

Caselli

Caselli
Strategic Design

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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)

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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)

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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

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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

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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

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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	Gainsville, 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

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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

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Swiss Surgical Association

Trade association,
Switzerland

Logo



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Pirelli

Fashion brand (Pirelli P Zero), Logo Italy

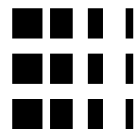


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Gabinetto dei Disegni e delle
Stampe delle Gallerie degli
Uffizi / Max-Planck-Institut /
Kunsthistorisches Institut
in Florenz / Scuola Normale
Superiore

Archive digitisation
(Euploos project), Italy

Logo



Caselli

Royal Commission for Alula /
Extreme International
(as part of a Clover Studio
design team)

Unesco world heritage site
(Hegra Wildlife and Nature
Experience), Saudi Arabia

Exhibition design
Signage

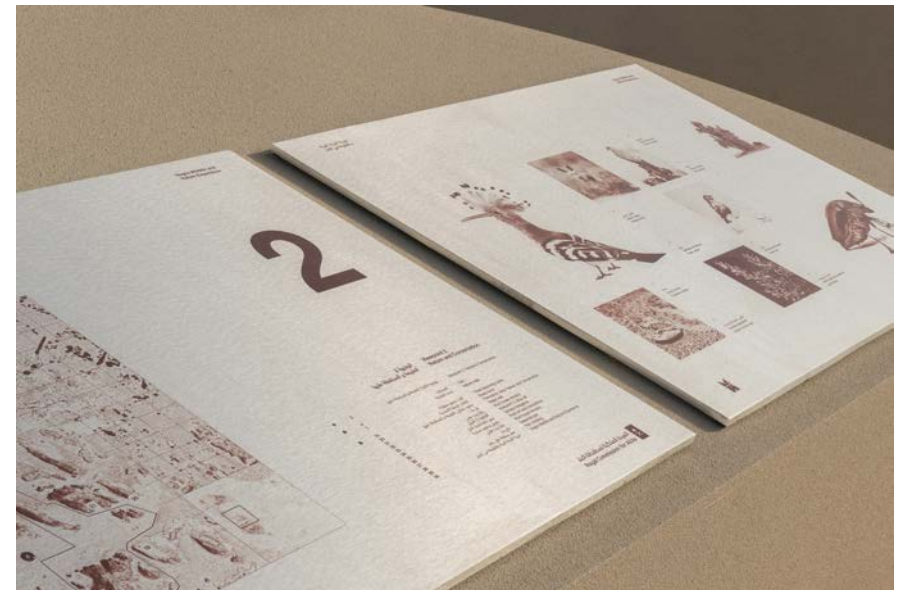


Caselli

Royal Commission for Alula /
Extreme International
(as part of a Clover Studio
design team)

