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**IM** LORENZO, A 19 Y/O DESIGNER BORN AND RAISED IN ITALY IN A TRULY GRAPHIC HOUSEHOLD, MY JOURNEY INTO GRAPHIC DESIGN STARTS WHEN I WASN'T EVEN CAPABLE OF INTENDING, TOUCHING INSTRUMENTS, SMELLING INK, WOOD STAMPS AND FRESH PAPER. INBETWEEN LINES AND TYPOS, I GROW ALWAYS TRYING TO REACH NEW LEVELS OF UNDERSTANDING, TO EXPRESS MY IDEAS IN A MORE CLEAR AND TRUE WAY, THE UNSATISFACTION PAVE THE WAY INTO NEW STYLES AND ESTETHICS, EVERY NEWER PROJECT I TRY TO ADD ETHIC AND INTERPRETATION, CONSULTING WHAT HAS BEEN AND WONDERING WHAT COULD POSSIBLY BE THERE AFTER. IN MY HIGH SCHOOL YEARS I STUDY ART, I CUT PAPER, WOOD, I BEND METAL AND I INK TYPOS BY HAND, THE ROOTS AND BASICS OF WHAT WE LOOK IN A FINAL PRODUCT, ALWAYS TRYING TO MATCH EVERYTHING I DID TO THE LEVEL REACHED IN MY GRAPHICS, KEEPING IN MIND THE PRINCIPLES OF A GOOD PROJECT, THAT FOR ME ARE UNIVERSAL TO ALL THE SUBJECTS THAT EXISTS. I ALWAYS HAD THE NECESSITY TO BRING AN IDEA AND HIS PHYSICAL COUNTERPART IN UNISON, STARTING EVERY TIME BY A VALID CONCEPT, AND GOING ONE STEP AT A TIME BETWEEN A NEW TOUGHT AND ITS RELATIVE PRATICAL PART, TO REALLY LET MY TOUGHTS FLOW WELL WITH WHAT IS POSSIBLE AND WHAT IS NOT. I ALWAYS FOUND THAT FORCING A PLEASING ESTHETIC|IMAGE WITHOUT A CONCEPT IS POINTLESS AS KEEPING A GOOD CONCEPT ONLY AS AN ABSTRACTION, THESE THINGS MAKES YOU WASTE TIME AND GOOD POSSIBILITIES, CREATING ONLY DELUSIONAL TOUGHTS. OUTSIDE OF THE GRAPHIC FIELD I DESIGNED CHAIRS, LIBRARIES, INTERIORS OF APARTMENTS, HOTELS AND CHURCHES, TRYING ALWAYS MY HAND IN NEW TECHNIQUES AND STYLES, IN EVERY PROJECT I DO, BOTH THE MATERIAL PART AND THE IDEA PLAY A VERY IMPORTANT ROLE, GIVING ME THE CAPABILITY TO PLAY WITHIN THE CARATERISTICS OF WHAT ALREADY EXISTS, AND WHAT ITS ONLY IN MY HEAD, TO BRING SOMETHING MINE AND AT THE SAME TIME CONTINUE THE LEGACY OF THE PROFESSION. MY TEACHERS CHANGED OVER THE YEARS, BUT I DEFENETLY REMEMER EVERY MOMENT OF EVERY PHASE, STARTING WITH HERB LUBALIN, AND PASSING THROUGH A.G. FRONZONI, BOB NOORDA AND MANY OTHER RELEVANT DESIGNERS AND NOT JUST DESIGNERS, LIKE DONALD JUDD, KAZIMIR MALEVIČ, PIET MONDRIAN AND RICHARD SERRA.

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