

FOROSTUDIO

forostudio.com

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FORO Studio deals with **art direction, branding, interior design, event and set up**, working alongside companies to create unique, vibrant projects focused on the client brand. Operating as a **full-service agency**, FORO Studio offers services that help each brand to tell their peculiarities through strategic, targeted and personalized interventions.

AWARDS



Big See Award 2019
Winner



iF Design Award 2019
Winner



German Design Award 2019
Winner



Archilovers
Best Project 2018



Milano Design Award
Nominee 2017



Interieur Awards
Honorable Mention 2016

ART DIRECTION

The image has a fundamental role in defining a clear identity and coherent communication. FORO Studio manages the artistic direction, both in terms of image and product, focusing on the needs of its customers as well as the final audience.

Trend research and strategy

Target and competitor analysis

Concept development

Communication strategy

Communication planning

Development and production

BRANDING

Through the analysis of the brand identity, FORO creates a coordinated image that defines the guidelines for the design of the workspaces and the contract areas.

Brand naming

Logo design

Coordinated image

Company profile and catalogue

Communication guidelines

Packaging & merchandise

DESIGN

Design is the keyword in FORO’s strategy, a team able to carry out projects of interior, exhibition, product and much more. We develop ad hoc projects, from art direction to production, with always innovative solutions.

Location inspection

Concept development

Exhibition design

Research and work direction

EVENT & SET UP

The planning of events and the spaces dedicated to them is one of the strengths of FORO Studio. Events are one of the most important communication tools because they establish an emotional connection between the brand and its audience.

Scouting location

Concept design and development

Exhibition design

Model recruitment

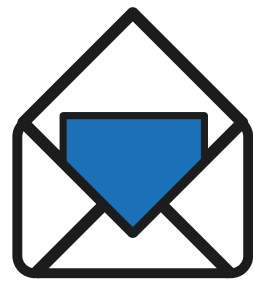
Set up location

Photo and video

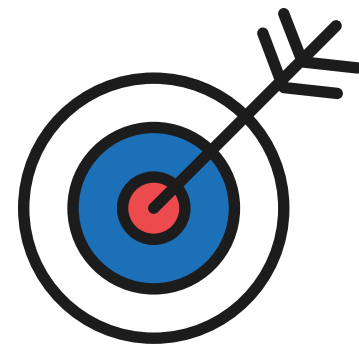
RESULTS

The services offered by FORO Studio operate to obtain consents from your audience **to consolidate the relationship between the consumer and the company**. FORO, as the only coordinator, seeks solutions to the needs of the companies with which it collaborates. In essence, FORO Studio is a **problem solver**.

Our strategy helps you to



send a clear message



confirm the prestige of your
brand on the market



emotionally connect consumers
with a product or a service



motivate the consumer
to make a purchase



increase customer loyalty

We analyze the needs and desires of your customers by integrating the brand's communication strategies in every point of contact with the public. We think of your company as a real person, we define the parameters with which this person must explain **who she is, why she is valuable and what she has to offer**. This way, we identify the right target. For the consumer, the **brand becomes a certainty**: by identifying with it, the consumer creates an emotional connection with the brand.

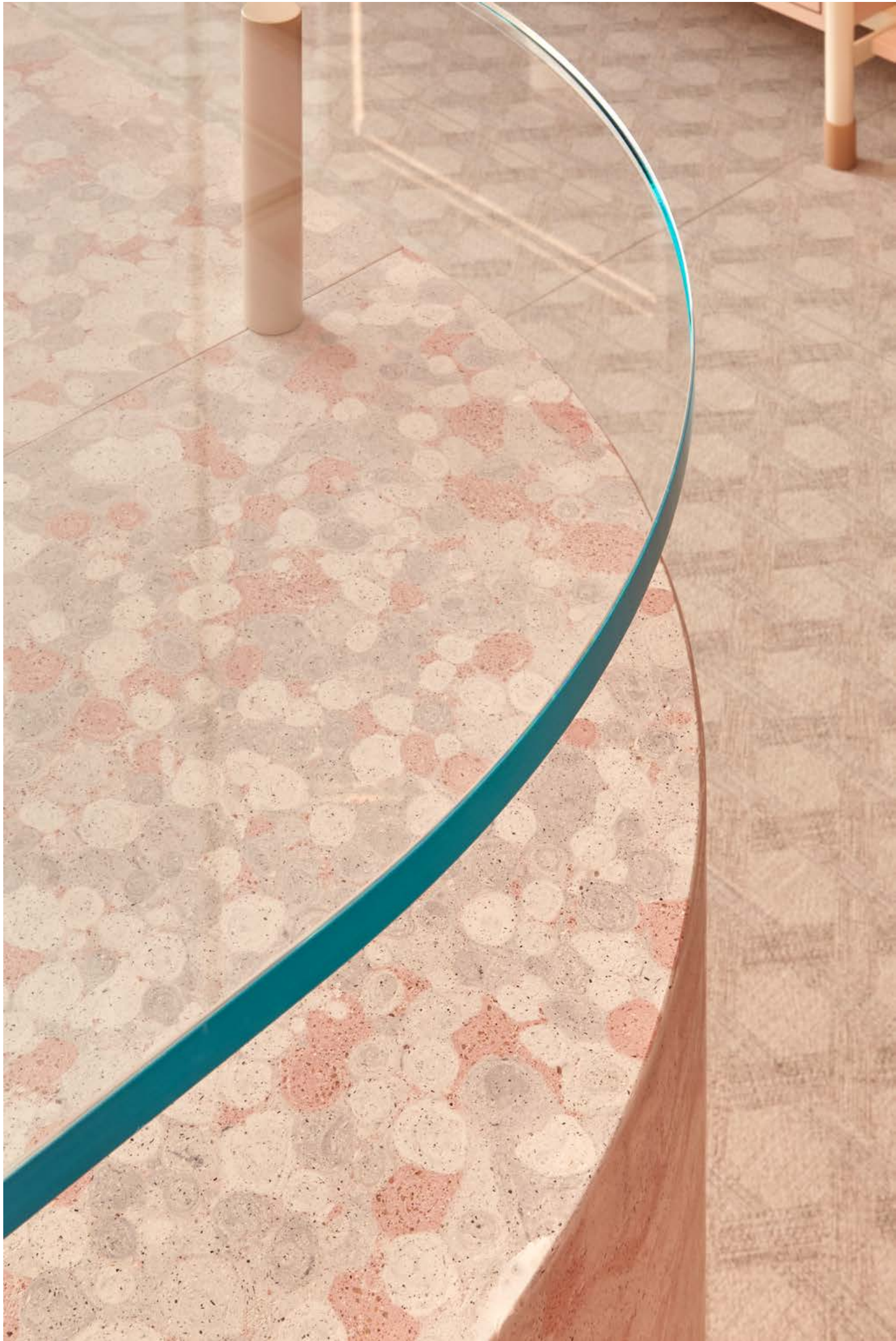
By developing a **strategic marketing** plan we research, define and build your brand, acting as a guide to **understand your business goals and purpose**. The strength of a brand does not count only during the period preceding the purchase: the authority and the reliability of a company must be so precise as to **create a solid bond with customers** and, at the same time, train **loyal employees**. A well-communicated brand gives people something to believe in and support. It helps employees understand the purpose of the company they work for, feeling part of **something meaningful** and not just a cog in the wheel.



