carolina nisivoccia:Artscapes

Index

About

foto G. Cisternino

> I HAVE BEEN WORKING FOR OVER TWENTY YEARS WITH BOTH COMPANIES AND PRIVATE INDIVIDUALS. THIS HAS LED ME TO GAIN A BROAD KNOWLEDGE OF THE WORLD OF DESIGN, ITS DYNAMICS, THE COMPANIES INVOLVED, AND COMMUNICATION. I START BY LISTENING, THEN CAREFULLY AND RATIONALLY INTERPRETED THE CLIENT'S NEEDS, AS WELL AS BUILDING A SHARED PASSION WITH EVERYONE INVOLVED, TO CARRY OUT EACH INDIVIDUAL PROJECT FURTHER.

Carolina is an internationally acclaimed architect, art director, creative consultant and university professor. Born in Milan and graduated from the Politecnico, she grew up immersed in the world of fashion and journalism, where she has been active since her days in university.

She founded and runs a multidisciplinary studio that combines method, experience and creativity. Maintaining a balance between a rational approach and expressive research, her work ranges from designing exhibition space and installations for the most important trade fairs in the sector (Space Branding) to renovating private homes in Italy and abroad, art direction for major events and brands, and brand design. She works for both private clients, large and small national and multinational companies, developing highly personalized projects in Italy and abroad.

She was the art director of the Superstudio international design fair. Particularly building up an in-depth knowledge of Milan Design Week over time.

Since 2018, she has been teaching brand strategy at NABA Milan.

She is a member of the honorary committee of DLC, a global business community founded in Mumbai and spread across major cities around the world.

Values

ME

WE

ARE DEVELOPERS OF NEW VISIONS
ARE PLAYFUL BUT METICULOUS
ARE CLIENT ORIENTED
ARE ETHICAL
WORK HARD
ARE SMART
THINK BIG
DESIGN SMALL
NARRATE STORIES
HAVE A 360° APPROACH
FOLLOW A PROCESS RATHER THAN A STYLE

[Note: ME becomes WE with a simple twist. I like to use the plural 'WE' instead of 'ME' — us instead of me — because my work is always a team effort, involving a network of people inside and outside the studio.]

My Way

> HERE IN THE STUDIO, USING A MULTIDISCIPLINARY APPROACH, EACH PROJECT IS DESIGNED AND FOLLOWED UP IN A WAY THAT IS TAILORED ACCORDING TO THE NEEDS OF THE CLIENT, WHETHER IT IS A PRIVATE INDIVIDUAL OR A COMPANY.
> I ENJOY EXPLORING NEARBY BOUNDARIES, LOOKING AT THINGS WITH DIFFERENT POINTS OF VIEW, AS WELL AS SHIFTING MY CLIENT'S PERSPECTIVE.

My work space is a small independent studio that has been operating for over 20 years, dedicated to projects that require a creative approach. Its modest size facilitates flexibility but above all, it allows me to follow each of my clients personally and thoughtfully.

The client and the brief are the foundations on which I base all my projects, so that each of my project is designed to be completely tailored to the needs of my clients, and passion is the common thread that runs through everything I do. That's why none of my projects are the same.

"Style is a trap," someone once said, to which I agree. I do not believe in a particular aesthetic formula to be repeated a priori, but rather pursue consistency through a rational process. The humanistic approach, which I never abandon, also adds a sense of soul. Even though I like to use new technologies as a narrative support tool (and not as an end in itself).

I like to look at (and make others look at) the things we see with different points of view.

Inside my projects, I often seek out some sensation, something that can go beyond the client's initial ideas, making a new result that stimulates and and provokes thought.

