ES) with differents skills in content production and concepts for special projects.

www.inocuothesign.com

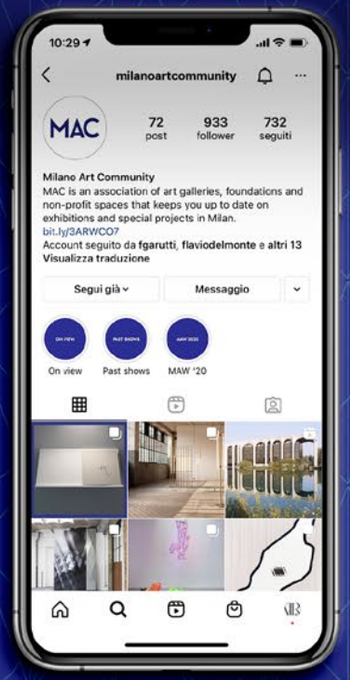
https://vimeo.com/294547032

password: theBrandist018

CREATIVE DIRECTION

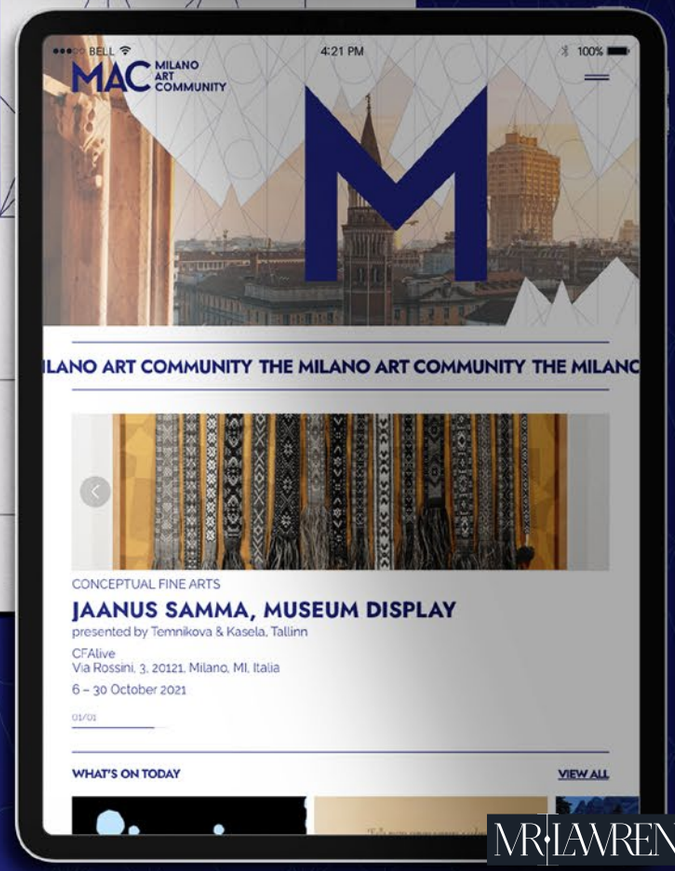
CREATIVE DIRECTION

Project: Communication and Identity
Client: MAC - Milano Art Community



MAC MILANO ART COMMUNITY

MAC is an association of art galleries, foundations and non-profit spaces, nurturing the Milanese contemporary art culture.



MAC MILANO ART COMMUNITY
MEMBER #0000

MAC MILANO ART COMMUNITY

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CREATIVE DIRECTION

Project: BIOMA Collection
Client: Stories of Italy

UPCOMING

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CREATIVE DIRECTION

Project: Special New model - campaign
Client: Officine Panerai (Florence)
Agency: Greylab
Year: 2018

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CREATIVE DIRECTION

Project: Excite with semplicity - Milan Design Week
Client: Santa & Cole
Agency: theBrandist
Year: 2017

