



Portfolio 2024



Ph. Marco Menghi

**Mr.Lawrence** is a strategic design consultancy studio based in Milan, with projects all over the world, founded by Annalisa Rosso and Francesco Mainardi. We work to create virtuous collaborations between different fields: industry and collectibles, public and private, experimentation and market.

In the last year we have signed international projects for IRTHI Contemporary Crafts Council (UAE), ETEL (Brazil), Italian Cultural Institute of Prague (Czech Republic), Società delle Api (France and Greece), WalkTalk (Israel), Design Miami/ (USA), as well as collaborations with Italian design companies such as Salone del Mobile.Milano, 5VIE design district and Nemo Group.

# SERVICES

## DESIGN STRATEGIST

- SPECIAL PROJECTS
- BRAND STRATEGY

## DESIGN SPECIALIST

- CURATORSHIP
- EDITORIAL CONTENTS

## DESIGN MANAGEMENT

- EXECUTIVE PRODUCTION
- DESIGN EXPERIENCE

# BRAND STRATEGY

*Project:* Brand positioning

*Client:* NEMO Lighting

*Designer:* Ron Gilad

*Location:* Milan, Italy





# BRAND STRATEGY

*Project:* Brand positioning

*Client:* Ambientec

*Location:* Tokyo, Japan





# BRAND STRATEGY

Project: Brand positioning

Client: Artshell

Location: Milan, Italy





# BRAND STRATEGY

*Project:* Brand positioning

*Client:* ULTRA

*Location:* Milan, Italy





# BRAND STRATEGY

*Project:* Brand Ambassador

*Client:* ETEL (San Paolo, Brazil)

*Location:* Milan, Italy



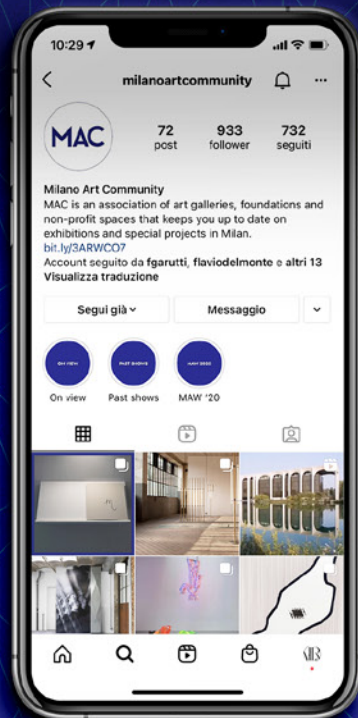


# BRAND STRATEGY

Project: Communication and Identity

Client: MAC - Milano Art Community

Location: Milan, Italy



**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

**MAC**  
MILANO ART COMMUNITY

**MAC** MILANO  
ART  
COMMUNITY



Colori

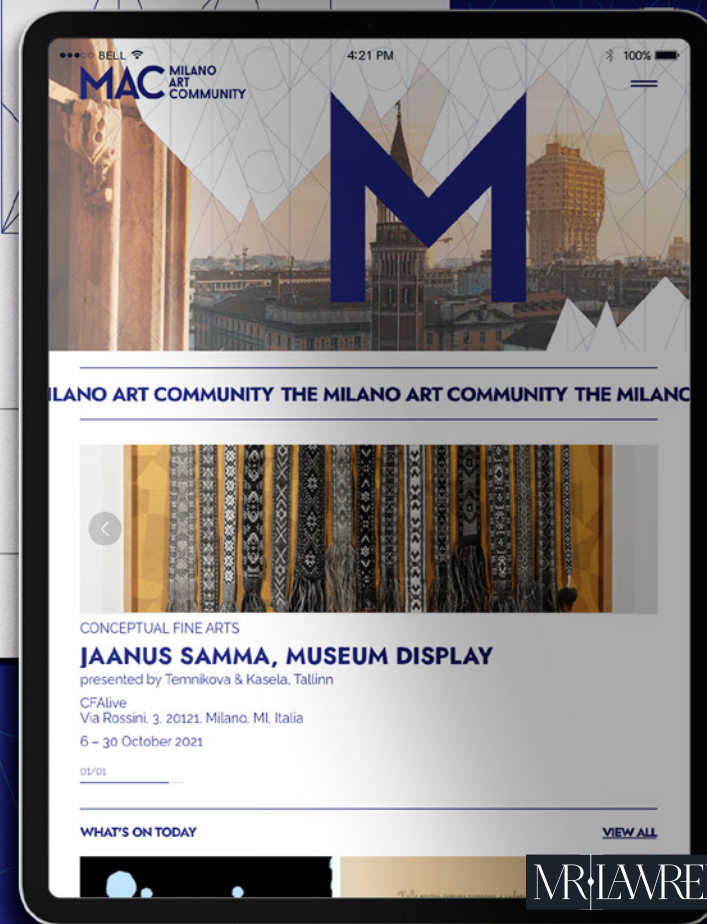


262b7f #ffffff

Logo

**MAC**  
WE DO CULTURE

Eventuale  
Tagline





# BRAND STRATEGY

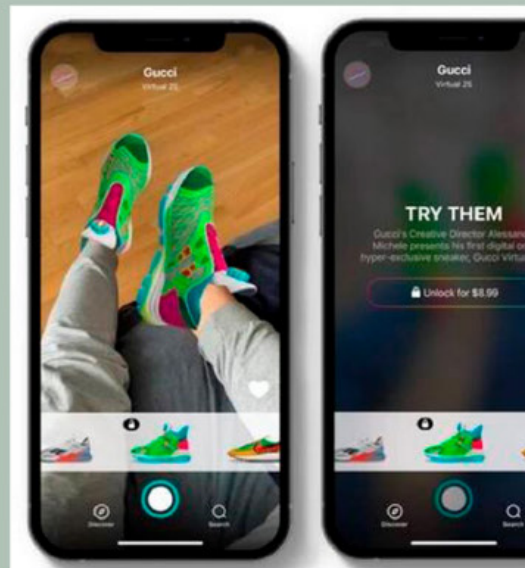
Project: Future perspectives

Client: B&B Italia

Location: Milan, Italy

## 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-reisinger/>

**B&B**  
ITALIA Report

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.

