



# Isabella Vecchi

born: Milan, 1996

My name is Isabella and I'm a multidisciplinary designer from Milan, now based in London, currently studying Design for Art Direction at the University of the Arts London (UAL), where I'm enrolled as a third year student.

## Contacts:

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instagram: [@isabellavx](https://www.instagram.com/isabellavx)

My main areas of interest are graphic design, fashion and photography; but I'm always in the process of learning something new, in a constant experimentation that over the years has led to teaching myself how to 3D print, make 3D models, do basic animations, screen print on paper and textiles, and more.

I like to think of myself as a friendly yet professional person, always ready to work on something new and excited for new ideas, enjoying working both on my own and in teams. I'm always seeking new collaborations and working on side projects, to exchange ideas with fellow creatives and make new experiences.

My work is focused on research-informed image and idea generating, and takes the shape of printed and digital publications, moving image, photographic pieces, printed textiles and more; in the next few pages I will be showcasing some examples of projects I've been working on recently, in order to introduce my practice.

## Education:

*BA (Hons) Design for Art Direction*  
LCC, University of the Arts London (2015-2018)

## Work experiences:

*Wep Ambassador*

Wep (World Education Program), Milan  
(2014-2015)

*Beauty consultant/Make up artist*

Beauty Consultants Bureau, Selfridges, London  
(11/2016 - Present)

*Student Ambassador*

UAL, London College of Communication, London  
(12/2016 - Present)

*Intern/Assistant*

Luca Finotti Studio  
(November 2017)

## Shows/Exhibitions:

*(Not Quite) The Biennale*

Group Show, Copeland Gallery, London (May 2016)

*Loading*

Group Show, Copeland Gallery, London (May 2017)

*Giardino dei Visionari's Design week show*

Solo installation, Milan's Fuorisalone - Design Week,  
Giardino dei Visionari, Milan (April 2018)



# Blue

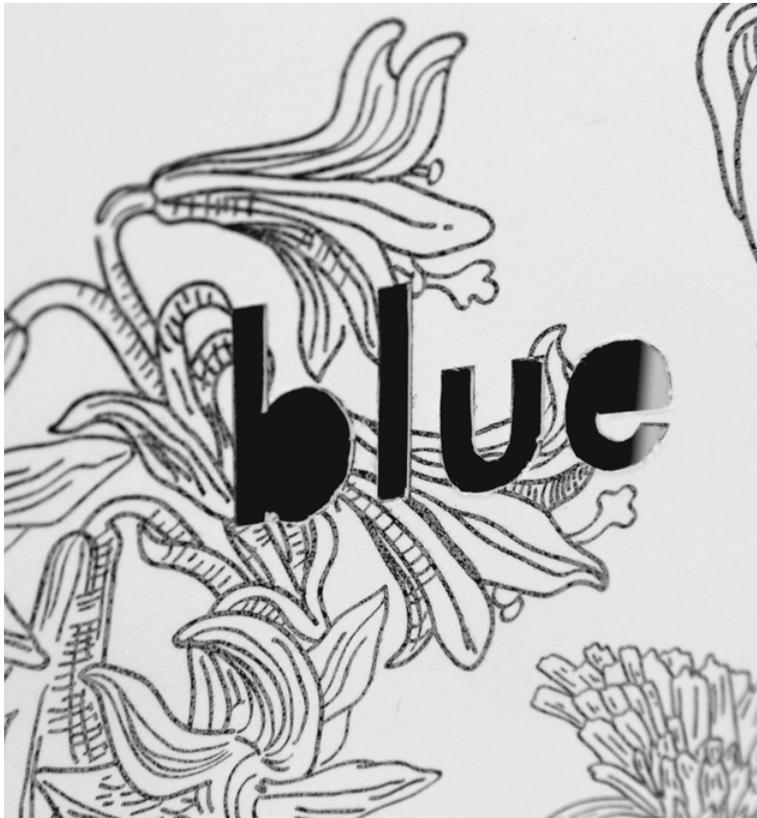
art direction  
photography  
graphic design  
illustration



