Michela Povoleri

Born 18-07-1985,
Vicenza, Italy

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Born in 1985 in Vicenza, Italy.

2010. Degree in Communication and Editorial Design at Isia Urbino
2009. Isia Urbino / Werkplaats Typographie, Summer school
2007. Degree in Advertising and Communication (Pesaro Studi)

2010. *Peace and Intercultural Dialogue* by UNESCO with Todd St. John
      at FABRICA (Treviso)
2009. ISIA Corporate Identity with Paula Scher
2009. *Border* with Karel Martens
2008. LUST (Icograda Design Week, Turin)
2008. *Freedom and order* with Armand Mevis, Peter Bilak, Maureen Maureen
      and Joanna Meus
2008. *The photographic book* with Alberto Bianda

2009. Publication of two typographic illustrations on Illywords,
      coordinated by Leonardo Sonnoli
2009. *Particolare Universale*, exhibition about the identity of a Natural park
2009. *Grafici per la democrazia*, exhibition about graphic's oppositive role
      during the second war
2008. *Parola macchina del pensiero*, project in Ivrea, installation on the idea
      of interactive and relational writing

2010. School assistant of Omar Vulpinari at the Univesity of San Marino
      for a graphic design course
2009/2010. Intership (four months) at LUST, The Hague, The Netherlands
2008. Collaboration with ISIA Urbino for a school publishing,
      coordinated by Leonardo Sonnoli

Designer/Commitente

Graduation thesis' project. The Berlage Institute as an example of cultural client in the Netherlands. Collection of projects from different designers who collaborated with the Institute (LUST, Karel Martens, Catalogtree and Niels Schrader) and a series of 5 interviews to indagate the relationships between designer and client in Holland. An attempt to understand the role of the client in the design process and in the development of the profession, through the eyes of an italian student.

Book,
144 pag,
(20x27 cm)

Berlage Cahiers

Editorial project for a system of publications for the Berlage Institute, Rotterdam.
Personal proposal elaborated during an intership at LUST, The Hague.
The system provides great flexibility and large possibility of variations.
Those are guaranteed by the use of the same grid at different levels of complexity and by the use of different combinations of typography.

Booklet/Magazine,
48 pag
(20x27 cm)

**Dove c'è più luce,
l'ombra è più nera**

**One signature of 16 pages
about the general theme
borders.
I represent *border* between
light and dark, between the
capability to see and the
impossibility of it.
It is realized with
photographic printing
tecnique.
During this process,
light makes the white
photographic paper turn
black, white is obtained
whitout any exposure.
Light creeps through the
pages, covering texts that
deal with Goethe's visual
percepetion theory.**

*Book,
16 pag
(19,5x26 cm)*

Massin Variazioni sul libro

Monographic book
about the work and the
life of Robert Massin.
Research of his
particular way to play
and stress typography.
Chapter titles are inspired
to some old typefaces,
used by Massin in his
typographic compositions.

Book,
96 pag
(20x26 cm)
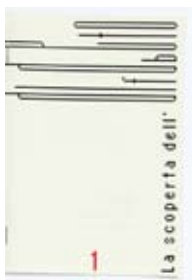
– BOOK –

La scoperta dell'alfabeto

Installation and explicative booklet about a novel written by Luigi Malerba. The main carachter, an old farmer, learns alphabet with a very concrete and partical approach, using accomulation and a counting system to improve his knowledge. In the little wooden cubes alphabet, each letter is composed by a number of cube that corresponds to his repetition in the text of the novel. Each cube rapresents a letter of the text.

*Booklet,
36 pag
(12x18 cm)*

*Typographic installation,
Isia Urbino february 2008
wood.*

Typographic illustrations

Published on Illywords, coordinated by Leonardo Sonnoli. Typograhic composition refered to storical phonetic alphabets.
Dedicated to Herbert Bayer's phonetic alphabet and to Alexander Melville Bell's Visible Speech.