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SPECIAL PROJECTS

SPECIAL PROJECTS

Project: CTMP Design Auction
Client: CAMBI aste
Year: 2021

CTMP DESIGN AUCTION

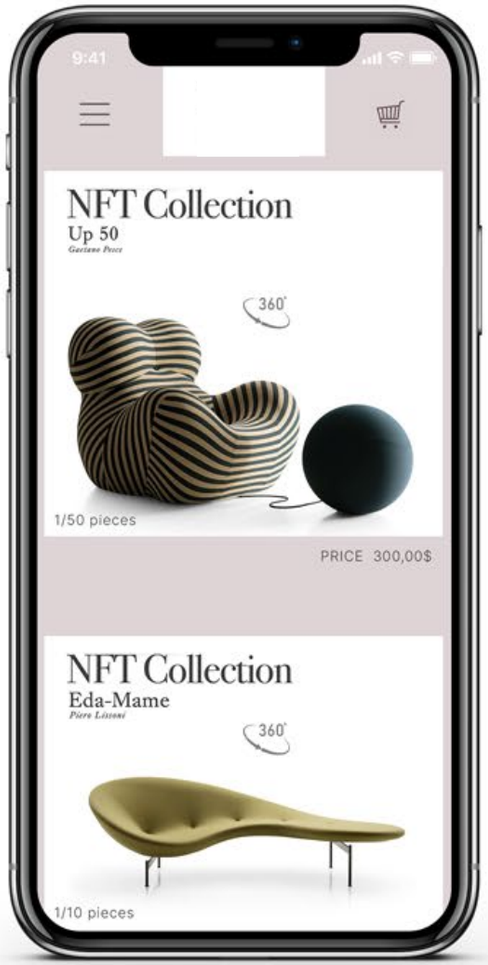
EXHIBITION
Sept. 5th - 20th

ONLINE AUCTION
Sept. 18th

MR LAWRENCE DESIGN SINGER for CAMBI AUCTIONEERS

SPECIAL PROJECTS

Project: NFT Collection
Client: XXXXX



NFT Collection
Up 50
Gaetano Pesce

UPCOMING

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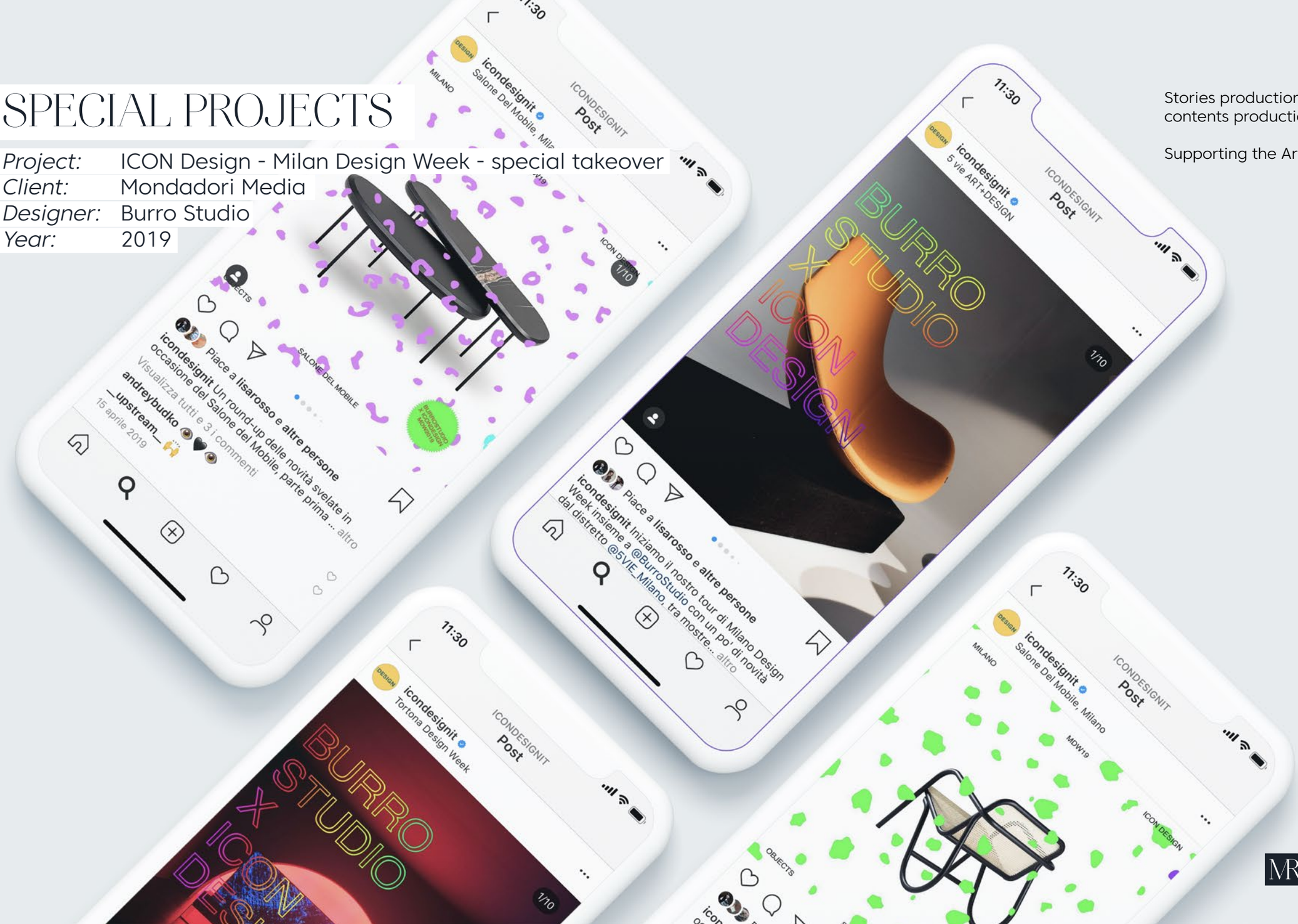
SPECIAL PROJECTS

Project: ICON Design - Milan Design Week - special takeover
Client: Mondadori Media
Designer: Burro Studio
Year: 2019

Stories production, writing, contents production, shooting.

Supporting the Art Direction.