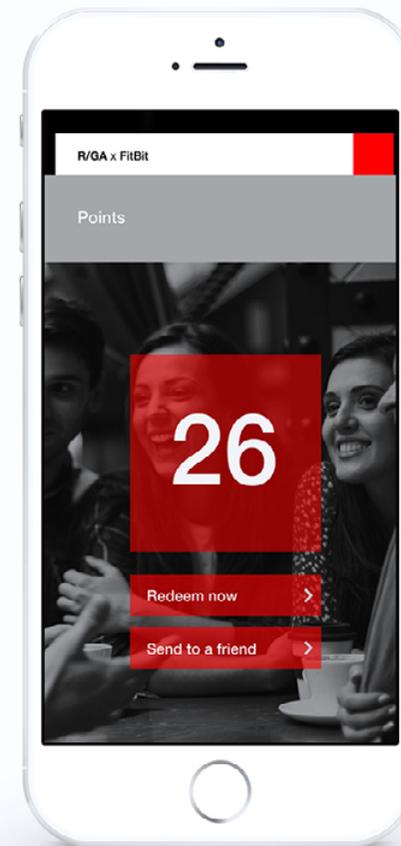
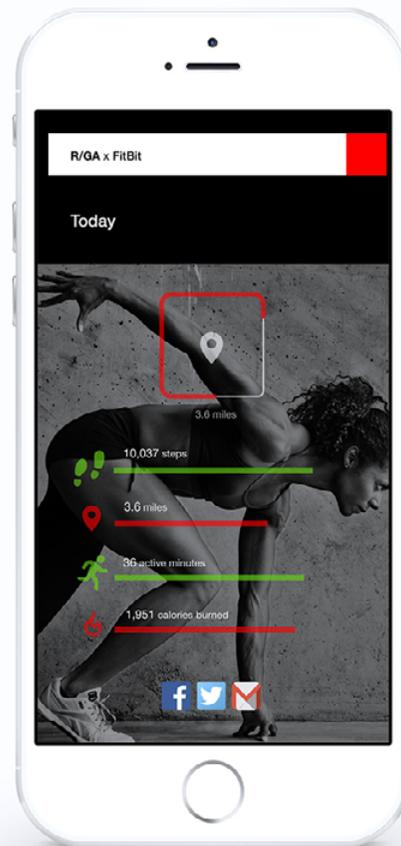
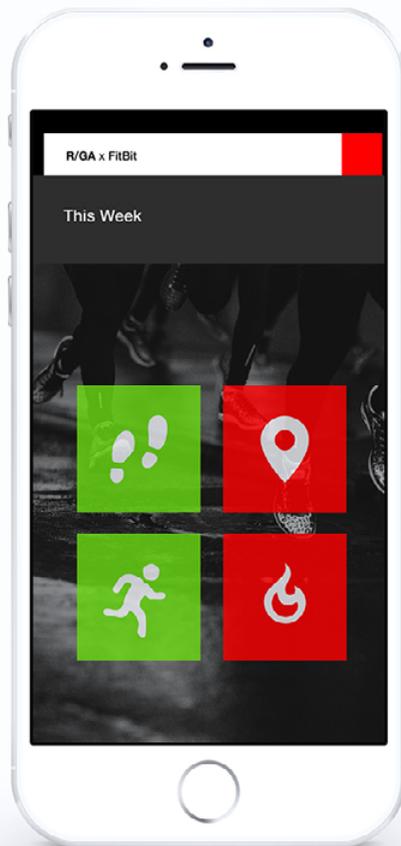
Blue is the 40 pages long, coptic bound magazine which was the final result of a collaboration with another art direction student. It was created based on the concept of time as automation, with the time on the clock being simultaneously a topic for its articles and its narrative medium. I worked on the project as a director by commissioning its content, as an illustrator, as a photographer and a graphic designer.