More sketches were realized for this project,for example, in the composition above the phonetic sign is showed overlaped to his normal sequence of letters.
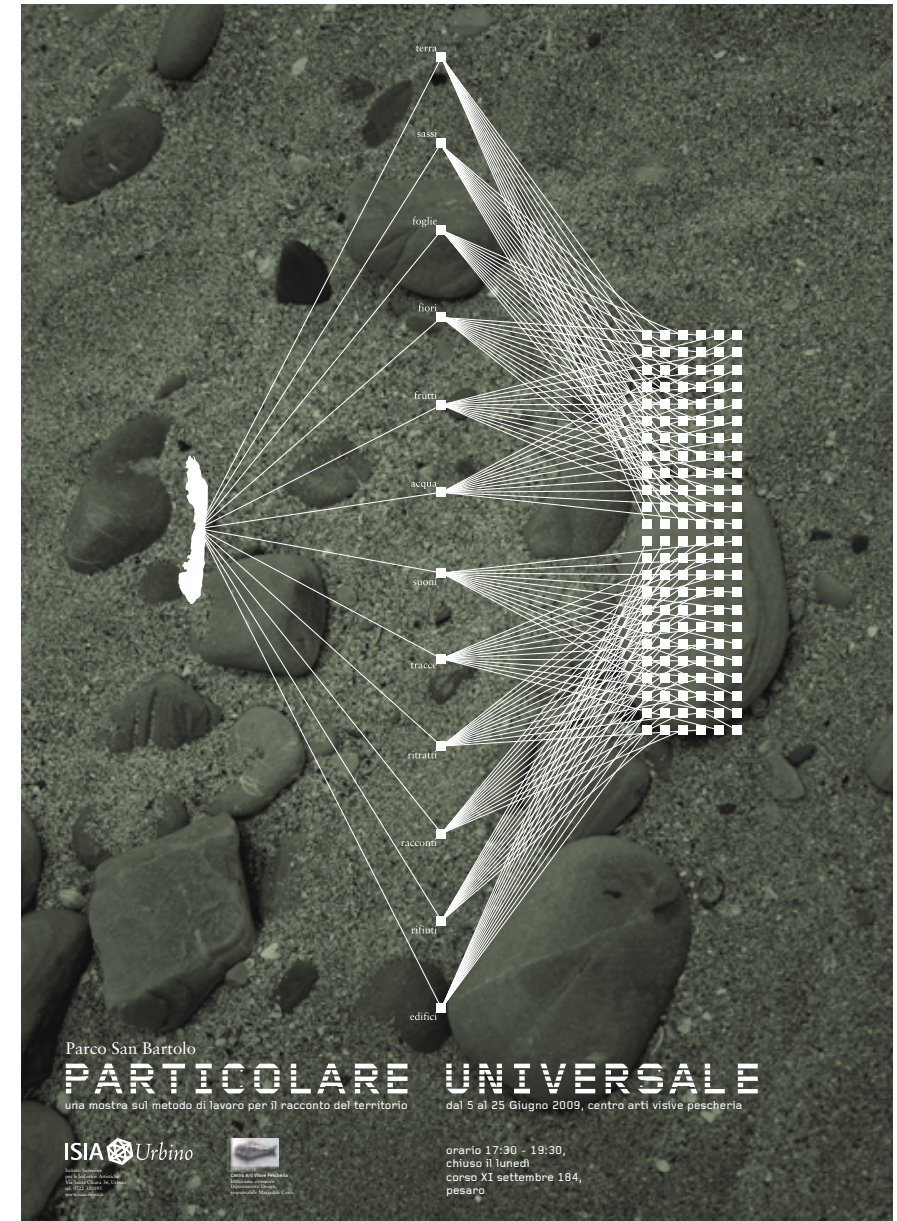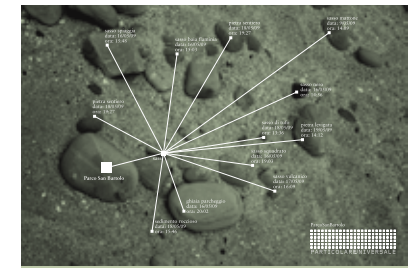
Particolare Universale

Poster and postcard
for the exhibition.
Exhibition group project
with ISIA Urbino.
We analized, crumbled,
filed and finally reproposed
the foudamental concrete
elements of the territory
 in a new spacial set.
We rebuilt the territorial
identity through our
process and subjectivity.
We testified the date, time
and georaphical position
of each finds.
User's experience and
navigation inside the
exhibition rebuilt the
terrorial identity.

