

Profile



Sono maurizio maselli, art director e fotografo, mi occupo di strategie di comunicazione e direzione creativa offline e online

I am maurizio maselli, art director and photographer, specialized in communication strategies and creative direction offline and online

Data di nascita/ Date of birth _22/05/1965

Luogo di nascita/ Birth place _Milano

Nazionalita/ Nationality _Italiana

Istruzione e formazione/ Education and training

1983/84 Diploma di Geometra/ High School Graduate, Surveyor/ Istituto G.Cassinis, Milano

1985/88 Corso di Art Direction/ Degree in Art Direction/ IED, Istituto Europeo Design, Milano

Lingue/ Other language

Inglese (scritto/parlato) medio/ English (written/spoken) medium

Francese (scritto/parlato) buono/ French (written/spoken) good

Interessi/ Activities

Ambiente/ Natura/ Viaggi/ Sport (vela, triathlon, snowboard)/ Musica (basso, chitarra, batteria) Fuoristradista/ Motociclista

Habitat/ Nature/ Travel/ Sport (sailing, triathlon, snowboard)/ Music (bass, guitar, drum) Riders/ Motorcyclist

Competenze e parole chiave/ Skills and keywords

Strategia Creativa/ Brand Advisor/ Direzione Creativa Offline e Online/ Pubbliche Relazioni/ Fotografia/ Produzione Shooting/ Social Media/ Stand_ Eventi/ Meetings/ Coordinatore Team/ Producer

Creative Strategy/ Brand Advisor/ Creative Direction Offline and Online/ Public Relations Photography/ Photo Shoots/ Social Media/ Exhibition_ Events/ Meetings/ Team Coordinator/ Producer

Works

Esperienze lavorative/ *Work experience*

1988/1991 Copywriter/ New Red/ Agenzia di Comunicazione/ Milano

1991/1996 Responsabile Comunicazione/ *Communication Manager*/

Lissoni Associati/ Studio di Architettura-Design-Comunicazione/ Milano

Dal 1997 Direttore Creativo/ *Art Director*/ Artworkweb/ Agenzia di Comunicazione/ Milano

2006/2009 Insegnante/ *Teacher*/ NABA, Nuova Accademia Belle Arti/ Corso di Design/ Milano

Dal 2011 Direttore Creativo/ *Art Director* - Fotografo/ *Photographer Freelance*/ Genova

Profilo generale/ *Profile*

Sono un fotografo/art director milanese e vivo al mare. Ho scattato servizi fotografici per la moda, reportage di viaggio e progetti ad hoc. Con artworkweb supporto marchi creando per loro comunicazione offline (art direction, brand e corporate identity, graphic design, adv, magazine, etc), online (web design, app, social media, etc) e mood (styling, design di interni, eventi, etc). Nel 2020 ideatore del brand AC19/DC19 PEOPLE IN PROGRESS un ampio progetto, tra cui un libro, sul tema Covid19. Ho insegnato alla Nuova Accademia Belle Arti di Milano (NABA). Triathleta (70.3 IRONMAN) e velista (fondatore del Nerina Sailing Team), con l'X35 Spirit of Nerina vincitore di Campionati Italiani ed Europei di classe e della Copa del Rey (Palma di Maiorca/Spagna). Dal 2020 sono volontario in Protezione Civile. Dal 2024 Presidente de LA RIANIMAZIONE DEI BAMBINI/ONLUS, Organizzazione di Volontariato che opera a sostegno del Reparto di Rianimazione dell'Ospedale Gaslini di Genova. Istruttore di running, viaggiatore, motociclista, appassionato di cucina e vintage, sono il papà di Olivia.