Meant to be read during specific times of the day, Blue's chapters are individually coptic bound and divided in *morning*, *afternoon*, *evening* and *night*. Individual pages follow the time on the clock being numbered from 8 am to midnight.



In the details you can see the coptic binding and my illustrations on the cover, which I drew using a Wacom tablet and Illustrator.

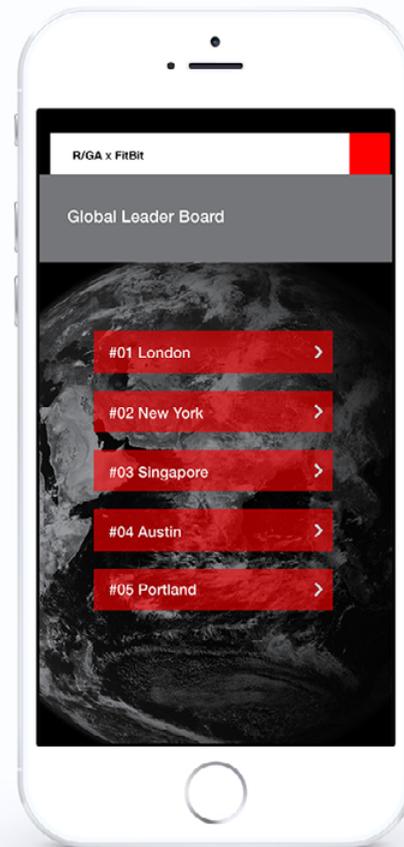
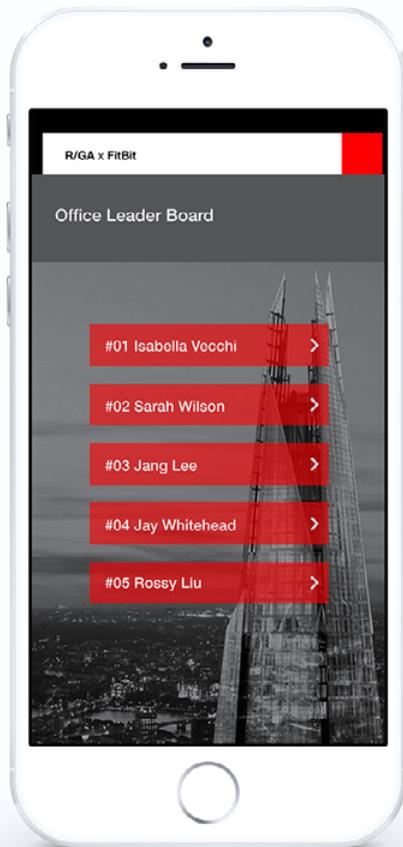