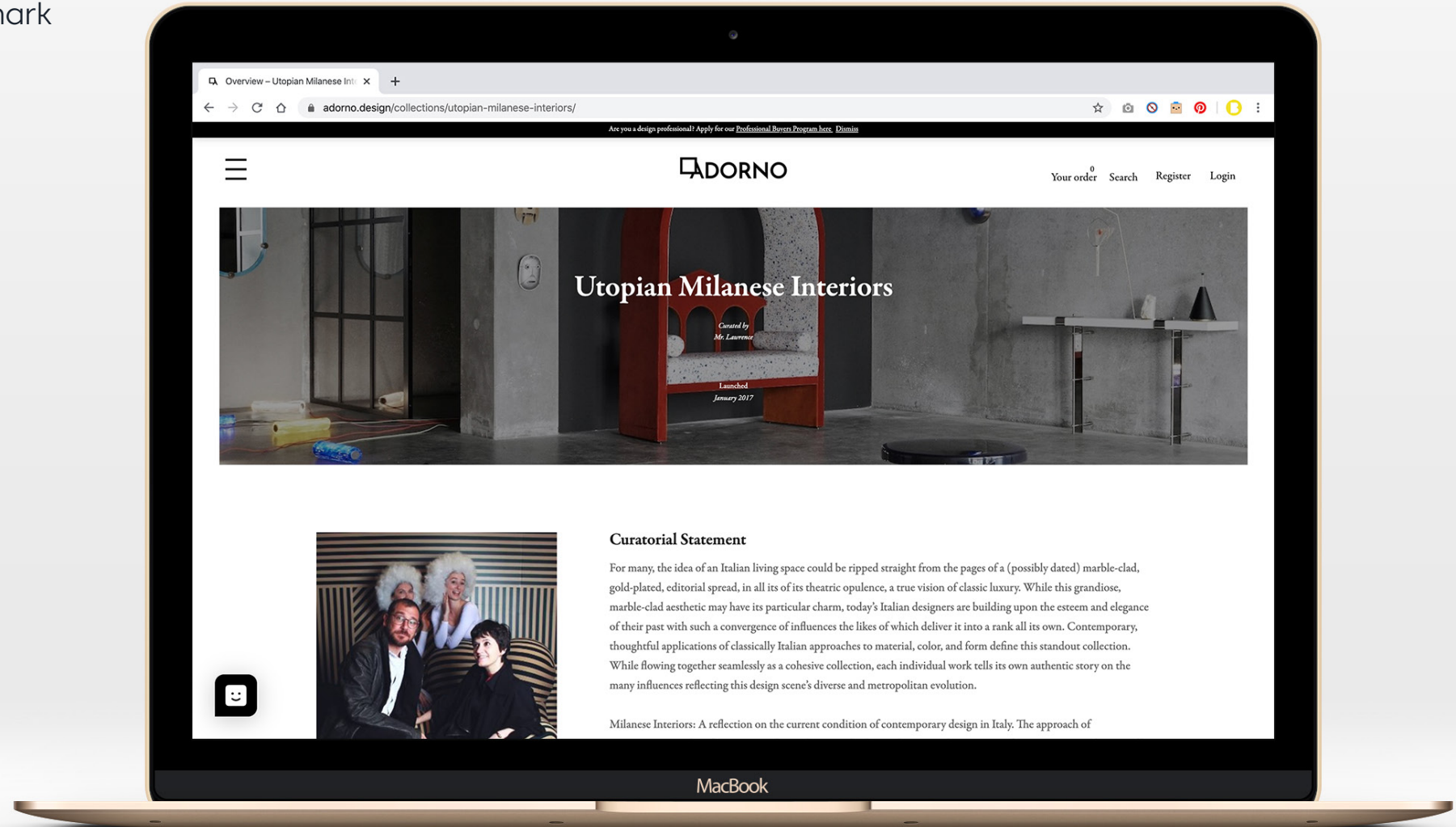
Gucci ha lanciato il primo paio di sneakers digitali a 12,99\$. Il 3D artist Andrés Reisinger ha appena battuto all'asta 450.000\$ di arredi virtuali.

