



FORO STUDIO

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



iF Design Award 2023
Winner



Big See Award 2021
Winner



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

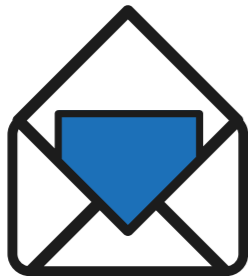
Photo and video

RESULTS

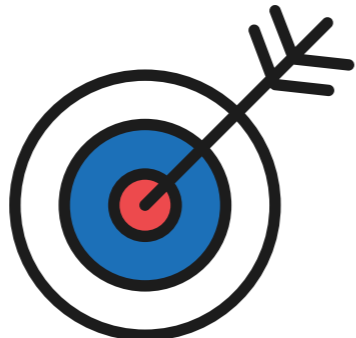
The services offered by FORO Studio operate to obtain consents from your audience **to consolidate the relationship between the consumer and the company**. FORO, as the only coordinator, seeks solutions to the needs of the companies with which it collaborates.

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.



BALLARD & FANT

Viale Piave 6, Milano

A new and unusual venue focusing on beauty and hedonism. Ballard & Fant is a new reality driven by the creative flair of the Milanese studio that took care of the branding and architecture.

Ballard & Fant is a beauty bar addressing a high-profile public eager to take care of their well-being and image. It is a beauty centre that, besides exclusive professional beauty services focused on face, hands and feet care, offers a cocktail bar and cafeteria service through an integrated area.

As for the experience, the concept target the agender lifestyle, addressing those who wish to invest time in their well-being in a 'slow' dimension that escapes the chaotic metropolitan context.

For this project, FORO Studio handled:

ART DIRECTION
BRAND IDENTITY
DESIGN CONCEPT
DESIGN EXECUTIVE
CONTENT DEVELOPMENT

photo credit: Francesco Romeo



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PARAH BOUTIQUE

-
Via Oberdan 14, Verona
Piazzetta Tonini, Forte dei Marmi

The concept for the new Parah boutiques – designed by FORO Studio as art director of the brand – is related to the international fashion allure. The project focuses on the identity of the client, such as exclusivity, luxury, femininity and glamour.

Contemporary is the main theme of the space, and furniture and accessories underline the up to date being of the brand. The starting point of the concept is to play with contrasts: each cold material counterposes with a cold material.

The colour palette, materials and custom furniture system creates a sophisticated and welcoming allure, which is suitable for contemporary customer experience.

For this project, FORO Studio handled:

ART DIRECTION

DESIGN CONCEPT

DESIGN EXECUTIVE

photo credit: Francesco Romeo



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FUEGUIA 1833

87-135 Brompton Rd, London SW1X 7XL, UK

Exclusively designed for the London outpost of Fueguia 1833, the display units for which FORO Studio was responsible for the executive design, distinguish the brand's corner inside the Salon de Parfums, on the sixth floor of the famous Harrods department store.

The absolute leading element of the furnishings and space is American walnut, an essence that contributes to creating a sophisticatedly welcoming mood. The furnishings are dominated by clean shapes and clean lines and highlight the fragrances through careful design of the integrated light sources which - thanks to the mirrored backdrop - create a virtuous play of chiaroscuro.

For this project, FORO Studio handled:

DESIGN DEVELOPMENT
UX STRATEGIES



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NORMAL THINGS, LIVING WITH VICO MAGISTRETTI

Fondazione Magistretti, Milano

“The object belongs to its life,” Vico Magistretti said.

What is the life of beds, kitchens, chairs and lamps? We shape their existence. The products designed by Magistretti for the partner companies of the Foundation are thus accompanied by biological datum, cultural construct and historical determination.

The exhibition is a way to rethink the profound bond that connects us to everyday practices – from sleeping to cooking, banishing darkness to relaxing – for which objects are a means, and at times a shadow.

The exhibition will be on view at Fondazione Vico Magistretti until 2020, the centenary of the birth of the Milanese architect, and the tenth year of the Foundation itself.