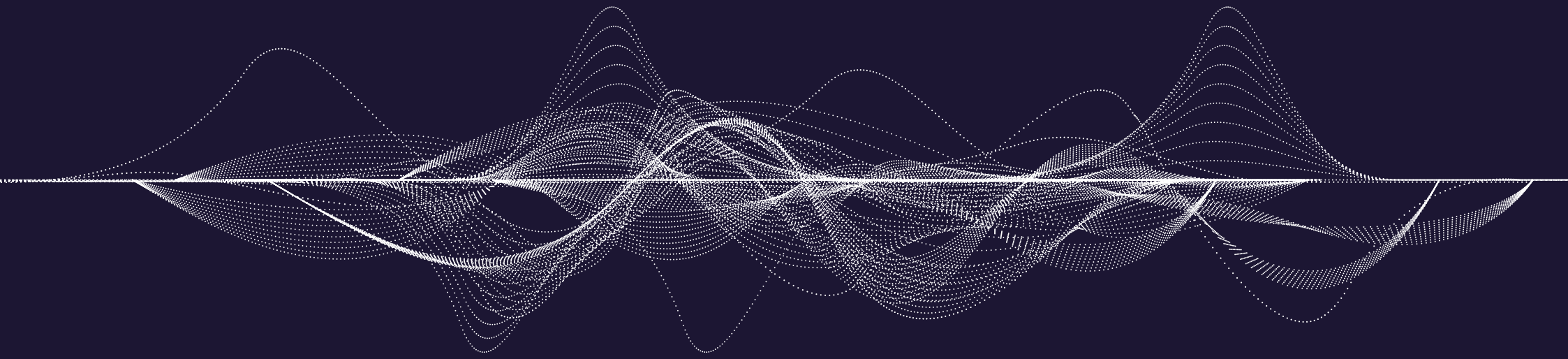
When I renovate an apartment, I believe that it is essential to listen to the spirit of the place (the genius loci). When I work on an exhibition, I encourage visitors to take an active role of taking action or reflecting in a positive way as much as possible. When I engage with a company, I begin with the knowledge to take it one step further.

I consider the work of an architect to be a process of dialogue, relationship and direction. I collaborate with an established and reliable network of specialists (surveyors, engineers, craftsmen, lighting technicians, graphic designers, photographers, etc.), and when necessary, selected experts and consultants are then involved in the various stages of the project. This approach allows me to create the most suitable team for each situation that I encounter.

Artscapes

04

BRAND IDENTITY **EXHIBIT DESIGN** **INTERIOR DESIGN** **ART DIRECTION**



SOCIAL DESIGN **ONLINE** **EDUCATION** **DESIGN RESEARCH** **EDITORIAL**

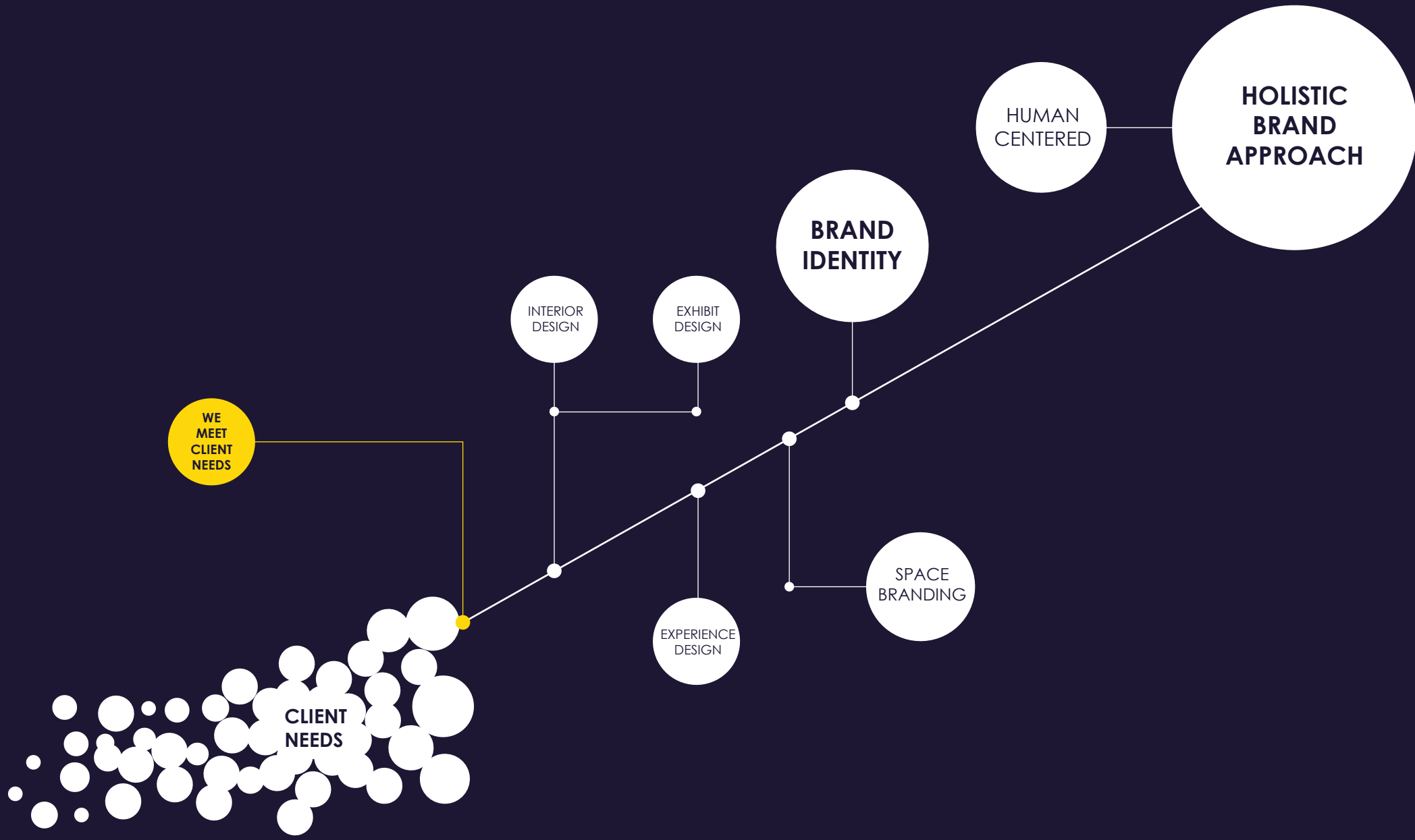
Ideas do not like to be confined to small spaces. For me, Artscapes is a word that lies between architecture, art and landscape, which here, it is meant to be the wide panorama created by the project. It helps me define "what I do" in my work. I move between neighbouring disciplines that intersect with each other, connected by material and immaterial relationships. They cover different areas, the boundaries are blurred, activating mutually beneficial synergies. The common thread is always the process by which each project is approached.