# BRAND STRATEGY

*Project:* Curators of the Italian collection

*Client:* Adorno.design

*Location:* Copenhagen, Denmark



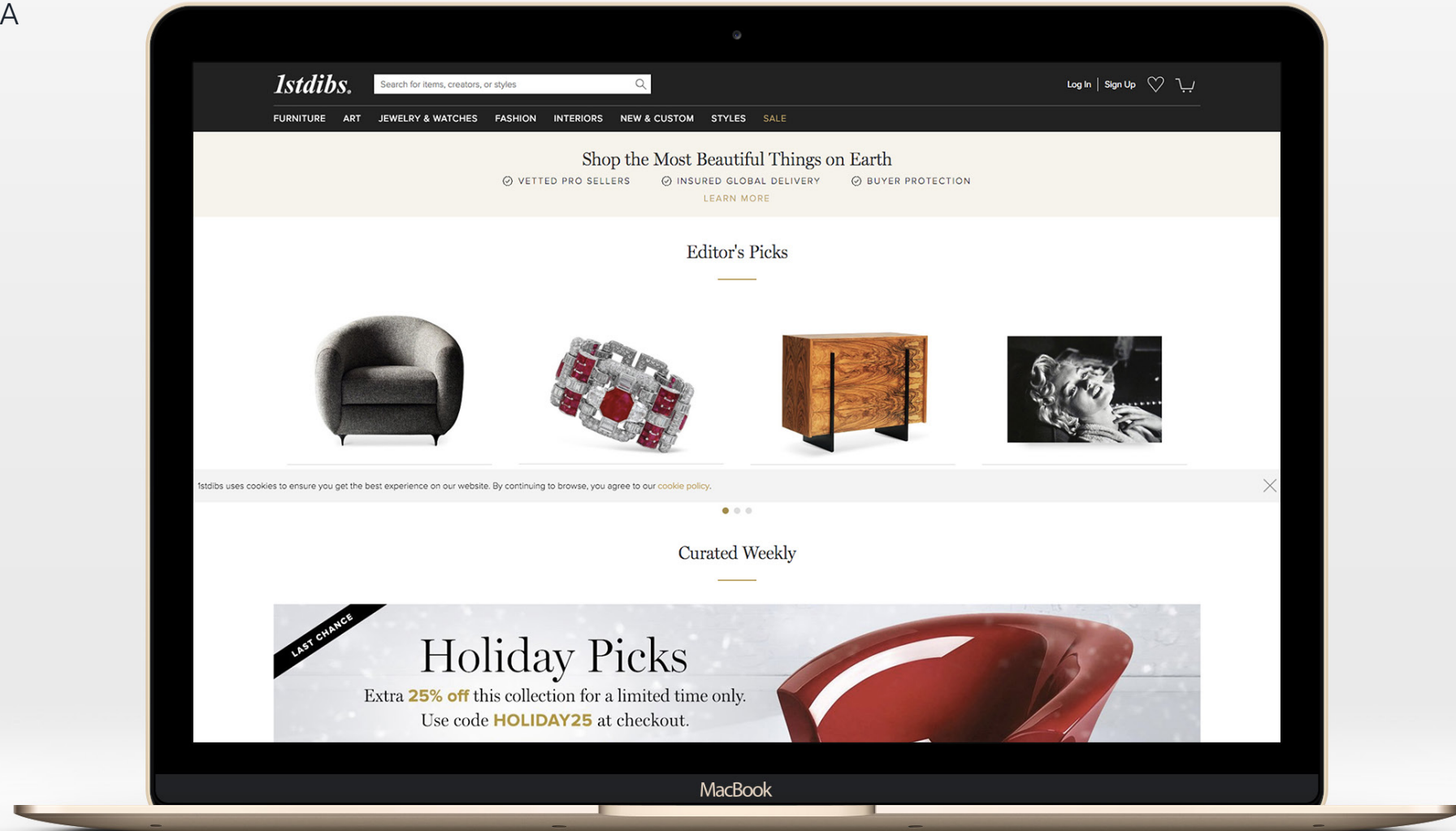


# BRAND STRATEGY

*Project:* Launch event for the Italian market

*Client:* 1stdibs

*Location:* New York, USA



# CURATORSHIP

*Project:* Musica d'Arredamento

*Client:* DOPO? Space

*Designer:* Lucas Muñoz Muñoz

*Co-curator:* Salvatore Peluso

*Location:* Milan, Italy





# CURATORSHIP

*Project:* Ceramic Boutique

*Client:* La Roqqa Hotel (Erqole)

*Designers:* Ugo Poggi, Claire Lune, Terry Davies, Michele Fabbricatore

*Location:* Porto Ecole, Italy





# CURATORSHIP

*Project:* Echoes of Alchemy

*Client:* Irthi Contemporary Crafts Council (Sharjah, UAE)

*Designers:* Studiopepe, Casalinghe di Tokyo

*Partner:* 5Vie

*Location:* Milan, Italy





# CURATORSHIP

*Project:* Chronos

*Client:* Design Miami/

*Designer:* Objects of Common Interest

*Location:* Miami, USA



## CURATORSHIP

*Project:* DESIGN MADE IN HONG KONG

*Client:* Istituto Italiano di Cultura HK

*Designers:* Federica Biasi, Sara Ricciardi,  
Federico Peri, Alessandro Mendini,  
Ettore Sottsass, Gaetano Pesce

*Partner:* 5Vie

*Location:* Hong Kong

# MILAN — HONG KONG DESIGN

NEW FORMS AND FUNCTIONS  
IN PARALLEL WITH  
ITALIAN ICONIC WORKS

26.MAR<sup>2021</sup> — 4.APR<sup>Sun</sup>  
HONG KONG ARTS CENTRE

### ITALIAN DESIGN MASTERS

Aldo Cibic  
Alessandro Mendini  
Ettore Sottsass  
Gaetano Pesce  
Marco Zanini  
Matteo Thun  
Michele De Lucchi

### DESIGNERS

Federico Peri  
Sara Ricciardi  
Federica Biasi

### UNIVERSITIES

Hong Kong Baptist University  
Hong Kong Design Institute  
The Hong Kong Polytechnic University

Organised by  
Italian Cultural Institute  
(Hong Kong)

Coordinated by  
Stefano Fossati

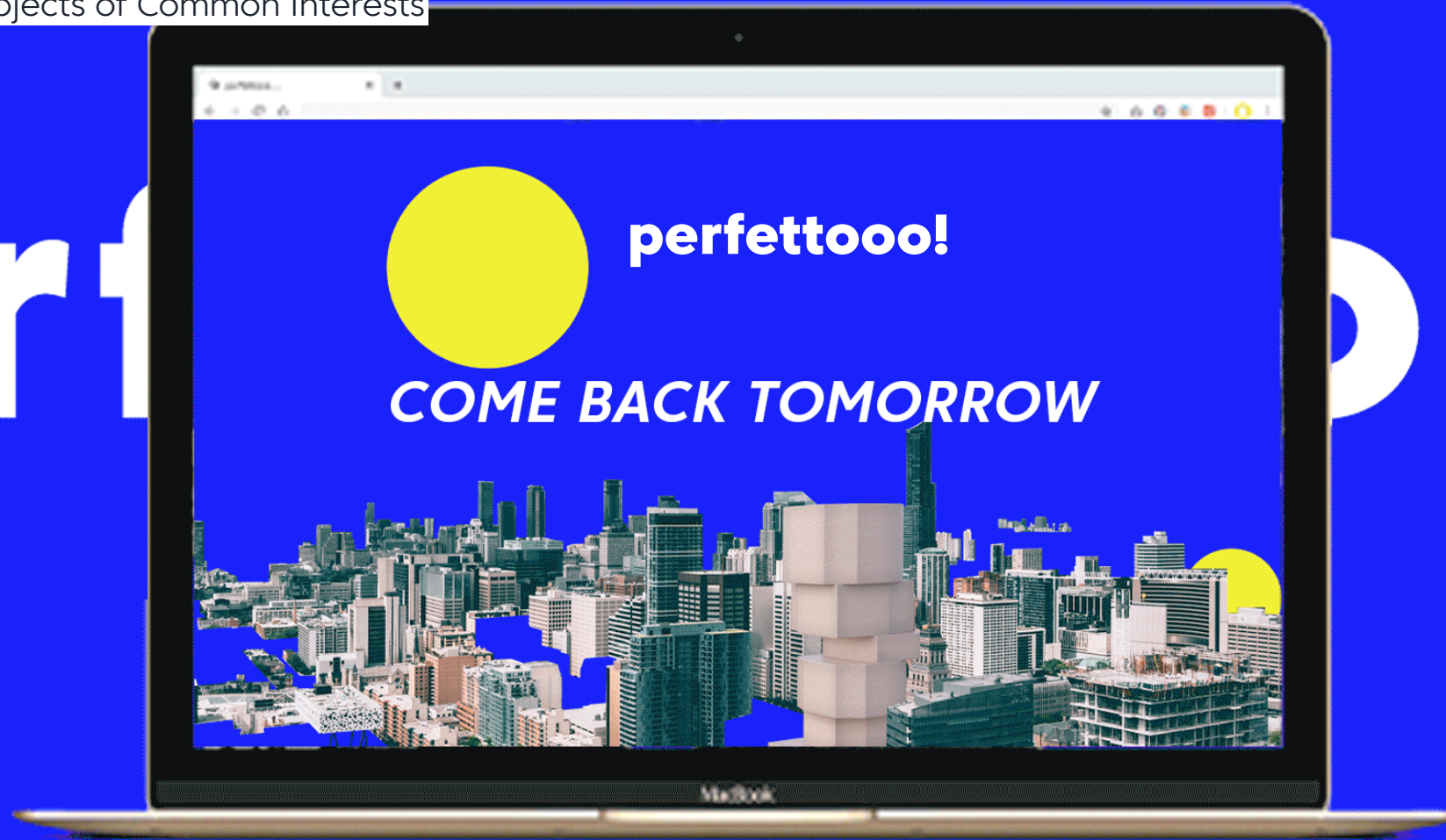
DESIGN  
MADE IN  
HONG  
KONG



# CURATORSHIP

www.perfettooo.com  
@perfettooooooo

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





# CURATORSHIP

*Project:* Glass Utopia

*Client:* Design Canberra

*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 - Tasmania 2020  
Italy: Venice 2020 - Milan 2021