For this project, FORO Studio handled:

ART DIRECTION

DESIGN CONCEPT

DESIGN DEVELOPMENT

photo credit: Francesco Romeo

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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



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

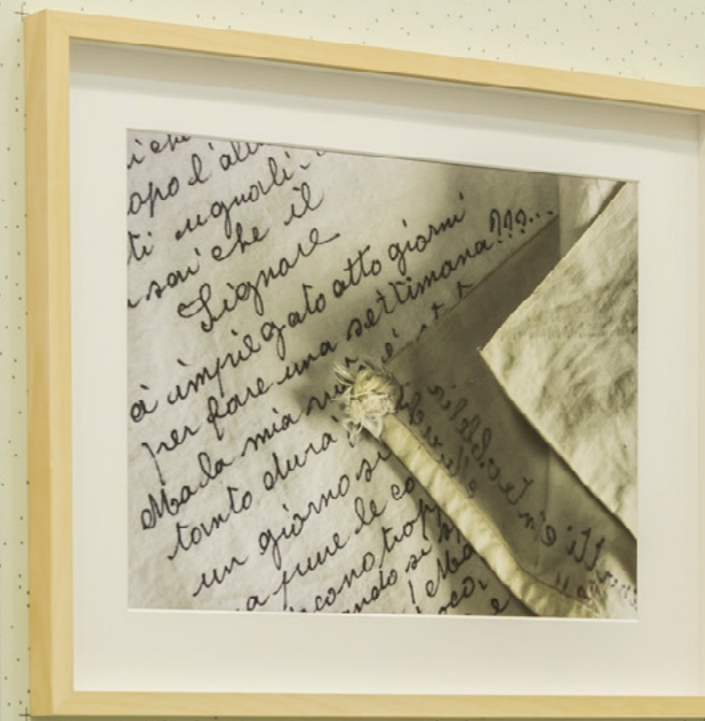


Dormire

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 enzuolo 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

Particolari del lenzuolo di Clelia Marchi / Details of Clelia Marchi's bed sheet. Piccolo museo del diario di Pieve Santo Stefano. Foto di / Photo by Luigi Burroni.

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 Maraneschi.

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



Ma che libro ti consiglia di leggere per il nostro lavoro? Così un po' come battuta ho risposto "Guerra e Pace". Loro si aspettavano chissà quale libro di architettura.

Which book would you recommend for our work? A bit in jest, I suggested "War and Peace". They were expecting something about architecture, of course.

Vito Magistretti

Di fatto la cottura, la più antica applicazione rappresentativa un'esperienza decisiva nell'evoluzione umana: essa è la prima forma di comunicazione minuziosa della materia (...). E sempre intorno a un focolare primordiale che l'uomo ha scoperto il sentimento rassicurante dei legami istituiti dalla pratica del pasto in comune (...).

Cooking, the oldest context of fire use, represents a decisive factor in the evolution of human thought. Around the primordial hearth, man discovered the reassuring emotion of bonds established between human beings in the practice of the shared meal.