## R/GAxFitBit

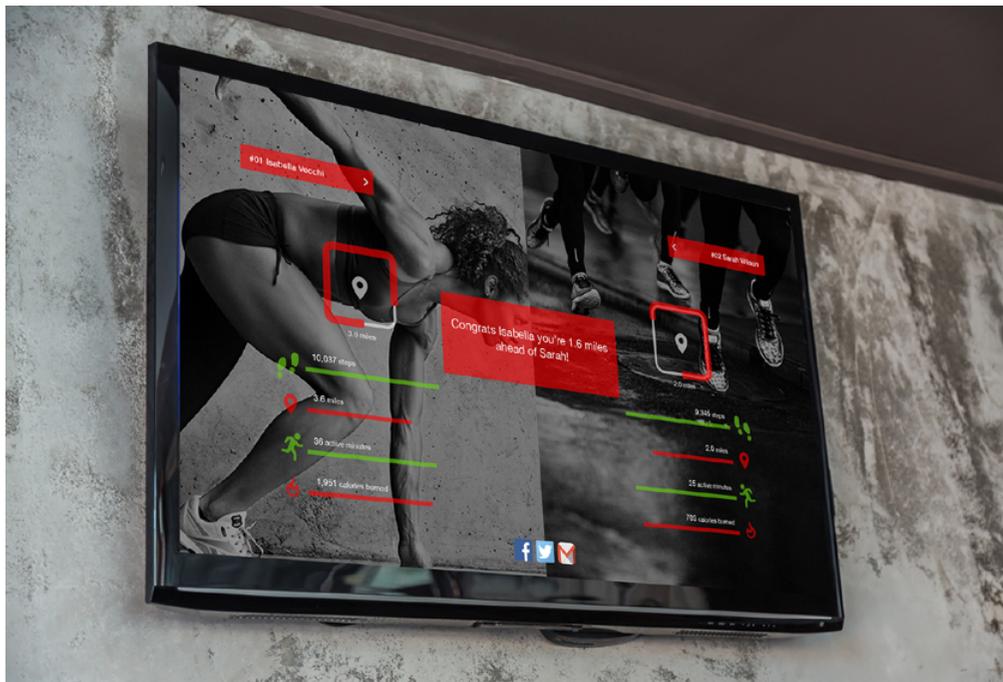
art direction  
app design  
branding

This project is the outcome of a collaboration between London College of Communication and London's branch of the creative agency R/GA, which launched a competition for LCC students aimed at the exploration of the emerging field of connected spaces.

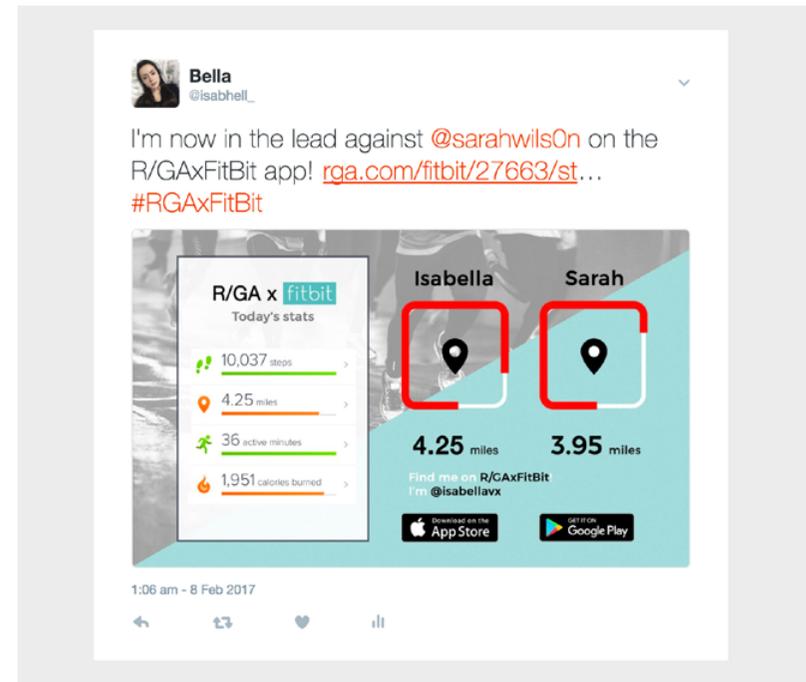
I worked on this project along with three graphic designers, responding to the brief's request to find a solution to make the space in R/GA's office more connected and engaging, using the technology they already disposed of.



Along with my team, we decided to design an extension for the already existing (but mostly unused) R/GA app, which could fill the gap between physical and virtual space, encouraging people to connect with technology and each other. R/GAxFitBit is a challenge-based platform that collects data from fitness tracking devices and converts it in points, allowing the users to challenge themselves and each other through friendly competition.