*Location:* Canberra, Australia

DESIGN  
CANBERRA  
FESTIVAL



MR. LAWRENCE



# CURATORSHIP

*Project:* Human Code

*Client:* 5Vie

*Designer:* Roberto Sironi

*Location:* Milan, Italy





# CURATORSHIP

*Project:* Panorama, a show for Happy Eyes

*Client:* 5Vie

*Designer:* Valentina Cameranesi

*Location:* Milan, Italy





# CURATORSHIP

*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

*Location:* London, UK





# SPECIAL PROJECTS

*Project:* Why Now?

*Client:* SPOTTI

*Designer:* Helle Mardahl, NM3, Muller Van Severen, Objects of Common Interest, Odd Matter for cc-tapis, Sam Stewart, Jinyeong for 13 desserts

*Location:* Milan, Italy





# SPECIAL PROJECTS

*Project:* Design Tour in Milano

*Client:* Four Seasons Milano

*Partner:* Nilufar Gallery, Motta Architecture, Hannes Peer, Studiopepe, Laboratorio Paravicini, Achille Castiglioni Foundation, Bocci, Arnaldo Pomodoro Foundation

*Location:* Milan, Italy





# SPECIAL PROJECTS

*Project:* Milano Art Week 2022, 2023

*Client:* MAC - Milano Art Community

*Partner:* Comune di Milano, miart, Milano Art Week

*Location:* Milan, Italy





# SPECIAL PROJECTS

*Project:* 4Rooms

*Client:* Silvia Fiorucci, Società delle Api

*Designer:* Studio Brynjar & Veronika, Julie Richoz, UND.studio,  
Phanos Kyriacou, Superpoly

*Location:* Kastellorizo, Greece





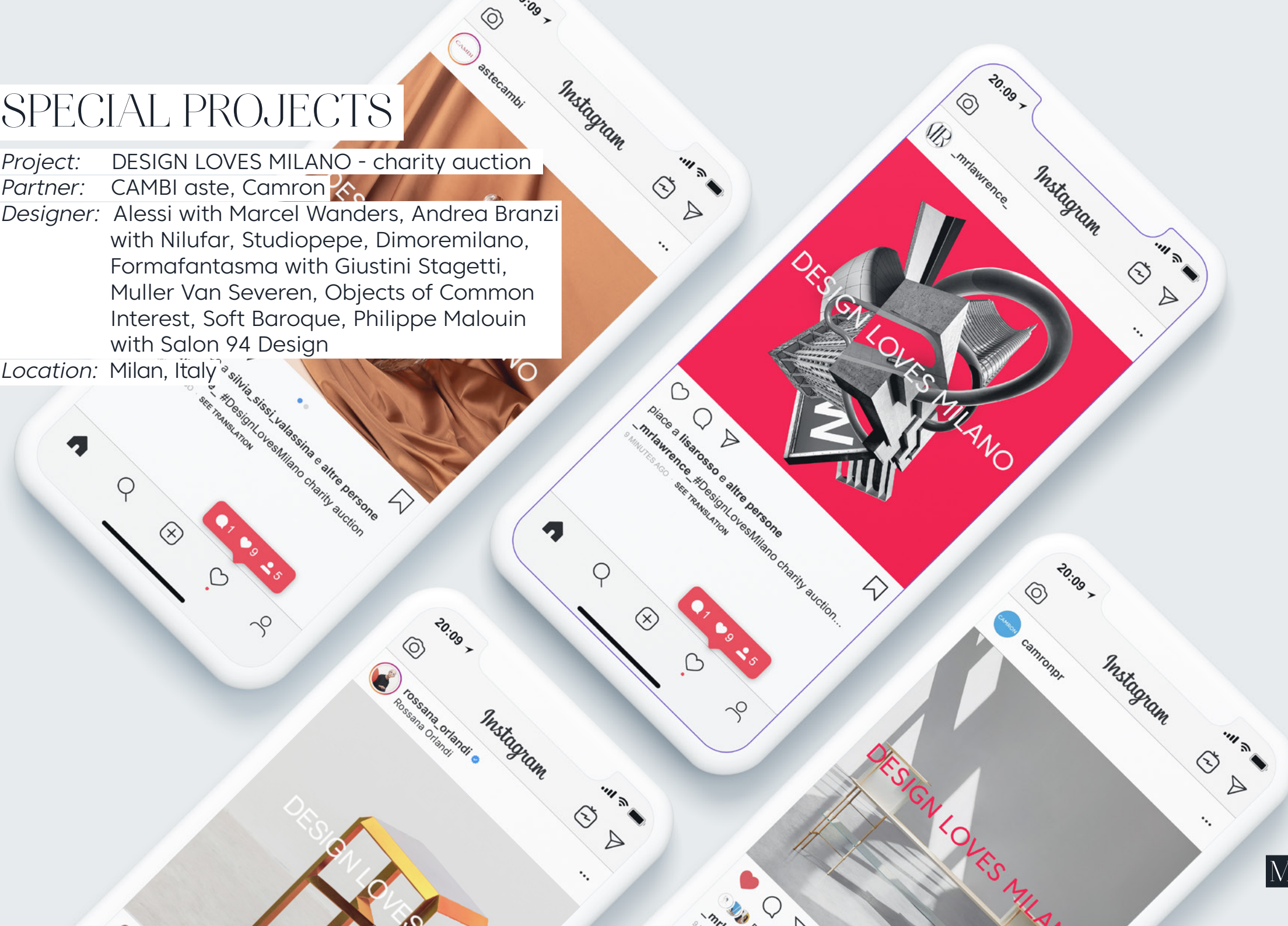
# SPECIAL PROJECTS

**Project:** DESIGN LOVES MILANO - charity auction

**Partner:** CAMBI aste, Camron

**Designer:** Alessi with Marcel Wanders, Andrea Branzi with Nilufar, Studiopepe, Dimoremilano, Formafantasma with Giustini Stagetti, Muller Van Severen, Objects of Common Interest, Soft Baroque, Philippe Malouin with Salon 94 Design