Unesco world heritage site
(Hegra Wildlife and Nature
Experience), Saudi Arabia

Exhibition design
Signage



Caselli

Freigeist

Classical music festival,
Germany

Logo

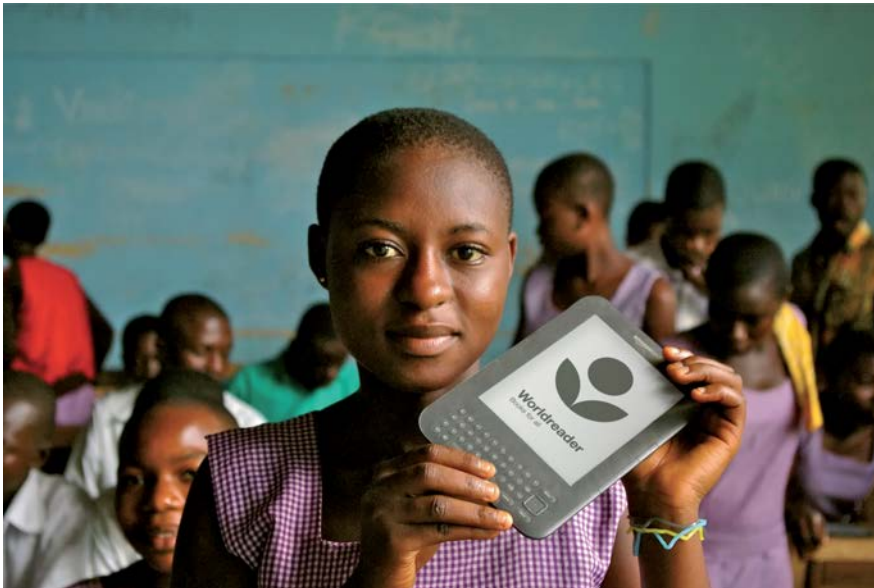


Caselli

Worldreader

Not for profit organization,
USA

Logo



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The Museum of Avant-garde

Art museum, Switzerland

Logo
Brand identity





Caselli

Lugano Region

Territorial brand, Switzerland

Logo
Naming
Brand identity
Signage
Travel guides design
Printed graphics



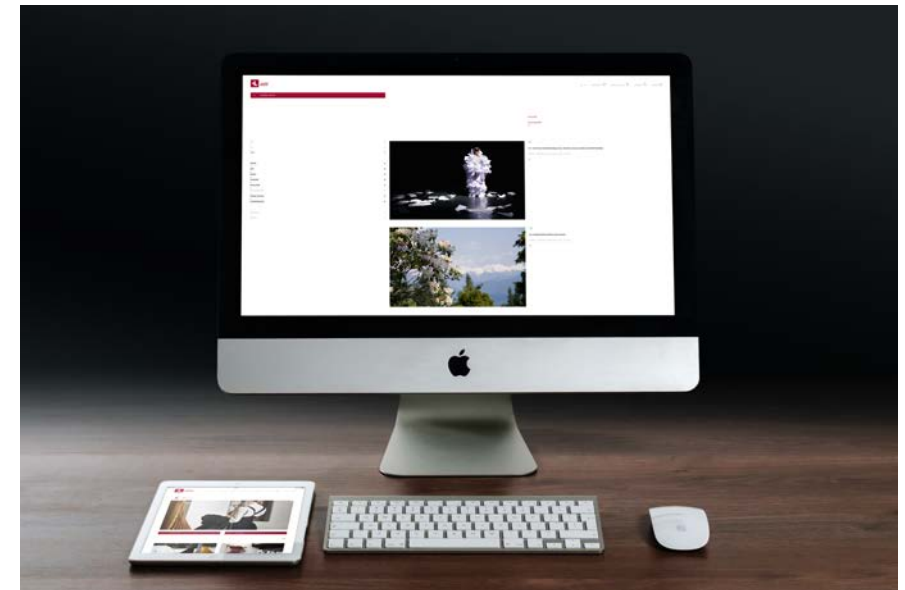
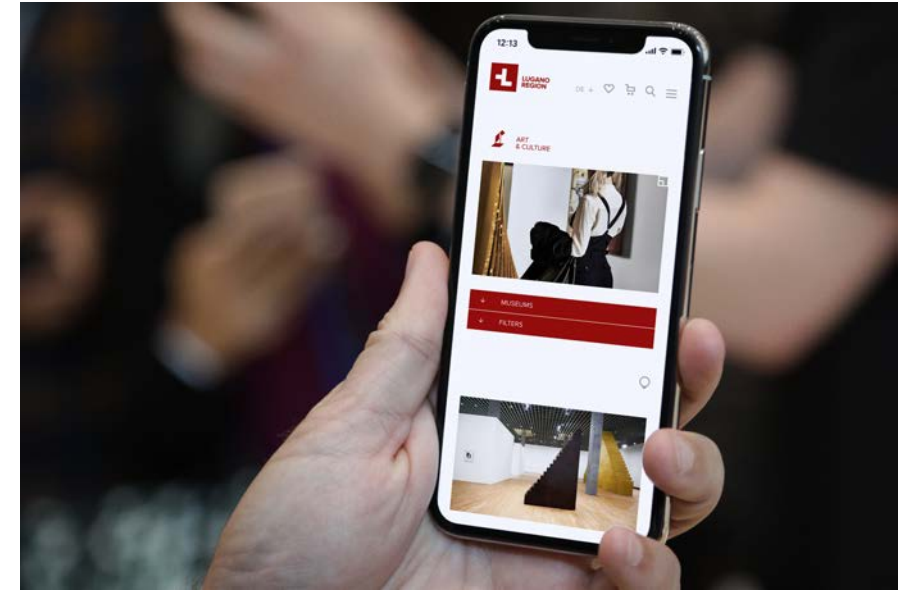
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Lugano Region

Territorial brand, Switzerland

- Logo
- Naming
- Brand identity
- Signage
- Travel guides design
- Printed graphics



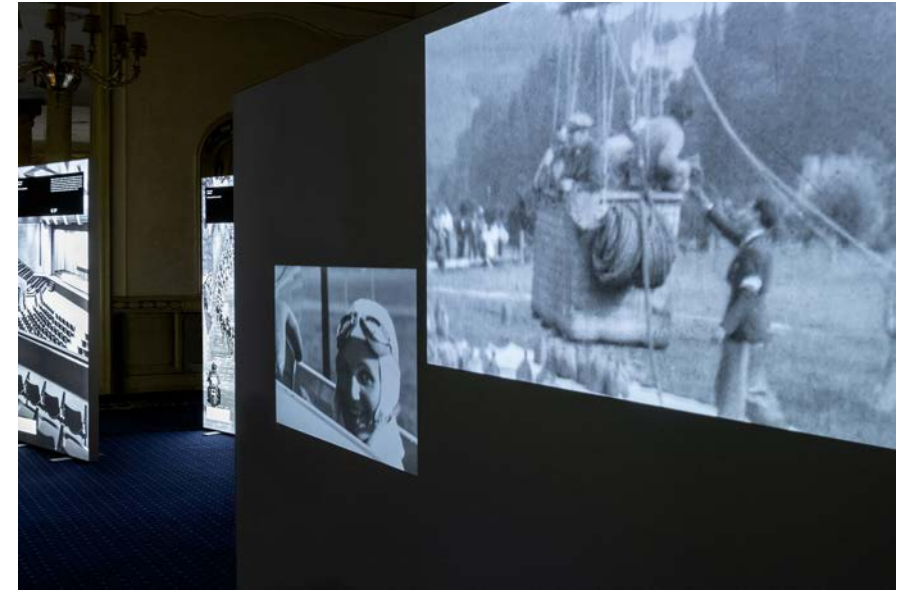
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Lugano Region