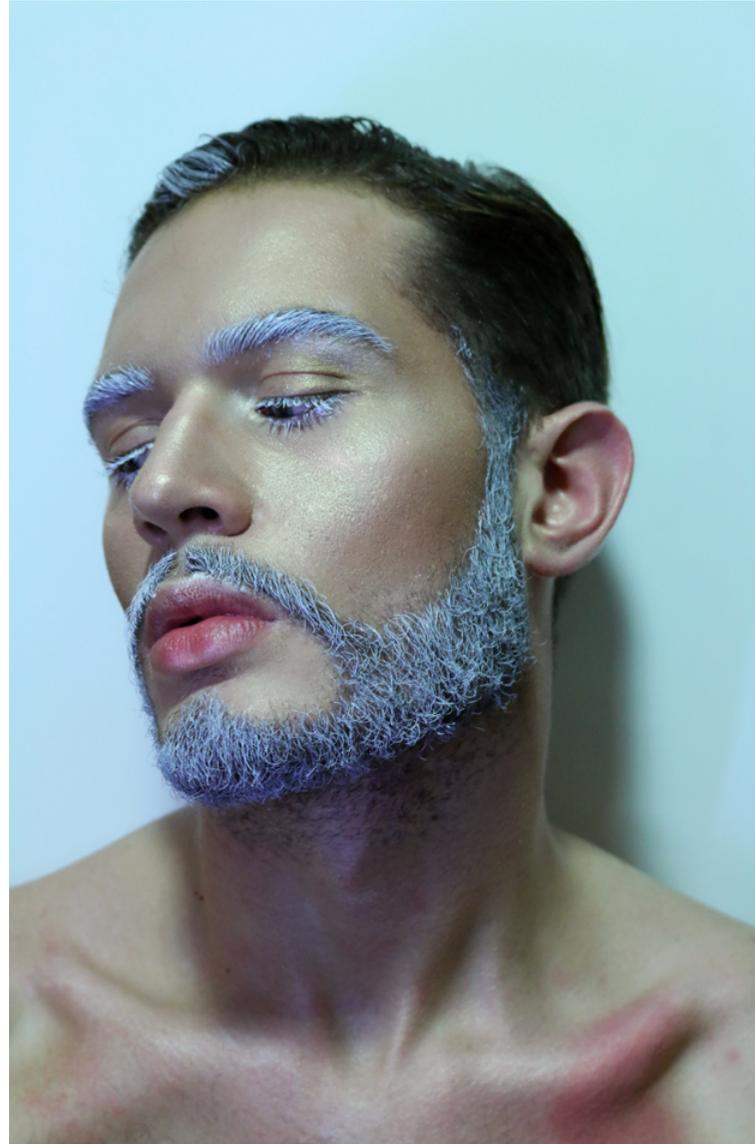


Above, an mock up of the office leaderboard on one of the many screens in the office, and how sharing progress on social media would look like.