**Location:** Milan, Italy





# SPECIAL PROJECTS

*Project:* NEST

*Client:* Four Seasons Milano

*Designer:* Chiara Andreatti

*Location:* Milan, Italy

*Co-curator:* Maria Cristina Didero

*In collaboration with:* Gebrüder Thonet Vienna,  
Lema, Potocco, MM Lampadari,  
CCTapis, Radici, Albaplust,  
Mingardo PaolaC, Ichendorf





# SPECIAL PROJECTS

*Project:* 5Rooms

*Client:* Silvia Fiorucci with Villa Noailles

*Designer:* Joachim Jirou-Najou, Paul Brissonnet + Alexandre Benjamin Navet, Superpoly, Studio Quetzal, Zanellato/Bortotto

*Location:* Grasse/ Hyères, France

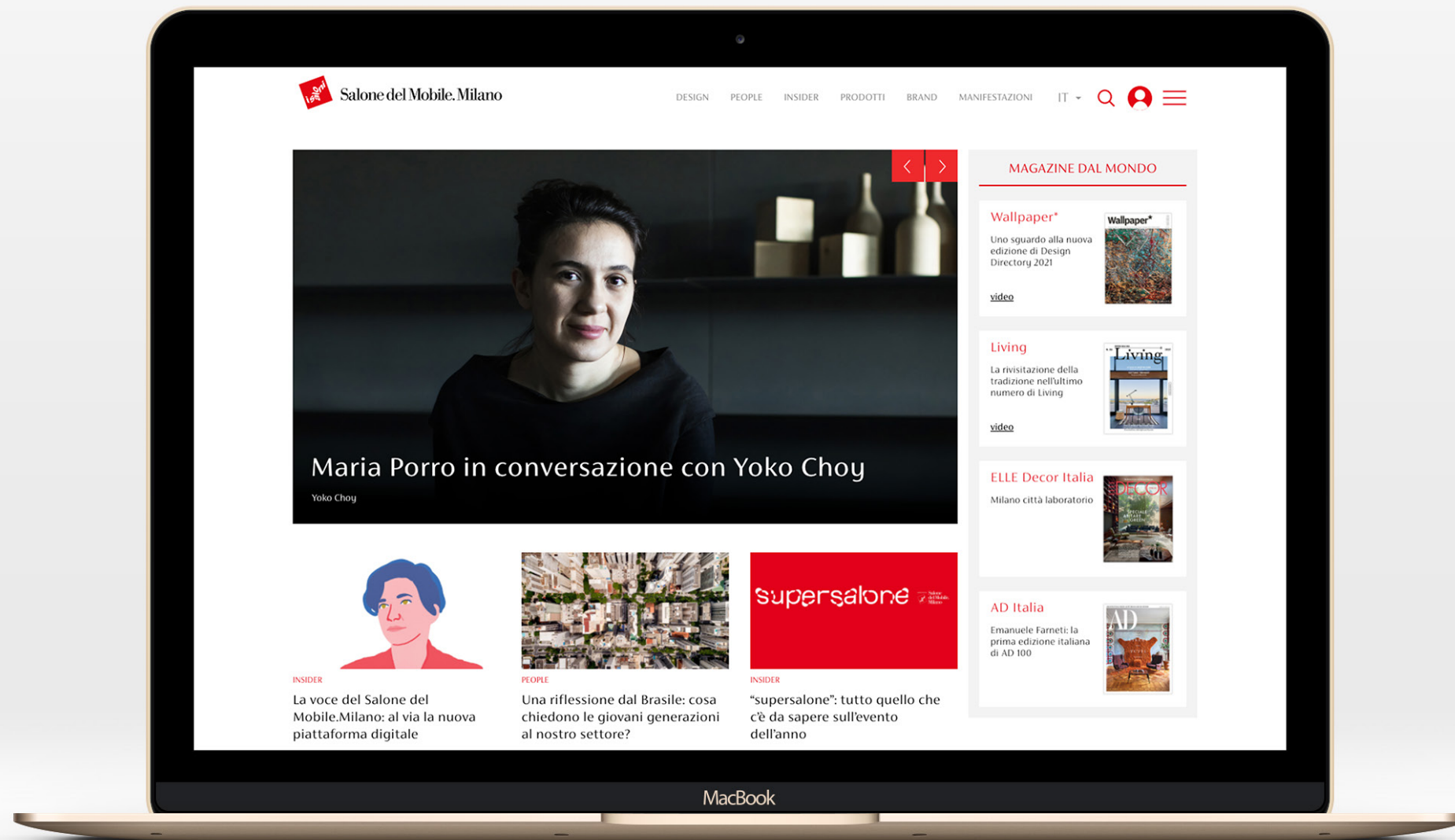




# EDITORIAL CONTENTS

*Project:* Editorial Director - Annalisa Rosso

*Client:* Salone del Mobile.Milano



# EDITORIAL CONTENTS

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

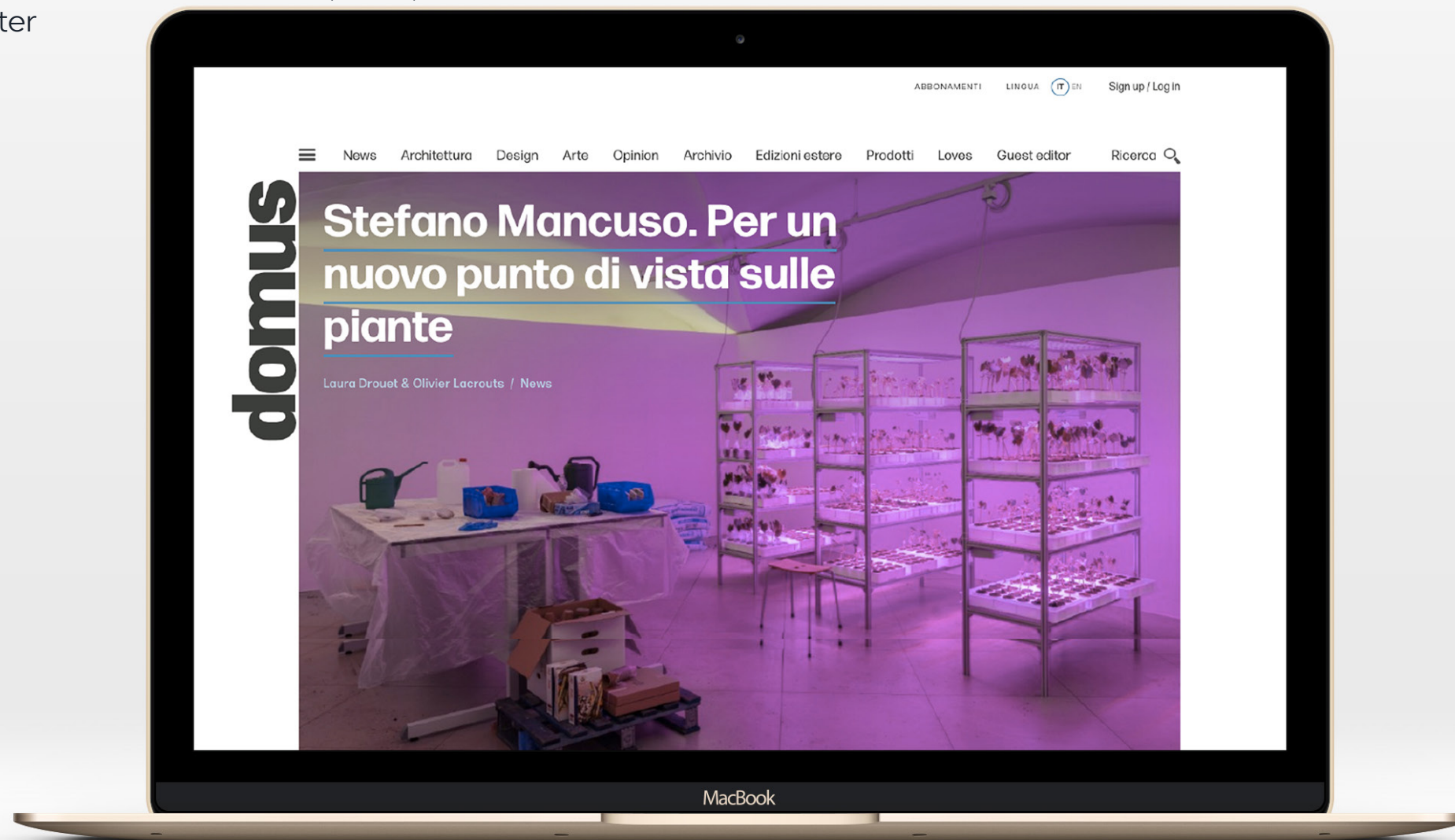