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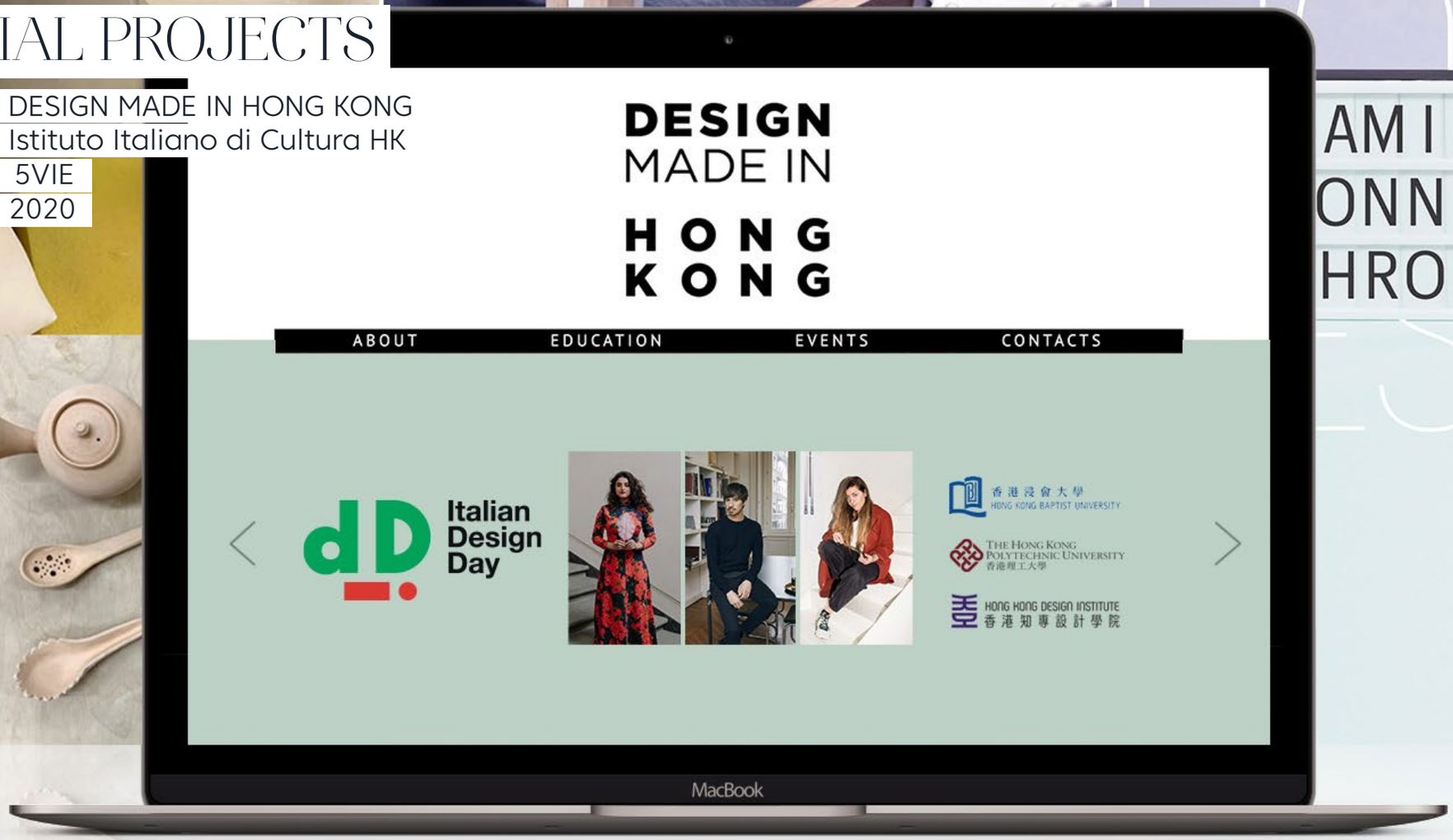
SPECIAL PROJECTS

Project:	DESIGN MADE IN HONG KONG
Client:	Istituto Italiano di Cultura HK
Partner:	5VIE
Year:	2020



ISTITUTO italiano DI CULTURA HONG KONG

vie ART+DESIGN

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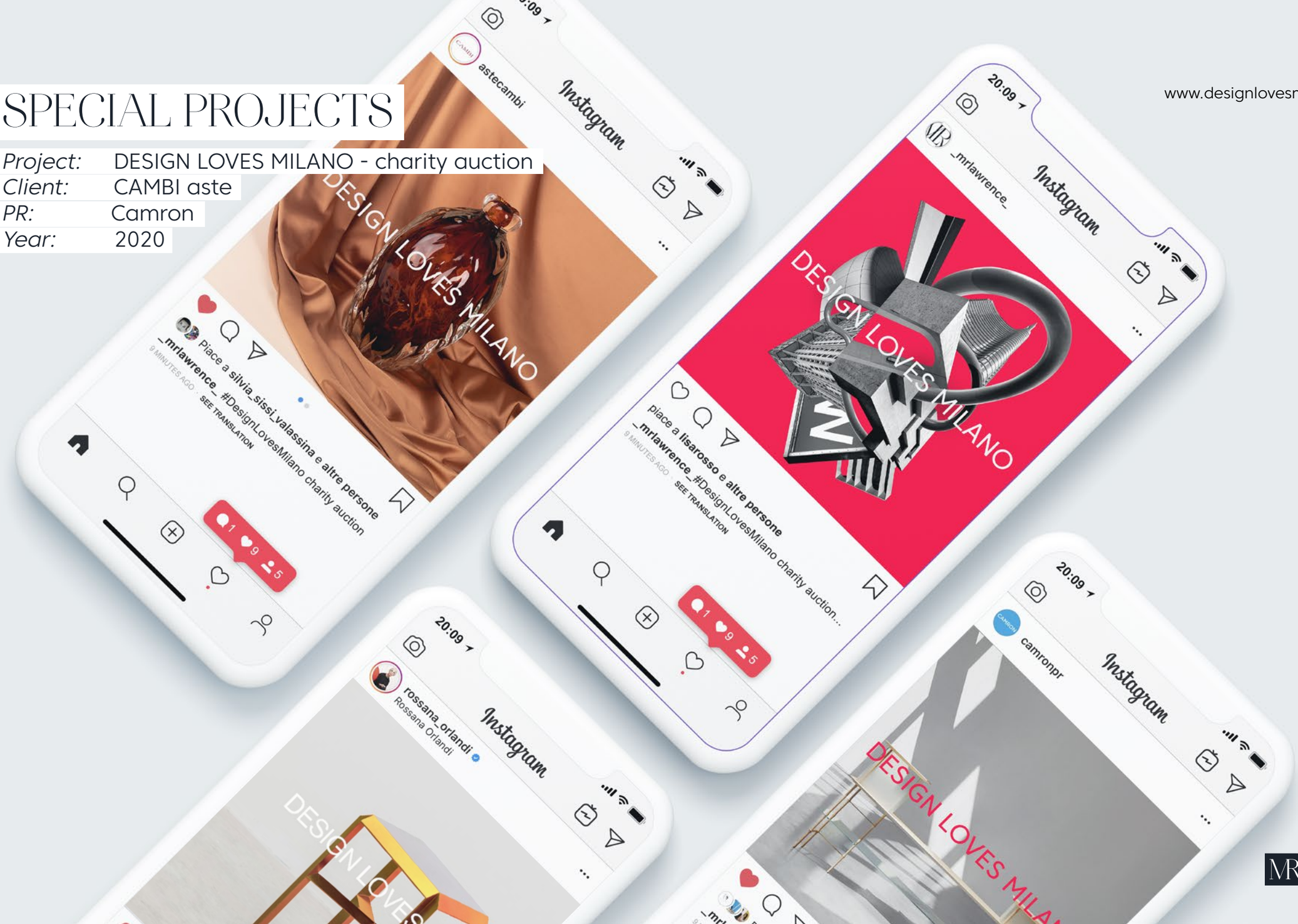
SPECIAL PROJECTS