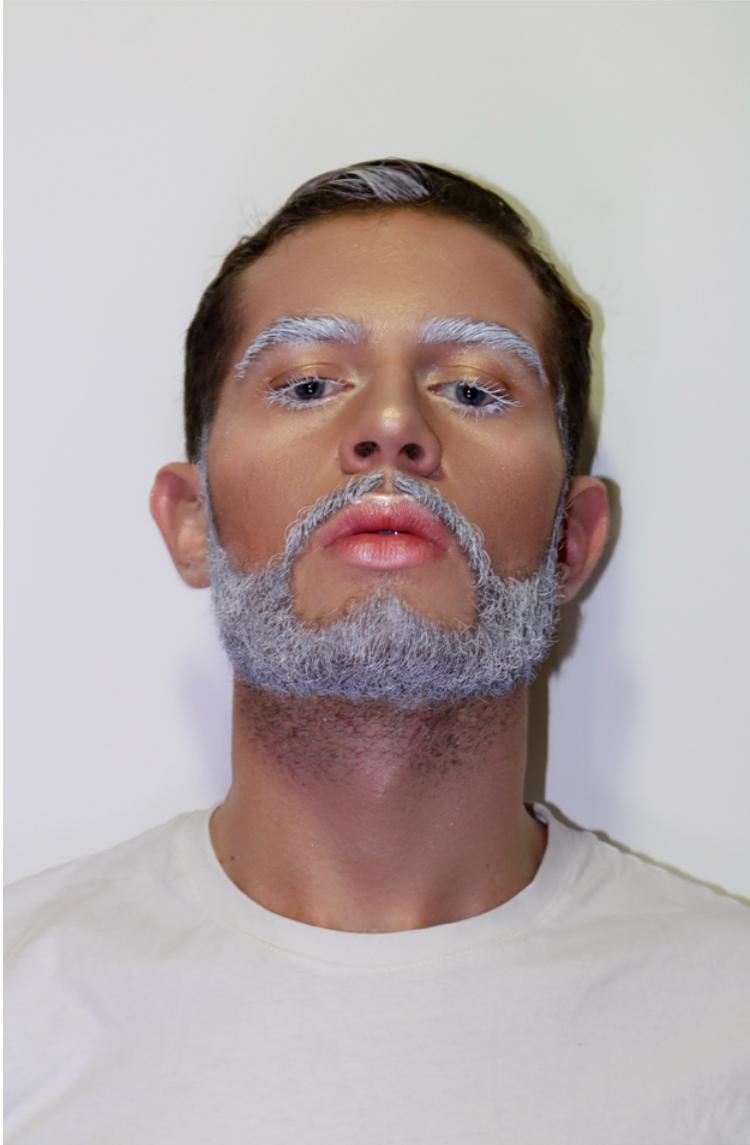


# Skin

art direction  
photography  
styling



“Skin” was a spare-of-the-moment project; a spontaneous photoshoot that I improvised in my flat kitchen with no professional lighting or equipment, as an editorial for Blue. The intention was to portray a human android, on the edge between being a person and a flawless, futuristic robot.









## Screen printing

illustration  
screenprinting



A snapshot of some of my prints on cotton. I enjoy working with illustration and textile screen printing, and last term in what started as a side project, I worked on a series for which I drew and printed nicely dressed strangers that caught my attention on the street. In this case, it's an unknown kid I spotted on the tube reading a newspaper and wearing a long white tunic along with jeans and trainers.

# Virtual magazine: The Unpretentious

art direction / photography / graphic design  
web design / set design

Eventually, through a playful process of experimentation, the prints that I introduced in the previous page unexpectedly evolved into the creation of a fictional fashion magazine. My initial plan was to find a fashion student which I could collaborate with to create a collection, but when I didn't find one I decided to make use of them differently. Playing with the theme of the digital and the fake, I worked on a photoshoot with the intention of digitally dressing the model with the prints, drawing on him intentionally fake-looking clothes which, paired with a digital set created through a collaboration with the set designer Francesca D'Alessio,

placed the model in a luxurious, alternative virtual reality. Following from there, I decided to use the photoshoot as an editorial and create a digital, fictional fashion magazine with a humorous tone of voice, as the self proclaimed mock up a real magazine. To complement the idea, I collaborated with some more creatives to create fake advertisement and with a shoe designer, while for the articles I decided to copy and paste the text from an online archive that collects spam mail. In the next few pages are some screenshots of the online-accessible magazine, which can be fully read by clicking the image on the right or at <https://unpretentious.hotglue.me/>

## THE UNPRETENTIOUS FAIR THE AVERAGE ISSUE

ON THIS MONTH'S ISSUE:  
BEAUTY, FASHION AND YOUR  
MEDIocre ART SCHOOL PROJECTS

IT'S A STYLE CHOICHE,  
I'M GOING FOR  
A SOPHISTICATED  
PASTEL-TRASH  
AESTHETIC

101 on how to convince people that  
the unexcusable ugliness of your  
latest piece of work was cleverly

HOW TO DO  
A FASHION  
SHOOT WITH NO  
CLOTHES  
NO LOCATION  
AND NO TIME

Jokes on me I actually had to  
figure out how to do this one

EXCLUSIVE!  
How to photoshop your shit together  
with the new advanced stamp tool

AVANT-GARDE,  
CONCEPTUAL  
MAKE UP OR JUST  
SOME RANDOM  
LINES ON THE  
MODEL'S FACE?

Can you tell the difference?  
Take the quiz.