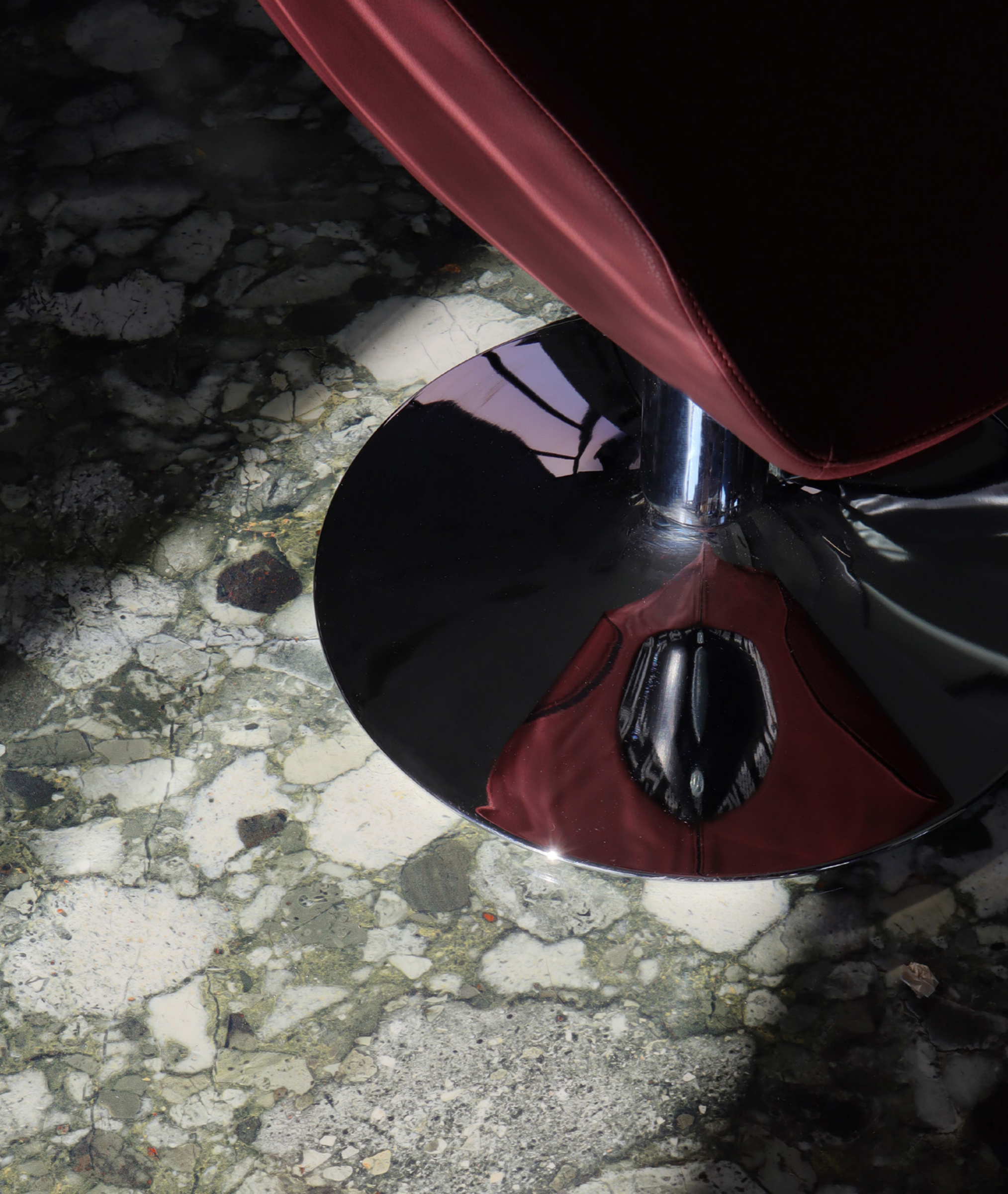
Catherine Perikis

Ma del libro di Vito Magistretti ti consigliamo di leggere "The Book of Hours" di Vito Magistretti. È un libro di architettura che parla di architettura.

But of the book of Vito Magistretti we recommend you to read "The Book of Hours" by Vito Magistretti. It is a book of architecture that talks about architecture.

Comandi in cartongesso prodotto nel 2017 con un processo innovativo di stampa 3D. È un prodotto che si è evoluto nel tempo e che è stato migliorato nel 2022 con un nuovo processo di stampa 3D. Per informazioni visitate il sito www.forostudio.com.

Command panels made of gypsum produced in 2017 with an innovative 3D printing process. It is a product that has evolved over time and has been improved in 2022 with a new 3D printing process. For more information visit the website www.forostudio.com.



ICONIC MILANO

Piazzale Lugano 6, Milano

The FORO Studio's design developed for Iconic is based on a minimalist style conveying personality, freedom and cleanliness. The concept focuses on the essentials and transforms constraints into potentials.