Awards programme,
Switzerland

Logo





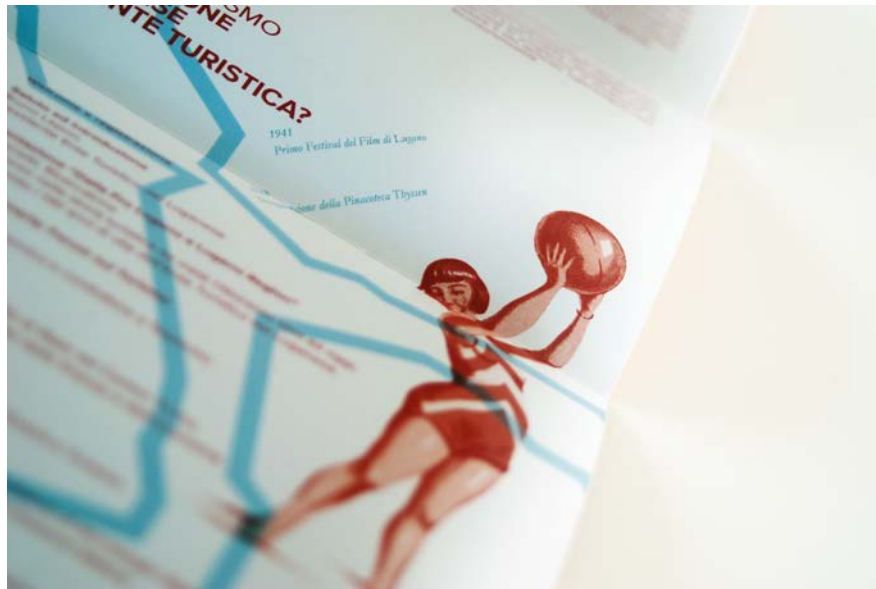
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Lugano Region

Tourism council anniversary,
Switzerland

Logo
Event identity
Printed graphics

130°



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Lugano Region /
Hockey Club Lugano

Professional hockey team,
Switzerland

Logo
(Sponsorship)



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Noble

Lifestyle magazine, USA

Logo
Brand identity



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MENA Economic Forum

Economic forum, France /
UAE

Logo
Brand identity
Signage
Printed graphics



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European Union

Local development
programme (PO FESR),
Belgium / Italy

Logo
Brand identity
Printed graphics

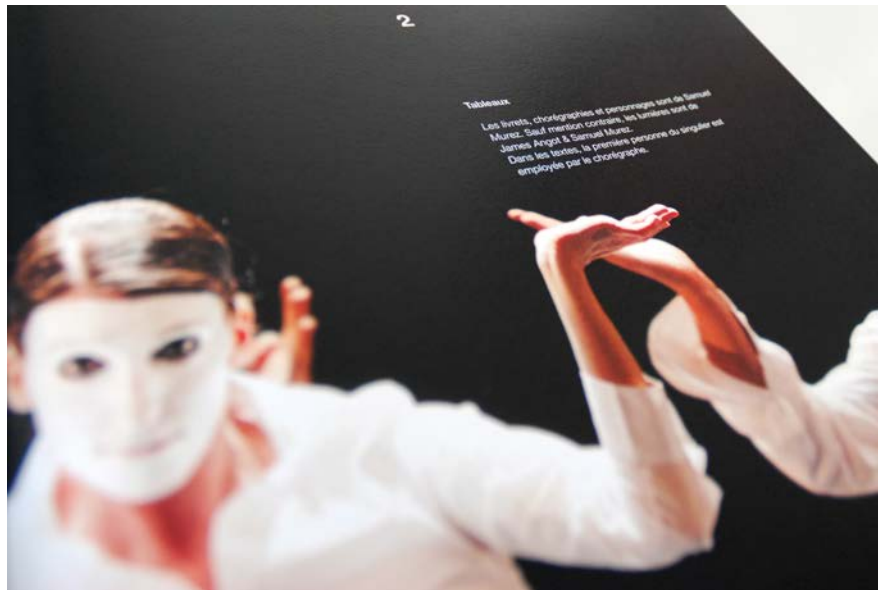


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Opéra national de Paris

Opera and ballet company,
France

Brand identity
Printed graphics

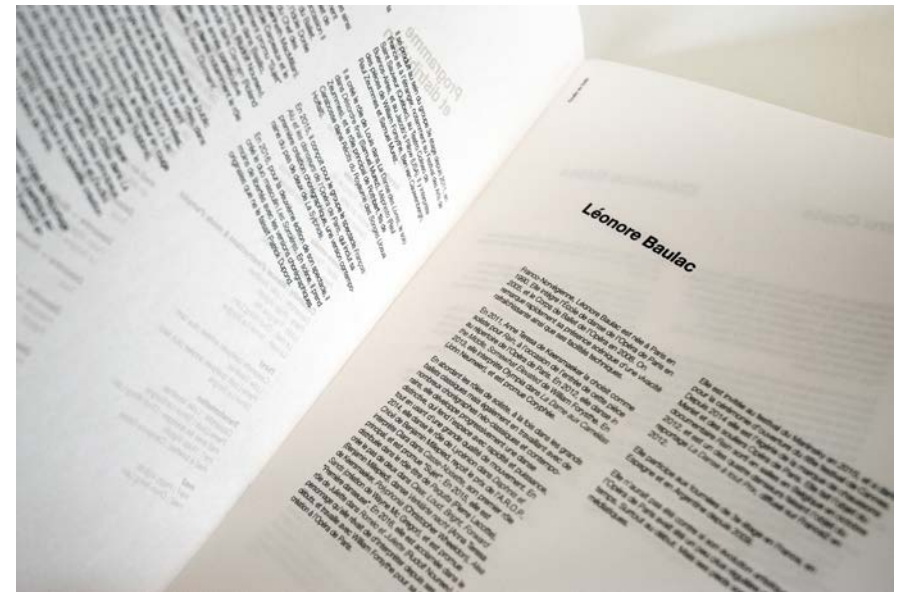


Caselli

Opéra national de Paris

Opera and ballet company,
France

Event identity
Printed graphics



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Serimus

Asset management company,
Luxembourg

Logo
Brand identity



Caselli

Swarovski

Glass producer, Austria

Packaging



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Dainese

Motorcycle clothing
and protective gear, Italy

Brand identity
Photography art direction
Brochures design
Printed graphics

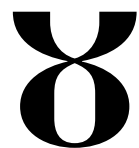


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Alphacon
(Alpine Habitat Conservation)

