

BLUE.TORINO

BLUE.TORINO  
BEYOND WHAT YOU SEE

PORTFOLIO  
©2021

CREATIVITY  
COMMUNICATION  
& GRAPHIC DESIGN

VIA CERVINO 24  
+39 011 086 6932  
INFO@BLUE-TO.COM

BEYOND WHAT YOU SEE

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:)

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BLUE

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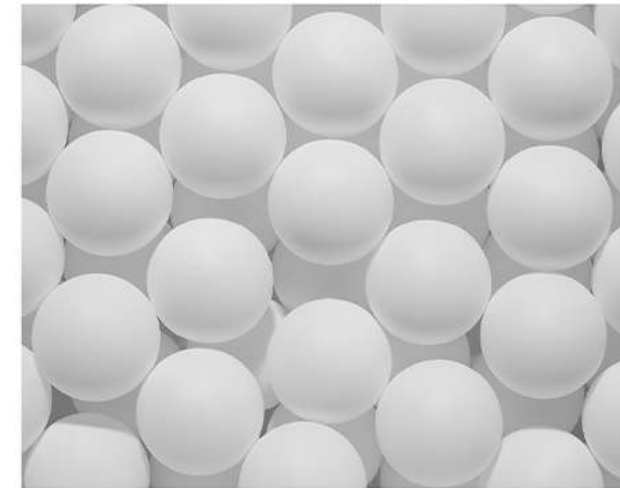
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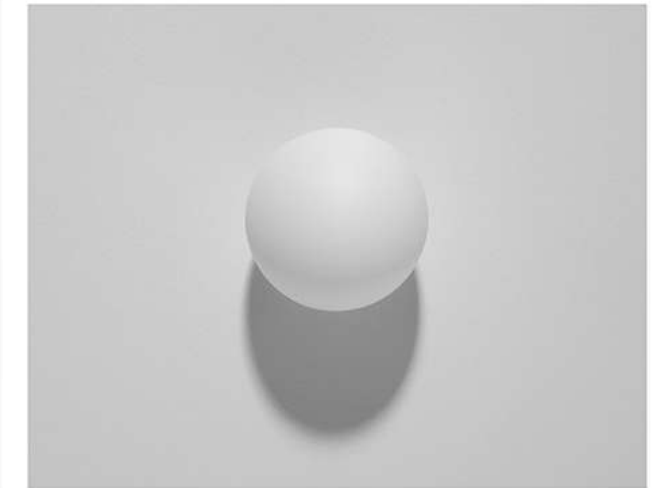
## BEYOND WHAT YOU SEE

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR BLUE.  
PAOLO TORTONE



Required skills:  
.communication  
.passion  
.trust



Appreciated skills:  
.no budget  
.open mind  
.amazing projects

Blue. was born in 2019 from an idea of Gianluca Bocchetta (Creative Director of Velvet Studio and blue.) and Paolo Tortone (Art director of blue.). Blue's way of working. is closely linked to the place where it is based: Turin. This culturally rich city is historic and elegant but, at the same time, being based on industry, the atmosphere it creates is austere and sterile. The Studio takes all these characteristics and shows Turin in another light: as a fresh, clear and essential city.

Blue. deals with creativity, network, Communication Design, Art Direction & Graphic Design. The blue worldview. it is expressed through the communication style the team works with: extremely brutalist and direct. Countercurrent with respect to classic Italian communication, but aligned with the international New Wave. Indeed, blue. has recently opened its second office in Berlin, the artistic city par excellence in Europe and in the world. Blue's will. is to innovate without fixed means, but through creativity.



# CONCRE- TO

IL FUTURO  
È CO-WOR-  
KING

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

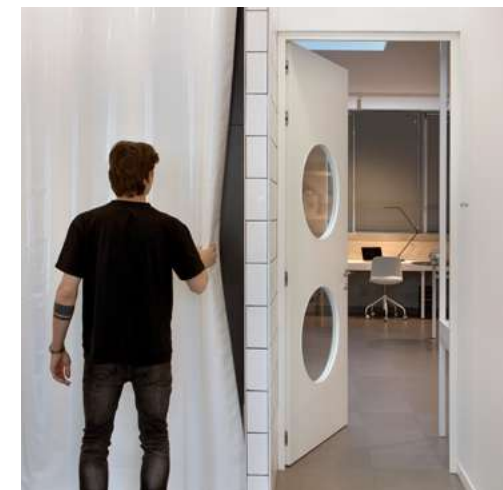
## CONCRETO VIA CERVINO 24 TORINO

Blue. designed the format and identity of Concreto Torino.  
The new and innovative co-working space in Via Cervino in Turin.  
"Concrete": like something you can touch with your hand. Concreto  
was born in an area undergoing redevelopment and brings here the  
opportunity to work, have meetings, dinners and above all CREATE.

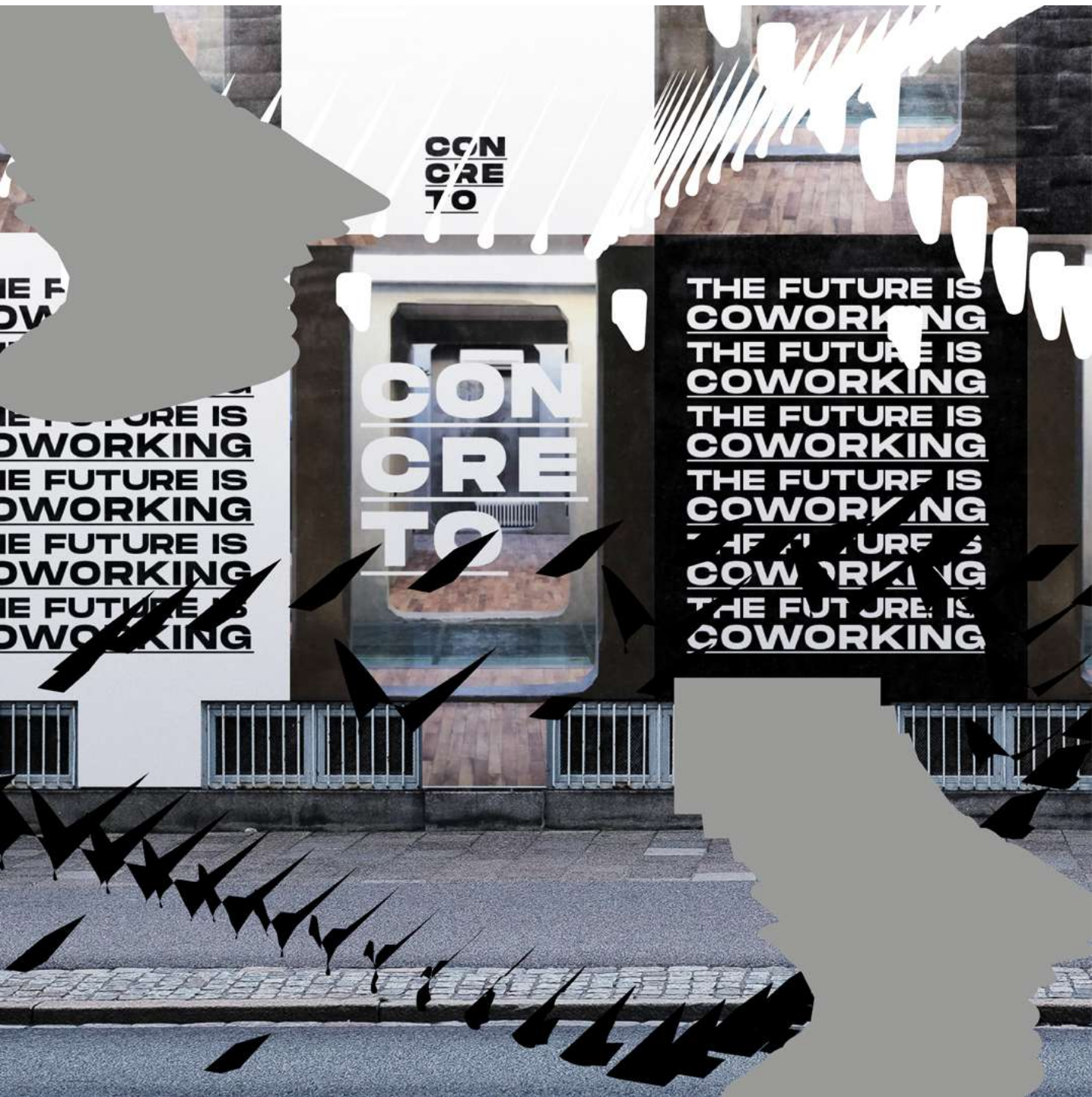
The space is divided into three floors:  
1) desks and meeting areas  
2) an apartment and kitchen that can be rented for guests  
3) a large room on the roof, which can be rented for events and  
meetings with a view over the whole city.  
CONCRETE - THE FUTURE IS NOW.