*Set of the exhibition, 144 columns,
with 144 pots, with 144 objects
(materias, sounds, pictures, stories...)*

Particolare Universale

Booklet that tells the story of my apport to the group project of the exhibition. The content is the digital text of communication (mails, chat) between me and the other organizators. Printed in chronological order on printed sheets tests collected during the realization of the whole project. The sheets are bound with a rubber band in their middle, so it is possible to unstring each page and take a look at the A4 images in the background.

Booklet,
48 pag, 24 A4 sheets folded in the middle
A5 size, not cutted

Parola macchina del pensiero

Relational installation for collective writings. Developed as a group project as students of ISIA and inspired to the utopian Olivetti's univers. People received a magnetic word and the possibility to use it to write their thoughts in 5 big white pages, getting in touch with other users' thoughts and words.

5 big iron plates, located around a park invited people to compose sentences. The words were selected from some interviews about Olivetti's nostalgia in Ivrea.

Lekton *Open Source Typeface*

First version developed for this project by ISIA's students with Luciano Perondi.

PAROLA
MACCHINA
DEL
PENSIERO

Grafici per la Democrazia

Posters and arrangement of the second edition of the exhibition in Civitanova.

Exhibition project of 9 designers from ISIA Urbino. A research about the work of international graphic designers and their contribution to the liberation of Europe from the nazism.
9 students, 9 designers, 9 books.

IMPEGNARSI CON REALISMO PER LE NECESSITÀ DEL NOSTRO TEMPO

GRAFICI PER LA DEMOCRAZIA

una ricerca degli studenti
del biennio speciastico sulla vita
e il lavoro di grafici internazionali
che hanno contribuito alla liberazione
dell'Europa dal nazi-fascismo

ISIA Urbino
Istituto Superiore per le Industrie Artistiche

John Heartfield

CARTACANTA festival-expò
Civitanova Marche, Via G. D'Annunzio 63
30 sett. 1.2.3.4 ottobre 2009

– EXHIBITION –

John Heartfield

On the occasion of the exhibition *Grafici per la democrazia*, I designed a monographic book about Heartfield and his visual political opposition during the second World War.
I realized two editions of the book, reflecting on the separation of text and image in his work of photomontage; refleting on the power of the addition and justapposition of different images.

Books,
96 + 80 pages
(12x18,5 cm)
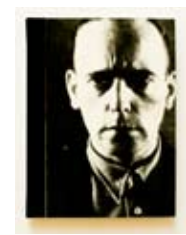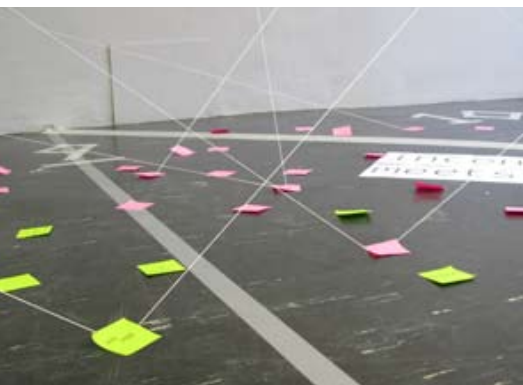
Taraxacum

Projects about Torino's identity.
The Installation corresponds to an interactive guide of the city. Each user is invited to add his personal suggestions about five categories (5 colours and five phisical places into the room).
With the same booklet the user could also select and bring out others' ideas.

Group project with Luna Castoni, Caterina Giuliani e Muge Yilmaz.

Developed during the Icograda Workshop with LUST, The Hague, 2008.

Booklet and installation.
Post-it of 5 different colours are related to the five categories of analysis of the city.