Not for profit association,
Italy

Logo

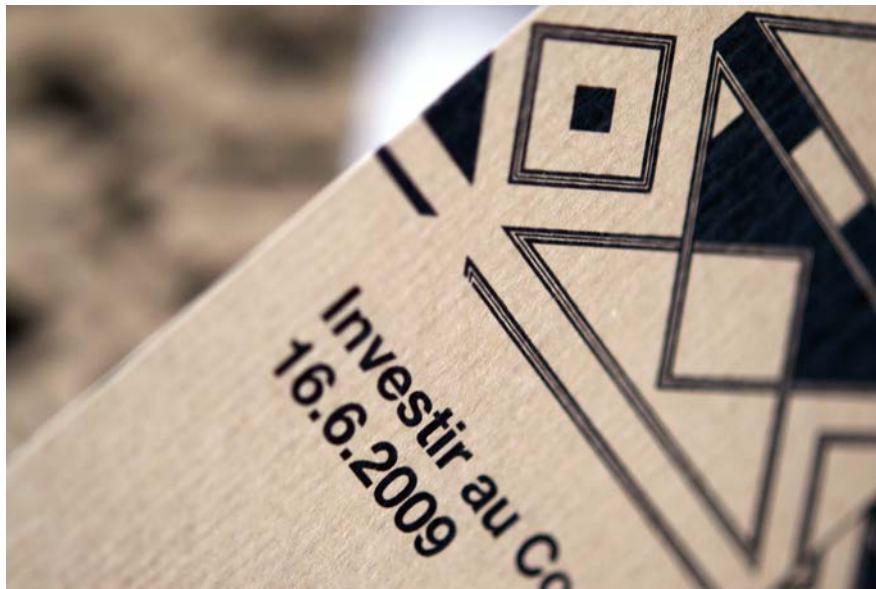


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Republic of Congo

Investing programme, France

Event identity
Packaging
Signage
Printed graphics

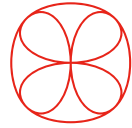


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Volta Boats

Electric boats manufacturer,
Switzerland

Logo
Brand identity
Digital identity
Boats design
Printed graphics



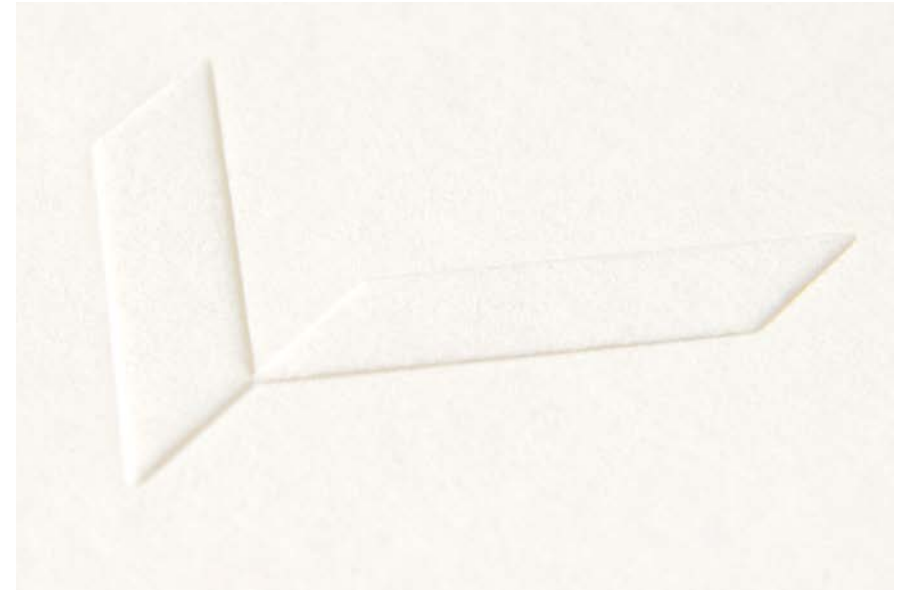
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VK Lillie

Jewellery manufacturer, USA

Logo
Brand identity
Packaging
Photography art direction
Printed graphics



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Centro di chirurgia bariatrica /
Centro di chirurgia endocrina

