

Caselli

Caselli
Strategic Design

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CH—6877 Coldrerio

Info@caselli.ch
www.caselli.ch

Caselli

International awards

2019	International Design Excellence Award (Finalist)	Industrial Designers Society of America (Herndon, USA)
2019	Certificate of Typographic Excellence	Type Directors Club (New York, USA)
2019	Good Design Award	The Chicago Athenaeum, Museum of Architecture and Design (Chicago, USA) / The European Centre for Architecture, Art, Design and Urban Studies (Dublin, Ireland)
2019	Good Design Award Australia	Industrial Design Council of Australia (New South Wales, Australia)
2019	Good Design Award Japan	Good Design Product Selection System, under the sponsorship of the Ministry of International Trade and Industry (Tokyo, Japan)
2019	The One Show Merit Award	The One Club for Creativity (New York, USA)
2019 / 2010	Red Dot Award	The Red Dot (Essen, Germany)
2019	IF Design Award	International Forum Design (Hannover, Germany)
2019	Graphis Gold Award	Graphis (New York, USA)
2019 / 2014	Award of Excellence	Communication Arts (Menlo Park, USA)
2019	International Visual Identity of the Year	International Visual Identities Awards (New York, USA)
2019	K-Design Gold Award	Designsori (Seoul, South Korea)
2014	European Design Awards (Finalist)	Design Federation OÜ (Tallinn, Estonia)

Caselli

International awards

2013 / 2009

Taiwan International Graphic Design Awards (Silver and bronze medals)

Ministry of Economic Affairs, R.O.C (Taipei, Taiwan) / China Productivity Center (Taipei, Taiwan)

2012

German Design Awards (Finalist)

German Design Council (Frankfurt am Main, Germany)

2010

Rebrand 100 Global Award

Rebrand (Providence, USA)

2009

Wolda Award (Best logo in Switzerland)

Worldwide Logo Design Annual (Meerbusch, Germany)

Caselli

Permanent collections

Some of my work have entered the permanent collections of a number of museums, notably:

Victoria and Albert Museum	London, UK
Museum für Gestaltung	Zürich, Switzerland
Les Arts Decoratifs	Paris, France
MOTI, Museum of the Image	Breda, Netherlands
Design Museum Gent	Gent, Belgium
Canadian Museum for Human Rights	Winnipeg, Canada
Center for the Study of Political Graphics	Los Angeles, USA
Dansk Plakatumuseum	Aarhus, Denmark
Lahti Poster Museum	Lahti, Finland
Wilanow Poster Museum	Warsaw, Poland

Caselli

Other recognitions

2022 / 2017

Jury member of the international contest
Poster for Tomorrow, organized under
the high patronage of the European
Council and the French Ministries
of Foreign Affairs, Work and Culture

Paris, France

2014

Guest at 11th Golden Bee, Moscow
Global Biennale of Graphic Design

Moscow, Russia

2011

Representing Switzerland
at the World Design Expo in Taipei

Taipei, Taiwan

2010

Guest at 4th Hong Kong International
Poster Triennial

Hong Kong, China

Caselli

Collective exhibitions

08.12.2021—01.02.2022	Franco-Namibian Cultural Centre	Windhoek, Namibia
10.07—06.09.2020	The European Centre	Athens, Greece
4—28.03.2020	St Paul Gallery Two	Auckland, New Zealand
4—28.03.2020	École Nationale Supérieure d'Architecture de Nantes	Nantes, France
25.02—27.03.2020	Francis Marion University, Hyman Fine Arts Center	Florence, USA
22.02—27.03.2020	Ateneo de Manila University	Manila, Philippines
22.11—27.11.2019	House of Words Print House	Lublin, Poland
01.10—01.11.2019	Sheridan College, Trafalgar Library	Oakville, Canada
4—7.09.2019	Miraikan Museum	Tokyo, Japan
17.07—09.08.2019	The Cooper Union	New York, USA
01.07—30.09.2019	PJITK (Polish-Japanese Academy of Information Technology)	Warsaw, Poland
20—29.06.2019	École de Communication Visuelle (ECV)	Lille, France
12.06—10.07.2019	Takeo Mihoncho Honten Gallery	Tokyo, Japan
13—22.05.2019	Under Stand Avenue	Seoul, South Korea
31.10—04.11.2018	Suntory Museum of Art, Tokyo Midtown	Tokyo, Japan
06.03—26.04.2015	Espace Panthea	Paris, France
07—12.10.2014	Central House of Artists	Moscow, Russia

Caselli

Collective exhibitions

08.03.2014	Fendi headquarter Palazzo della Civiltà Italiana	Rome, Italy
18—29.11.2013	Women's Department	Frankfurt am Main, Germany
29.08—12.10.2013	Primer Festival Cultura	Guadalajara, Mexico
08.03—29.03.2013	Casa Prado	Medellín, Colombia
11—17.12.2012	Académie Libanaise des Beaux Arts	Beirut, Lebanon
10.12.2012—20.01.2013	ESAV École Supérieure des Arts Visuels	Marrakech, Morocco
10—22.12.2012	Open Studios Botswana	Gaborone, Botswana
10—11.12.2012	Wild Iris Books	Gainesville, USA
08—16.12.2012	Galerie Montcalm	Gatineau, Canada
07—11.12.2012	Universidad Metropolitana del Ecuador	Quito, Ecuador
06—09.12.2012	Les Arts Décoratifs	Paris, France
01—03.06.2012	Reggia di Portici	Neaples, Italy
28.10—16.12.2011	Maritime de Vigo	Vigo, Spain
30.09—30.10.2011	Songshan Cultural & Creative Park	Taipei, Taiwan
30.09—02.10.2010	Istanbul Design Week	Istanbul, Turkey
06.07—01.08.2010	Red Dot Design Museum	Essen, Germany
28.11.2010—23.05.2011	Heritage Museum	Hong Kong, China