# EDITORIAL CONTENTS

*Project:* domusweb.com

*Client:* domusweb.it, Editoriale Domus (Milan)

*Designer:* Mark Porter





# EDITORIAL CONTENTS

*Project:* Milan Design Week - Editorial production

*Client:* Casa Vogue Brasil, Edições Globo Condé Nast (São Paulo)





# EDITORIAL CONTENTS

Project: Stories - European Editorial Productions

Client: Arbiter magazine, Modern Media Group (Hong Kong)





# EXECUTIVE PRODUCTION

*Project:* Milan Design Week

*Client:* Irthi Contemporary Crafts Council (Sharjah, UAE)

*Partner:* Fondazione Cologni dei Mestieri d'Arte

*Location:* Milan, Italy





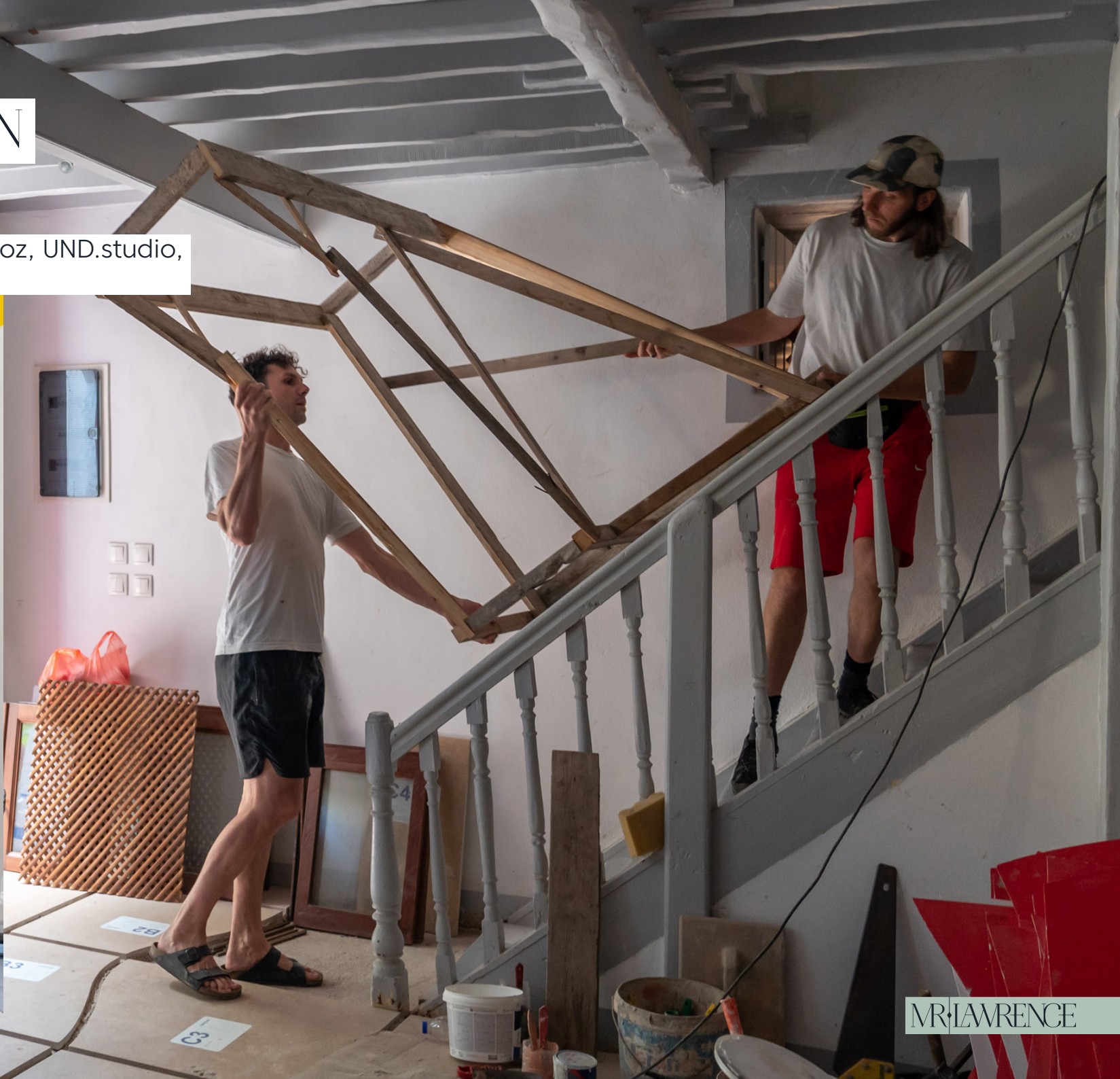
# EXECUTIVE PRODUCTION

*Project:* 4Rooms

*Client:* Silvia Fiorucci, Società delle Api

*Designer:* Studio Brynjar & Veronika, Julie Richoz, UND.studio,  
Phanos Kyriacou, Superpoly