Medical institutes,
Switzerland

Logo system

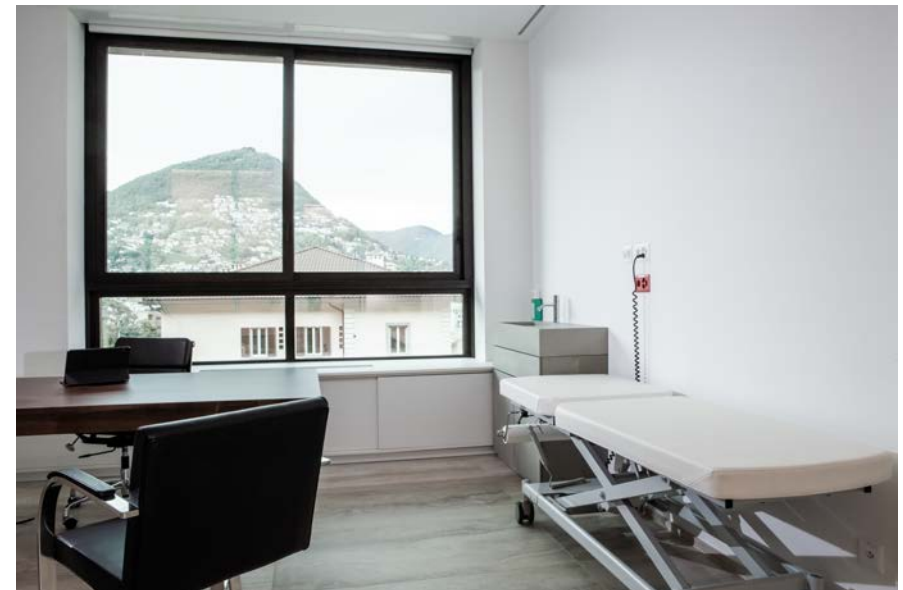


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SSP

Medical practice, Switzerland

Logo
Brand identity
Interior design
Signage
Printed graphics



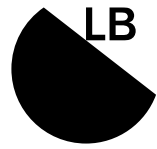
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SSP

Medical practice, Switzerland

Brochure design
Photography art direction





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Tetra Pak

Food packaging company,
Sweden

Brochure design



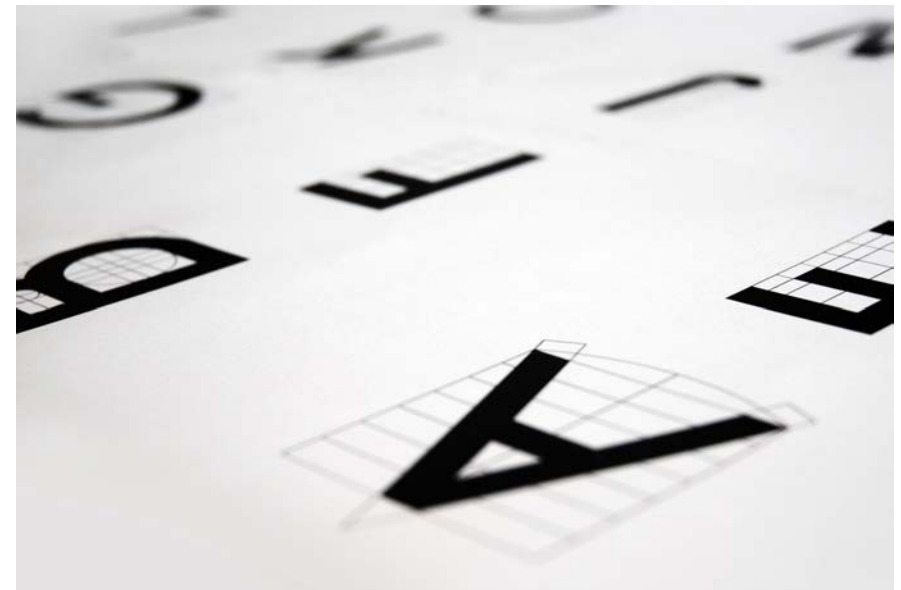
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San Pellegrino Terme

Territorial brand, Italy

Logo
Brand identity
Type design

S

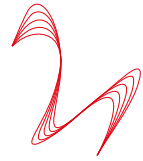


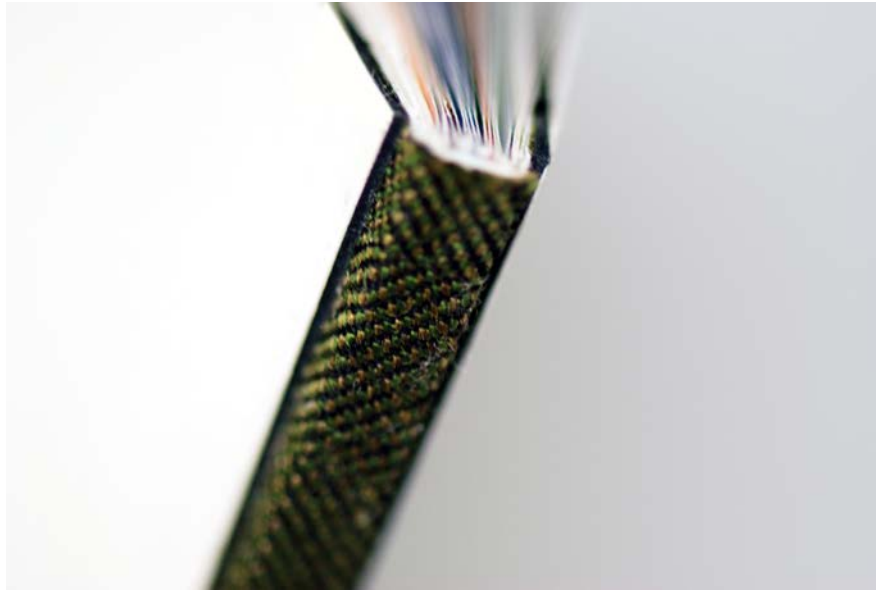
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CHUV (Centre Hospitalier
Universitaire Vaudois)