**CON**  
**CRE**  
**TO**



**CON**  
**CRE**  
**TO**



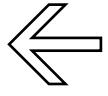








# MUTA



## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
ADELINA PIGNATO



Made for the first time in 2018, the muta1 armchair soon became an icon in the city of Turin.

Born with the intent to amaze with their simple shapes by designers Sara Fortin and Gianluca Bocchetta. Muta's visual communication takes up its own honesty and nude shapes.



DESIGNED IN TURIN

MUTA1 \ COLLEZIONE MINIMA.  
IS A BRAND UNDER VELVETLAB  
PIAZZA CARLO EMANUELE \ TORINO  
DESIGNED BY GIANLUCA BOCCHETTA  
& SARA FORTIN \ INFO@MUTA1.COM \  
IG @MUTA\_1 \ WEB WWW.MUTA1.COM

MUTA1 \ COLLEZIONE MINIMA. \ DESIGNED BY  
GIANLUCA BOCCHETTA & SARA FORTIN

NOTE

PIAZZA CARLO EMANUELE \ TORINO  
IG \ @MUTA\_1  
WEB WWW.MUTA1.COM



Blue.





MUTA1  
COLLEZIONE  
MINIMA.

GIANLUCA  
BOCCHETTA  
DESIGNED IN  
TURIN →  
&  
SARA FORTIN



VELVETSTUDIO  
BY  
DESIGN  
COMMUNICATIONN  
VISUAL  
@BLUE TO





(01)



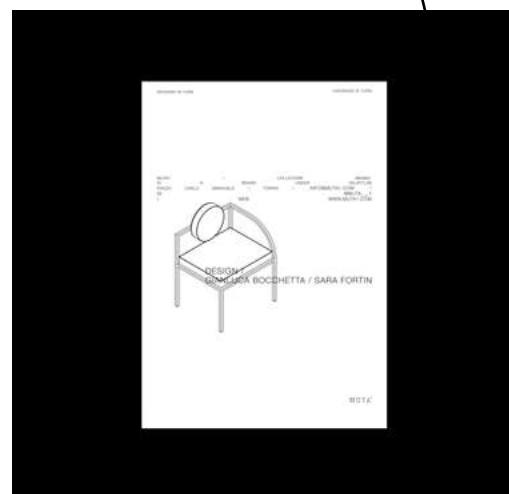
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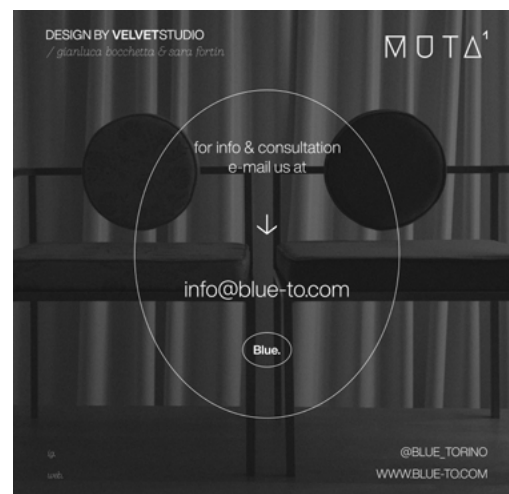
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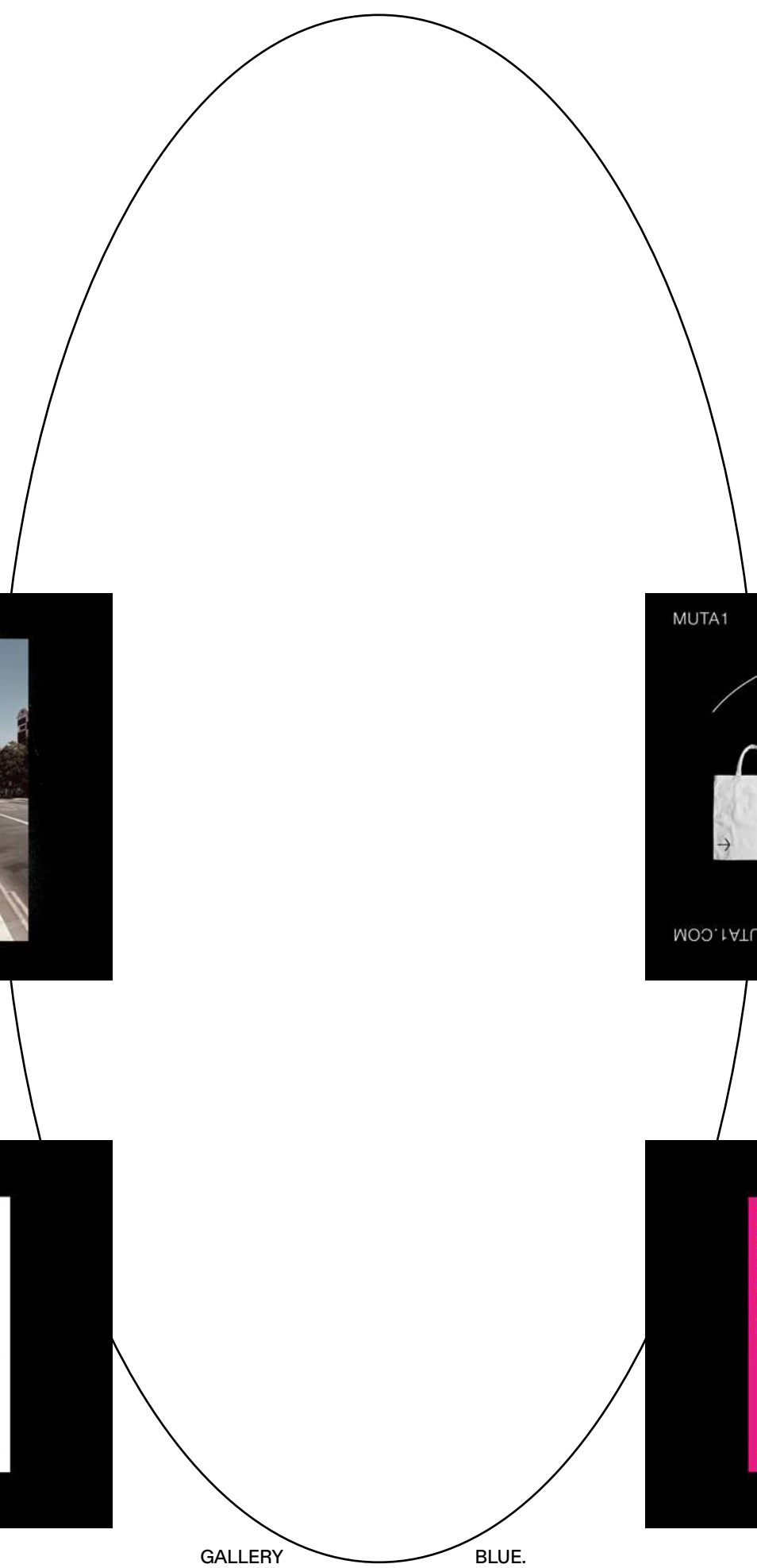
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GALLERY BLUE.

BLUE.