Caselli

Collective exhibitions

04.12.2009—16.01.2010	Beit Meirov Art Gallery	Holon, Israel
24.10.2009—31.01.2010	Norrbottens Museum	Luleå, Sweden
15—18.10.2009	Festival della Creatività Fortezza da Basso	Florence, Italy
04—11.10.2009	Museo d'Arte Contemporanea Donna Regina	Neaples, Italy
24.09—08.10.2009	Montana State University	Bozeman, USA
17—20.09.2009	Museo Cambellotti	Latina, Italy
19.06—12.07.2009	Triennale Design Museum	Milan, Italy
09.04—05.05.2009	City University of Hong Kong	Hong Kong, China
24—28.10.2006	Par Art Gallery	Kyoto, Japan

Caselli

Portfolio

Caselli

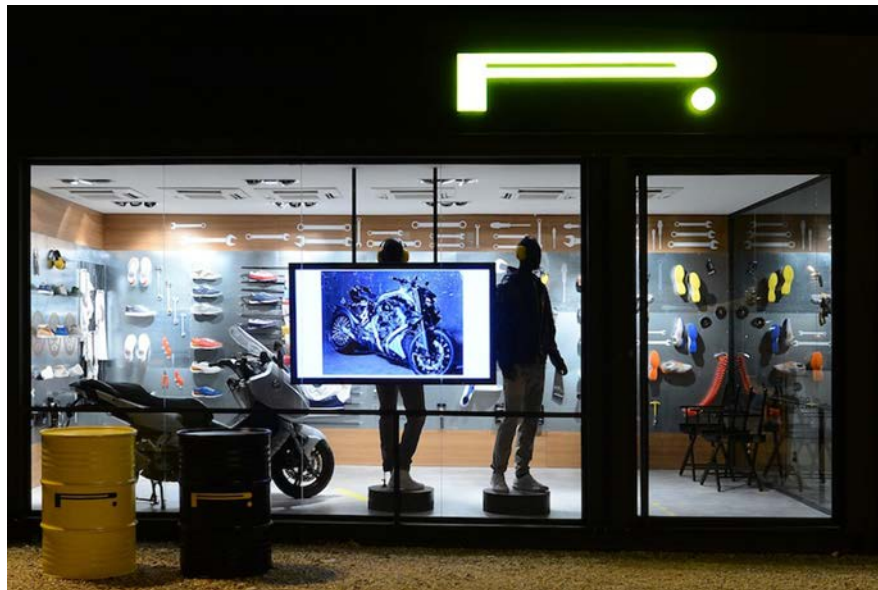


Pirelli

Fashion brand
(Pirelli P Zero)

Logo

Italy



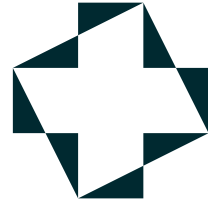
Caselli

Swiss Surgical
Association

Trade association

Logo

Switzerland

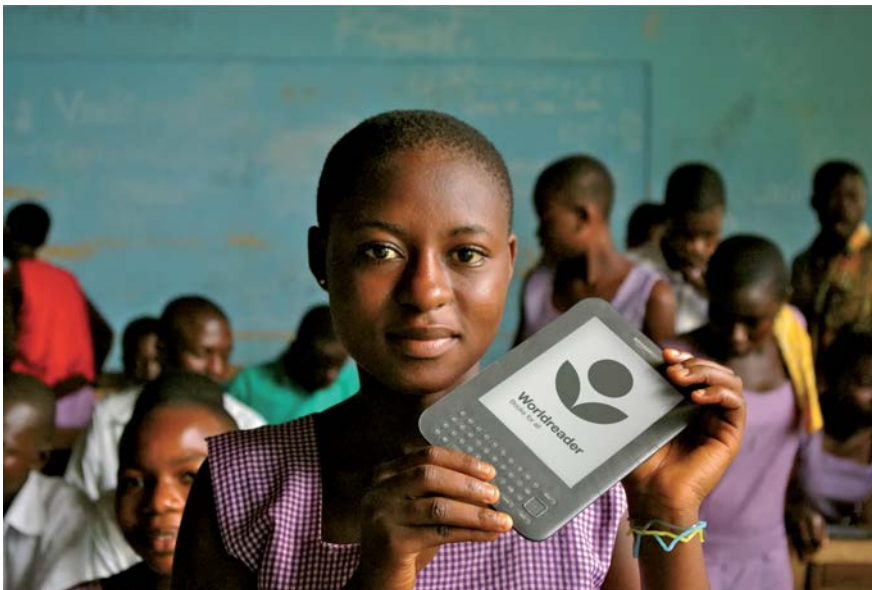


Caselli

Worldreader

Not for profit organization Logo

USA



Caselli

European Union

Local development
programme (PO FESR)

Logo
Brand identity
Printed graphics

Belgium / Italy



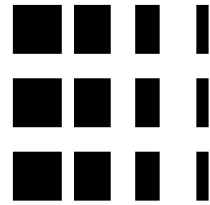
Caselli

Gabinetto dei Disegni
e delle Stampe delle
Gallerie degli Uffizi /
Max-Planck-Institut /
Kunsthistorisches Institut
in Florenz / Scuola
Normale Superiore

Archive digitisation
(Euploos project)