EDITING THE  
SHIT OUT OF  
YOUR PICTURES  
AND SLAPPING  
IN SOME  
CONFUSING  
BACKGROUND  
GRPHICS

And ten more creative  
ways to hide bad lighting  
and ugly background

INCLUDES A FREE GUIDE ON TRICKING YOUR NON-  
DESIGNER FRIENDS INTO THINKING THAT HOTGLUE  
IS A PROFESSIONAL WEBSITE THAT DEFINITELY  
REQUIRES KNOWING HOW TO CODE



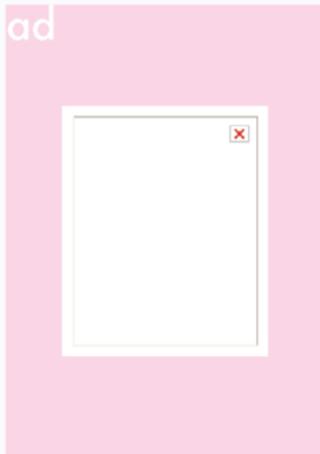
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Sat, 13 Dec 1997 16:47:47 -0600  
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Subject: HOT STOCKS: Give yourself a XMas Present!!!  
Message-ID: <>  
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Subject: Pay Off Your Debts !!  
Return-Path: 65366336@moneymakers.com  
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Subject: Make \$2,000 - \$5,000 per week -NOT MLM  
Message-ID: <199746522791.FB803720@moneymakers.com>  
Reply-To: ShowYouTheMoney@MoneyMakers.com  
X-PMFLAGS: 128 0  
X-UIDL: 64827751009732159745119985624733  
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by islamabad.shell1.comsats.net.pk (8.8.5/8.8.5) with SMTP id DAA02166;  
Sun, 14 Dec 1997 03:53:25 +0500  
Date: Sun, 14 Dec 1997 03:53:25 +0500  
To: Hello@bingo.edu  
From: Hello@bingo.edu (Fitness Co.)  
Comments: Authenticated sender is <Hello@bingo.edu>  
Reply-to: Hello@juno.com  
Subject: -SAVE UP TO 70% ON FITNESS ITEMS!!!  
Message-Id: 199712134333AAA4972@post.comsats.net.pk  
Return-Path: southern@simplyads.com  
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First spread of the editorial, featuring the model wearing my non-existent clothes.





## We Do All The Work And You Collect All The Cash

That is why my dream (and that of many others) is that, from today on, we can all learn and abide by his teachings, and consider him as what he truly was: the greatest thinker of the 20th century.

Wed, 17 Dec 1997 17:04:26 -0500  
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Date: Wed, 17 Dec 97 13:45:27 EST  
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Message-ID: <0V73447V912@mail.san.rr.com>

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Return-Path: wuy@oulu.fi  
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To: wuy@oulu.fi

Comments: Authenticated sender is <wuy@

One of the articles, featuring text borrowed from a spam mail online archive.



# Irreversible

video editing  
animation  
web design

Irreversible is an experimental film born as a collaboration with five photographers. Our aim was to question man's impulsive obsession with destruction, by producing an conceptual piece of work that generated a new narrative around the bombing of Hiroshima. Film available at: <https://papercrane.hotglue.me/> (animations on the website also realised by me using photoshop)

Not The Best George is a photoshoot I worked on for my good friend George Boyle, a talented fashion designer studying at LCF. For his second year's final collection, he played with the concepts of sexuality, gender roles and masculinity, by designing a unique collection that is halfway in between sportswear and drag.

## Photoshoot: Not The Best George

direction  
phtography  
photo editing









# 1016

art direction  
3D modelling  
3D printing  
styling



The project I'm currently working on is focused on the production of promotional visuals for a brand of my creation. Though the production of non-functional objects such as 3D printed sunglasses, "1016" disrupts the normal narrative usually associated with fashion brands.



# Thanks!

Thanks for reading, I hope you liked looking at my work as much as I enjoyed working on it.

x  
Isabella

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