This process also involves a continuous exchange between the client's desires and needs – both functional and economic – and the studio's visionary yet practical responses.
Artscapes may seem like an abstract term, but there is a great deal of practicality involved, as evidenced by the projects themselves.

Practice

What are the main characteristics of my work?
The sensitivity to **anticipate trends**, to carefully understand and interpret the **identity of each** client, and the **passion** and **care** I put into every project.

What can we do together?
We work on **projects of all sizes — from the smallest** and most specific to the most wide-ranging — tackling both one-off projects and medium**- to long-term strategic consulting.** I enjoy thinking about the endless possibilities to translate your visions into a project. **Creative consulting,** an installation for a **press day, exhibition designs** thought with space branding in mind, **brand strategy development or artistic direction for** a brand, I apply **a holistic approach** at every level, which **allows me to fully understand the client and maintain and strengthen their uniqueness.**


HOLISTIC BRAND APPROACH
HUMAN CENTERED
BRAND IDENTITY
INTERIOR DESIGN
EXHIBIT DESIGN
WE MEET CLIENT NEEDS
SPACE BRANDING
EXPERIENCE DESIGN
CLIENT NEEDS


RADICI
@radici

EXHIBIT DESIGN

It all began with stage design, when, while still at university, I was commissioned by Krizia to design the sets for her fashion shows.

Since then, I have gained more and more experience in this field, to the point that it has become one of the firm's main areas of activity.

ART DIRECTION

For several years, I was the art director of the international design fair at Superstudio during Milan Design Week.

In a constant search for balance between rationality and passion, imagination and practicality, art direction, for me, is one of the best ways to work with a company, to assist the development of an idea with consistency.

Following artistic direction means accompanying the development of an idea with consistency, until the objective is achieved with the greatest accuracy. In my project, art direction and brand design intertwine and reinforce each other, making the process even more effective.


·LUX·
·HOSPITALITY·
·HOME·
·DOMUS·
·EXPO·
RADICI

BRAND IDENTITY

From installations for large and small brands, through observation and dialogue, it has come naturally for me to expand my view of the brand over the years, to develop a broader and more transversal vision.

Now, this is how I handle brand identity, a natural aptitude for understanding and interpreting a company in its totality, reinforced by the experience I have gained continuously in the field.

INTERIOR DESIGN

What could be more beautiful than discovering the hidden soul of a house and restoring it through a project that should also embody the identity of those who will live there?

It is not an easy balance to find, but knowing how to listen to what the client might not know how to ask for, carving out spaces in a new fluidity, creating interplay between volumes from the floor plan, working on materials, is always an exciting activity, even when construction sites present the inevitable unexpected challenges.