Italy

Logo



Caselli

Opéra national
de Paris

Opera and ballet
company

Brand identity
Printed graphics

France



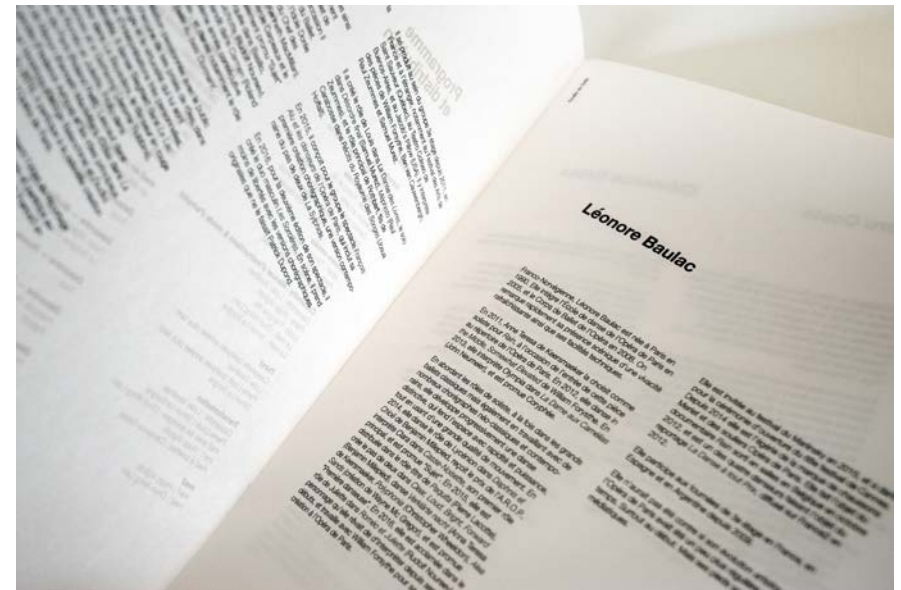
Caselli

Opéra national
de Paris

Opera and ballet
company

Event identity
Printed graphics

France

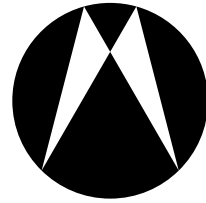


Caselli

The Museum
of Avant-garde

Art museum
Switzerland

Logo
Brand identity



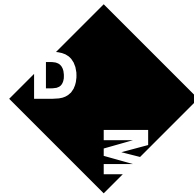
Caselli

The Museum
of Avant-garde

Awards programme
(MA-g Awards)

Logo system

Switzerland



Caselli

Lugano Region

Territorial brand

Logo
Naming
Brand identity
Signage
Travel guides design
Printed graphics

Switzerland



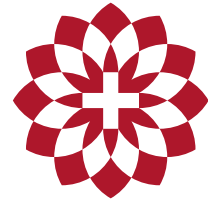
Caselli

Lugano Region

Awards programme

Logo

Switzerland



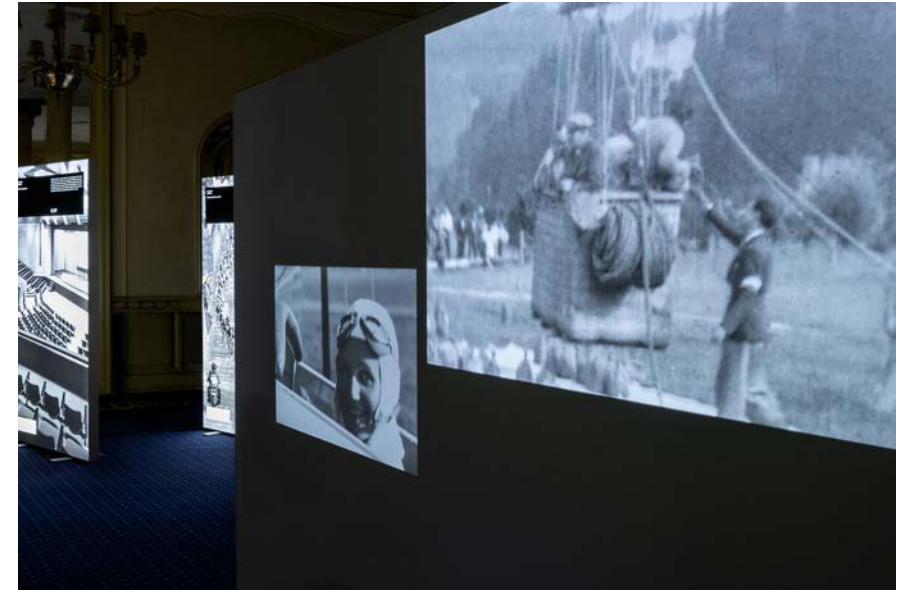
Caselli

Lugano Region

Territorial brand

Exhibition design

Switzerland



Caselli

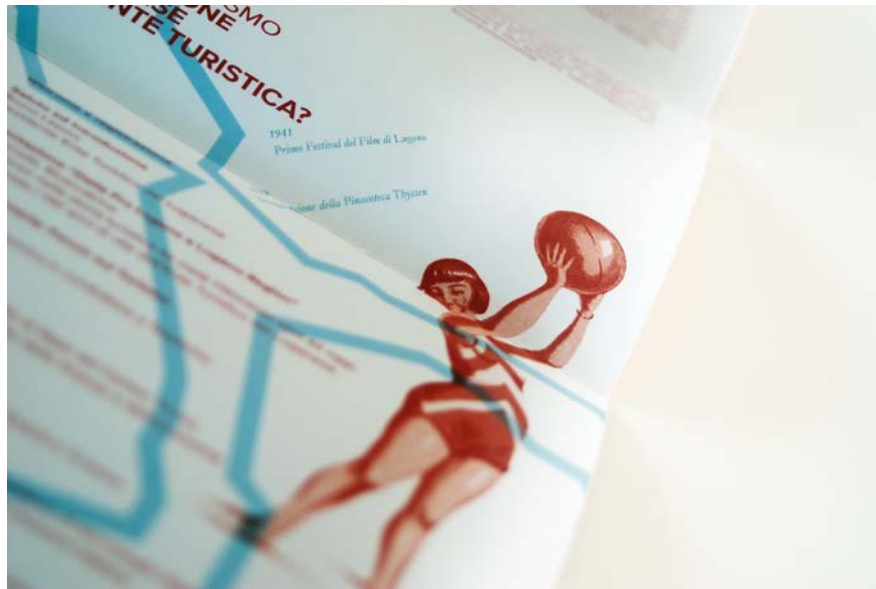
Lugano Region

Tourism council
anniversary

Switzerland

Logo
Event identity
Printed graphics

150°



Caselli

Lugano Region /
Hockey Club Lugano

Professional hockey team
Switzerland

Logo
(Sponsorship)