MUTA



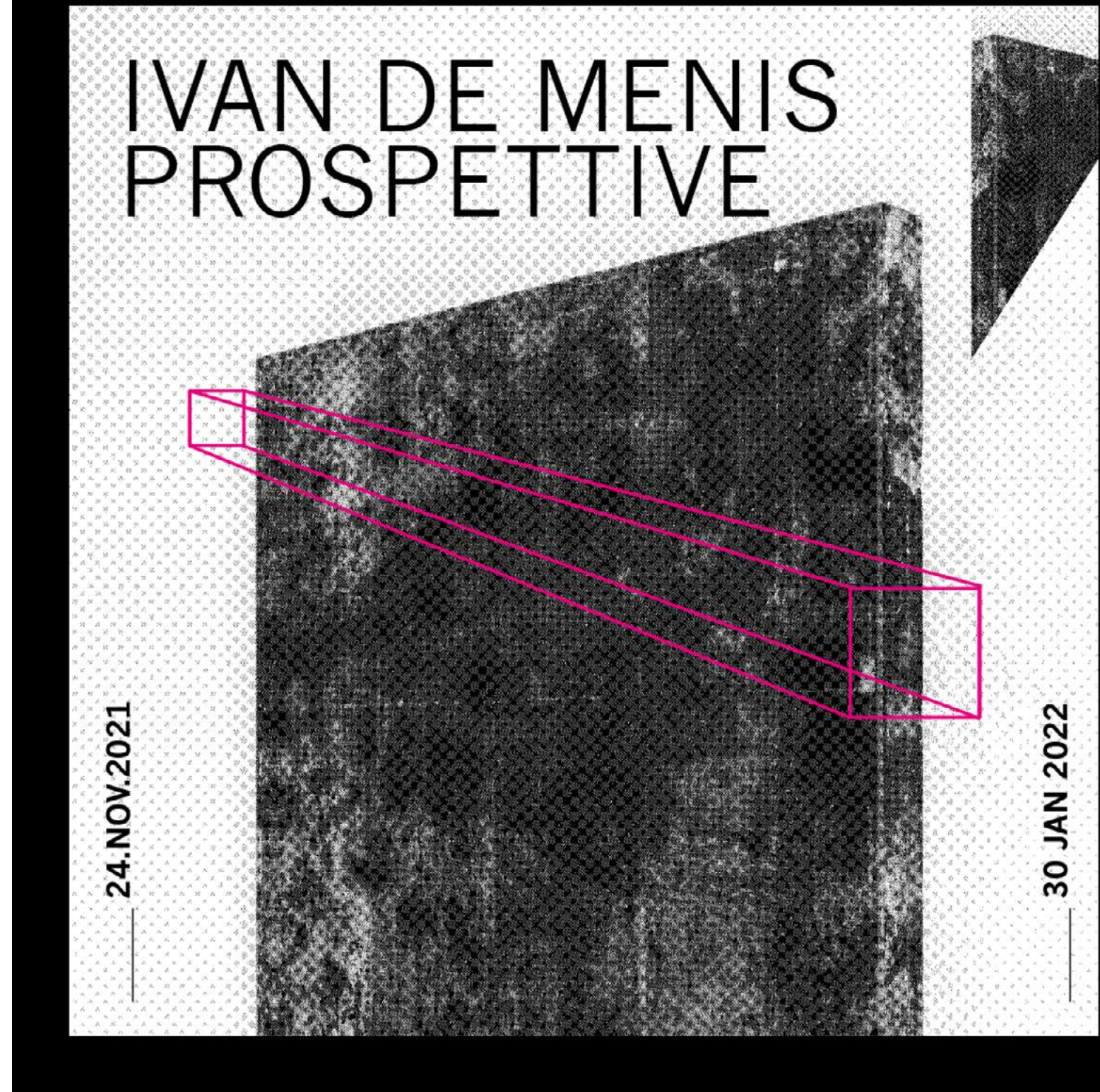
# PROSPET- TIVE

## IVAN DE MENIS

# VISUAL DESIGN

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
ROBERTO GENTILI



In 2021 the artist Ivan de Menis was invited to exhibit at the Artoxin Gallery in Munich.

Blue. has been responsible for following the launch and communication of the exhibition and chooses to lay bare Ivan's forms, emphasizing his perfect geometries.

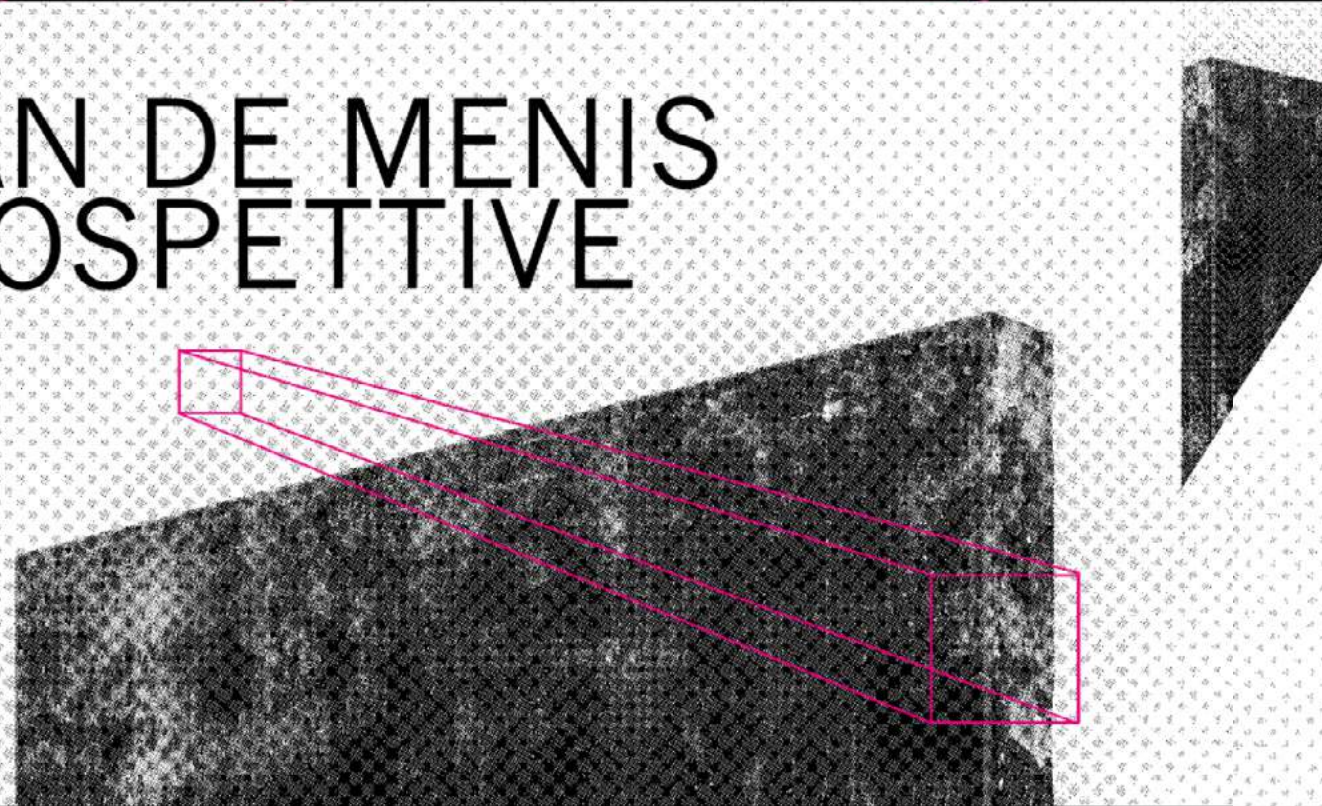
The personal exhibition (from 24.11.21 to 30.01.22) is entitled "Prospettive". Word that recalls the simple forms with which the artist expresses himself and which maintains the origins of Ivan, who firmly chooses to express himself in Italian.





# IVAN DE MENIS PROSPETTIVE

24.NOV.2021  
30 JAN 2022



artoxin

zeigt

## IVAN DE MENIS PROSPETTIVE

**Malerei und Gießharzobjekte**

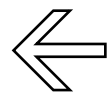
Galerieöffnungszeiten: Mi + Do + Fr 13-19 | Sa 12-18 h

Galerie arToxin | Angelika Donhärl und Gottfried Düren GbR | Kirchenstr. 23 | 81675 München | U4/5 Max-Weber-Platz  
www.artoxin.de | info@artoxin.de | Tel: +49 89 8908