I am a Milanese photographer/art director and I live by the sea. I have shot fashion photo shoots, travel reports and special projects. With artworkweb I support brands by creating offline (art direction, brand and corporate identity, graphic design, adv, magazine, etc), online (web design, apps, social media, etc) and mood (styling, interior design, events) communication for them, etc). In 2020 creator of the AC19/DC19 brand PEOPLE IN PROGRESS a large project, including a book, on the Covid19 theme. I taught at the New Academy of Fine Arts in Milan (NABA). Triathlete (70.3 IRONMAN) and sailor (founder of the Nerina Sailing Team), with the X35 Spirit of Nerina winner of the Italian and European Championships of class and of the Copa del Rey (Palma de Mallorca/Spain). Since 2020 I have been a volunteer in Civil Protection. Since 2024 President of LA RIANIMAZIONE DEI BAMBINI/ONLUS, Volunteer Organization which operates in support of the Intensive Care Unit of the Gaslini Hospital in Genoa. Running instructor, traveller, motorcyclist, vintage specialist, I'm Olivia's dad..

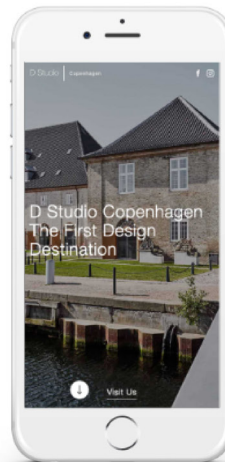
Produco e ho prodotto creatività per/ *I produce and i have produced creativity for*

Fondazione Mattei (Equilibri Magazine), Logotel (Museo del Novecento Milano), Res MediaGroup, E-Motion (Ospedale Gaslini Genova), EXPOMilano2015, Piero Lissoni, Boffi, Helena Rubinstein, Binova, Bmg Ricordi, Ente Turismo Spagnolo, Cohn&Wolfe, Coro, GO, Salice, Sola Optical, Gabel, Fruit of the Loom, Ente Turismo Danese, Interhome, Publikompass, La Stampa, Bonaldo, LetsBonus, WUmagazine, Mart – Museo Arte Contemporanea, ViaCascia6 (M9museum, Banco Popolare), H-Farm, Regione Lombardia, Cicli Drali Milano, Mazu Yachts etc.

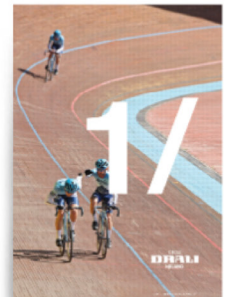
Works



Brand / Corporate
LA RIANIMAZIONE DEI
BAMBINI ONLUS
Art direction



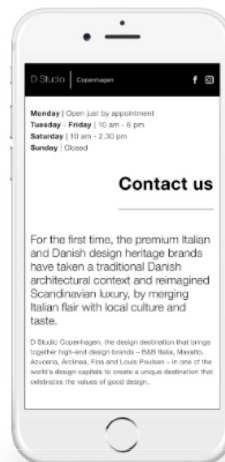
*on the studio
t-shirts, write to
account@artworkweb.com"*



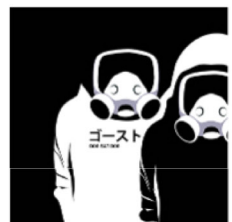
Brand / Corporate
CICLI DRALI MILANO
Art direction



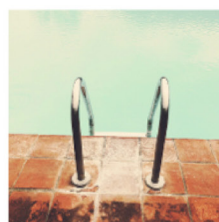
Book
PAOLO MEZZADRI/
RUGGINE
Photography + Art
direction



Web design
D-Studio
Landing page



Sound Project
S/P NO NAME
Art direction

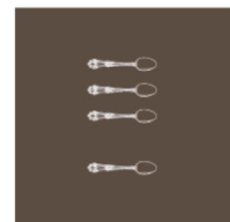


*"S/P NO NAME è un
progetto "fantasma" di
musica elettronica. S/P NO
NAME it's a "ghost" project
of electronic music."*

Photography
**PAOLO MEZZADRI/
 RUGGINE**
 Book



Photography
 Vintage Architecture
 Travel reportage



Social Media Clip (link)