Caselli

Noble

Lifestyle magazine

Logo
Brand identity

USA



Caselli

MENA Economic Forum

Economic forum

Logo
Brand identity
Signage
Printed graphics

France / UAE



Caselli

Serimus

Asset management
company

Logo
Brand identity

Luxembourg



Caselli

Swarovski

Glass producer

Packaging

Austria



Caselli

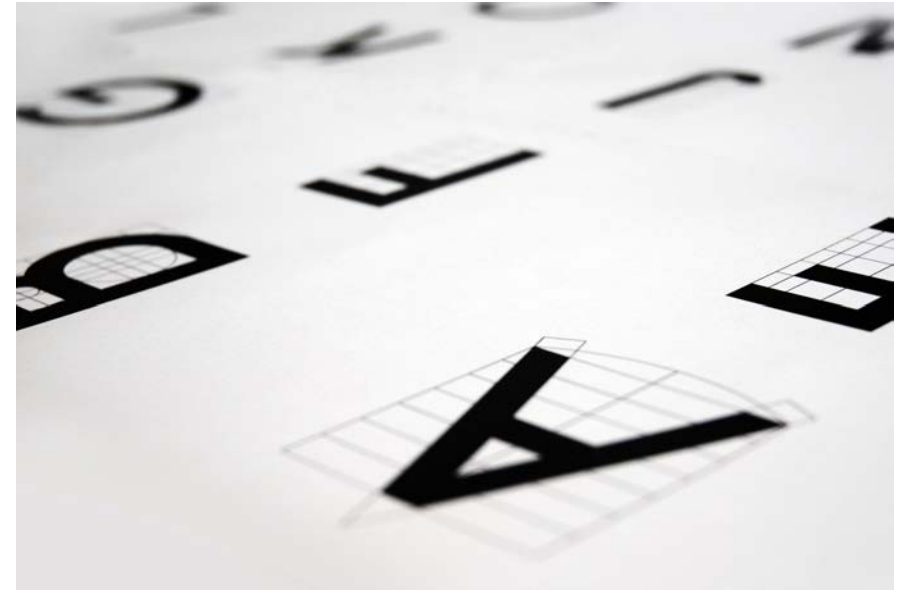
San Pellegrino Terme

Territorial brand

Italy

Logo
Brand identity
Type design

S
SAN PELLEGRINO
TERME

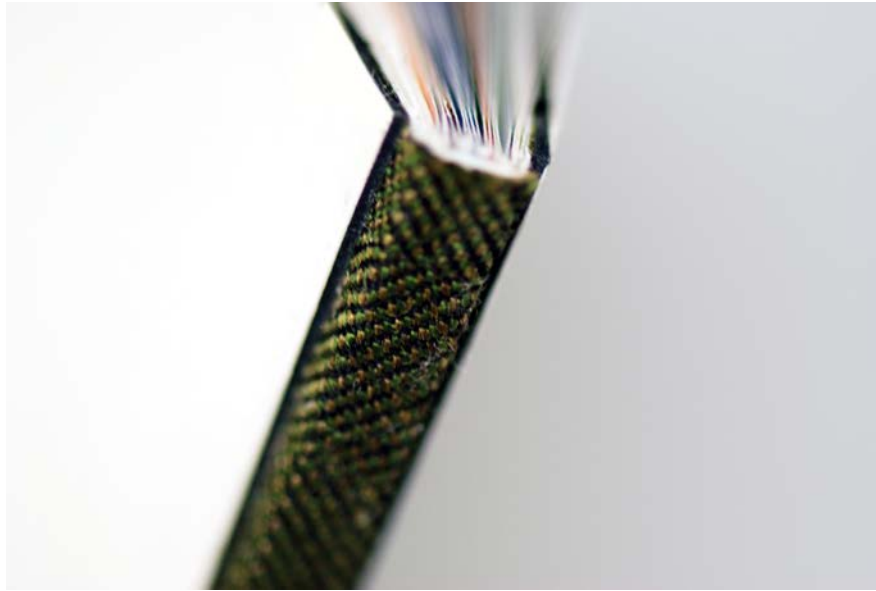


Caselli

Lanificio Colombo

Wool manufacturer
Italy

Brochure design
Photography art direction



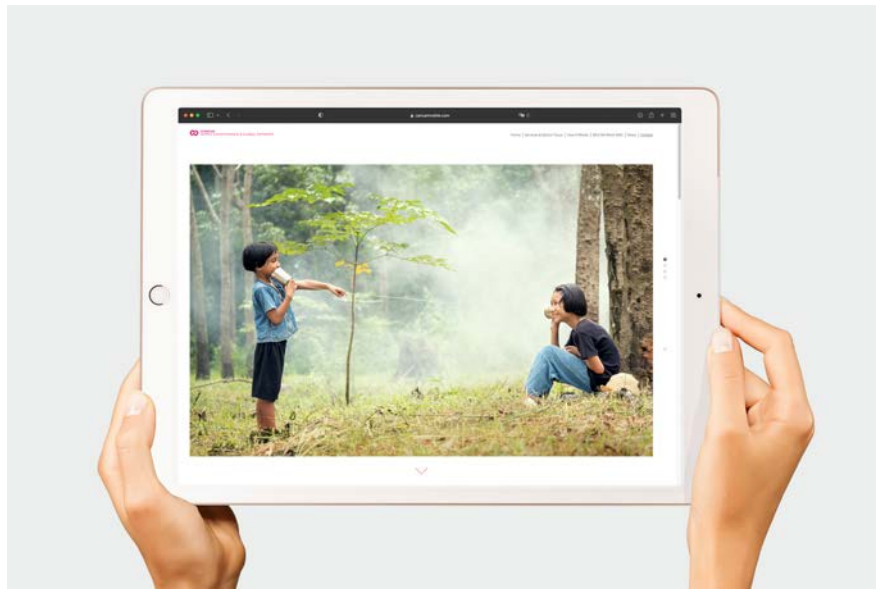