*Location:* Kastellorizo, Greece





# EXECUTIVE PRODUCTION

*Project:* WalkTalk Tour

*Client:* Walk Talk Internations (Tel Aviv, Israel)

*Location:* Milan, Italy; New York, USA; Athens, Greece; Copenhagen, Denmark





# EXECUTIVE PRODUCTION

*Project:* Videomotion

*Client:* Various

*Agency:* INOCUO

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

[www.inocuodesign.com](http://www.inocuodesign.com)



<https://vimeo.com/294547032>  
password: theBrandist018



# DESIGN EXPERIENCE

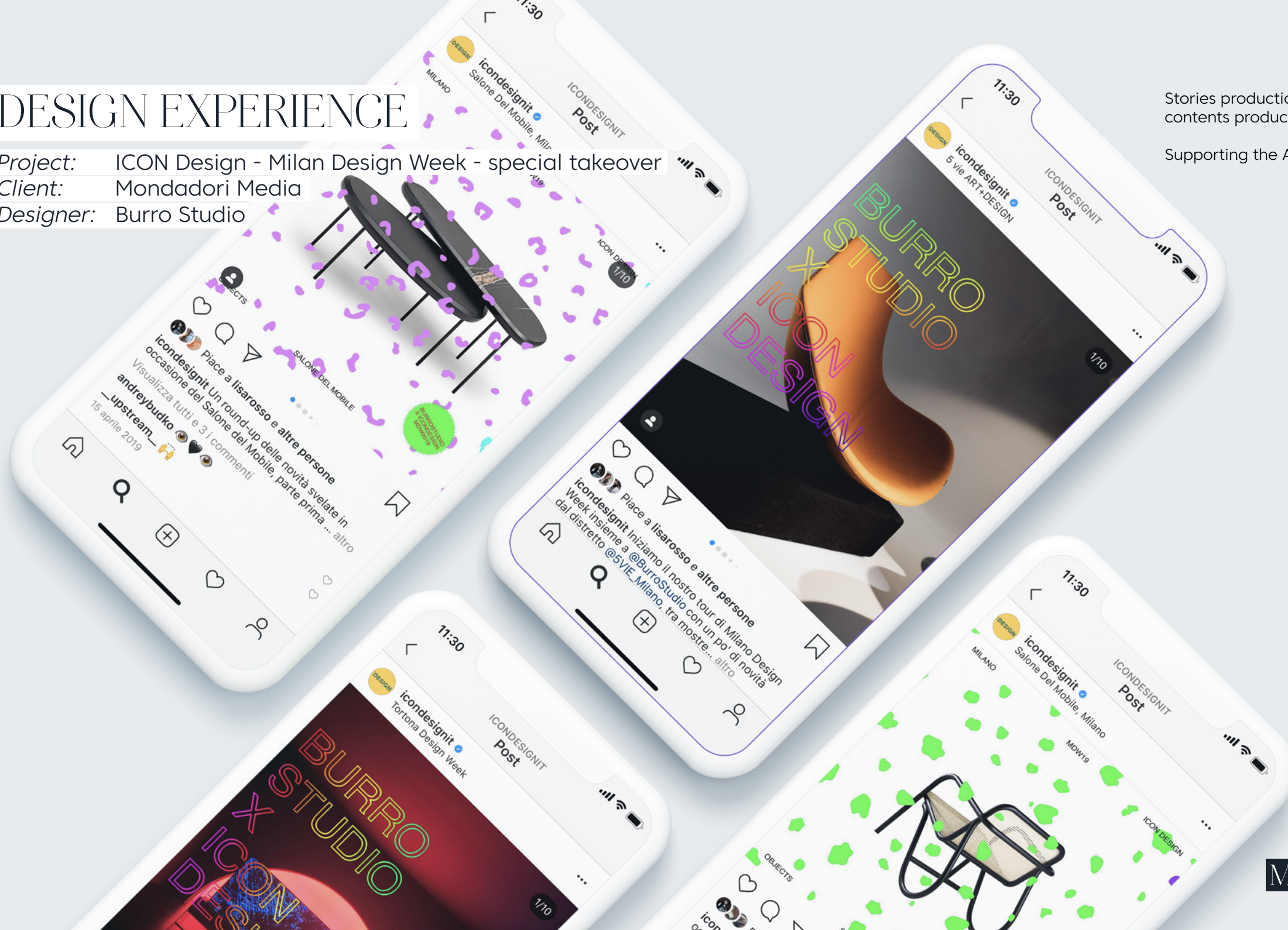
**Project:** ICON Design - Milan Design Week - special takeover

**Client:** Mondadori Media

**Designer:** Burro Studio

Stories production, writing,  
contents production, shooting.

Supporting the Art Direction.





# DESIGN EXPERIENCE

Project: Sweet Dreams

Client: ICON Design

3D Artist: Six N. Five

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





# DESIGN EXPERIENCE

Project: Exclusive contents

Client: 032c (Berlin, Germany)





# DESIGN EXPERIENCE

Project: Marmomac Newsletter 2020

Client: Verona Fiere




Press Office Veronafiere

Marmomac - Newsletter Giugno 2020


5 giugno 2020 16:58

PV





**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.





## A group of people, mostly men, are seen from behind, wearing black hoodies. They are holding up white plastic chairs with their hands, as if they are about to throw them or are in the process of doing so. The background is a red brick wall. The text "De Padova staff" is visible on the back of one of the hoodies. In the bottom right corner, there is a small text block in Italian.





# WHO WE WORK WITH

*Besides the design professionals we work with, we are proud of having built a long-term international 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; photographers, video makers, curators, art and creative directors, artists and 3D artists, AR & VR producers, food designers, set designers, craftsman, suppliers and other key persons in the field of architecture, design and other different fields.*



ON STARTING  
1 JANUARY - 6:30AM

VASO IN CRISTALLO *GLACIARIUM ORCHID* DISEGNATO DA FREDRIKSON STALLARD PER ATELIER SWAROVSKI CHE SI È ISPIRATO ALLA FORMA GREZZA DEL CRISTALLO PER DARE VITA A UN PEZZO DI GRANDE ELEGANZA E LUMINOSITÀ.

THE CRYSTAL VASE *GLACIARIUM ORCHID* DESIGNED BY FREDRIKSON STALLARD FOR ATELIER SWAROVSKI WAS INSPIRED BY THE RAW FORM OF A CRYSTAL, RESULTING IN A PIECE ENDOWED WITH GREAT ELEGANCE AND LUMINOSITY.