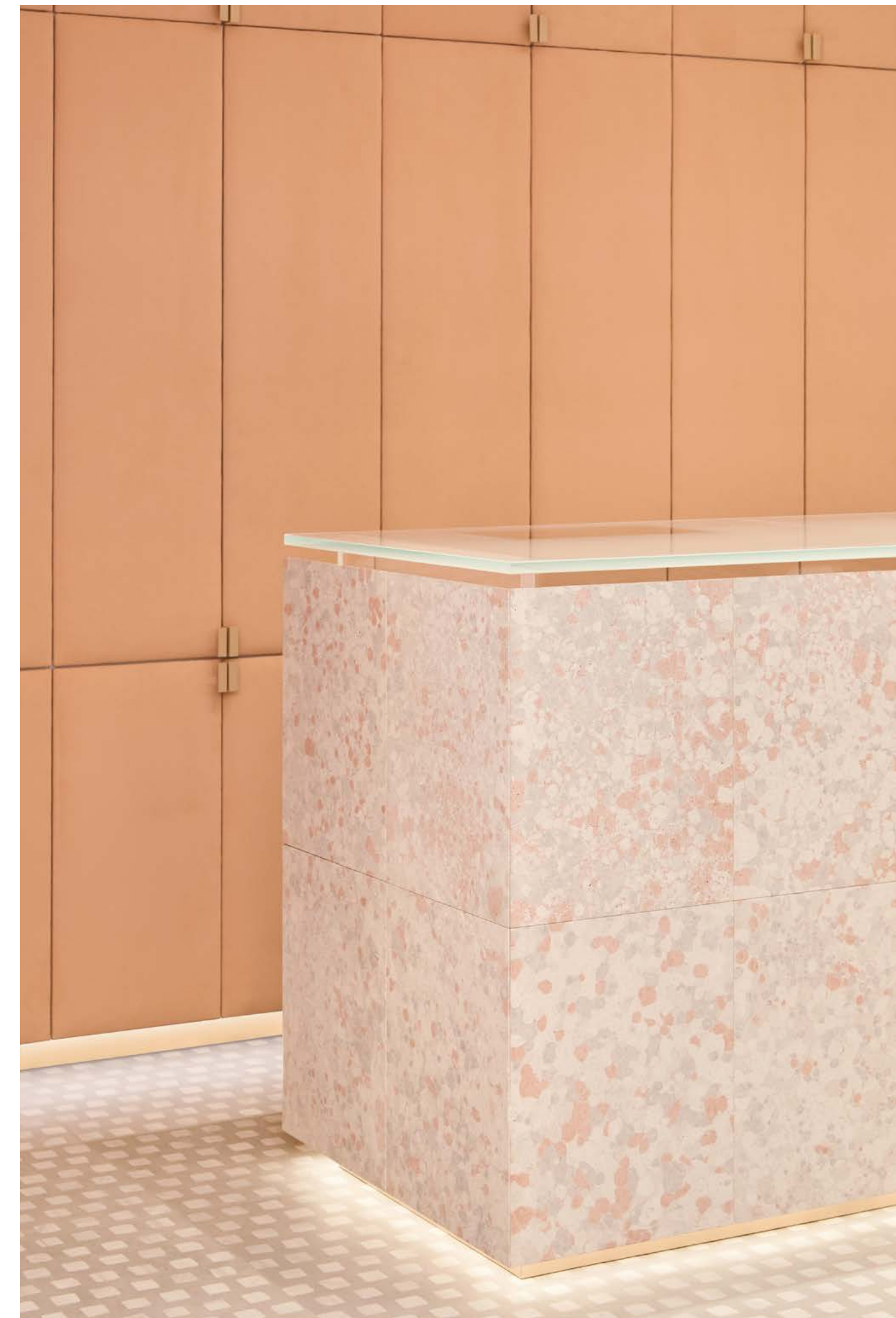
PARAH BOUTIQUES

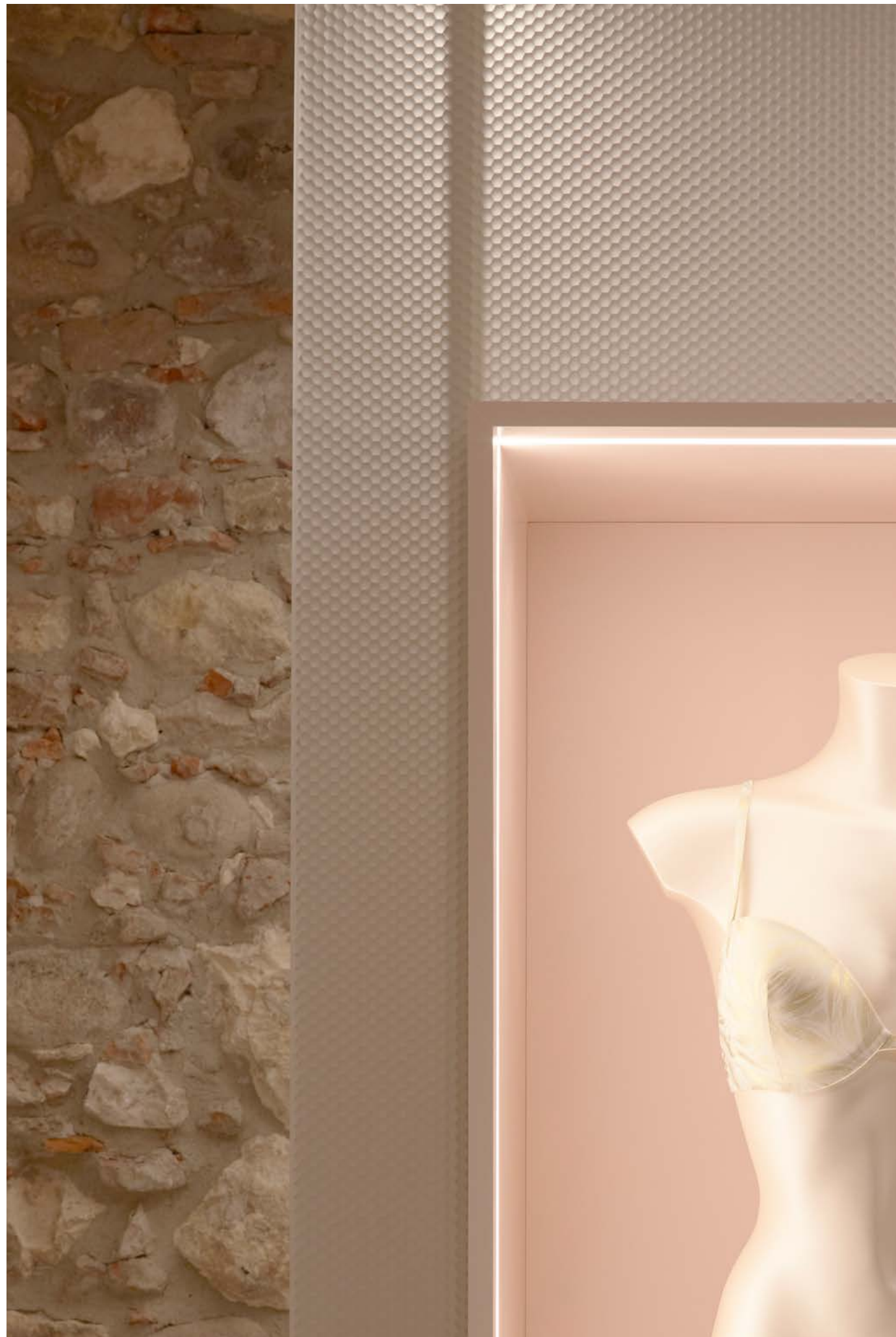


INTERIORS AND ART DIRECTION









LAPPESO



PRODUCT AND EXHIBITION



37

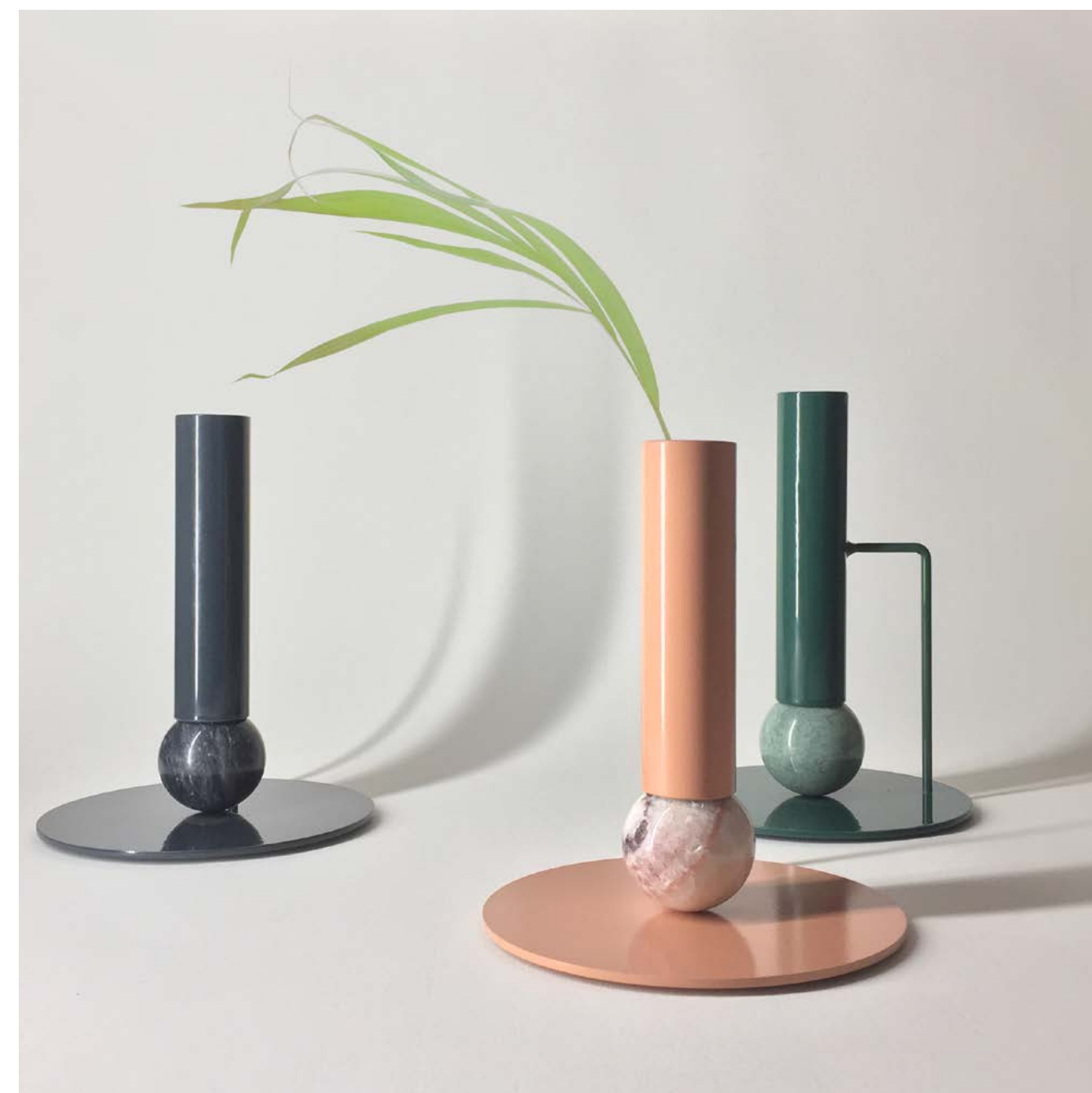
MARYLING



MARYLING

"LAPPESO"
FOROSTUDIO p. MARYLING





ON KITCHEN ISSUE - JUNE 2019

Photo_Beppe Brancato
Styling_Studio Salaris
Magazine_ Living Corriere della Sera



BICE & BERTA



ART DIRECTION, BRANDING AND SHOOTING





FONDAZIONE MAGISTRETTI

EXHIBITION

Cappa / Hood,
"Cina", Schiffini, 1986

Lampada da terra
/ Floor lamp,
"Clitunno", Artemide, 1964

Letto / Bed,
"Tadao", Flou, 1993

Lampada da tavolo
/ Table lamp,
"Melilla", Oluce, 1985

Sedia / Chair,
"Uragano", De Padova, 1992





Di fatto la cottura, la più antica applicazione
rappresenta un'esperienza decisiva nell'evol-
persiero umano, essa è la prima forma di co-
minuziosa della materia (...). E sempre intorno
tocolare primordiale che l'uomo ha scoperto
sentimento rassicurante dei legami istituiti
della pratica del pasto in comune (...).

Cooking, the oldest context of fire use, re-
decisive factor in the evolution of human tho-
the first form of detailed knowledge of matter.
Around the primordial hearth, man discovers
reassuring emotion of bonds established be-
human beings in the practice of the shared i-

Catherine Perles

Ma che libro ti consiglia di leggere
per il vostro lavoro? Come un po' come
tattile da riscoprire: "Guerra e Pace".
Loro le aspettative erano quasi libro di
architettura.

Which book would you recommend
for our job? A bit as yet, I suggested:
"War and Peace". They were expecting
something about architecture, of course.
Van Miegheem

"Il carbone è buono quando luccica
come l'argento e tintinna come l'oro".
Detto dei carbonai.