Project: DESIGN LOVES MILANO - charity auction
Client: CAMBI aste
PR: Camron
Year: 2020

www.designlovesmilano.com



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SPECIAL PROJECTS

Project: NEST
Client: Four Seasons Hotels (Milan)
Designer: Chiara Andreatti
Year: 2020

SPECIAL PROJECTS

Project: 5Rooms
Client: Silvia Fiorucci (Grasse) with Villa Noailles (Hyères)
Designer: Joachim Jirou-Najou, Paul Brissonnet + Alexandre Benjamin Navet, Superpoly, Studio Quetzal, Zanellato/Bortotto
Year: 2018

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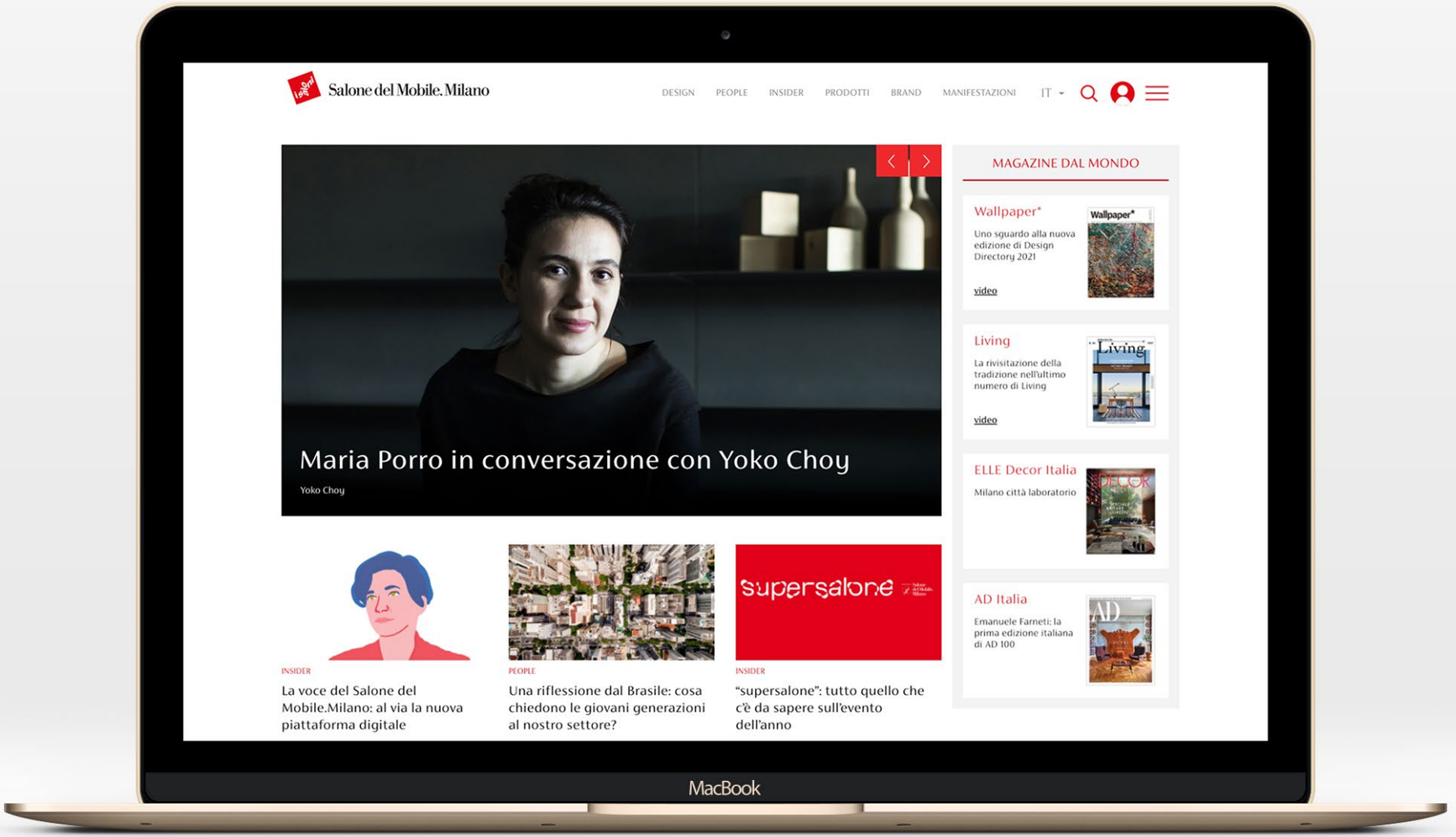
EDITORIAL PROJECTS