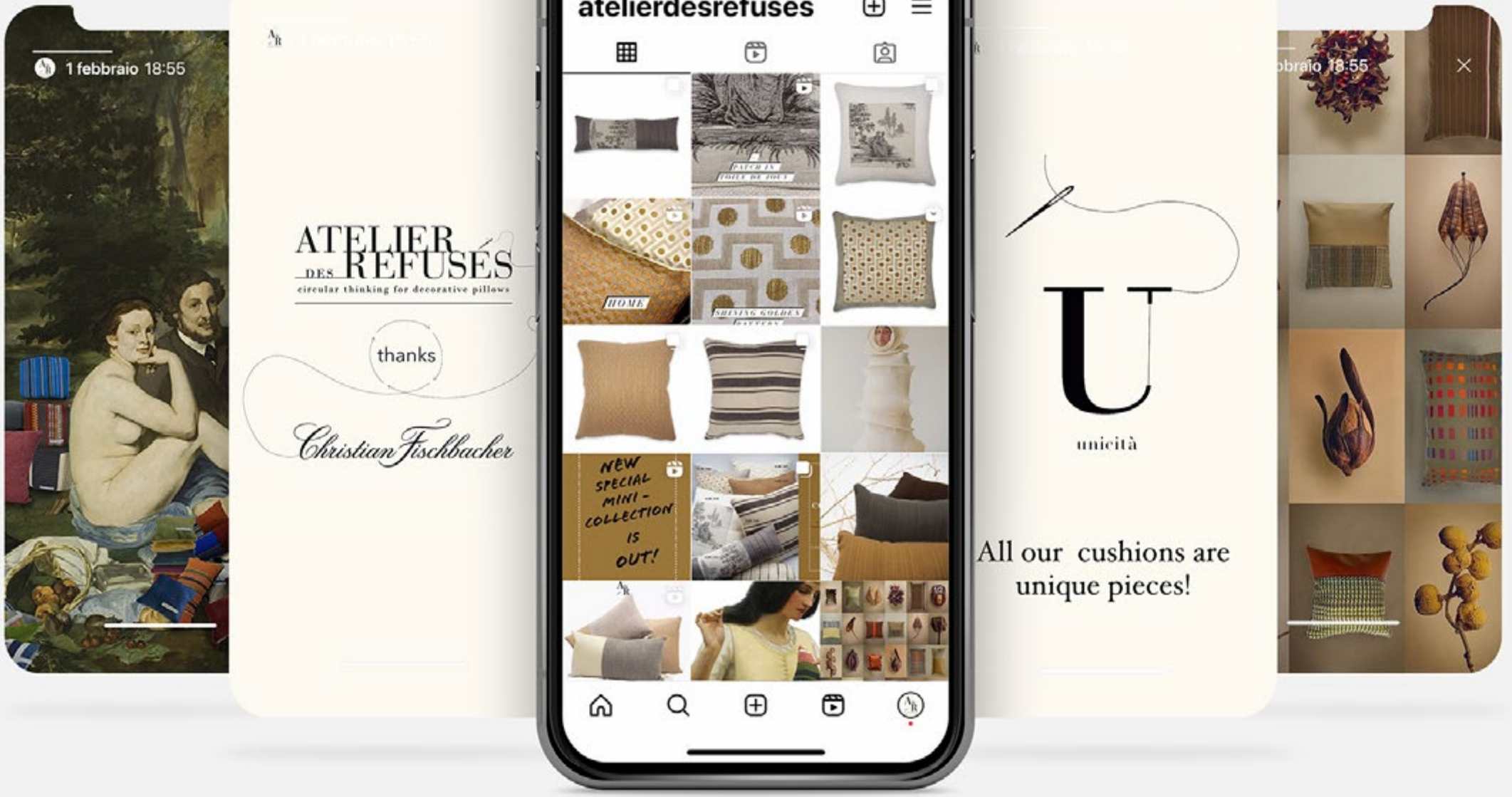
We can oversee every stage of interior design projects, from total renovation to the selection of furnishings. We have worked in Italy, but also in Europe, Moscow and Shanghai.

DESIGN RESEARCH

I have always been passionate for design history and material culture. I enjoy observing, discovering, exploring and, through continuous research, anticipating trends.