"Coal is good when it glitters like silver
and jingles like gold."
Coalmen's proverb.
Catherine Perles

Second stage: 100°C - 150°C - 200°C
The second stage is the stage of the
carbonization of the coal. The coal is
heated in a closed container, the
temperature is 100°C, 150°C, 200°C.
The coal is heated in a closed container,
the temperature is 100°C, 150°C, 200°C.
The coal is heated in a closed container,
the temperature is 100°C, 150°C, 200°C.





Lev Tolstoj, "Guerra e Pace",
Torino, Utet, 1942.

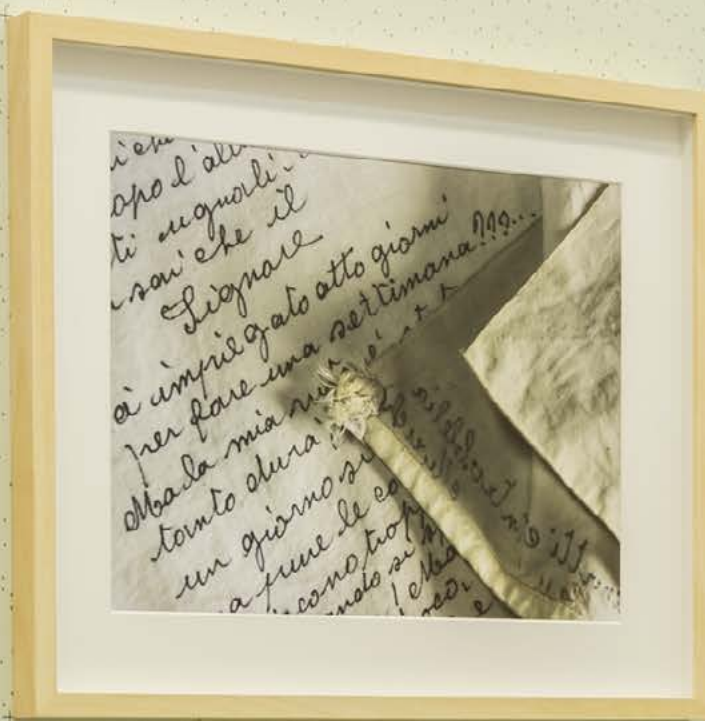


Dormire

Attraversare la notte

Non ha la cucina. Pranza tutti i giorni in una trattoria popolare del quartiere. Per letto ha un semplice materasso e alle pareti della camera corre un filo scoperto di corrente elettrica per riscaldarsi. Per Fernando Melani (1907 -1985), autore del *Pasto di Piero della Francesca*, la casa riduce al minimo le funzioni per diventare un'opera aperta dei suoi esperimenti bio-artistici.

He has no kitchen. He takes his meals at a neighbourhood diner. His bed is simply a mattress, and a bare electrical wire runs over the walls of his bedroom to provide warmth. For Fernando Melani (1907-85), author of *Il Pasto di Piero della Francesca*, the functions of the house are reduced to a minimum to make it an open work of bio-artistic experimentation.



Una notte, Clelia non trova un pezzo di carta in tutta la casa. Di colpo la memoria le restituisce il volto della maestra elementare. "Martini Angiolina raccontava che gli Etruschi avvolgevano le mummie nelle lenzuola". Apre l'armadio e prende un lenzuolo bianco del corredo, di una dote che non serve più. Lo poggia su un cuscino e adagia il cuscino sulle ginocchia. Incolla sulla sinistra la foto del marito, sulla destra la sua e al centro il sacro cuore di Gesù. Di getto incomincia a scrivere la storia della sua vita, solo verità e "Gnanca na busia".

One night Clelia couldn't find a piece of paper anywhere in the house. Suddenly she remembered the face of her teacher in elementary school. "Martini Angiolina told us that the Etruscans wrapped their mummies in bed sheets. She opened a cabinet and took out a white trousseau sheet, from a dowry that was no longer needed. She placed it over a pillow and rested the pillow on her lap. To the left she glued on a photograph of her husband, to the right her own image, and at the centre the Sacred Heart of Jesus. She began to write the story of her life, only the truth, and 'not one single lie'.

Fabio Felicetti



Fernando Melani, "Il pasto di Piero della Francesca", post 1972. Pistoia, Casa-studio Fernando Melani - Comune di Pistoia, inv. 790. Foto di / Photo by Lorenzo Marianeschi.

Patrizia Scarnella, Franco La Cecla, Oriano Modonini, "Dormire", Milano, Electa, 1993.




NEBULONI E.
MADE IN ITALY

NEBULONI E.