EDITORIAL PROJECTS

Project: Salone del Mobile.Milano
Client: Editorial Director
Since: 2020

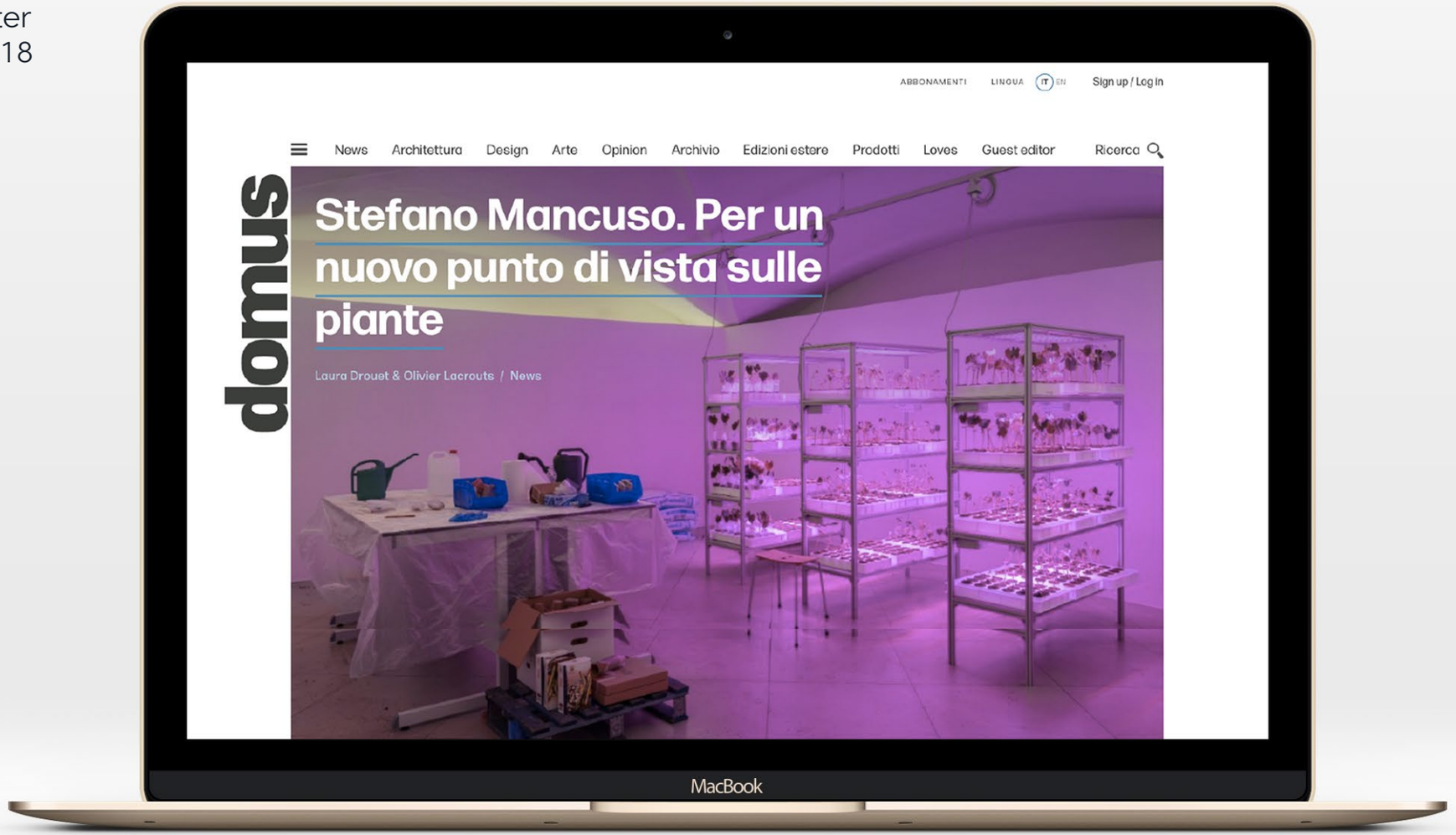


EDITORIAL PROJECTS

Project: Editor-in-chief
Client: Icon Design magazine, Mondadori (Milan)
Art Director: Frank studio 2019 - Leftloft 2020

EDITORIAL PROJECTS

Project: New domusweb.com
Client: domusweb.it, Editoriale Domus (Milan)
Designer: Mark Porter
Year: 2017 - 2018



EDITORIAL PROJECTS

Project: Milan Design Week - Editorial production
Client: Casa Vogue Brasil, Edições Globo Condé Nast (São Paulo)
Year: 2017 + 2018 + 2019

DESIGN STRATEGY

DESIGN STRATEGY

Project: Design Collectible Selection
Client: Spotti

UPCOMING

DESIGN STRATEGY

Project: Future scenarios
Client: B&B Italia
Year: 2021

B&B ITALIA Report

E.COMMERCE

Ulteriore approfondimento

https://www.gqitalia.it/tech-auto/article/sneaker-gucci-virtual-digitali

https://living.corriere.it/tendenze/design/design-rendering-asta-andres-reisinge/

Il 2021 sarà l'anno dell'affermazione del mercato dei prodotti "virtuali" ovvero "non fisici". L'impulso della tecnologia di validazione dei file (es. NFT) sta attraendo molti marchi in un settore inesplorato e dal potenziale enorme.
Gucci ha lanciato il primo paio di snakers digitali a 12,99$.
Il 3D artist Andrés Reisinger ha appena battuto all'asta 450.000$ di arredi virtuali.