Zupp - Genova
 Art direction

Brand / Corporate
I SEGNI DEL TEMPO
 Art direction



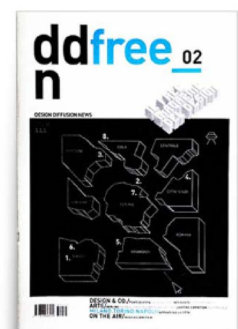
Monography
ALIA YACHT BUILDERS
 Art direction



Brand / Corporate
CICLI DRALI MILANO
 Art direction



Logotype
WALKABOUT
 Graphic design



Photography (link)
**AC19/DC19_PEOPLE IN
 PROGRESS**
 Book and Social project



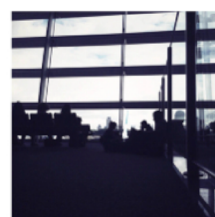
MOI MÊME
 W LAO

Film portrait
**90SEC/ A TIME-LOCKED
 PORTRAIT**
 Video project

Magazine
DDN FREE
 Art direction

Logotype
MOI MÊME
 Art direction

(work in progress)



Photography
 Airport
 Travel reportage



Web Design (link)
MUSEO DEL 900

Web Design
Mazu Yachts / Istanbul
 Digital project

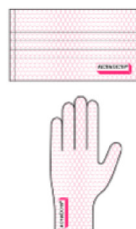


Brand/ Corporate

AC19/DC19
Graphic design

Brand / Corporate
Ospedale Gaslini Genova
Art direction
(per E-MOTION)

Brand / Corporate
SBR GENOVA
Art direction



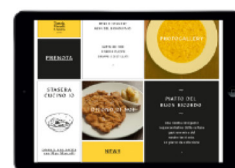
Mascherina/ Guanti

AC19/DC19
Graphic design

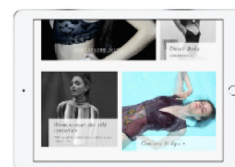
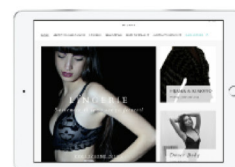


Shop
Tee SWIMBIKERUN
xs - s - m - l - xl

*"Per maggiori informazioni
sulle magliette dello studio
scrivi a
account@artworkweb.com /
For more information on the
studio
t-shirts, write to
account@artworkweb.com"*



Web Design
Trattoria Masuelli
Digital project



Magazine
Twill
Art direction

(work in progress)



Photography
For TWILL
Fashion shooting

Web Design
INDIVIDUALS Milano
Digital project



maurizio maselli

Video (link)

AXIL

Backstage movie



Web design

Ospedale Gaslini Genova
Digital project
(per E-MOTION)

Brand / Corporate

Sand People
Communication
Art direction

(work in progress)



Web design

PONGIGLIONE &
ASSOCIATI
Digital project

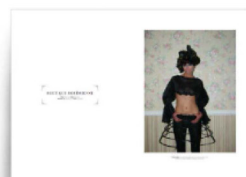
Monography

Future Office Milano
Graphic design

Photography (link)

PEOPLE IN PROGRESS
Humans photographed

*"Fom è un progetto di
comunicazione per la Cina.
Fom is a communication
project for China."*



Photography

For DDN FREE
Fashion shooting



Social Media Clip (link)

Instagram @maomaselli
Art direction



Digital magazine

SUPERMAG
Art direction

(work in progress)

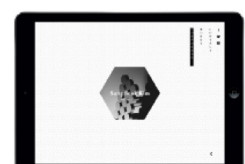
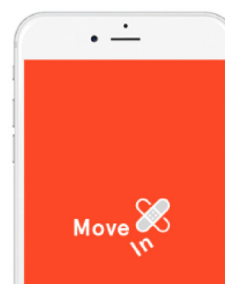


Magazine

WU magazine
Art direction

Web Design (link)

EQUILIBRIMAGAZINE
Art direction



maurizio maselli



Photography

Portugal
Architecture shooting



Start up

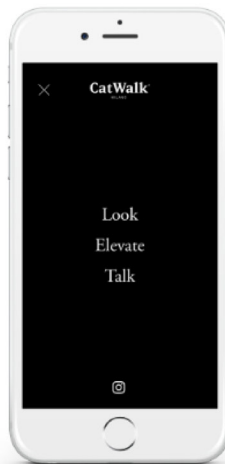
Move In
Digital project

(work in progress)



Web design

Architetto Sung Sook Kim
Digital project



Web design

CATWALK
Art direction



Social Media Clip (link)

Clara Bona
Art direction



Web design

Santo & Parker
Digital project

"Santo & Parker, un mood diverso dalle solite fotografie di matrimonio. Santo & Parker, a different mood than the usual wedding photos."