The styling stations are optimised to ensure a good experience on both the customer and operator sides. The space resembles a stage where hair stylists intent on the client's 'transformation' take turns.

The furnishing elements are essential: clean lines and monolithic volumes furnish the space without overloading it, while from the shop window is possible to have a glance of organisation and professionalism.

Neutral colours, in shades of black and grey, are mixed with chromatic accents to make the space more dynamic and powerful.

For this project, FORO Studio handled:

ART DIRECTION

DESIGN CONCEPT

DESIGN DEVELOPMENT





BIS - BIBLIOTECA INTERATTIVA SCOLASTICA

Via Giovanni Pascoli 26, Parabiago (MI)

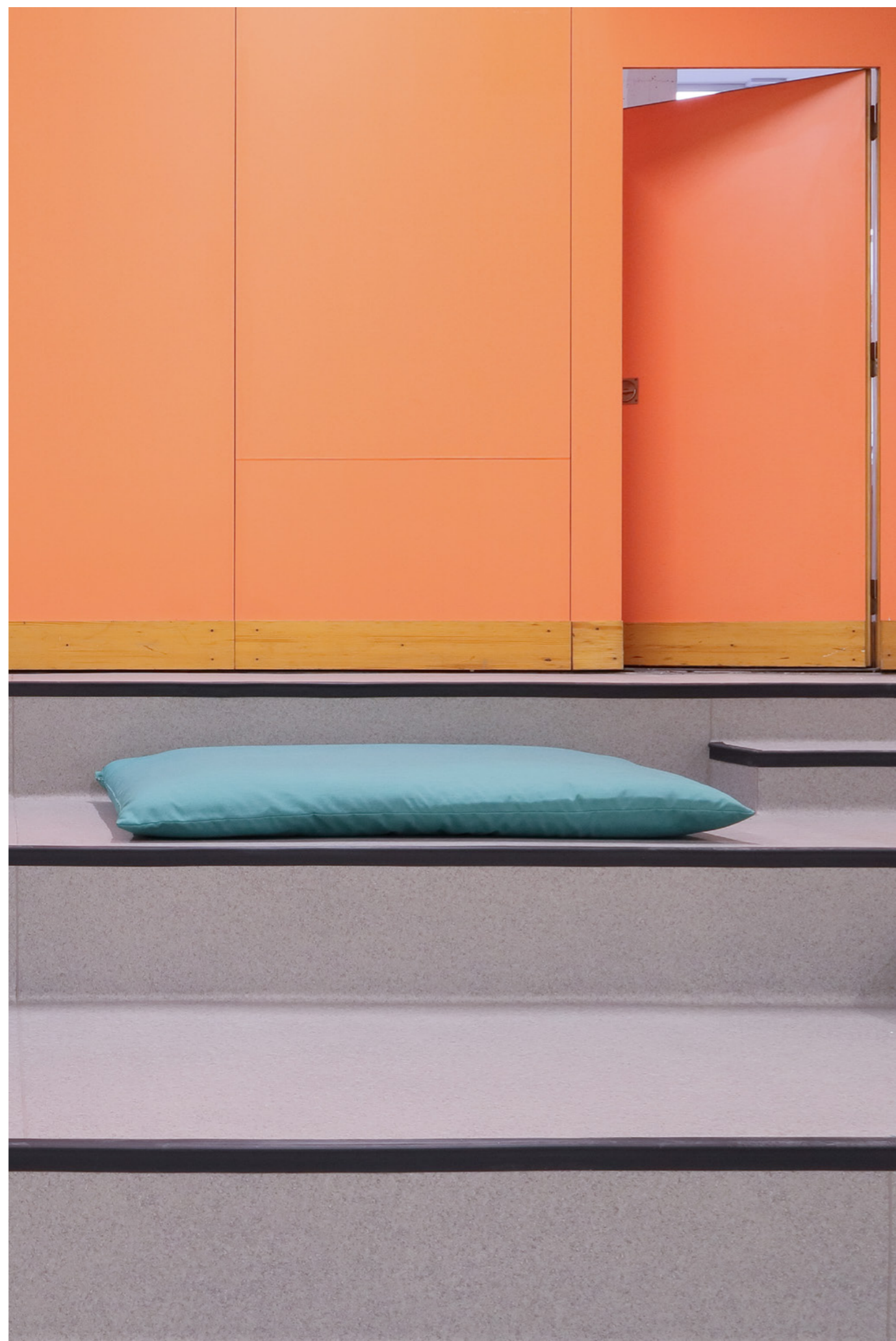
The concept for the new BIS library (Italian acronym for interactive school library), designed by FORO Studio, tells of a hybrid cultural space among digital archives, theatre performances, cinema screenings and conferences.