Caselli

Can Can Mobile

Chain finance
and global payments

Thailand

Logo
Brand identity
Digital identity



Caselli



Dainese

Motorcycle clothing
and protective gear

Italy

Brand identity
Photography art direction
Brochures design
Printed graphics

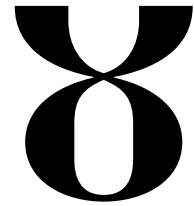


Caselli

Alphacon
(Alpine Habitat
Conservation)

Not for profit association
Italy

Logo



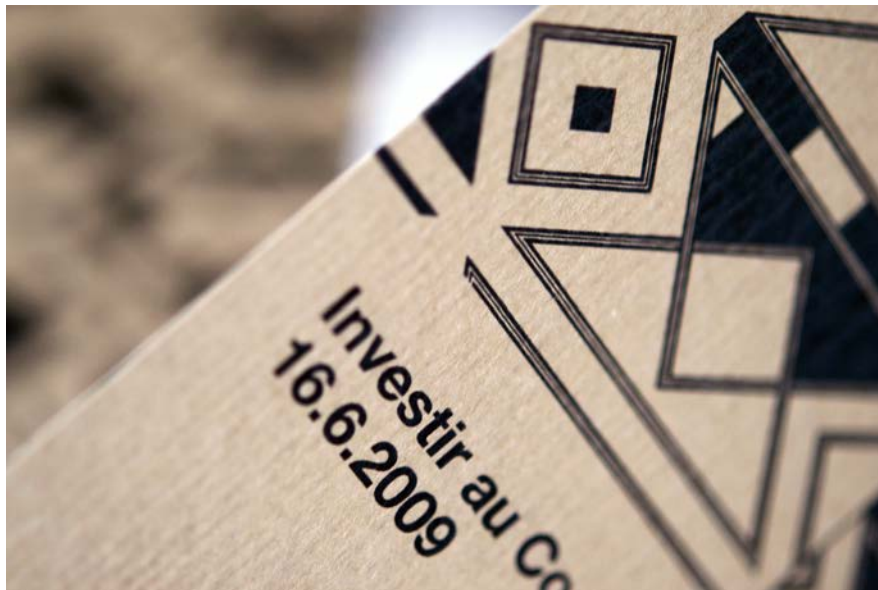
Caselli

Republic of Congo

Investing programme

France

Event identity
Packaging
Signage
Printed graphics



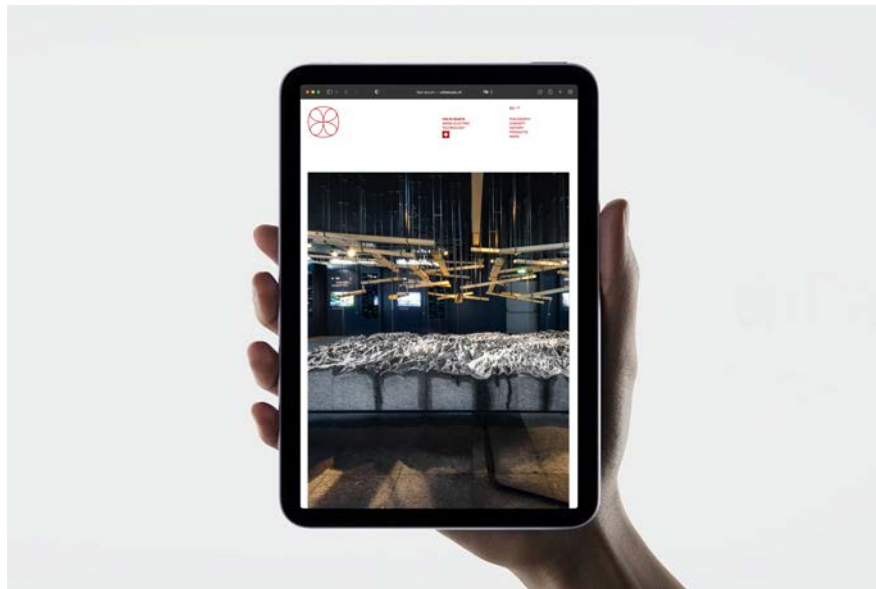
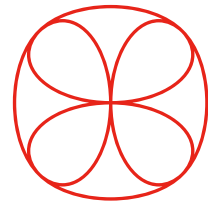
Caselli