TARAXACUM

tutto è connesso /
everything is connected

Scrivi sui Post-it le tue impressioni sulla città / Write your impressions of the city on Post-its

Attaccale alle pareti / Hang them on the wall

Prendi, se vuoi, i post-it già utilizzati, creando la tua guida personale / Create, if you want, your personal guide by taking the existing Post-its

– CONDITIONAL INSTALLATION –

De collectie van het Haags Historisch
Museum is het tastbare geheugen van
Den Haag. Aan de hand van allerhande
voorwerpen legt het museum de
stadsgeschiedenis vast voor iedereen
die zich erin wil verdiepen. Om dit voor
uw kinderen en de kinderen van uw
kinderen te kunnen blijven doen,
verzamelt het Haags Historisch
Museum ook hedendaagse
voorwerpen. Wat vandaag gebeurt, is
morgen tenslotte geschiedenis.
Als Hagenaar bent u onderdeel van

20Jan-20Feb
h.9.00/18.00

Haags Historisch Museum
Korte Vijverberg 7
2513 AB Den Haag

MIJNDENHAAG COLLECTIVE MEMORIES

Haagse
geschiedenis. Het
Haags Historisch
Museum is dan
ook erg benieuwd
naar uw
persoonlijke
verhalen en
voorwerpen over
Den Haag. Doe
mee aan
MijnDenHaag* en
schrijf

geschiedenis
samen met het
Haags Historisch
Museum.
De collectie van
het Haags

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is het
tastbare
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die zich erin wil verdiepen. Om dit voor
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verzamelt het Haags Historisch
Museum ook hedendaagse
voorwerpen. Wat vandaag gebeurt, is
morgen tenslotte geschiedenis.
Als Hagenaar bent u onderdeel van de

Haagse
geschiedenis. Het
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voorwerpen over
Den Haag. Doe
mee aan
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geschiedenis
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Haags Historisch
Museum.
De collectie van
het Haags

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tastbare
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Aan de
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van
allerhan
de

Collecting and sharing memories

## Proposal for a communicative system and installation for MijnDenHaag.
Cutted poster becomes a tool to share objects and theirs personal stories. A stencil of the shape of an object is realized on the vertical side of the pile of sheets.

During LUST's intership.

Historisch
Museum
is het
tastbare
geheugen
van Den

Users could take with them a unique piece of the black object and a part of the big text about memory.

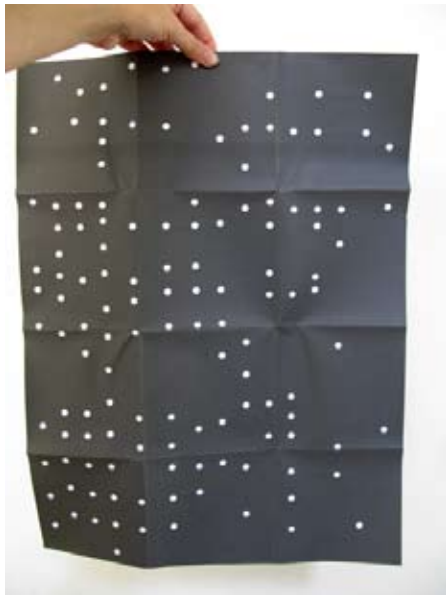– COMMUNICATIVE SYSTEM – INSTALLATION –
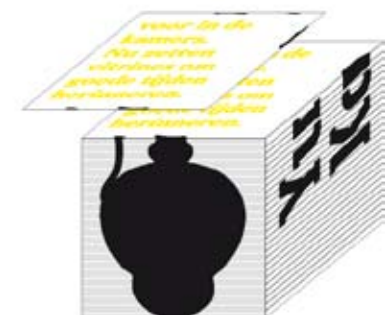
Playing the Ducal Palace

Projects for a music video. The holes of the Ducal Palace (Urbino) are architectural elements necessary for the building process. Their abstract spacial position becomes a piano score to play its facades.

Developed during the Summer School Werplaats Typografie/ Isia Urbino, 2009.