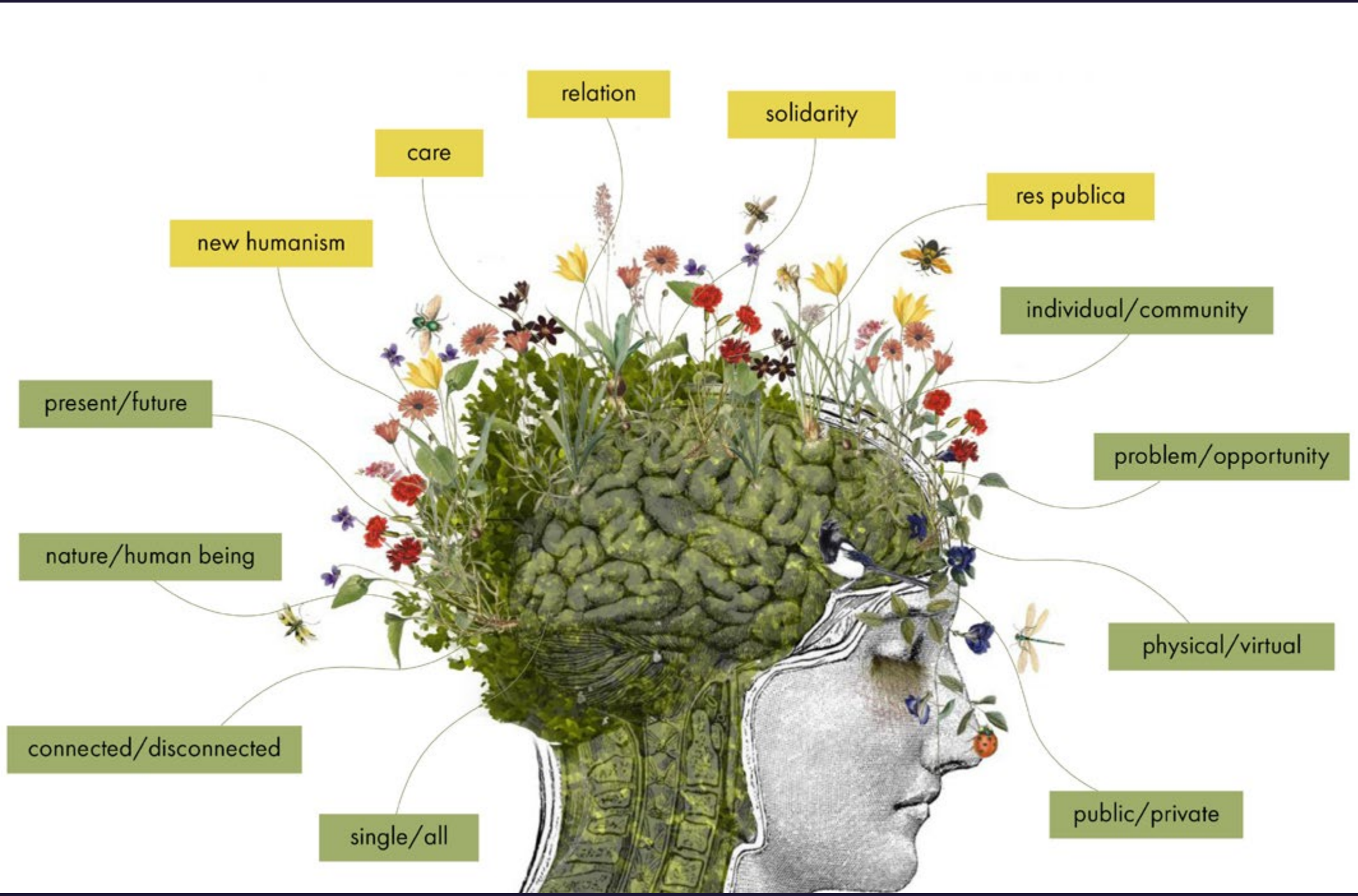
Passion and knowledge for design are some of the tools I use when consulting for both companies and my own projects, but they also shape the solid foundation on which I build for some of the talks that I am invited to give.

Speaking of projects and research, for the one in the photo, created for Cosmit's 50th anniversary, I designed the interiors of five decades of design, from 1960 to 2000, reconstructing the environments after careful philological research.