**Eröffnung am Mittwoch, 24  
November 2021, 18 - 21 h**

Mit dem Künstler  
Ausstellungsdauer bis 30.  
**Januar 2022**



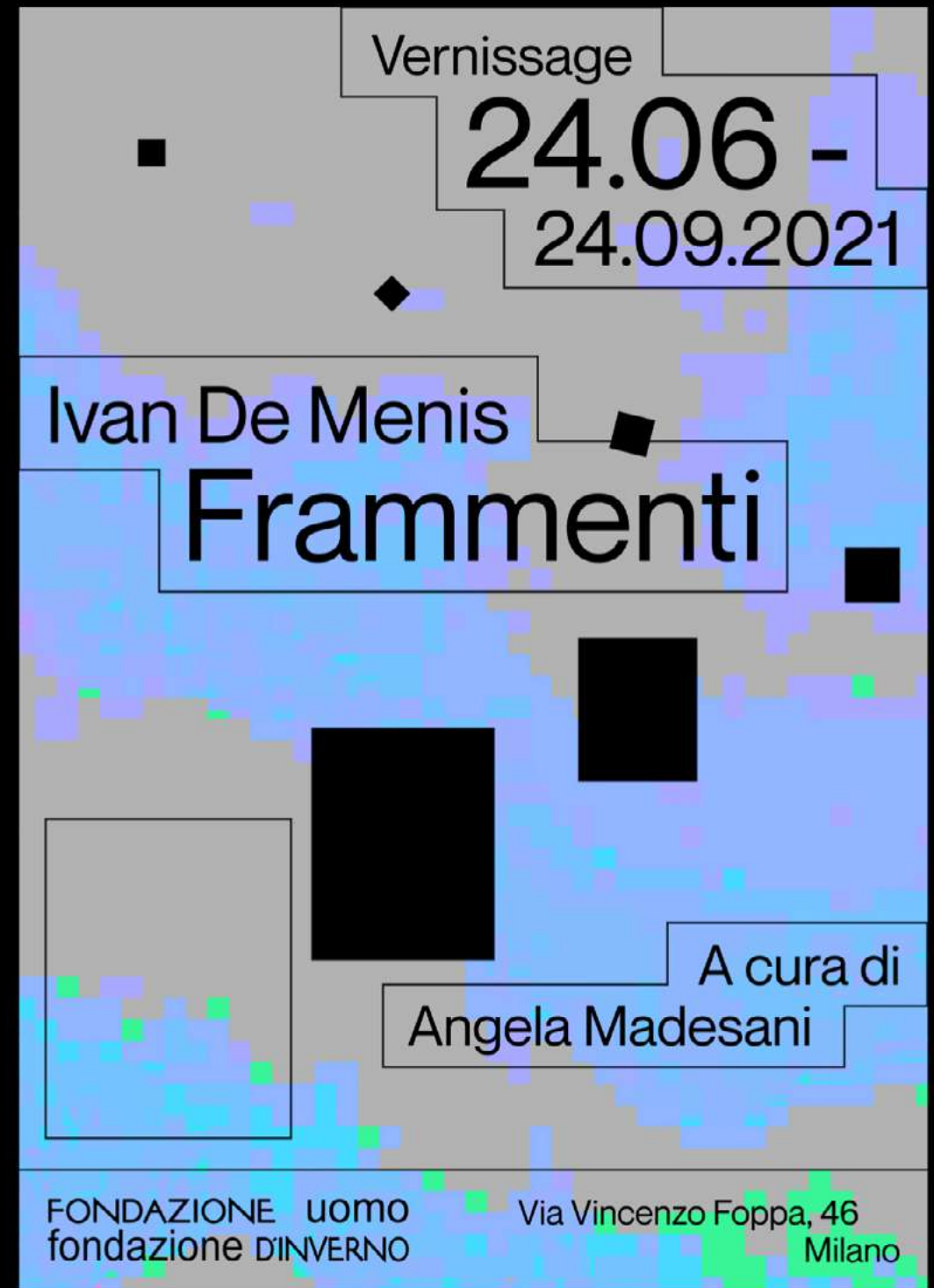


# FRAM- MENTI

IVAN DE MENIS

## VISUAL DESIGN

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

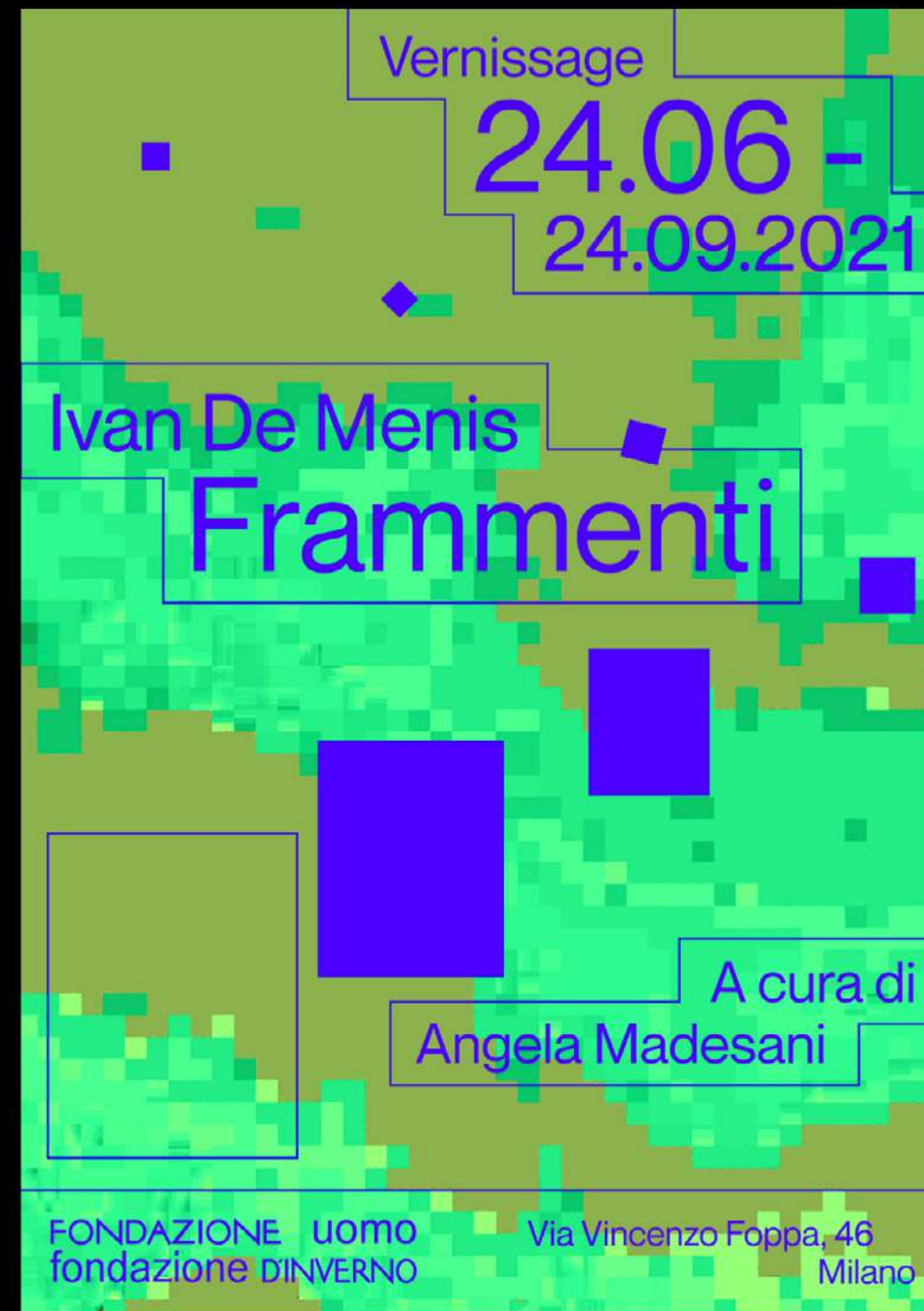


Frammenti is the title chosen by the artist Ivan de Menis to inaugurate the inaugural exhibition of the new "Fondazione uomo fondazione d'inverno".

Blue. has been responsible for following the communication and launching of the exhibition, capturing the "Fragments" and the colors of Ivan's works and transforming them into the form of posters.

The gallery in Via Vincenzo Foppa 46 in Milan was inaugurated with a vernissage by Ivan on 26.06.2021. The exhibition, entirely curated by Angela Madesani, lasts until 09/24/2021.





# WOOD LINE

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
OLIVIA TREUSCH  
ADELE PIGNATO