Poster that contains CDrom with the video "Plaing the Ducal Palace", and three audio tracks (facade #1, facade #2, facade #3).
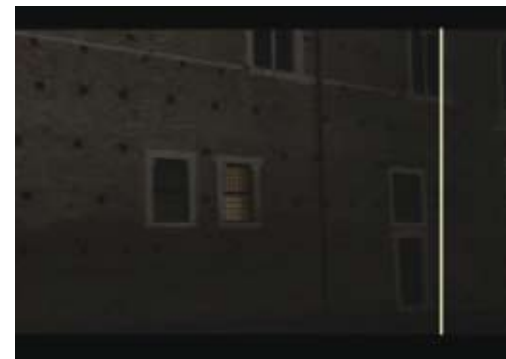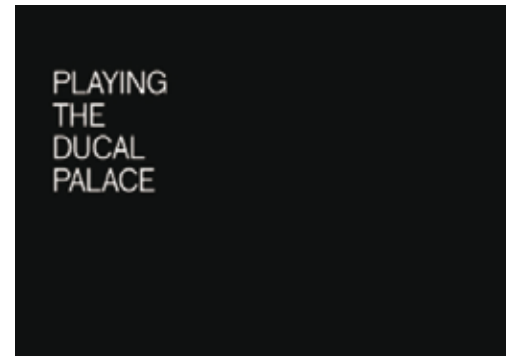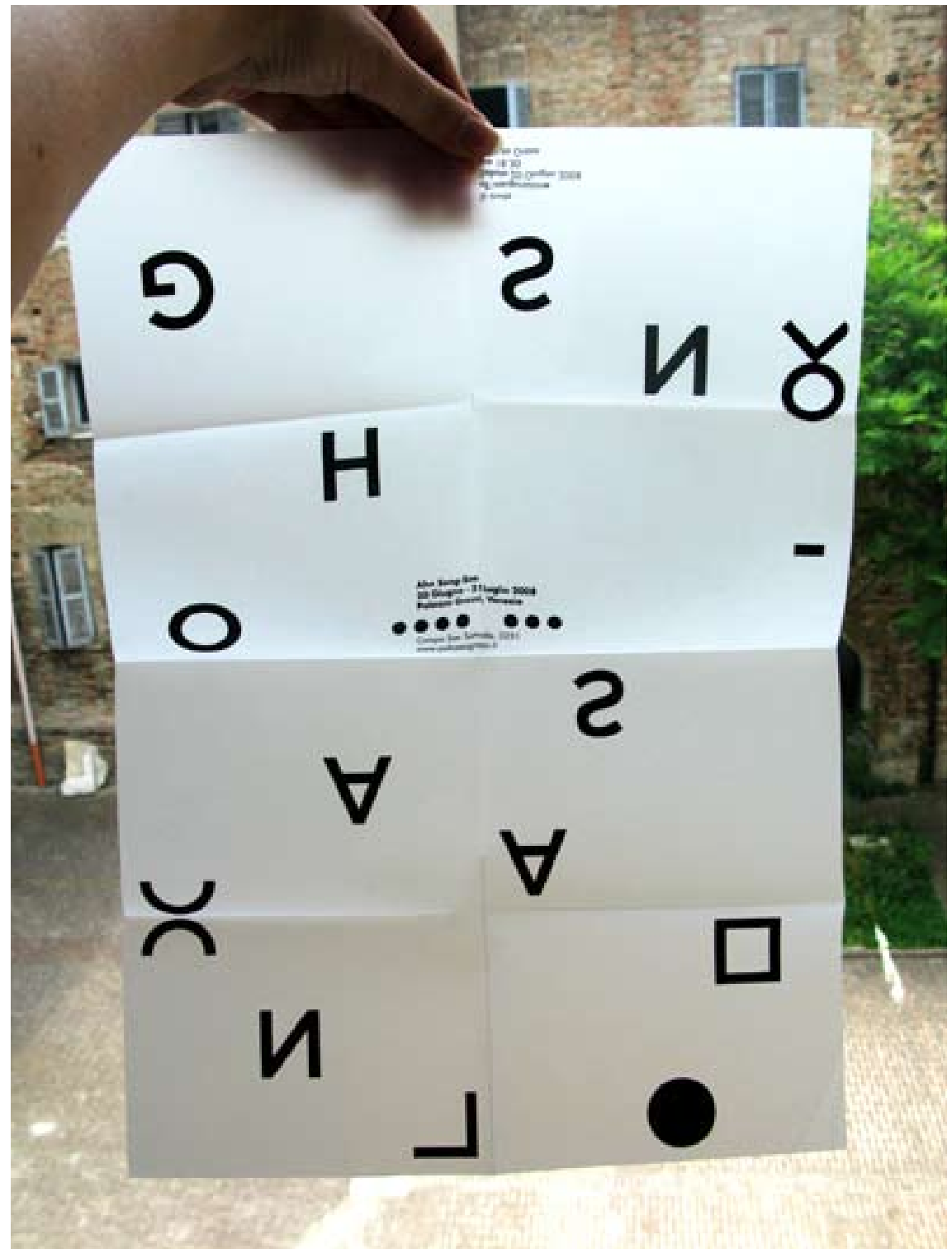
– IDENTITY PROJECT –