Medical research programme
(Colostim), Switzerland

Logo



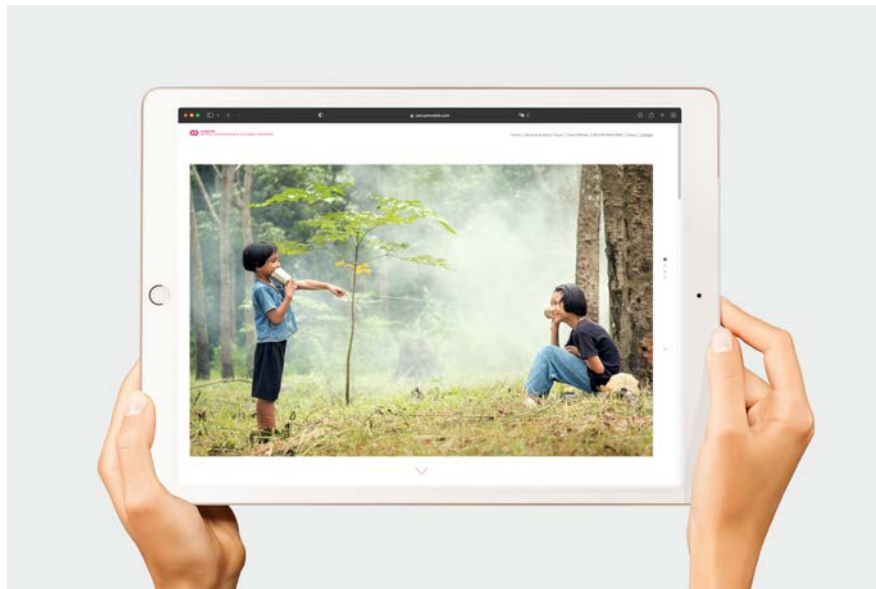


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Can Can Mobile

Chain finance and global
payments, Thailand

Logo
Brand identity
Digital identity

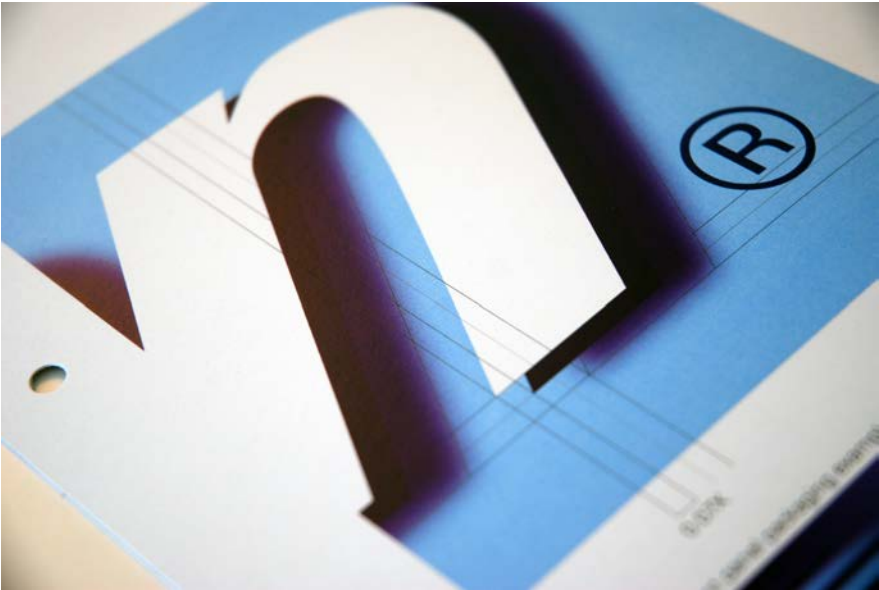


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Roche

Healthcare company,
Switzerland

Brand guidelines



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Design Computing
Community

Architectural network, UK

Logo





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Priwine

Premium wine reseller,
Switzerland

Logo
Brand identity
Packaging
Printed graphics



Caselli

Cailler

Chocolate producer,
Switzerland

Packaging



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Keonys

Dassault Systèmes reseller,
France

Logo
Brand identity
Printed graphics

k



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Insiders Experience

Travel consultancy boutique,
China / Morocco / France