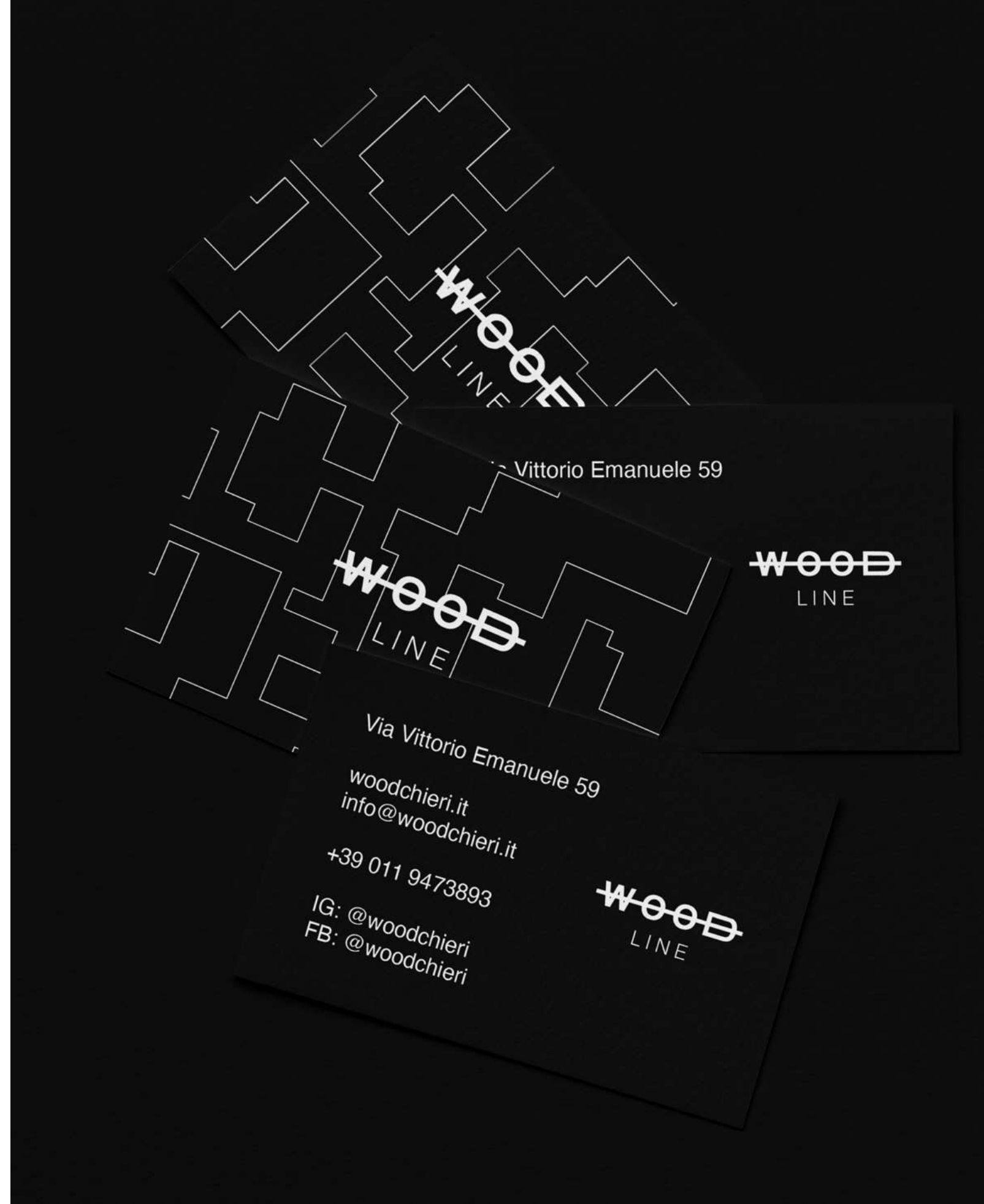


The historic WOOD group of chieri expands in 2021 by inaugurating WOOD LINE, a completely innovative luxury clothing store.

The characteristic line that is the protagonist of the brand identity incorporates the 600 linear meters of neon that have been placed on the ground that run through the entire store in all its rooms.

The interior design is carried out by our "mother" Velvet Studio, the restructuring and design studies last 3 years and thus the evolution of the brand is also influenced by the strong character that the place assumes.

The WOOD LINE logo and identity reflect the shapes of WOOD, bringing innovation and freshness. Just like the new store wants to do with respect to the more elegant and elegant stores that distinguish Wood.

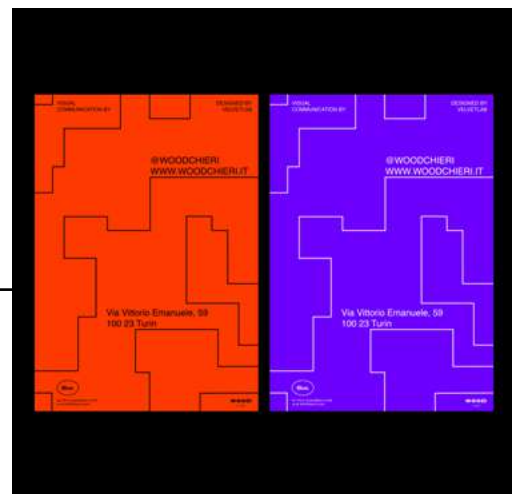




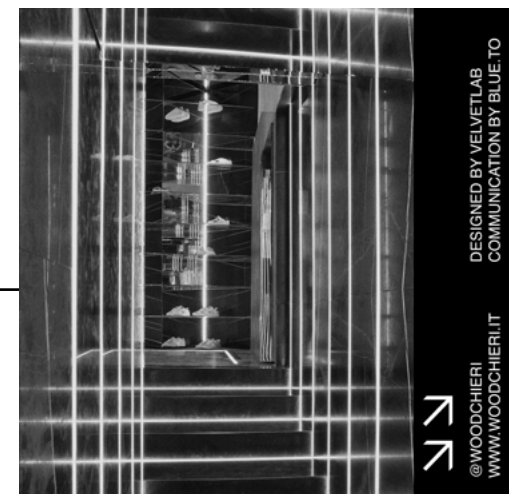
(01)



(02)



(03)



(04)



BLUE.



GALLERY

BLUE.

WOODLINE



communication by  
blue.to

designed by  
velvetlab

woodline

Via Vittorio Emanuele, 59  
Chieri (TO)



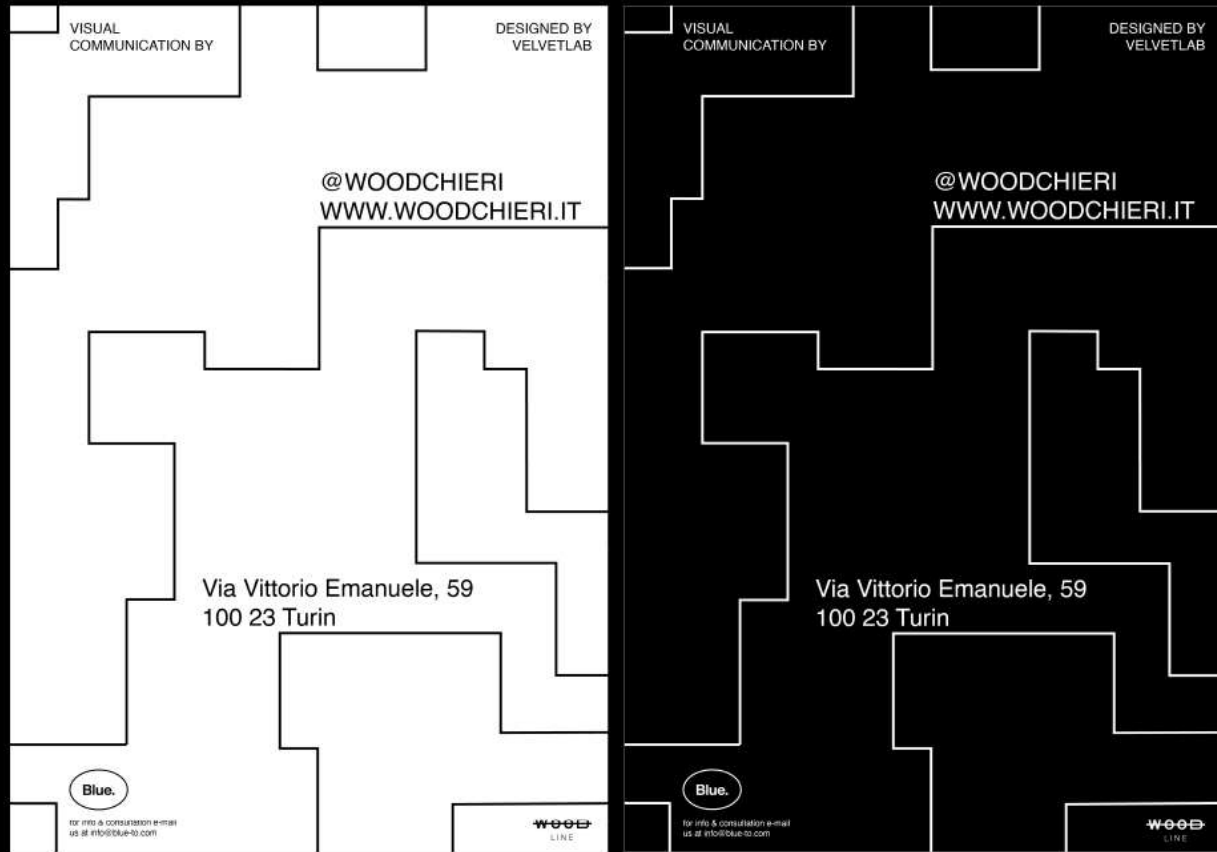
@WOODCHIERI  
WWW.WOODCHIERI.IT  
+39 011 9473893

WOOD  
LINE

for info & consultation e-mail us at [info@blue-to.com](mailto:info@blue-to.com)