Shop

Sweatshirt AC19/DC19

xs - s - m - l - xl



Magazine

MARK UP
Art direction

(work in progress)



Direzione Creativa

Ospedale Gaslini Genova
Graphic design
(per E-MOTION)

"Per maggiori informazioni sulle felpe dello studio scrivi a account@artworkweb.com / For more information on the studio sweatshirt, write to account@artworkweb.com"



Web Design

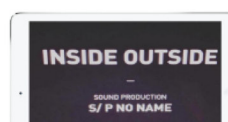
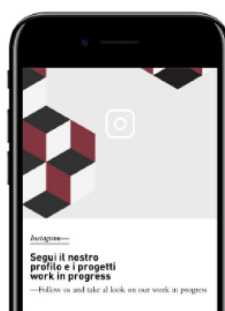
FERRI CORSE
Digital Project

(work in progress)



Visual Expert

Gianni Romano/ Lista
Beppe Sala
Elezioni Milano 2016



maurizio maselli



Web design
I SEGNI DEL TEMPO
Digital project



Video (link)
S/P NO NAME
INSIDE OUTSIDE
Sound movie

Special project
INLOMBARDIA/
REGIONE LOMBARDIA
Art direction
(work in progress)



Magazine
Ghost magazine
Art direction
(work in progress)



Monography
People
Graphic design
(work in progress)



Advertising
Rcs Periodici / Io Donna
Campagna stampa "20anni"



Brand / Corporate
Digital Kitchen
Restyling logotype



Brand / Corporate
Santo & Parker
Graphic design



Advertising
Interhome
Campagna stampa
(work in progress)



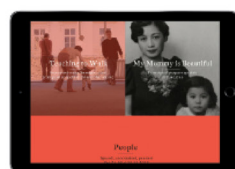
Book Identity
Digital Kitchen
Restyling logotype



Shop
Tee Santo&Parker
xs - s - m - l - xl



Brand / Corporate
DROGHERIA CROCCO
Logotype



"Per maggiori informazioni
sulle magliette dello studio
scrivi a
account@artworkweb.com /



Street Food Project
Bollicine di Strada
Art direction
(work in progress)

Social media



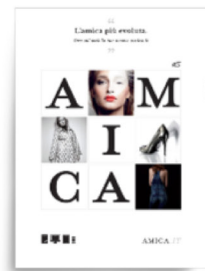
Packaging
DROGHERIA CROCCO
Graphic design



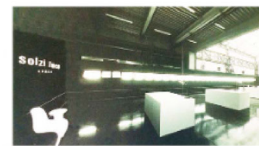
Social media
M9 Museum
Digital project



Photography
Argentina / Patagonia
Travel reportage



Advertising (link)
Rcs Periodici / Amica
Campagna stampa
"AMICA.IT"

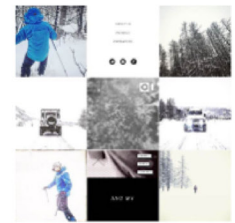


Event
Solzi Luce
Art direction

"Creatività, progettazione e allestimento per Solzi Luce, Milano Design Week. Creativity, project design and styling for Solzi Luce, Milano Design Week."



Social Media Report
EXPO MILANO 2015
Graphic design



Photography (link)
Instagram @maomaselli
Personal project



Web design
Mart Museum
Digital project



Advertising (link)
Rcs Periodici / IoDonna

maurizio maselli

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Social

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LinkedIn [maurizio maselli](#)