## RECENT EVENTS

During the main design events around the world, Mr.Lawrence organises dinners and parties, inviting the industry key players and selecting guests for the partners and brands. Among them:

- o **DOPO? Space.** Closing party of the exhibition by Lucas Muñoz Muñoz, Milan, 2023
- o **Nemo Lighting.** Dinners, showroom openings and cocktails (Paris Design Week, Milan Design Week, 3daysofdesign Copenhagen), 2022 - 2023
- o **Irthi Contemporary Craft Council.** Recipes for Future: A Cross-Cultural Alchemy Dinner, Milan, 2023
- o **30 days to Salone.** Celebratiuon party for the Milanese design community, Milan, 2023
- o **Marsèll.** Curio Dinner for Objects of Common Interest, Design Miami/ 2022
- o **Walk Talk International.** Meetings, dinners and cocktails with collectors and art&design specialists (Milan, Athens, Copenhagen), 2022 - 2023

*Recipes for Future: A Cross-Cultural Alchemy Dinner*



# TALKS

Through the wide network of contacts and industry professionals, Mr. Lawrence moderated and curated various talks focused on the design emerging topics:

## **Curator:**

Talks of Salone del Mobile.Milano (2023-2024)

Icon Design Talks (2019)

## **Speaker:**

Collater.al podcast Spigola (2023)

Madrid Design Festival (2020)

Design Miami/ Basel (2019)

New York Design Week (2019)

London Design Festival (2019)

Design Canberra Festival (2018)

TEDxSan Giovanni In Persiceto (2016)

## **Ambassador:**

Italian Design Day Praga (2022)

Italian Design Day Hong Kong (2021)

Italian Design Day Copenhagen (2020)

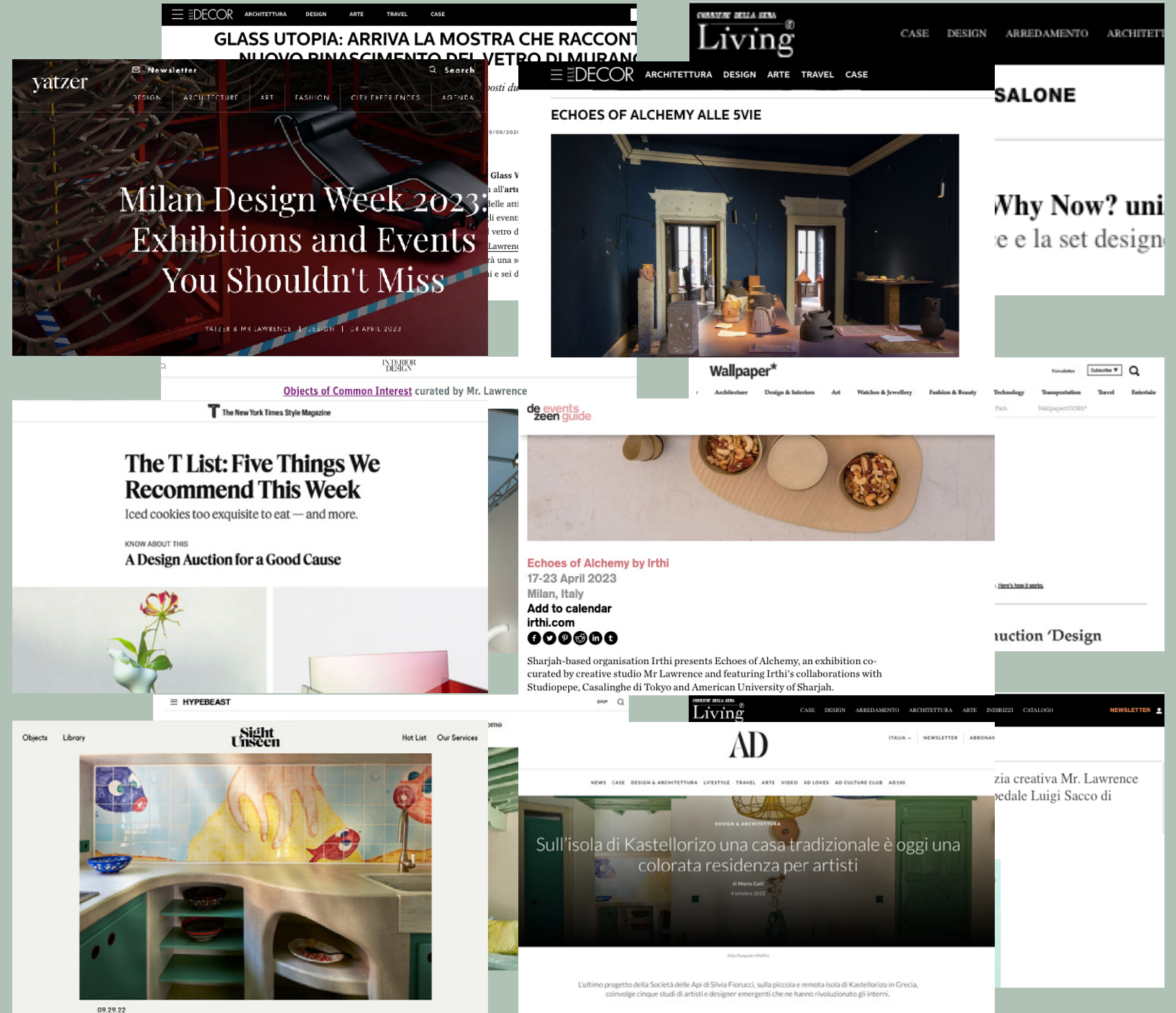


*Talk del Salone del Mobile.Milano 2023  
Euro luce, Arena Aurore*



# THEY TALK ABOUT US

Architectural Digest  
Elle Decor  
Sight Unseen  
Yatzer  
dezeen  
designboom  
Casa Vogue Brasil  
Wallpaper\*  
T Magazine - The New York Times  
The Design Release  
STIRworld  
The Design Edit  
identity  
DamnMagazine  
Domus  
Hypebeast  
IDEAT  
La Repubblica  
interior+design  
Il Sole 24 Ore  
Interior Design  
Living Corriere della Sera  
...





# SELECTED CLIENTS

B&B Italia . NEMO Lighting . ETEL . Editoriale Domus

Salone del Mobile.Milano . Ambientec . Marsèll . Canberra Design Festival

1stDibs . Spotti . Silvia Fiorucci . Four Seasons Hotels and Resorts

Istituto Marangoni . Milano Art Community . Irthi Contemporary Crafts Council

5VIE district . Mondadori . Designblok Prague





Mr.Lawrence - Via San Fermo 7, Milano - [mrlawrence.it](http://mrlawrence.it) - [@mrlawrence\\_milano](https://www.instagram.com/mrlawrence_milano)