AHN SANG SOO

**Homage poster.
Dedicated to
the work of
Ahn Sang Soo.**

**Trasparent paper
allows the constrution
of the name of the
author in the folded
invitation.
When it is completely
unfolded only letters
and other symbols
are recognisible.**

*A3 version of a poster printed on
trasparent paper. Folded is used
as invitation to the exhibition.*

THE NON FIGURATIVE CITY

**Poster's proposal for
a series of simposiums
for the Berlage Institute,
Rotterdam.
Inspired to the
urbanistic grid of the
German architecht
Ludwing Hilberseim.**

**Developed during my
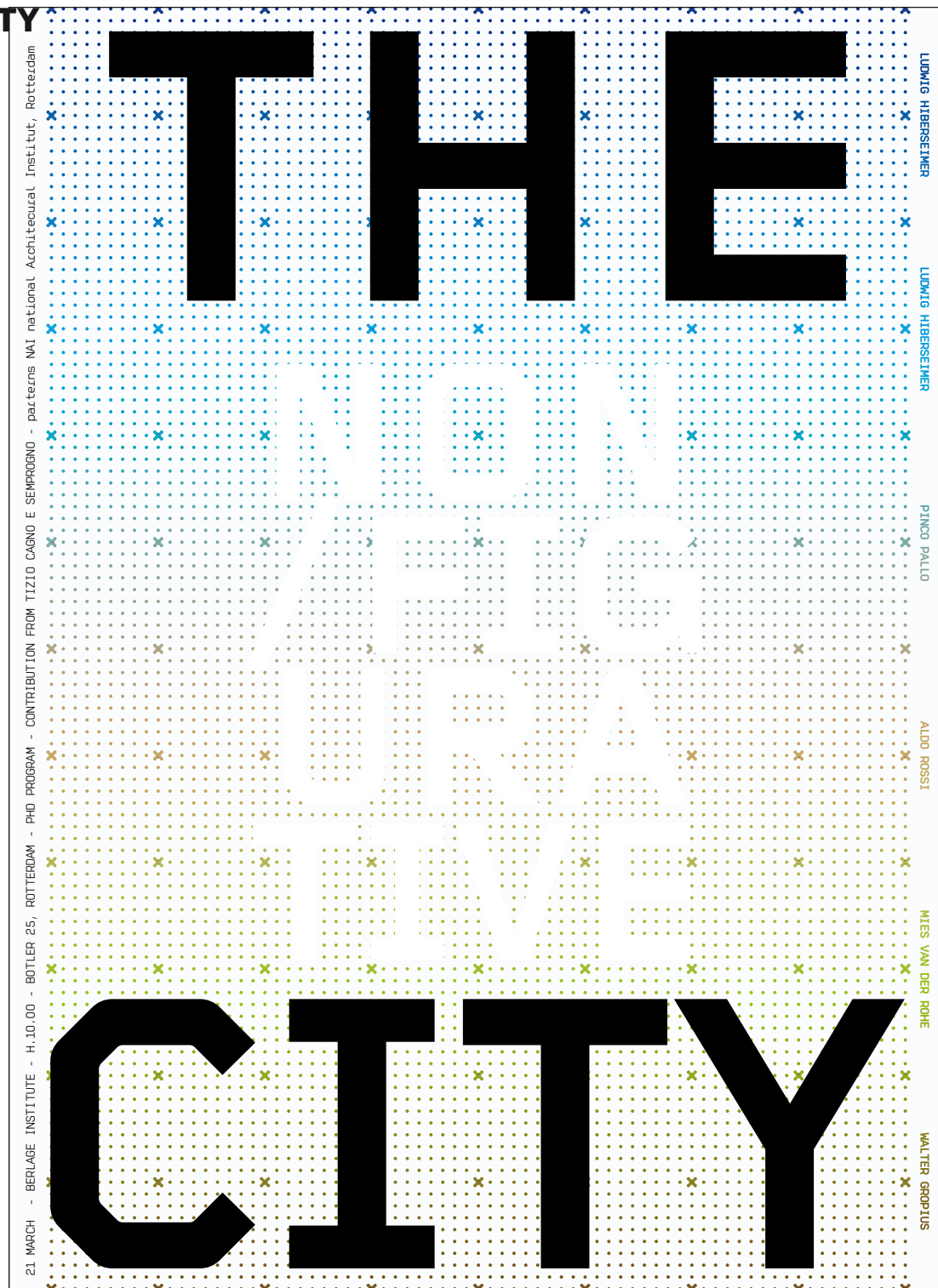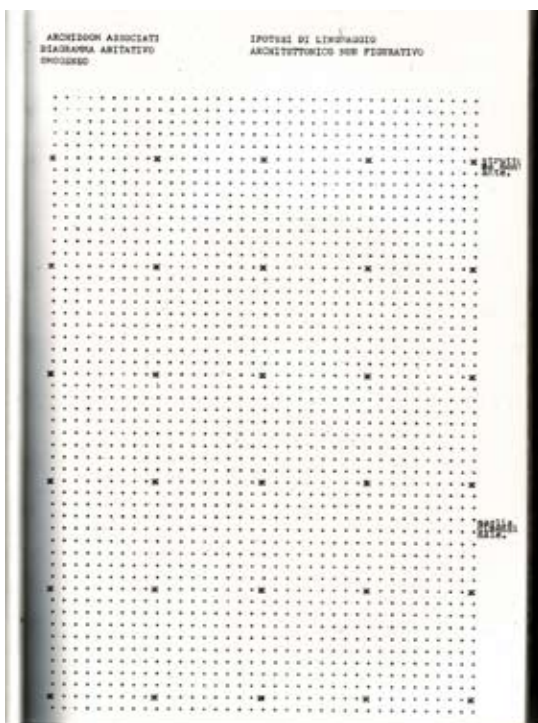intership at LUST,
The Hague.**
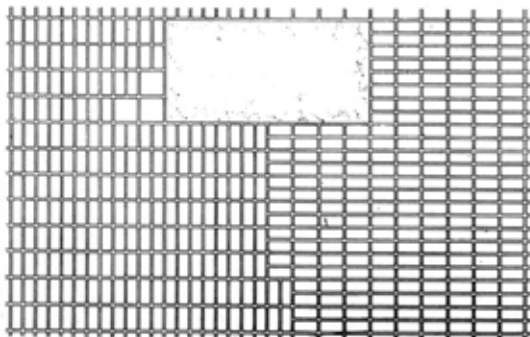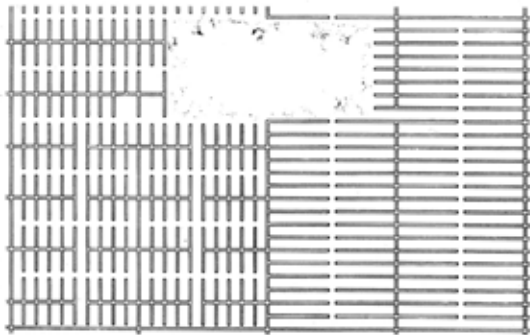
RETHINKING THE LAGACY OF LUDWING HILBERSEIMER

THE NON FIGURATIVE CITY

Poster's proposal for
a series of simposiums
for the Berlage Institute,
Rotterdam.
Inspired to a
"hypothetical non
figurative architectural
language" of Archizoom.

