

Alessandra Loreti

Illustrator

Location: Italy > Emilia-Romagna > Bologna
Website: https://alessandraloreti.it

Years of Experience: 5-10
Employment Search: No
Internships Available: No

Showcase description

WHAT CAN I DO FOR YOUR COMPANY? I create illustrated projects for companies and, more generally, creative projects to promote products and services. I specialize in helping companies communicate their professional identity through imagery, focusing on the emotional impact of illustrated communication. I offer companies I collaborate with illustrations and graphics for new and original projects that effectively express and communicate their identity. Specifically, I create illustrations for: Advertising campaigns Websites Social media channels ? with the possibility of structuring illustrated columns to engage their community Educational projects Â¨ ART AND EDUCATION Â¨ I utilize illustration as a tool to highlight specific topics, such as showcasing Italian treasures (parks, castles, towns, etc.) and their history. I have also created illustrated projects for educational purposes, helping people in their learning journey, including a project dedicated to Dante's Divine Comedy. I collaborated with Rocchetta Mattei and the municipality of Grizzana Morandi on a project that portrayed the castle with an educational component for schools. Additionally, I collaborated with the municipality of Monreale on a project dedicated to Sarina Ingrassia. SOMETHING ABOUT ME Graphic designer, illustrator, passionate about the world of art and communication. Â¨ In 2012, I created La Fabbrica dei Sogni, a website that offers resources for anyone interested in entering the world of drawing. B I developed the smile book for Cioè magazine (Panini), collaborated on a publication by IED on quarantine, and participated in the Vittorio Sgarbi Award in 2021. Ã In 2021, during the quarantine, I had the pleasure of collaborating with IKEA on an illustrated project that aimed to depict the life of families within their homes. ? Also in 2021, I collaborated as an illustrator with the online magazine GreenMe. Ã° In 2022, I initiated a collaboration with Rocchetta Mattei, which hosted my first solo exhibition. In the same year, we created a workshop for children in the third, fourth, and fifth grades of elementary schools. The aim of the project is to provide creative tools to facilitate their learning journey. P Recently, I illustrated the visual for the new print campaign of PERE IGP (Protected Geographical Indication Pears).

Advertising





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