1 febbraio 18:55
ATELIER DES REFUSÉS
circular thinking for decorative pillows
thanks
Christian Fischbacher
15:20
atelierdesrefuses
NEW SPECIAL MINI - COLLECTION IS OUT!
unicità
All our cushions are unique pieces!

ONLINE

As part of a broader brand organisation, in recent years I have also devoted myself to the architectural and graphic design of websites and the editorial and content management of Instagram pages, such as for the brand Atelier des Refusès, winner of awards for brand identity.


relation
solidarity
care
res publica
new humanism
individual/community
present/future
problem/opportunity
nature/human being
physical/virtual
connected/disconnected
public/private
single/all

SOCIAL DESIGN

Since 2008, my personal research has focused on social and relational design, anticipating and promoting a humanistic approach through specific projects.

I believe that sustainability cannot be separated from ethics, and relationships between people are one of the key elements of this approach.


NABA
NUOVA
ACCADEMIA
DI BELLE ARTI
POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

EDUCATION

I have always enjoyed being with students, because I see it as a great exchange of energy and knowledge.

I began my teaching career by organising international workshops at the Politecnico and IED in Milan in the late 1990s. And since 2018, I have been teaching Brand Strategy Course at NABA – Nuova Accademia di Belle Arti in Milan and leading the Ideas and Concept Design workshop in the international Master's degree programme in Furniture Design at Poli.Design. Teaching is an excellent tool for me to connect theory to practice, keeping an up to date outlook and constantly engaging with new ideas.

GRAZIA CASA

CORRIERE DELLA SERA

DRY

EDITORIAL

DRY_PsychoDesign is my most recent publishing project: a bookzine I created to explore design through psychology, emotions, perceptions and neuroscience.

For over 14 years, I edited two regular columns in Grazia Casa, a sophisticated interior design and culture magazine, writing about books, architecture and design. Moreover, I created and managed a column on social design for Corriere della Sera, which was proposed to me directly by the newspaper: a brief but highly valuable experience that I am very fond of, because at the time we were anticipating issues that are now highly relevant.

Awards

Gold Medal, Brand Identity Category, Grand Prix du Design, 2022, Montreal (Canada)

Platinum Medal, Brand Identity Category, Grand Prix du Design, 2022, Montreal (Canada)

Gran Prix, Brand Identity Category, Grand Prix du Design, 2022, Montreal (Canada)

Honourable mention at Cassina contest "LC50 Project ", chairman of the jury Mario Bellini, 2015, Milano (Italia)

Long-listed frame Awards "Walk on R-Evolution", for the exhibition stand of the year, 2020, Netherlands

Third price, Florence design week "Milano INVASA", Florence (Italy)

First prize "Green Dot Awards" for the relational design project "eco-diet for design", Los Angeles (USA)

Third prize and honorable mention for the relational design project "Milano Cicl-Abile", Los Angeles (USA)

From time to time, we have participated in competitions in Italy and abroad, winning prizes and awards in the fields of brand design, exhibit design and social design.

Print

Over time, my work has been published in leading national and international magazines such as Abitare, Architectural Digest, Architecture & Wohnen, Casa Amica, Case da Abitare, Domus, ElleDecor Frame, Interni, ... and in books such as 'Grand Stand 2' published by Frame Gestalten and '150 best apartment ideas' for Logos. Interviews have been published in major Italian newspapers such as Corriere della Sera and Repubblica, as well as on web channels.

Clients

We work for private clients as well as small and large Italian and international brands.

Where

Our headquarters are in Milan, an area we know very well, but we like to go beyond borders and work around the world.





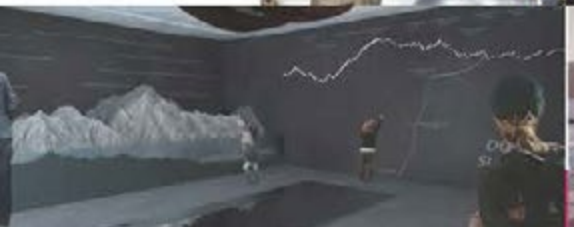




2015
1965
NEW
HISTORICAL
VERSION







GIVENCHY

Contacts

E-MAIL _____ **info@nisivoccia-architettura.com**

TELEPHONE _____**+39 0289400548**

ADRESS_____ **via magolfa 13 | 20143 Milano, Italia**

WEBSITE _____**www.nisivoccia-architettura.com**

INSTAGRAM_____ **cna_studio**

SITO

INSTAGRAM