# ZERO VER- BIER

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
OLIVIA TREUSCH

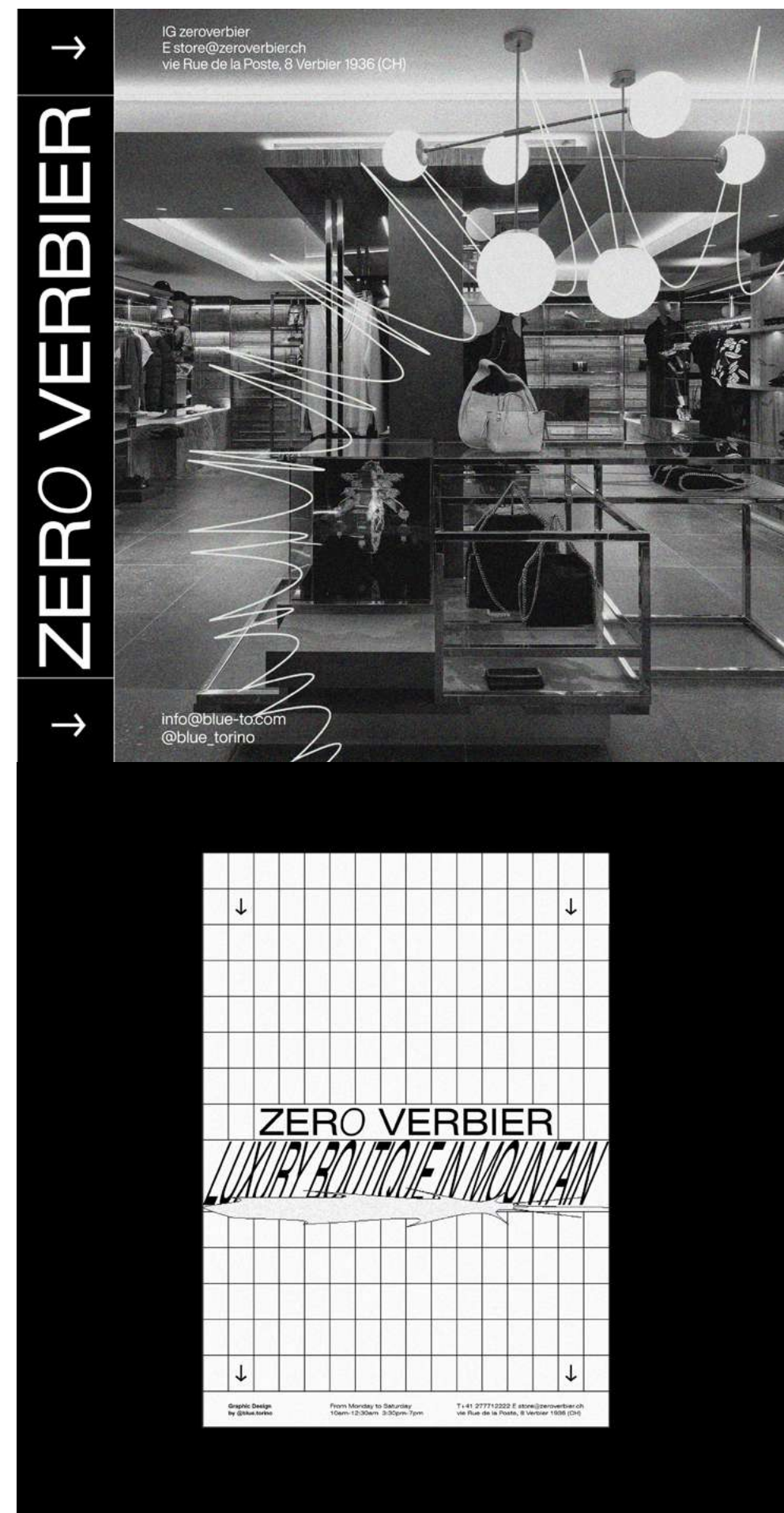
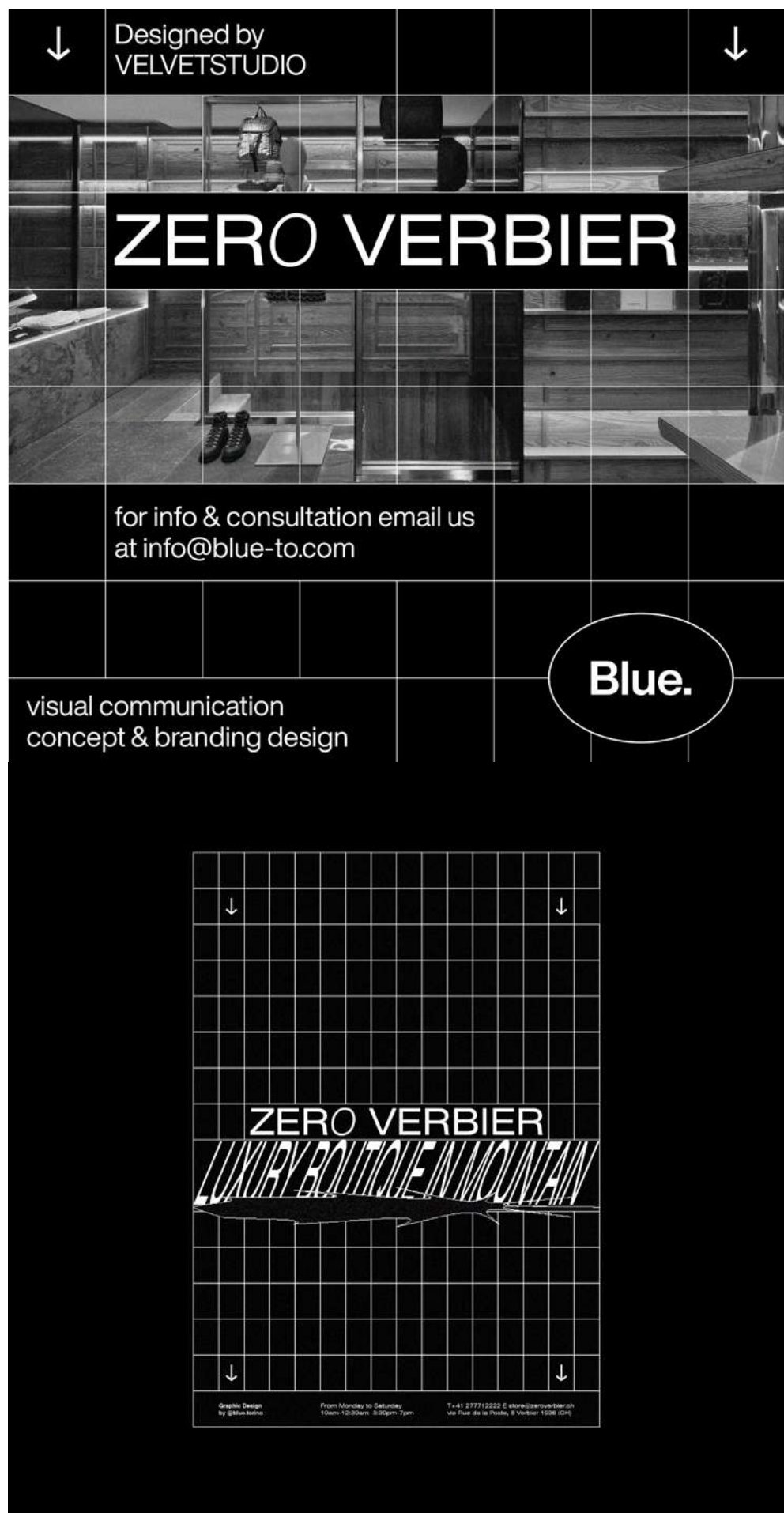


Inaugurated in June 2021 in Verbier in Switzerland, Zero wants to bring, in one of the cradles of Swiss luxury, a top-of-the-range boutique with a sustainable perspective.

The materials selected for the interior and for the image coordinates are all completely recyclable or of recycled origin. So also the logo wants to expose the importance of the name, without any quirks. The entire coordinated image of Zero Verbier is based on non-waste, even on a graphic level.









# MARCOS EVOLU- TION ←

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
MATTEO CAVAGLIA'



Marcos Evolution is the symbol of revolution of the Marcos Spa group. In fact, in 2020 Marcos decided to expand his main shop by creating a completely innovative room dedicated to a different target: totally Streetwear.

For the realization of the Velvet + blue project they collaborate at 360 °. Indeed blue. becomes interior design, contaminating not only the visual identity but completely "dressing" the shop with a brutalist and direct style, which blends perfectly with the more classic architecture present in the room.





# evolution

*is here*



*new opening*

*via s.agostino 6 mondovi*

**saturday**

9.30-12.30 // 15.30-19.30

**sunday**

15.30-19.00

*gift bottle during weekend*

#marcosevolution

# evolution evolution



MARCOS

**+++ BRANDS**

off white + dsquared + palm angels + heron preston + ambush + marcelo burlon + gcds + vision of super + barrow + msgm + moschino + philipp plein + dolcegabbana + balmain

# evolution

*is here*



*new opening*

*via s.agostino 6 mondovi*

**saturday**

9.30-12.30 // 15.30-19.30

**sunday**

15.30-19.00

*gift bottle during weekend*

#marcosevolution

# evolution evolution

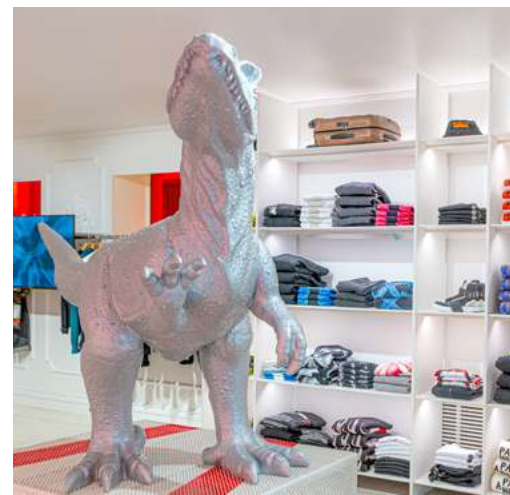


MARCOS

**+++ BRANDS**

off white + dsquared + palm angels + heron preston + ambush + marcelo burlon + gcds + vision of super + barrow + msgm + moschino + philipp plein + dolcegabbana + balmain





# MARCOS IN MOUNTAIN- TAIN

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE



In December 2019 the Marcos Spa group expands by creating the first "In Mountain" store.

