



CARLO GAZZI

ILLUSTRATOR GRAPHIC DESIGNER

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Born in Parma, 23 | 10 | 1977

He currently works in his studio on the Parma hills.
He travels frequently between his studio, Milan and Paris.

A profound curiosity for all forms of communication causes him to live in a state of perennial research and creative reflection. He is on a never-ending voyage of discovery, taking in cultures, ancient and new.

He is particularly adept at identifying a client's social positioning and ever careful of striking a balance between strong, innovative and adequate communication. As a tireless investigator of innovative techniques and evolving customs, he is able to anticipate tomorrow's challenges. An extensive research and careful design form the basis of his unbridled creativity.

He also offers private tuition in the main graphic packages (Photoshop, Illustrator, InDesign) and he is studying After Effects to animate illustrations and graphics. He is highly skilled at digital photo retouching thanks to a rigorous respect of creative timing and manual gestures. He currently uses the illustration, the handmade font, the graphic and the creation of three-dimensional graphics (mirrors, signs, sculptures ...) as an integral part of his work of research and development applied.

In Milan, he works as a freelance and often collaborates with Dadomani Studio (one of the most important video animation studios in Italy) where he transfers his graphic and technical know-how in video advertising and in stop motion technology.

He collaborates with Olinda, ex psychiatric hospital Paolo Pini, now a non-profit organization that, through the social inclusion, develops theater works, cooking, hotellerie, laboratories, music, etc.

Since 2011 he is an associated of the Andrea Longhi owned Studio Longhi of Parma, where he has worked happily for more than a decade. He strats to focus his work on communication in its most disparate forms: logo design and corporate image and identity (an area in which he is particularly at ease professionally), concepts, books, advertising pages, invitations, catalogues, advertising banners, style design and graphic accessories for fashion (the core business of Studio Longhi), design of graphic arrangements for shops and retail units in general. Through designing and projecting entire collections of fashion accessories and labeling manufacturers (DUALPLAST, SML, TEXCONTROL, SIAM,ASCHEI, ALBERTI METALLI, etc.) he has researched and developed a great experience in different techniques: offset and digital print, silk-screen, microinjection, metal foil, hot stamping, dry printing, embroidery, woven labels, casting and punching metals etc. and on different types of materials such as paper, textiles, metals, cardboard, plastic, etc.

Between 2004 and 2006 he lived in Madrid. During this time he worked as a Creative Director in a small studio before embarking on a successful Freelance experience with his graphic partners Lina and Juanri. They set up a creative project which is still running called Cuarto y Mitad. Thanks to this a constructive partnership was established with ONG IUVE and their services were sought by: Telefonica, Comunidad de Madrid, Junta de Comunidades de Castilla La Mancha.

Before moving to Spain, in the summer of 2004, he went on a mission to Havana, Cuba, to develop a project alongside Luca Corradi and Andrea Longhi for a new clothing line that was born from the cigar brand VegaRobaina of Cohiba.

Between 1999 and 2004 with Studio Longhi were the years in which he learnt his trade, developed, made mistakes, understood how to manage his own resources, worked hard, while focusing constantly on maintaining his own approach; he came to acquaint himself with various types of markets (fashion, sportswear, sport, retail units, art galleries, the hotel and pharmaceutical industries, architecture, design, photography, illustration...) and many different brands as Romeo Gigli, Belfe, Meeting, Technogym, Avent, Kappa, Lilly, Russell Athletic, Body Glove, Pompea, Niccoli Art Galley, Montesano Hotels, to name the most important clients.

At the start of his professional experience he began to approach the Mac, after many months of experimenting with his own illustrations. During a stint as a graphic designer-illustrator with ZULUHOUSE in Parma - a style studio specialising in Sportswear design - he contributed to the creation of the collections for brands such as Body Glove, Belfe&Belfe, Bi.On.Go.

He quickly completed high school in '94 to give himself the independence he needed to buy white sheets of paper and Pantone drawing pens. Almost immediately, and seemingly by chance, he started working as an illustrator for the historic Parma clothing store, BONGOS, run by stylist Luca Corradi.

From a very early age he Cultivated his passions as he passed his adolescence inventing constructions, drawing, tearing around the dodgy streets of the neighbourhood on his bike and poring over hundreds of cartoons. When he realised that he had done enough "studying" he enrolled at the Toschi Art Institute in Parma, in the very difficult Graphic Art section. This is where he refined his research and achieved his artistic emancipation by experimenting with all the drugs he could get hold of: the highly celebrated "Painting", the devastating "Graphic Art", the heavy "Sculpture" and all the Applied Arts... outside class he dabbled with the fearsome "Theatre", the lysergic "Photography" (a habit which he has never succeeded in kicking).

These were years of creative unrest...
during which he even sets up a darkroom in the family caravan.

GRAPHIC
ILLUSTRATION
LOGO DESIGN
BRAND CONCEPT
NAMING
TYPE DESIGN
LASERCUT DESIGN
WP WEB DESIGN
ADVERTISING
BRANDING
PUBLISHING
BROCHURE
PACKAGING
LABELLING
WINDOW
SHOP
OFFICE
SIGN
PHOTO EDITING
PRIVATE LESSONS

MacOS®
Adobe Illustrator®
Adobe Photoshop®
Adobe InDesign®
Adobe Acrobat Pro®
Adobe Fresco®
Wordpress®

ITALIAN
mother tongue

SPANISH
optimal level

ENGLISH
basic level

FRENCH
basic level