Volta Boats

Electric boats
manufacturer

Switzerland

Logo
Brand identity
Digital identity
Boats design
Printed graphics



Caselli

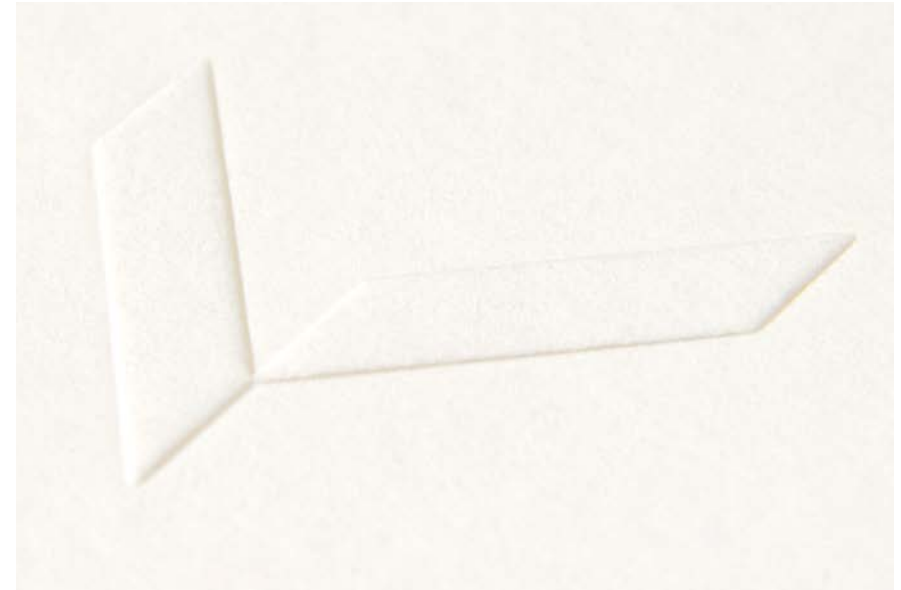


VK Lillie

Jewellery manufacturer

USA

Logo
Brand identity
Packaging
Photography art direction
Printed graphics



Caselli

Centro di chirurgia
bariatrica / Centro
di chirurgia endocrina

Medical institutes
Switzerland

Logo system



Caselli

SSP

Private clinic

Switzerland

Logo
Brand identity
Interior design
Signage
Printed graphics



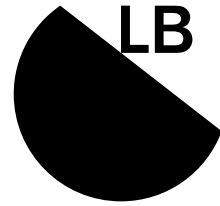
Caselli

Dr. Med. Luca Ballestra

Plastic surgery

Logo

Switzerland



Caselli

Tetra Pak

Food packaging company

Brochure design

Sweden



Caselli

Etra

Financial consultancy
Switzerland

Logo
Brand identity



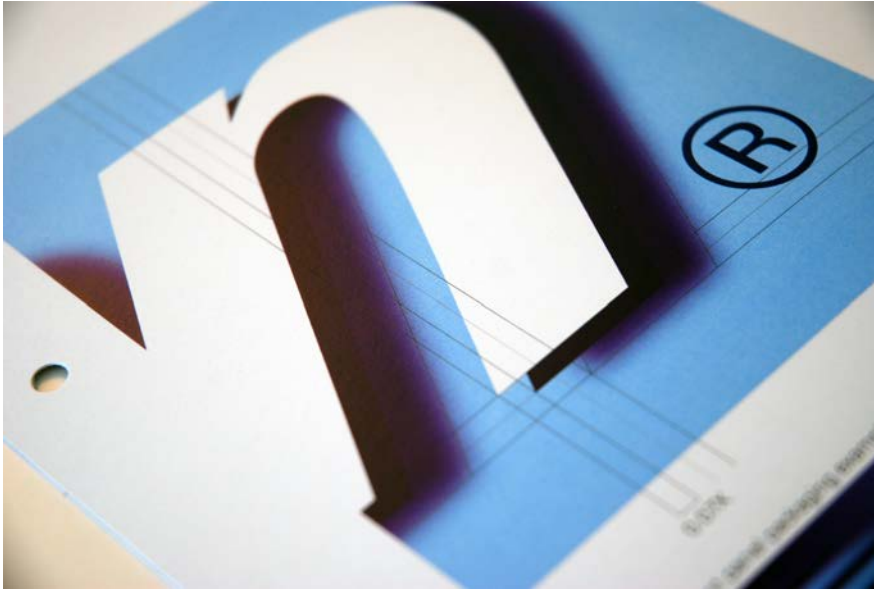
Caselli

Roche

Healthcare company

Brand guidelines

Switzerland



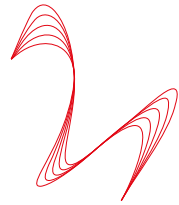
Caselli

CHUV
(Centre Hospitalier
Universitaire Vaudois)

Medical research
programme (Colostim)