Logo
Brand identity
Photography art direction
Printed graphics



Caselli

Okushi Naika

Private clinic, Japan

Logo
Brand identity
Printed graphics





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Montalbano by Mirko Rainer

Restaurant by Michelin
starred chef Andrea Bertarini,
Switzerland

Logo

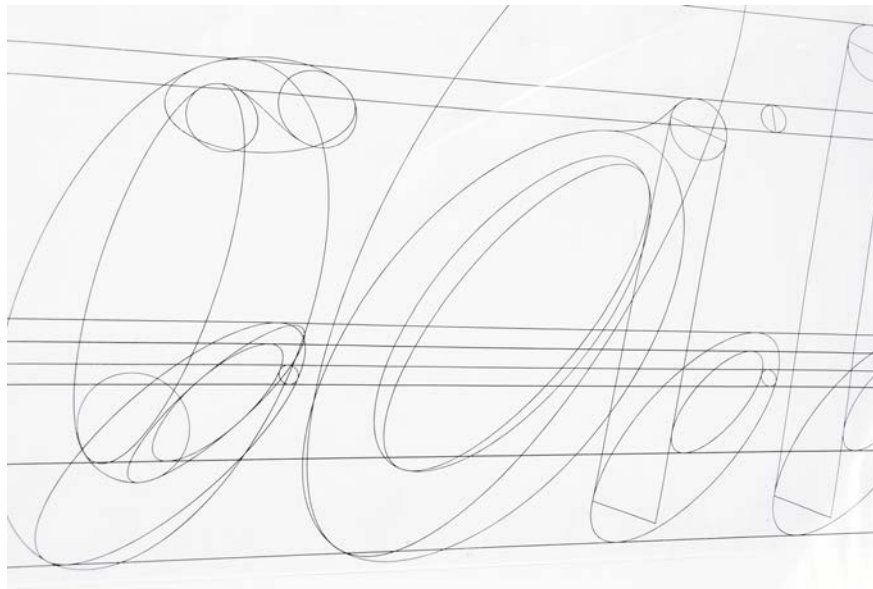


Caselli

Global Encounters

Destination management
company, Argentina

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

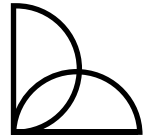


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Dolcezza Holdings

Holding company,
Hong Kong

Logo





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Podere Ferrale

Wine producer, Italy

Logo

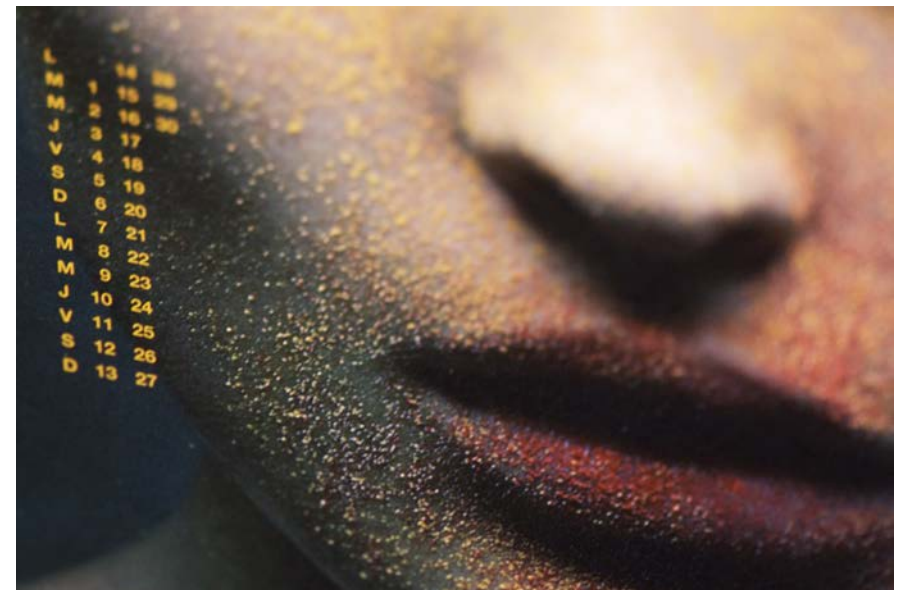


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Fontgrafica

Printing house, Italy

Calendar design
Photography art direction



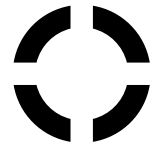
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Etra