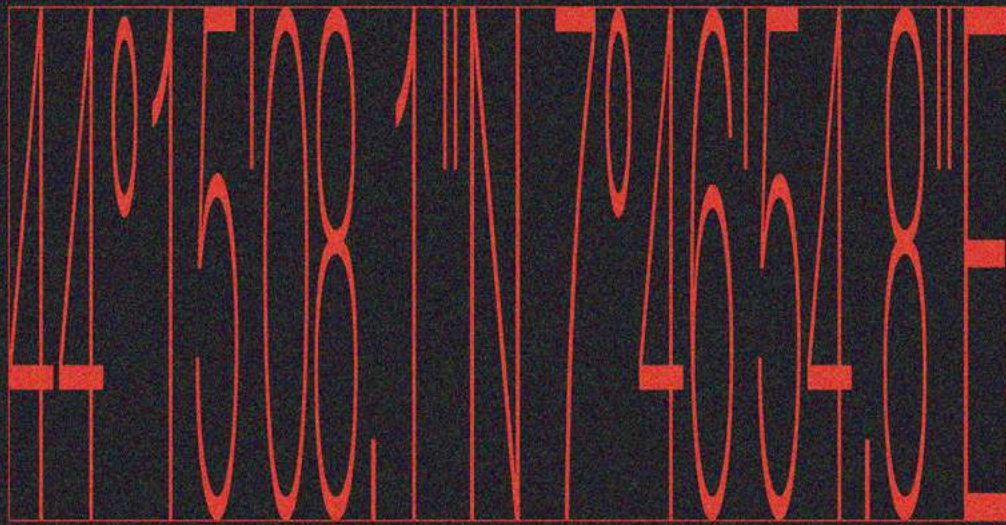
The interior design is handled by Velvet Studio, with whom blue. creates the entire brand identity in four hands. Based on simple and clear lines, like those of the snow-capped mountains on which the shop stands.

In the Cuneo pearl of Prato Nevoso, MARCOS IN MOUNTAIN is born inside a chalet, a luxury multi-brand shop.





# MARCOS IN MOUNTAIN



marcosinmountain is located at 1500 km height in the middle of the beautiful  
Prato Nevoso Sky resorts - via Corona Boreale 2  
12083 Prato Nevoso (CN)

marcos.it

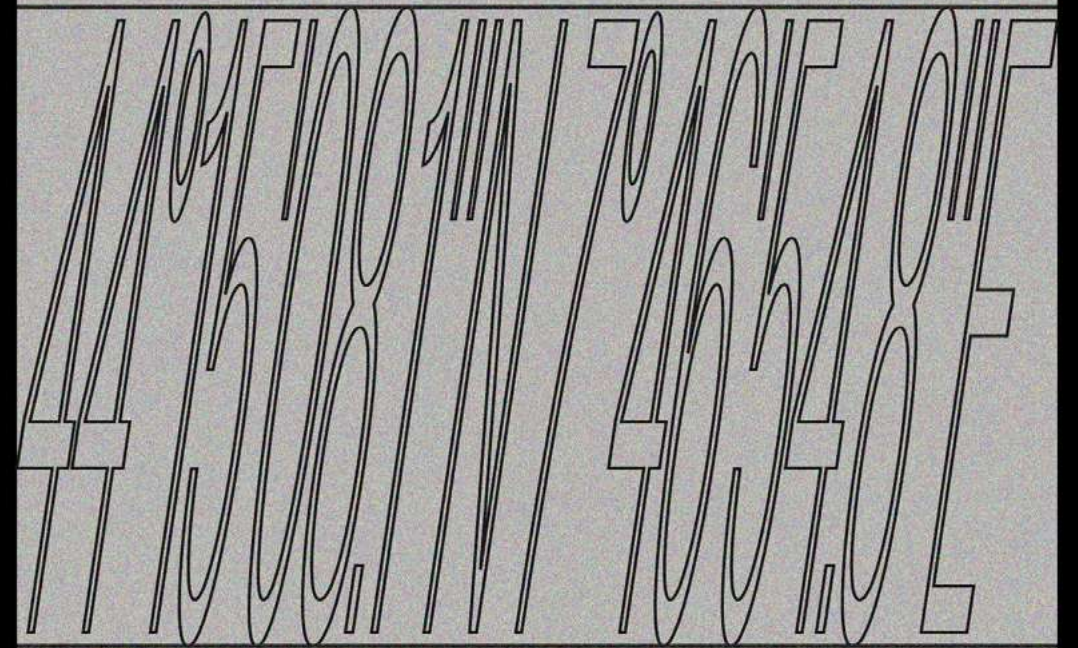
Visual communication  
by **Blue** Torino

Blue

for info & consultation email us  
at [info@marcos.it](mailto:info@marcos.it)

# MARCOS IN MOUNTAIN

marcosinmountain  
marcos.it - via Corona Boreale 2  
12083 Prato Nevoso (CN)



Visual communication  
by **Blue** Torino

for info & consultation email us  
at [info@marcos.it](mailto:info@marcos.it)





# MARCOS OUT ←

## BRANDING & VISUAL DESIGN

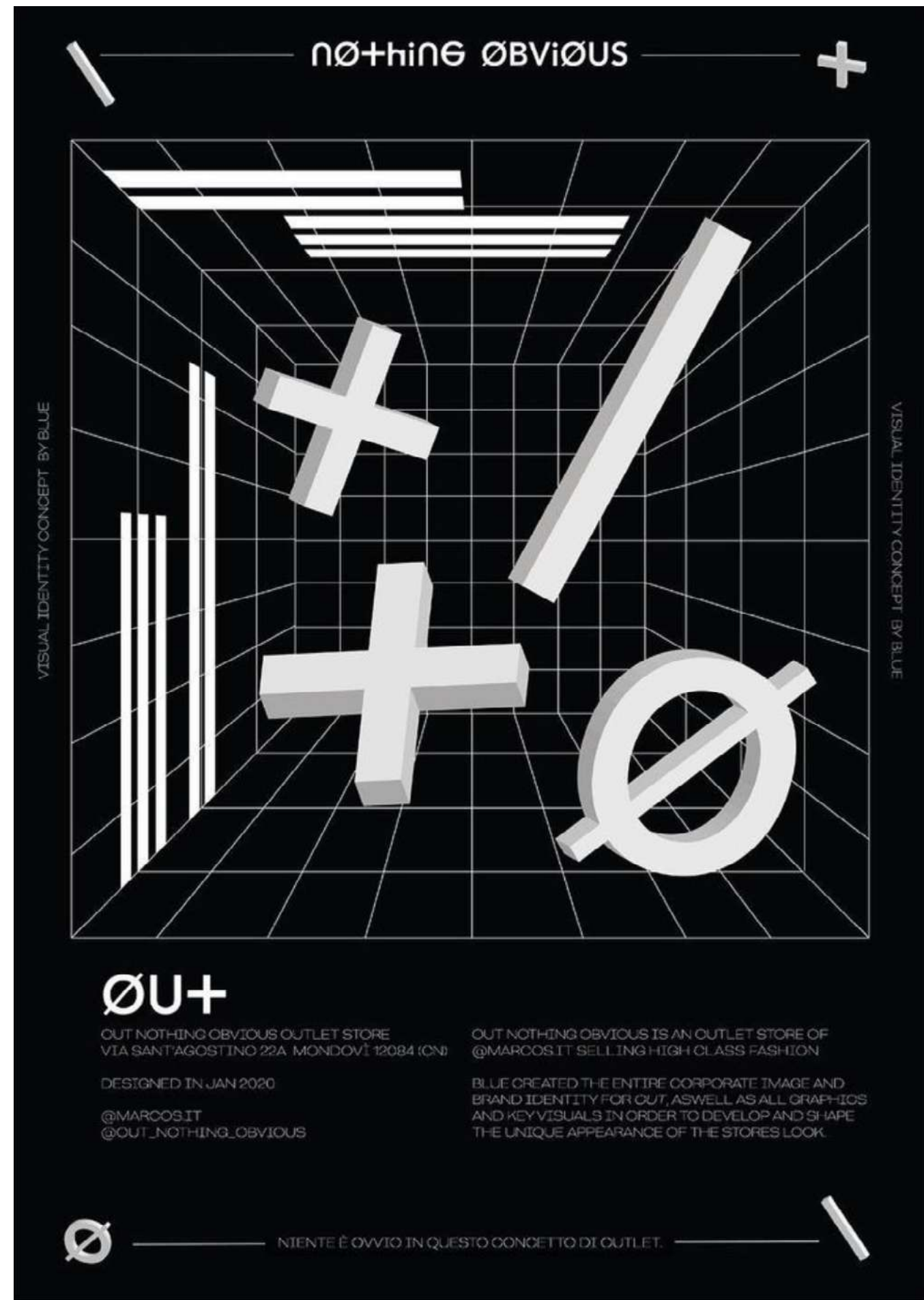
ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

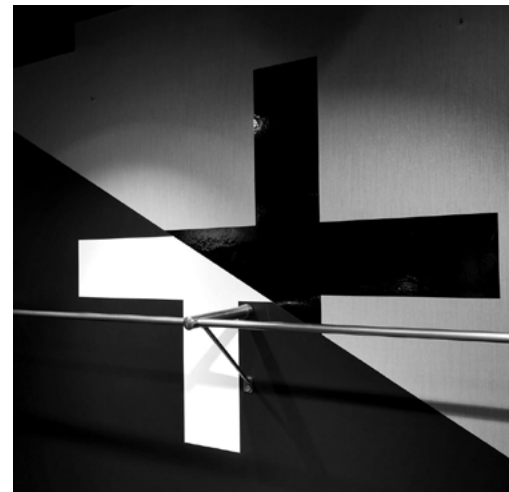


Made in 2020 Marcos Out is the outlet of the Marcos Spa group.