—
FAIR DESIGN



NEBULONI
MADE IN ITALY

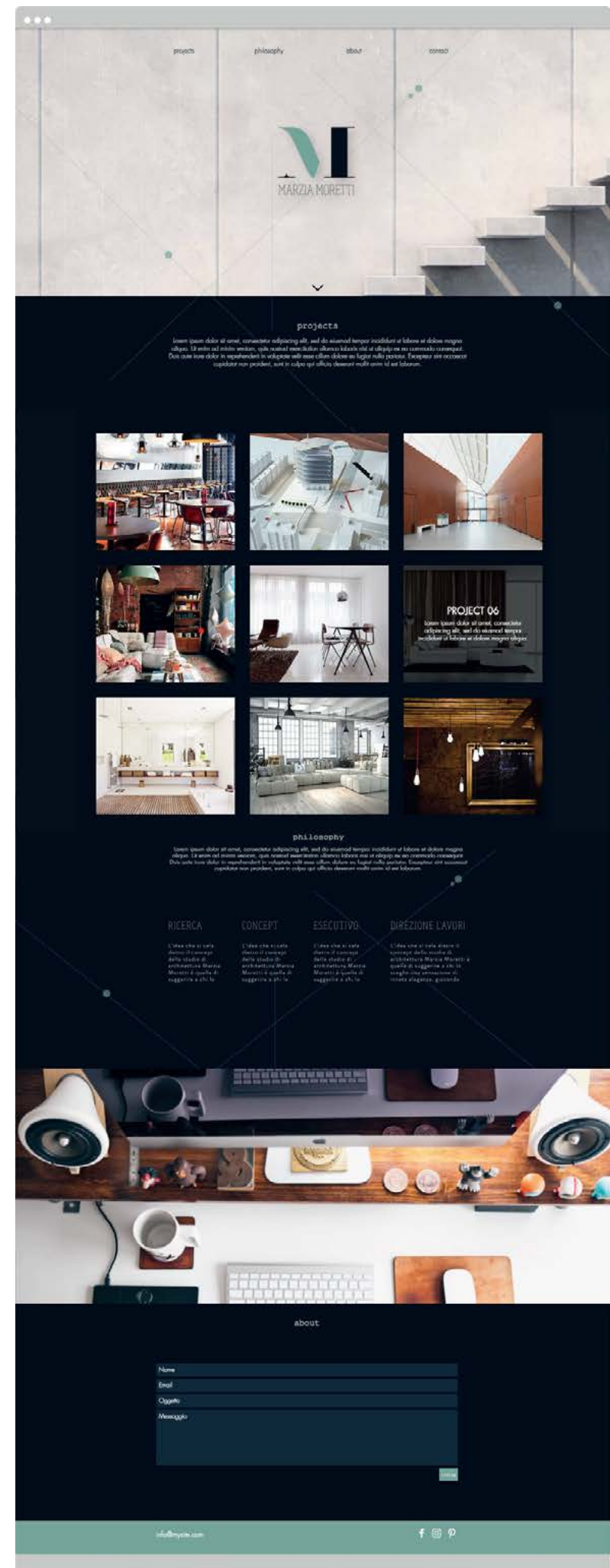
NEBULONI E.
MADE IN ITALY



MORETTI LAB

ART DIRECTION, BRANDING



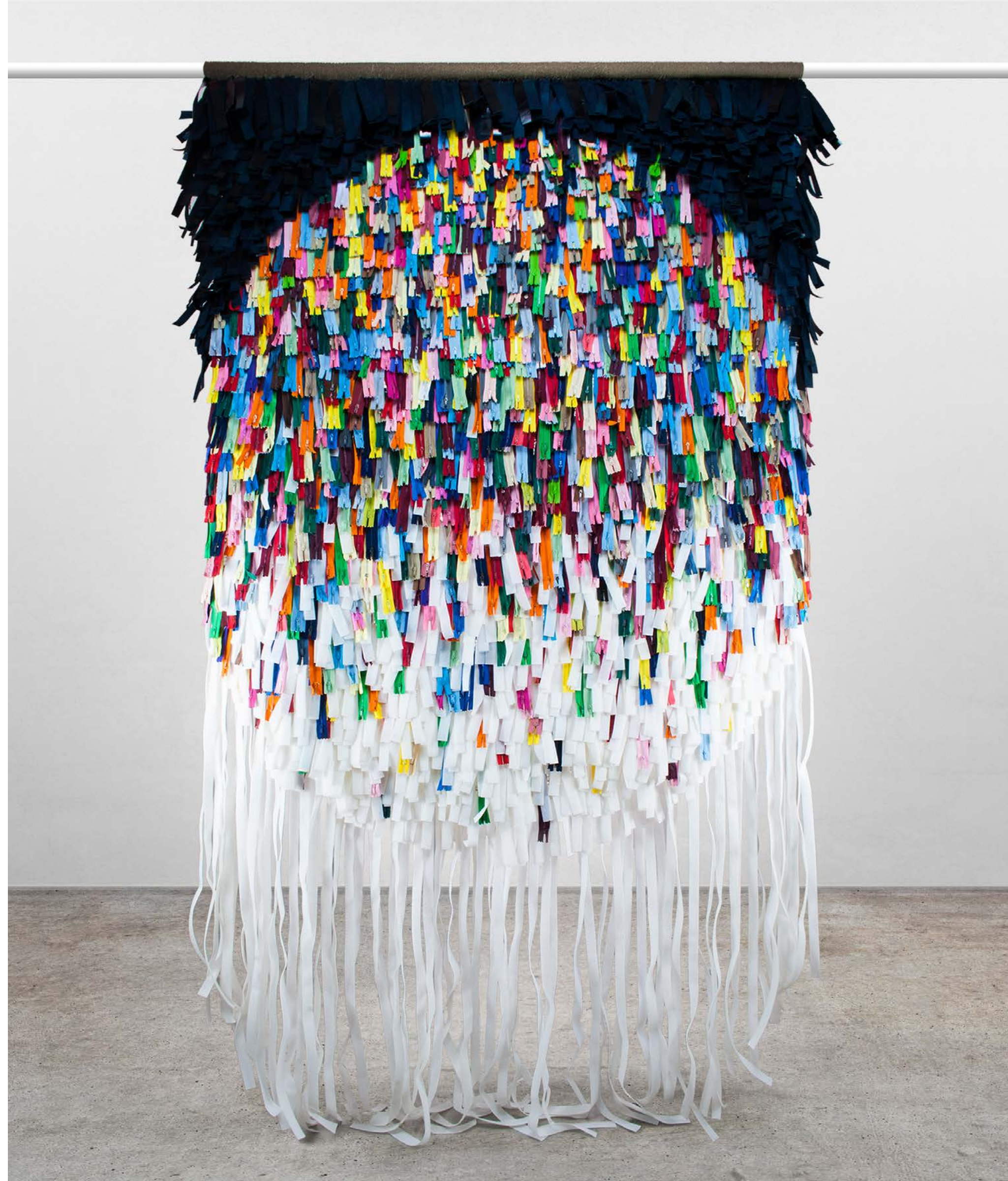


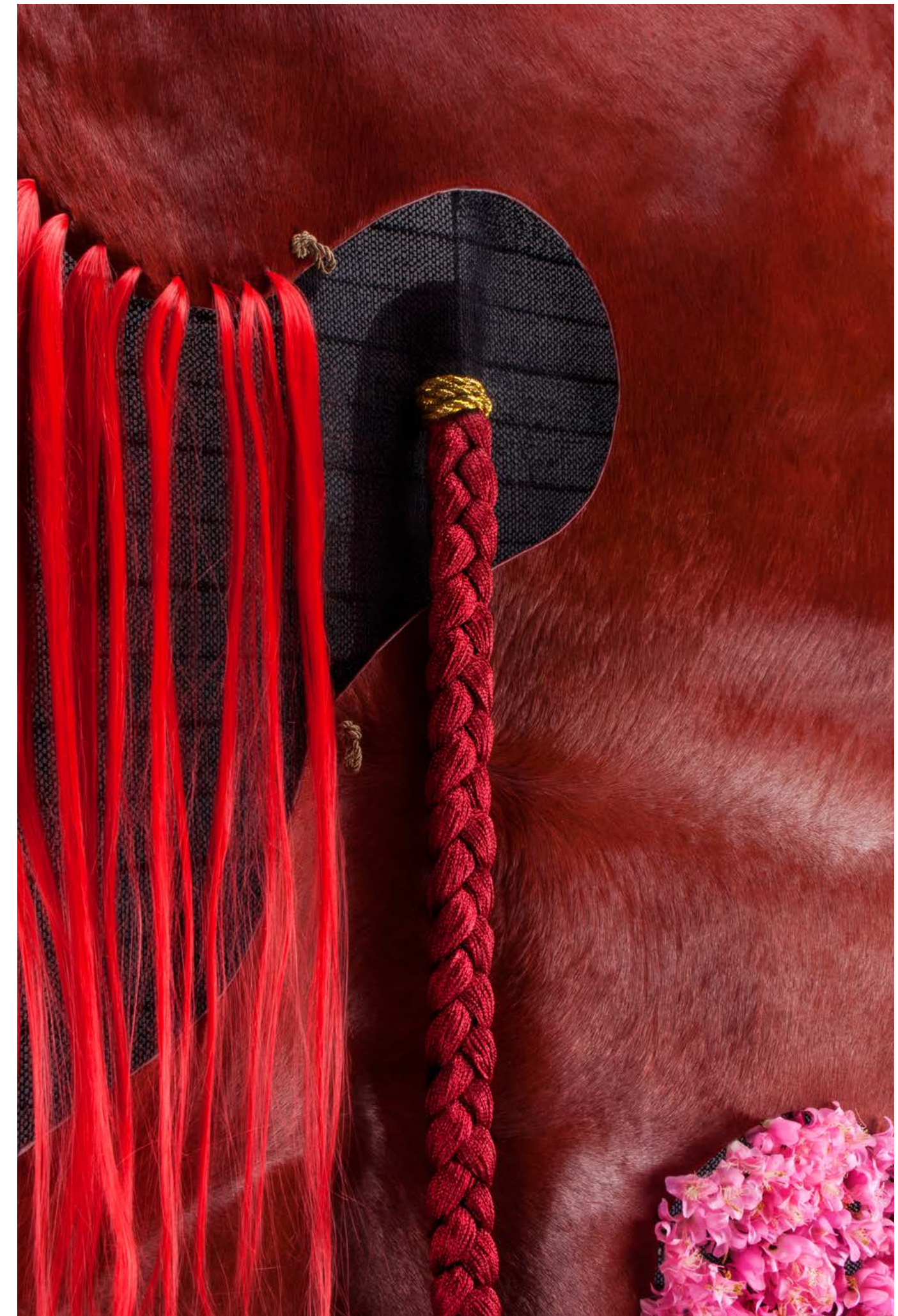


RUG-O-RAMA

PRODUCTS AND EXHIBITION

WITH ALESSANDRO IOVINE



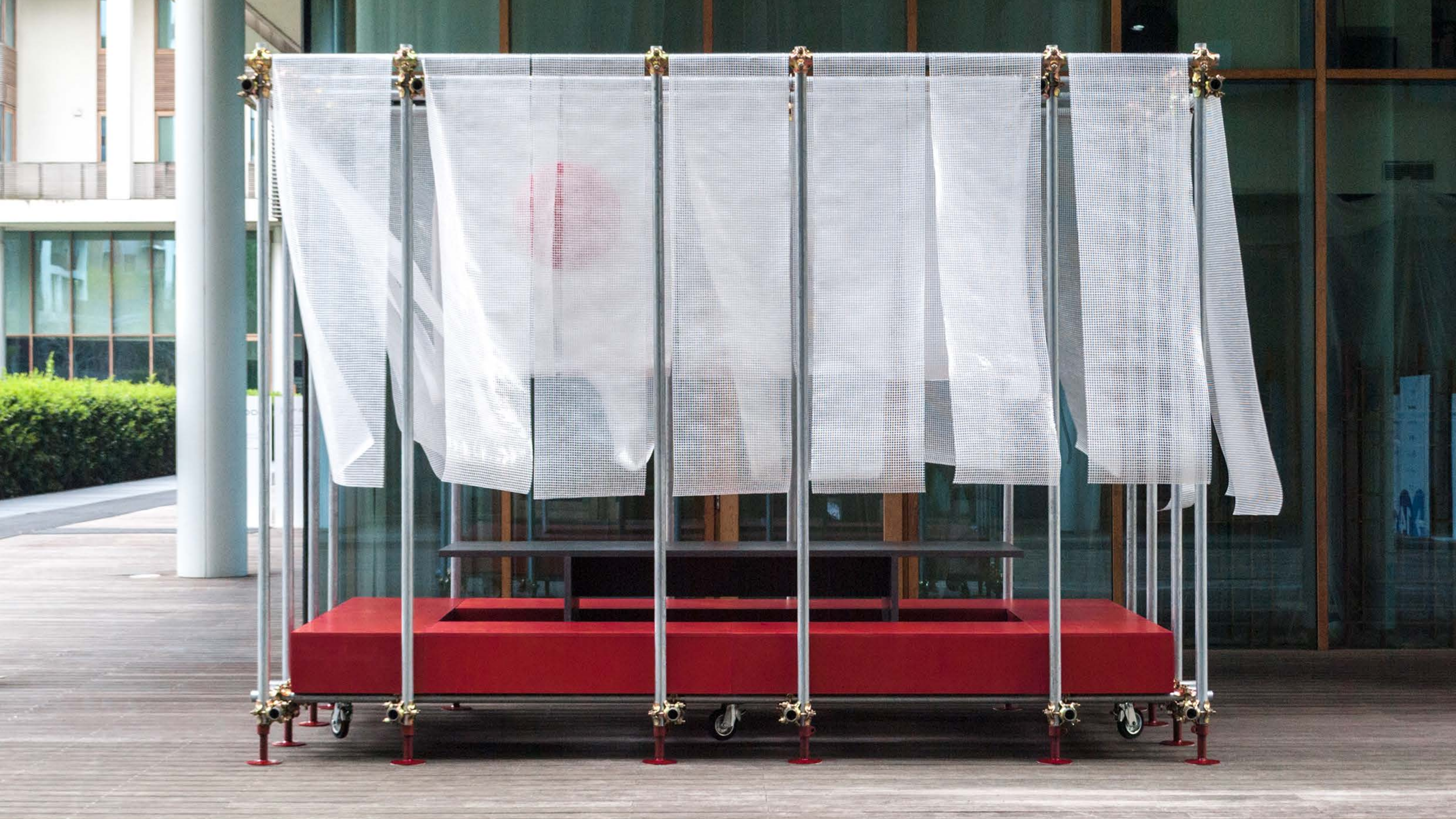


TOMI



PRODUCT AND EXHIBITION







SELECTED CLIENTS

parah

2016
MILANO

OMP

FLAMINGO
CAFE

E/VERISM

vie
ART+DESIGN

Milano
Comune
di Milano
Cultura



NABA MILANO
