



Claudio Madella
graphic designer
+ illustrator

Milano, Italy

t +39 347 4742819

e 313@box313.net
e2 313box@gmail.com
(for attached files)

skype cmadella

www.box313.net



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who I am

born in Milan, 17 february 1974, resident in via Capeceletro 10, 20100, Milano (Italy). Fc: MDLCLD74B17F205S
Aiap member since 2008.

what (and where) I studied

2009, Greengaged, workshop "Crafting mass production", Design Council, Londra.
2008, Icoграда workshop, Polytechnic, Turin.
2000, graduated in graphic design (28/30 points), School for Applied arts, Castello Sforzesco, Milan.
1994, graduated as electrical engineer (38/60), Itis Maxwell, Milan.

where I work(ed)

October 2007 – present, self employed at box313, graphic designer and illustrator.
April 2004 – present, graphic designer and illustrator for Campus Magazine.
February 2002 – october 2007, Vita non profit magazine. Graphic designer, illustrator, photo editor.

what I did (until 2009)

December 2009, graphic design for Il Giornale della Memoria, monthly magazine. Client: Associazione Storia e Territorio.
January 2009, logotype, symbols and corporate for Mesaworks, creative agency.
November 2008, corporate and catalogue for the exhibition "Dai set de mattina ai set de sera". Client: Fondazione Aliprandi
August 2008, logotype and corporate for Dudadida, toy store.
June 2008, graphic design and cover for the Guide to University ed. 2009. Client: Class editore.
May 2008, logotype and symbol for Blue Prawn records, netlabel.
March 2008, adv, catalogue, logotype, interiors for "C4U, Campus for you" (fair). Client: Campus Orienta.
January 2008, logotype for Wekc, food consultant agency.
From January 2008, Campus magazine: restyling and free design pages.
December 2007, logotype, symbol and corporate for L'angolo del vino sfuso, wine store.
September 2007, logotype and advertising for the television format Campus Video. Client: Telesia.
February 2007, illustrations for the novel Manituana, Wu Ming, Einaudi editore.

in which exhibitions I took part

2009, "MailMeArt", Red Gate Gallery, London (The Little Chimp Society).
2006, "Swimming Pool Xpò", piscina Romano, Milano (associazione culturale ASXpò).

who "spoke" about me

2009, "Basic Logos", Index Books.
2009, "MailMeArt" by Darren Di Lieto, How Books.

which languages I speak

Italian, english.

which softwares I know

Adobe creative suite 4: Illustrator, Indesign, Photoshop, Acrobat Pro, Dreamweaver, Incopy, Bridge; **Quark X Press 7;**
Microsoft Office 2008: Word, Excel, Powerpoint; **Macromedia:** Fireworks, Freehand, Dreamweaver; **Suitcase Fusion.**
Browser: Firefox, Safari, Explorer, Filezilla. **Operating systems:** Mac OSX (from Leopard to Classic), Windows (from Vista to 98).

From January 2007, graphic design for Campus local editions (Milano, Padova, Bologna, Roma, Firenze, Napoli, Bari). Client: Campus editore.

July 2006, restyling of the Guide to University, ed. 2007. Client: Class Editore.

January 2006, graphic design for the leaflet of the seminary "Cooperation, between history and present".

Client: Cooperativa Edificatrice Niguarda.

January – april 2006, logotype and corporate for the exhibiton "Swimming Pool 'xpò". Client: associazione culturale ASXpò.

January 2006, poster and flyer for the show "Oltre le barriere". Client: associazione culturale ASXpò.

October 2005, graphic design for the exhibition "VIVA". Client: Giano Comunicazione.

February 2005, logotype and symbol for the campaign "S.O.S. Darfur". Client: Vita Consulting, Cesvi.

May 2004, logotype and corporate for "DIST", 1° International fair of the distillates of excellence. Client: Veronelli Editore.

April 2004, illustrations for the novel "La Potenza di Eymerich", Valerio Evangelisti, Kai Zen Lab and Wu Ming, Bacchilega editore.

January 2004, symbol for "Shu'fat" (Ngo). Client: Centri Rousseau.

2006, "Talk to the city", Fabbrica del Vapore, Milano (Careof).

2005, "Hype Milan", Assab One, Milano (curated by Hp).

1998, "Smart Brain Art", Deposito Bulk, Milano.

1997, "Saluti e Baci", Comune di Udine, Udine.

2008, "Symbols, pictograms and silhouettes" by Marta Aymerich, Index Book.