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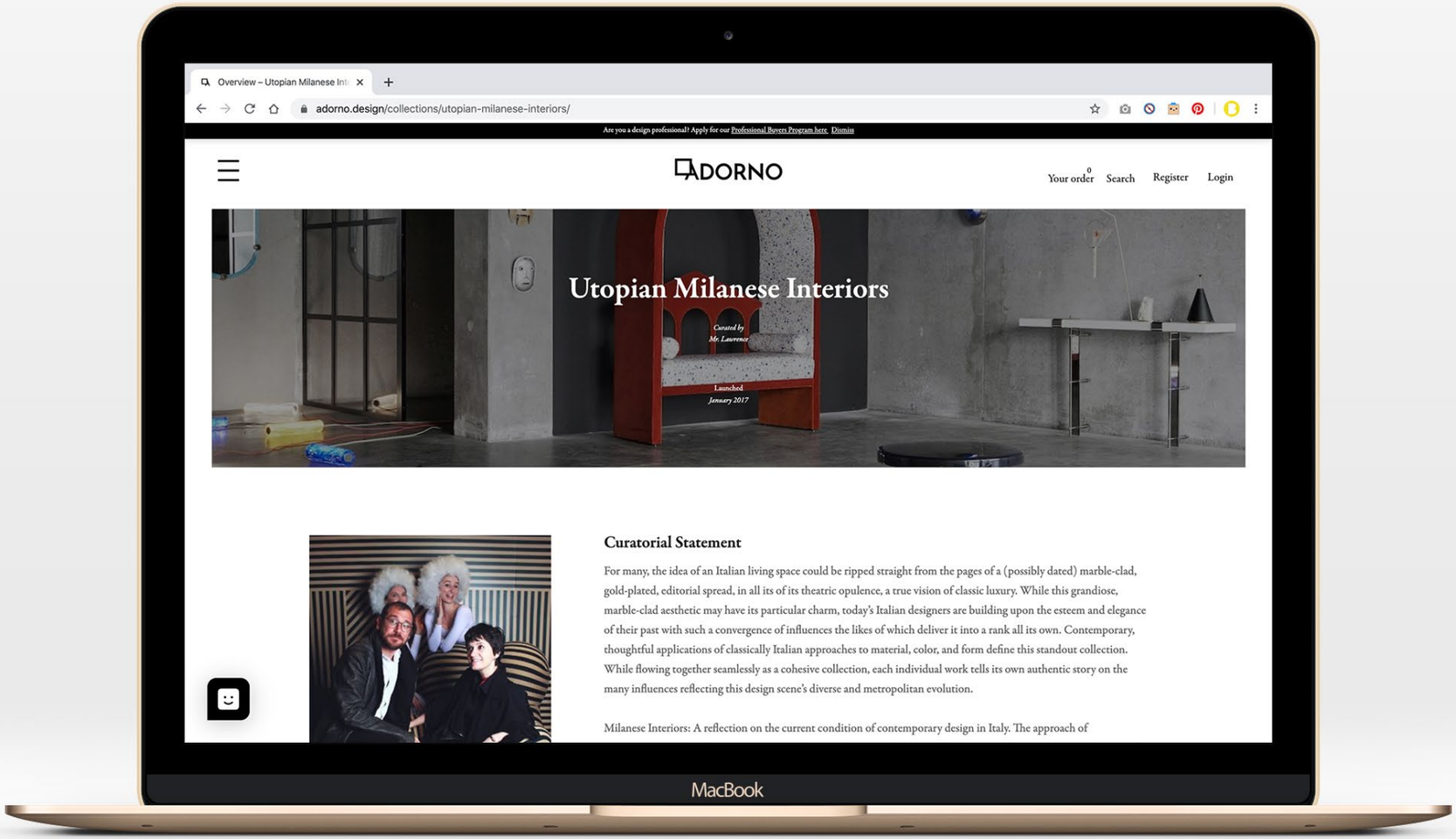
DESIGN STRATEGY

Project: Marwoolus
Client: Marco Guazzini (Milan)
Brands: Valextra, Arthur Arbesser
Year: 2020

DESIGN STRATEGY

Project: Curators of the Italian collection
Client: Adorno.design (Copenaghen)
since: 2019



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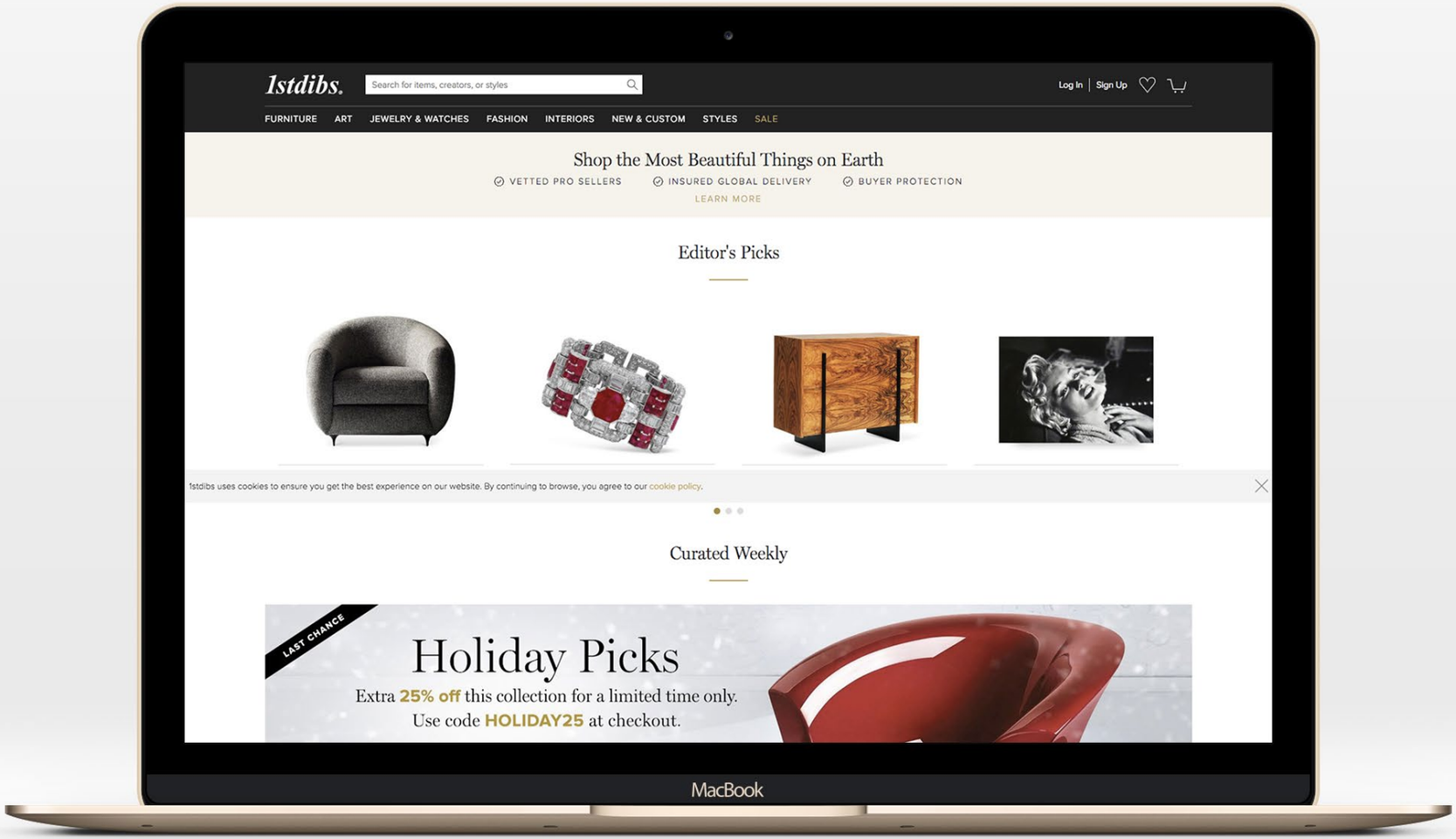
DESIGN STRATEGY