NUOVA ACCADEMIA DI BELLE ARTI

Tognana
la tua idea di casa

terraneo
SMART ITALIAN STYLE

WESTWING
HOME AND LIVING

NEBULONI E
MILANO

POLITECNICO
MILANO 1863

SAVMAURI
CUCINA DI FILIERA

OmnicomMediaGroup

TECHNICAL PARTNERS

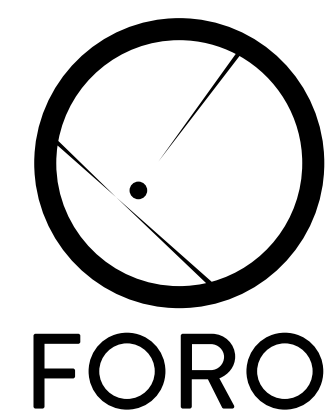
FORO has a **solid network** of professionals in the field of **marketing** and **communication**, both online and offline. This network produces wide-ranging projects, allowing to have a single interlocutor during the entire creative process.

FORO Studio is supported by its partners in the following activities:

STRATEGY:	Insight	Consulting	Media planning
	Consumer Insights Trend research e strategy Target e competitor analysis	Brand Vision Brand Positioning Brand Architecture Partnerships Retail Strategy	Campaign Strategy Channel & Media Strategy Paid Media Strategy Customer Experience

TALENT:	Talent strategy	Talent engagement
	Community Curation Talent Endorsements Influencer Marketing	Casting Event Entertainment Product Seeding





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