Developed during my
intership at LUST,
The Hague.

ISIA Urbino Identity

Posters based on the project for an ipothetical new image for the ISIA Urbino school.
Project of a dynamic identity in which the deformation of the logo is related to the different uses of it.

Developed during the Paula Scher workshop.

Diploma di laurea triennale
in Disegno grafico
Design
Illustrazione
Fotografia

Master specialistico
in Design per l'editoria
Design
Illustrazione
Fotografia

ISIA Urbino
Istituto Superiore
per le Industrie Artistiche

Via Santa Chiara 36
62100 Urbino PU
tel. 0721 3450

info@isiaurbino.it
www.isiaurbino.it

Art Inspitarion Encyclopaedia

**Proposal web site for
the dutch school KABK,
The Hague.
Encyclopaedia of
inspirations developed
with the students' apport
and participation.
Each lemma is represented
by a one-pixel-width strip
taken from an image
connected with his meaning.
The home page collects all
those lemmas.
This structure allows the
user to organize lemmas
with different criterias,
(alphabetic, cronhological,
liking) and to select one
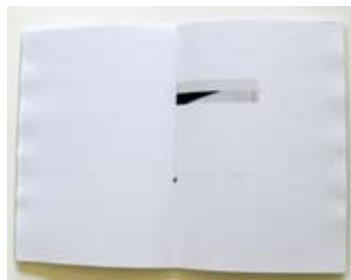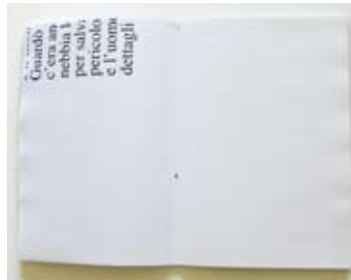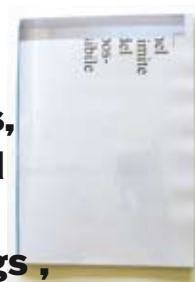word and explore its content
at different depths.**

**Developed during my
intership at LUST,
The Hague.**

*Sreenshots of a web site,
with 1000 words.*

– WEB SITE –
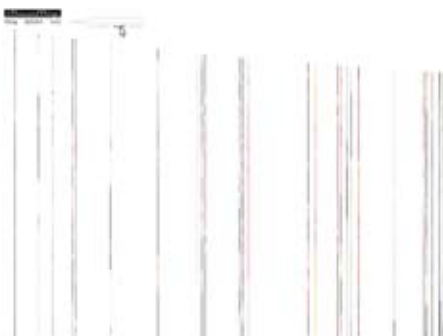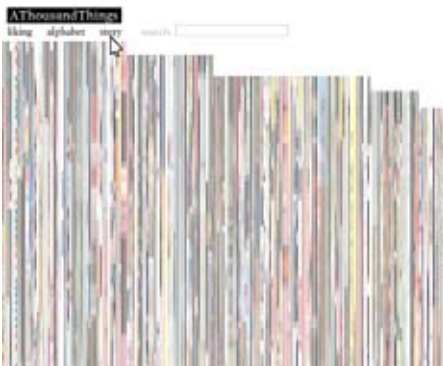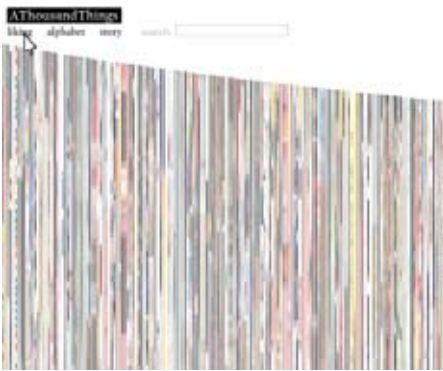
Re-cycled Notebooks

Handmade notebooks, realized using printed sheets tests, old fotocopies, packagings , shopping bags or whatever.

Thank you.