Project: Launch event for the Italian market
Client: 1stdibs (New York)
Year: 2018



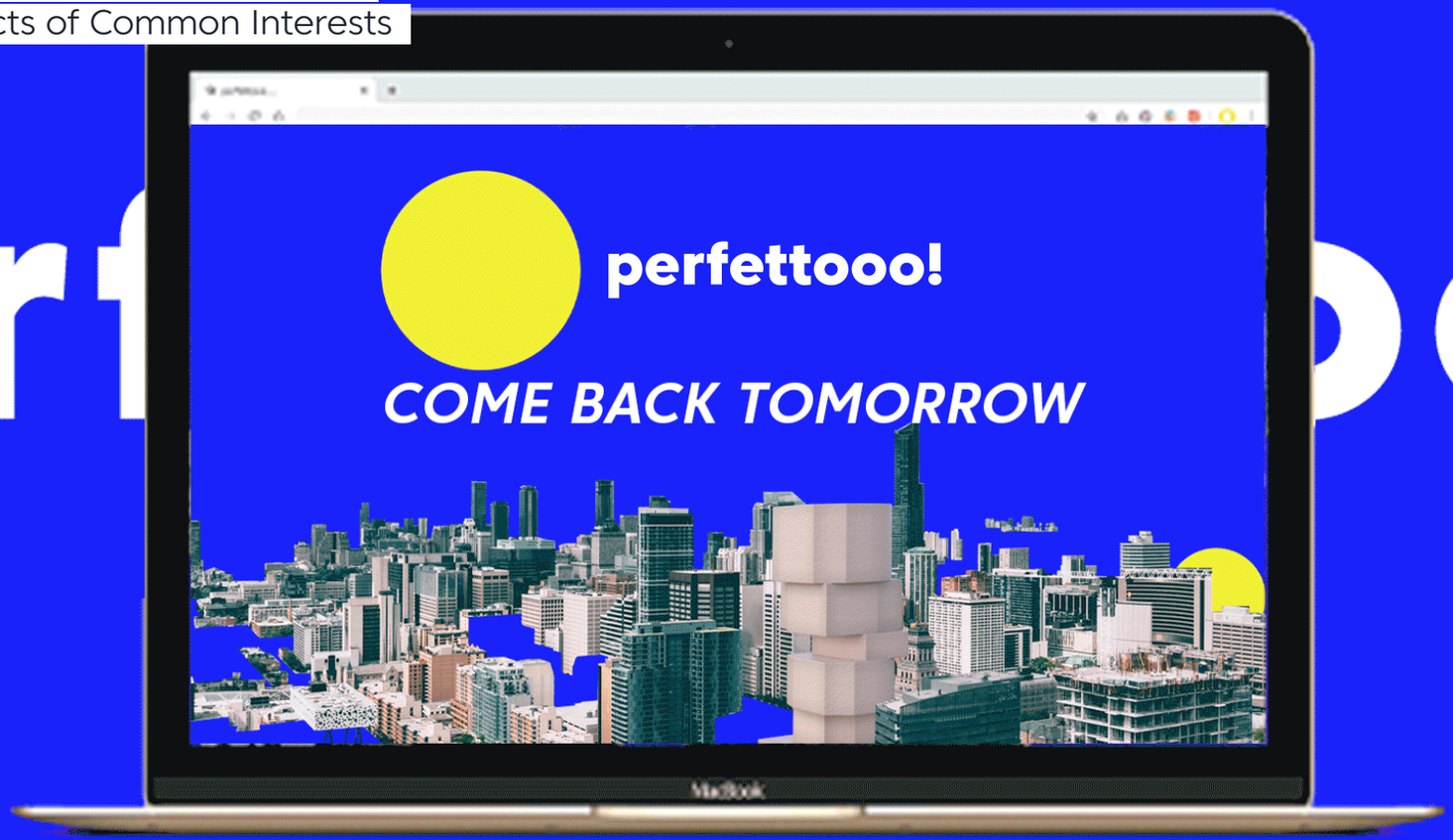
DESIGN EXHIBITION

DESIGN EXHIBITION

Project: Perfettooo - digital project
Curated by: Annalisa Rosso & MC Didero
Designers #1: Objects of Common Interests

www.perfettooo.com
@perfettooooooo

perf



oo!