Financial consultancy,
Switzerland

Logo
Brand identity





Chine Chine

French wine bar, China

Logo
Brand identity
Styling



Caselli

Promo costruzioni

Construction company,
Switzerland

Logo



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Revertis

Brewery, Italy

Logo
Brand identity
Packaging
Printed graphics

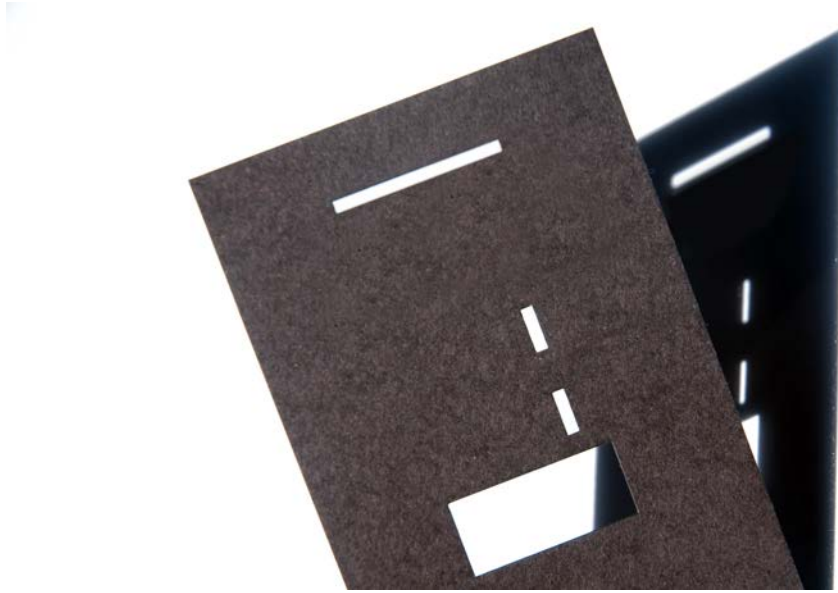


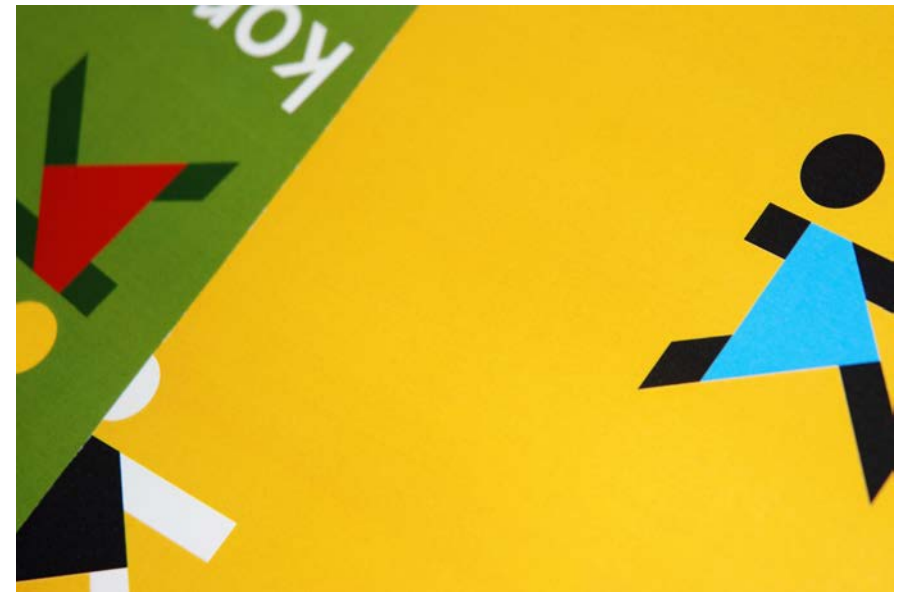
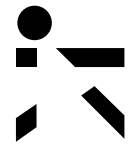
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Hotel Spa La Torre

Hotel, Italy

Logo
Brand identity
Printed graphics





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Fronte Automobilisti Ticino

Trade association,
Switzerland

Logo



Caselli

Mazuno

Soy sauce producer, Japan

Logo
Brand identity
Packaging



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Spirare

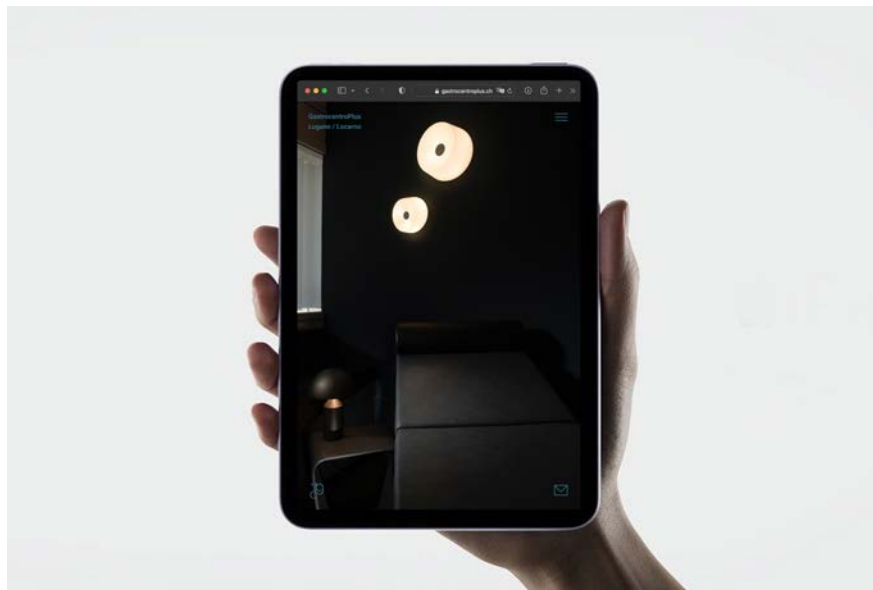
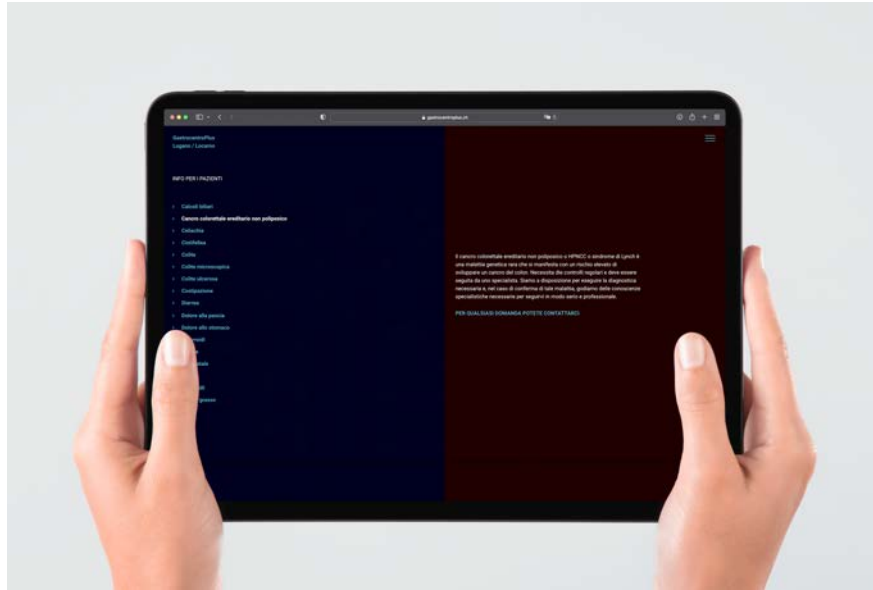
Artists management
company, Japan

Logo



f *A*





Caselli

Suat Laze

Italian featherweight boxing
champion, Italy

Logo
Photography art direction





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