BIS, is a modern digital library that offers a variety of cultural experiences: an archive for paper and digital preservation, a permanent consultation space, a laboratory area for study and research.

The goal of the project is to create a space open to all and easy to approach through a bridge between generations and cultures, living on documents and texts and intertwining its themes with the activities with which the school is confronted.

For this project, FORO Studio handled:

ART DIRECTION
DESIGN CONCEPT
DESIGN DEVELOPMENT



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APART COLLECTIVE

Via Col di Lana 8, Milano

The Apart's headquarters offices are located in two independent buildings named Lobby and Headquarters, both facing a connecting courtyard yet retaining the charm of old Milan.

For this interior architecture project, FORO Studio created a workspace representing the essence of the communication agency based here.

Open spaces, shared areas and hybrid spaces allow employees to interact with each other and with the place freely, offering the chance to create scenarios to suit different working needs.

For this project, FORO Studio handled:

ART DIRECTION

DESIGN CONCEPT

DESIGN DEVELOPMENT



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APART





SELECTED CLIENTS

PARAH, ICONIC MILANO, BALLARD & FANT, BICE & BERTA, SEPHORA, ZARA KIDS, TERRANEO, CESAR AUGUSTO, FLAMINGO CAFE, DI.MO, NEBULONI E., AGOF STORE, PAULANER, GOGOL & COMPANY, WESTWING ITALIA, FESTIVAL MIX MILANO, SAN MAURÍ, RISTORAZIONE DOC, BRESCIA DESIGN FESTIVAL, DANESE MILANO, POLITECNICO DI MILANO, LIVING DIVANI, DANIA CIAMPI, TOGNANA, FUEGUIA, CHIVAS - PERNOD RICARD, APART COLLECTIVE

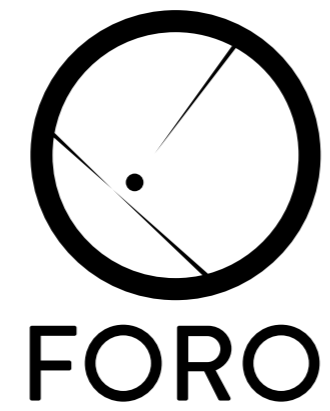
TECHNICAL PARTNERS

FORO employs a solid network of businesses in the marketing and communication field - on line and off line - allowing the creation of very wide-ranging projects with a single point of contact along the entire creative process.

FORO Studio is partnered by partners in the following activities:

STRATEGY:	Insight	Consulting	Media planning
	<i>Consumer Insights</i> <i>Trend research e strategy</i> <i>Target e competitor analysis</i>	<i>Brand Vision</i> <i>Brand Positioning</i> <i>Brand Architecture</i> <i>Partnerships</i> <i>Retail Strategy</i>	<i>Campaign Strategy</i> <i>Channel & Media Strategy</i> <i>Paid Media Strategy</i> <i>Customer Experience</i>
TALENT:	Talent strategy	Talent engagement	
	<i>Community Curation</i> <i>Talent Endorsements</i> <i>Influencer Marketing</i>	<i>Casting</i> <i>Event Entertainment</i> <i>Product Seeding</i>	





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www.bealpha.it