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DESIGN EXHIBITION

Project:	CTMP Design Auction
Client:	CAMBI Auction House
Year:	2021

DESIGN EXHIBITION

Project: DESIGN MADE IN HONG KONG
Client: Istituto Italiano di Cultura HK
Partner: 5VIE
Designers: Federica Biasi, Sara Ricciardi
Federico Peri, and Memphis Gallery
Year: 2021

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DESIGN EXHIBITION

Project: Glass Utopia
Client: Design Canberra (Australia)
Designer: **IT:** F. Biasi, G. Fernandez, F. Peri, Stories of Italy, Zaellato/Bortotto, M. Zorzenoni
AUS: P.Bowles, M. Douglas, L. Flemin, L. Kelly, J.K. Martinello, T. Skeehan
Exhibits: Australia: Canberra 2019 - Tazmania 2020
Italy: Venice 2020 - Milan 2021

DESIGN CANBERRA FESTIVAL

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DESIGN EXHIBITION

Project: Interni Milanesi collection
Client: Adorno + London Design Fair 2019
Designer: Architetti Artigiani Anonimi, A. Bottoni, V. Cameranesi, Draga&Auriel, V. Nesta, Rio Grande, V. Romen, P. Russo, Stories of taly, Zanellato/Bortotto, P. Tabet
Year: 2019

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DESIGN EXHIBITION

Project:	Human Code
Client:	5Vie district (Milan)
Designer:	Roberto Sironi
Year:	2019

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DESIGN EXHIBITION

Project: Panorama, a show for Happy Eyes
Client: 5Vie District (Milan)
Designer: Valentina Cameranesi
Year: 2018

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SERVICES

Concept Development - Creative Direction - Art Direction

Editorial Projects - Content Management - Executive Production

Research - Special Projecects - Design Strategy - Design Exhibitions

SELECTED CLIENTS

Rizzoli International - Mondadori Media - Editoriale Domus - Condé Nast

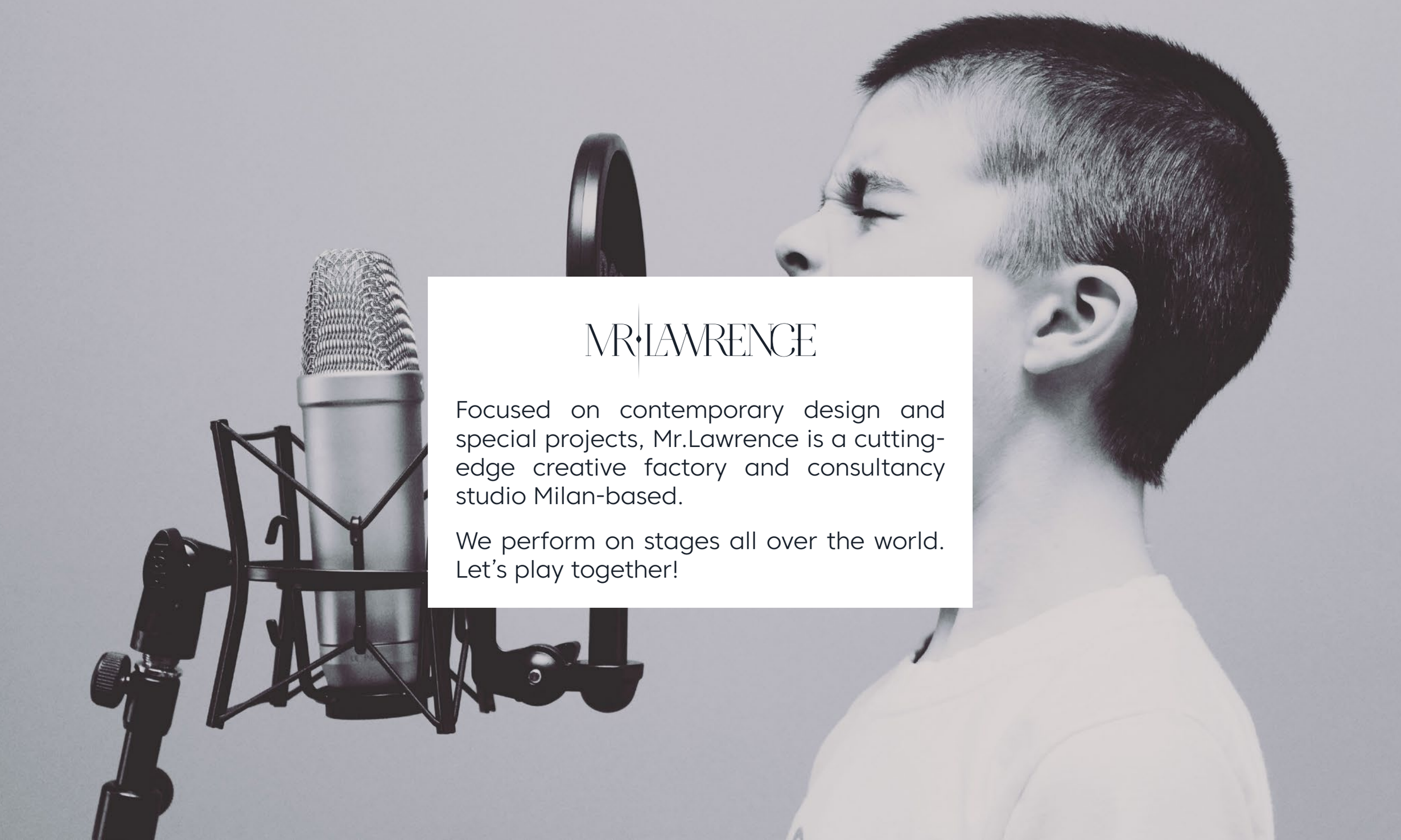
1stdibs - Artemest - Santa&Cole - B&B Italia - Four Seasons - Spotti

Salone del Mobile - Pitti Immagine - Maison & Objet - Marmomac

Collectible Design Fair - Cambi Aste - 5Vie Milano - Canberra Design Festival

Istituto Marangoni - Istituto Italiano di Cultura HK - Ambasciata italiana in Australia

Collezione Silvia Fiorucci Roman - Milano Art Communuty



MR.LAWRENCE

Focused on contemporary design and special projects, Mr.Lawrence is a cutting-edge creative factory and consultancy studio Milan-based.

We perform on stages all over the world. Let’s play together!

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DESIGN SINGER

Mr.Lawrence - Via San Fermo 7, Milano - mrlawrence.it - @mrlawrence_