Logo

Switzerland



Caselli

Insiders Experience

Travel consultancy
boutique

China / Morocco

Logo
Brand identity
Photography art direction
Printed graphics



Caselli

Okushi Naika

Private clinic

Japan

Logo
Brand identity
Printed graphics



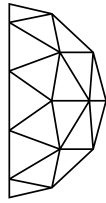


Caselli

Design Computing
Community

Architectural network
UK

Logo



Caselli

Who's Next

Fashion fair

Brand identity
Printed graphics

France / UAE



Caselli



Priwine

Premium wine reseller
Switzerland

Logo
Brand identity
Packaging
Printed graphics



Caselli

Cailler

Chocolate producer

Packaging

Switzerland



Caselli

Keonys

Dassault Systèmes
reseller

France

Logo
Brand identity
Printed graphics

k



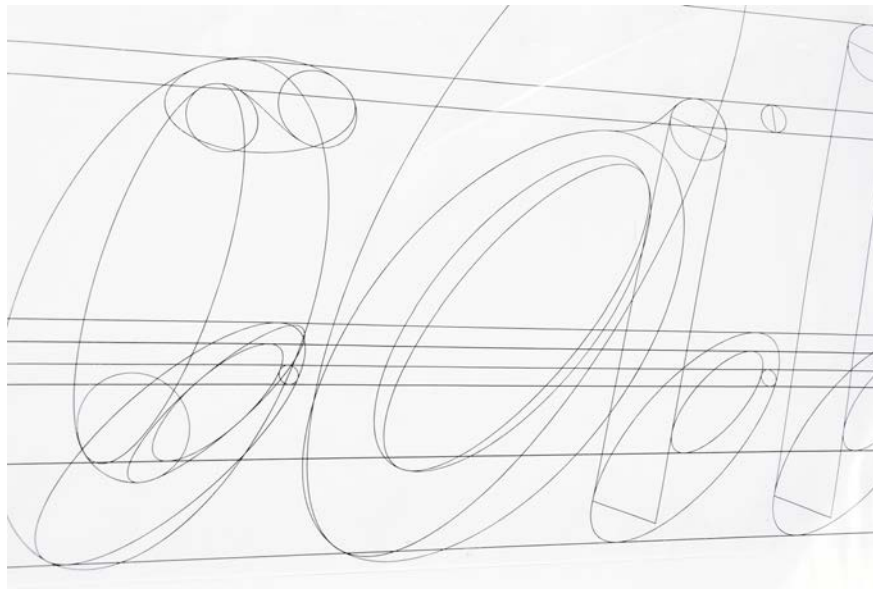
Caselli

Global Encounters

Destination management
company

Argentina

Logo
Brand identity
Photography art direction
Type design
Travel guides design
Printed graphics



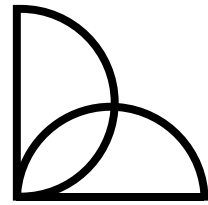
Caselli

Dolcezza Holdings

Holding company

Logo

Hong Kong



Caselli

LL Berg

Boutique law firm

Printed graphics

France



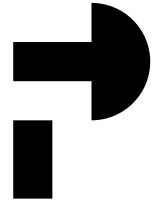
Caselli

Podere Ferrale

Wine producer

Logo

Italy



Caselli

Fontgrafica

Printing house

Calendar design
Photography art direction

Italy



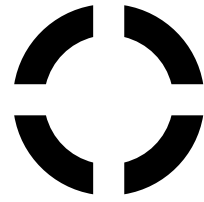
Caselli

Taguchi

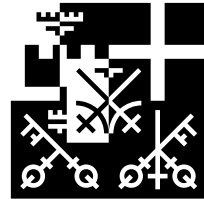
Art consultancy

Logo

Japan



Caselli



Revertis

Brewery

Italy

Logo
Brand identity
Packaging
Printed graphics



Chine Chine

French wine bar

Logo
Brand identity
Styling

China



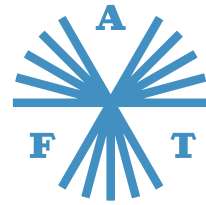
Caselli

Fronte Automobilisti
Ticino

Trade association

Logo

Switzerland



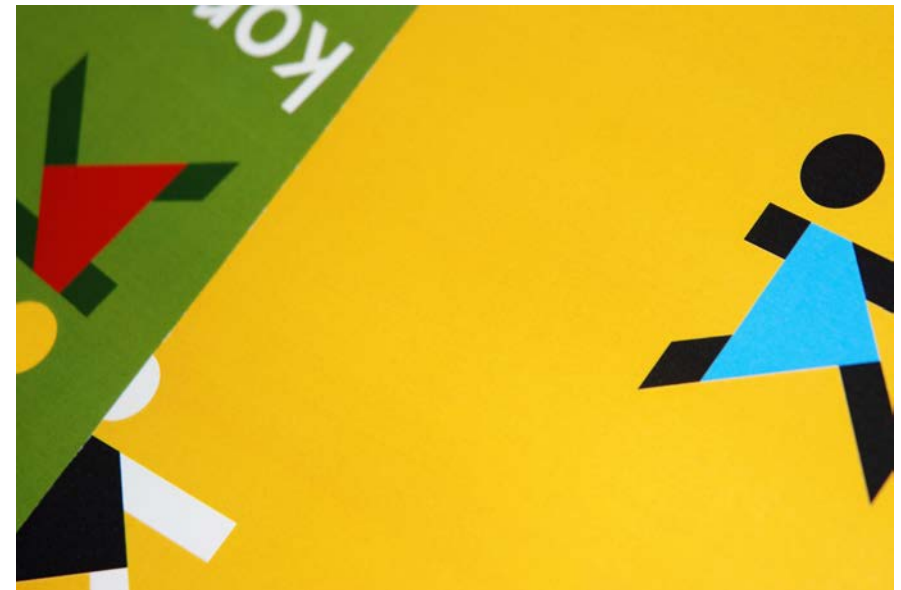
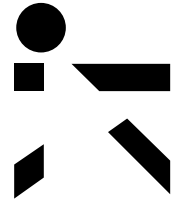
Caselli

Kora

Cultural association

Logo

Italy

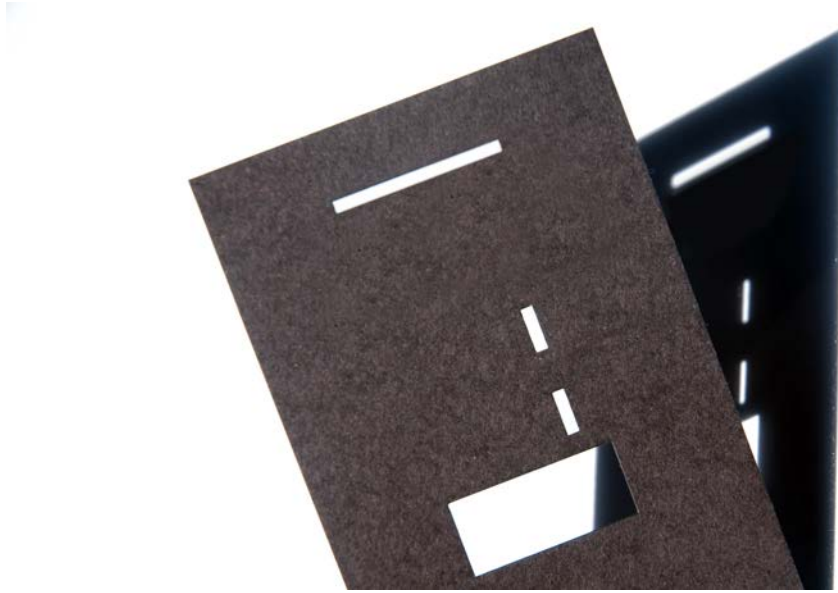


Caselli

Hotel Spa La Torre

Hotel
Italy

Logo
Brand identity
Printed graphics



Caselli

Piccolo Museo
del Giocattolo

Toys museum
Italy

Logo



Caselli

Montalbano
by Mirko Rainer

Restaurant by Michelin
starred chef Andrea
Bertarini

Logo

Switzerland



Caselli

Mazuno

Soy sauce producer

Logo
Brand identity
Packaging

Japan



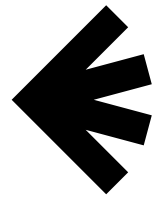
Caselli

Spirare

Artists management
company

Logo

Japan



Caselli

Mimmo Frattini

Italian fine dining

UK

Logo
Brand identity

ft



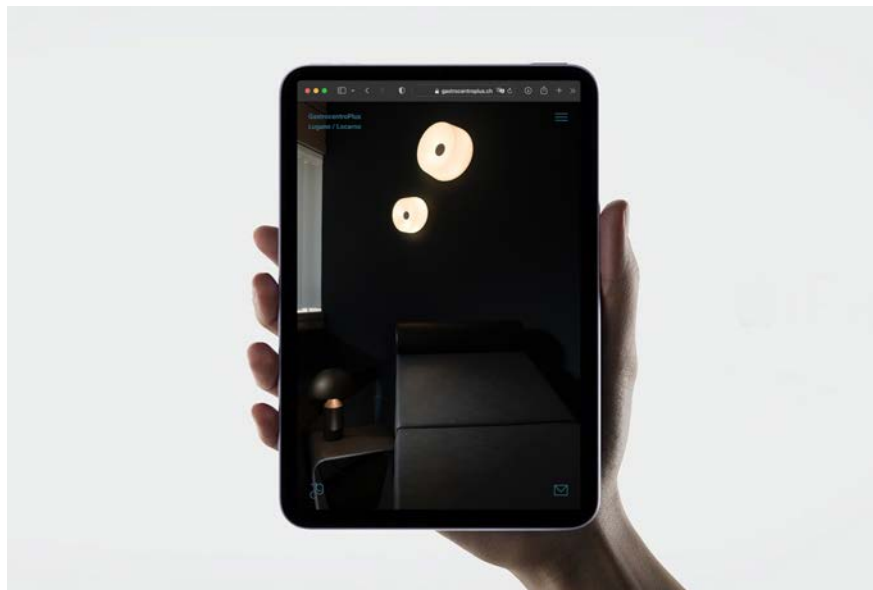
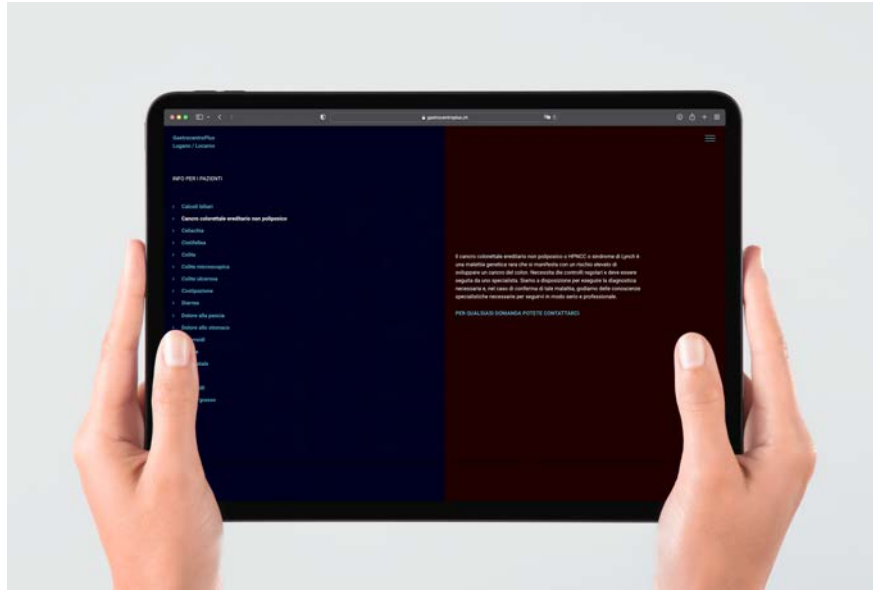
Caselli

Gastro Centro Plus

Medical practice

Digital identity

Switzerland



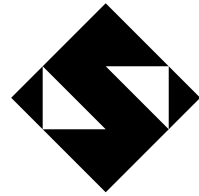
Caselli

Suat Laze

Italian featherweight
boxing champion

Logo
Photography art direction

Italy



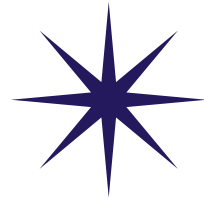
Caselli

Sirioinvest

Fund management

Switzerland

Logo
Brand identity



Caselli

Caselli
Strategic Design

Via Bongio 27
CH—6877 Coldrerio

Info@caselli.ch
www.caselli.ch