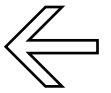
The brand identity contaminates the entire store, where each element is imagined as if it were a poster. Therefore it is entirely graphed to create a brutalist design that binds to simple and direct shapes.











# BEIGE

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

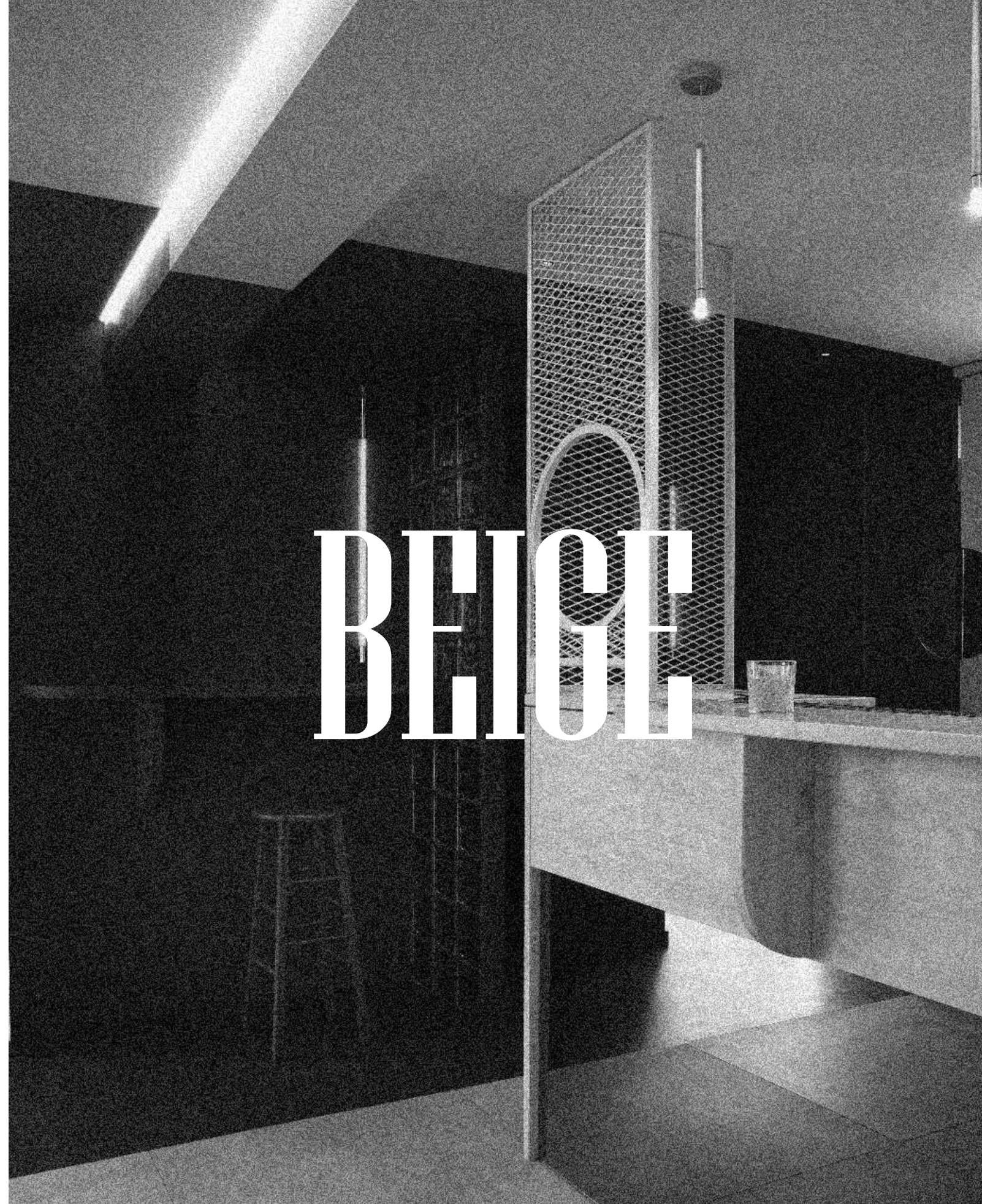
ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
ALESSANDRO PILLA

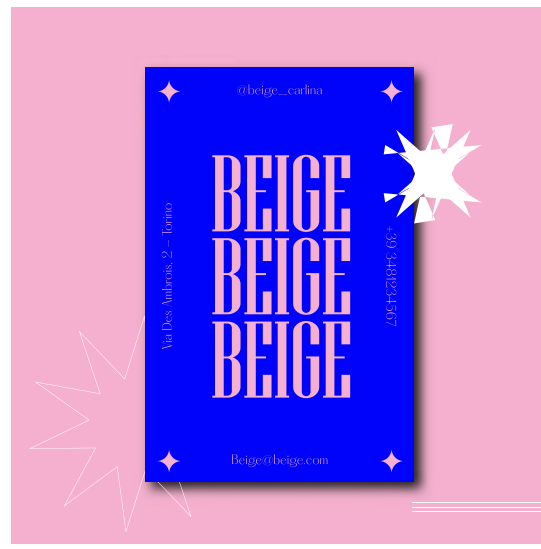
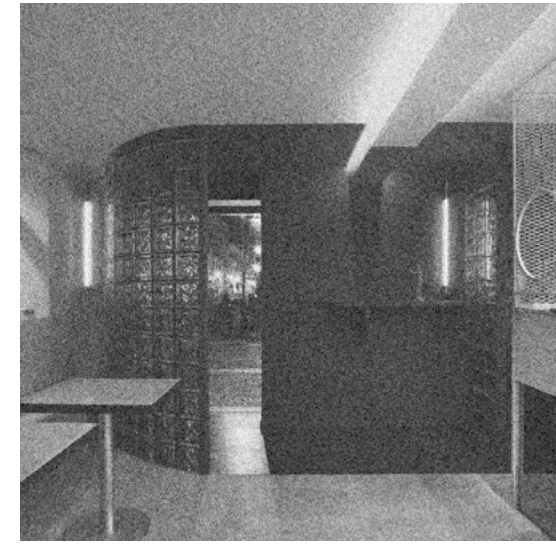
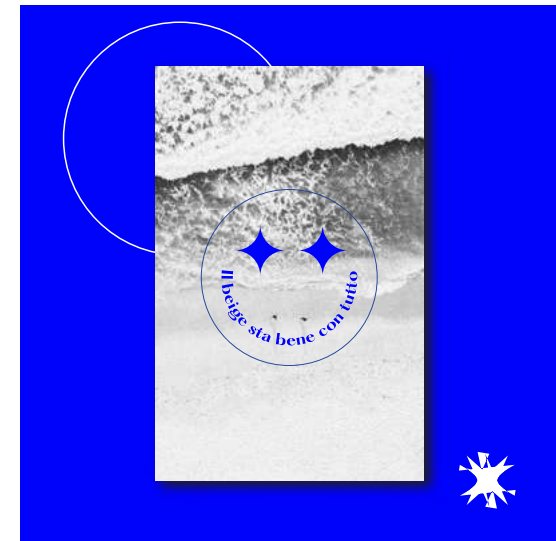


Opened in 2021, Beige stands in one of the most elegant squares in Turin. The protagonist of the restaurant is the blue color, in fact the interiors are literally half blue and half beige.

In the coordinated image, on the other hand, the colors are pink and beige! Going to hide the pun with color.













BEIGE BEIGE BEIGE BEIGE  
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# EREDI BORGNINO- NO VITTO- RIO

## BRANDING & VISUAL DESIGN

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
MATILDE BALESTRI  
ROBERTO GENTILI



*VISUAL COMMUNICATION /  
CONCEPT & BRANDING DESIGN*

*@EREDIBORGNINO*

*BY*

**Blue.**

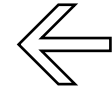


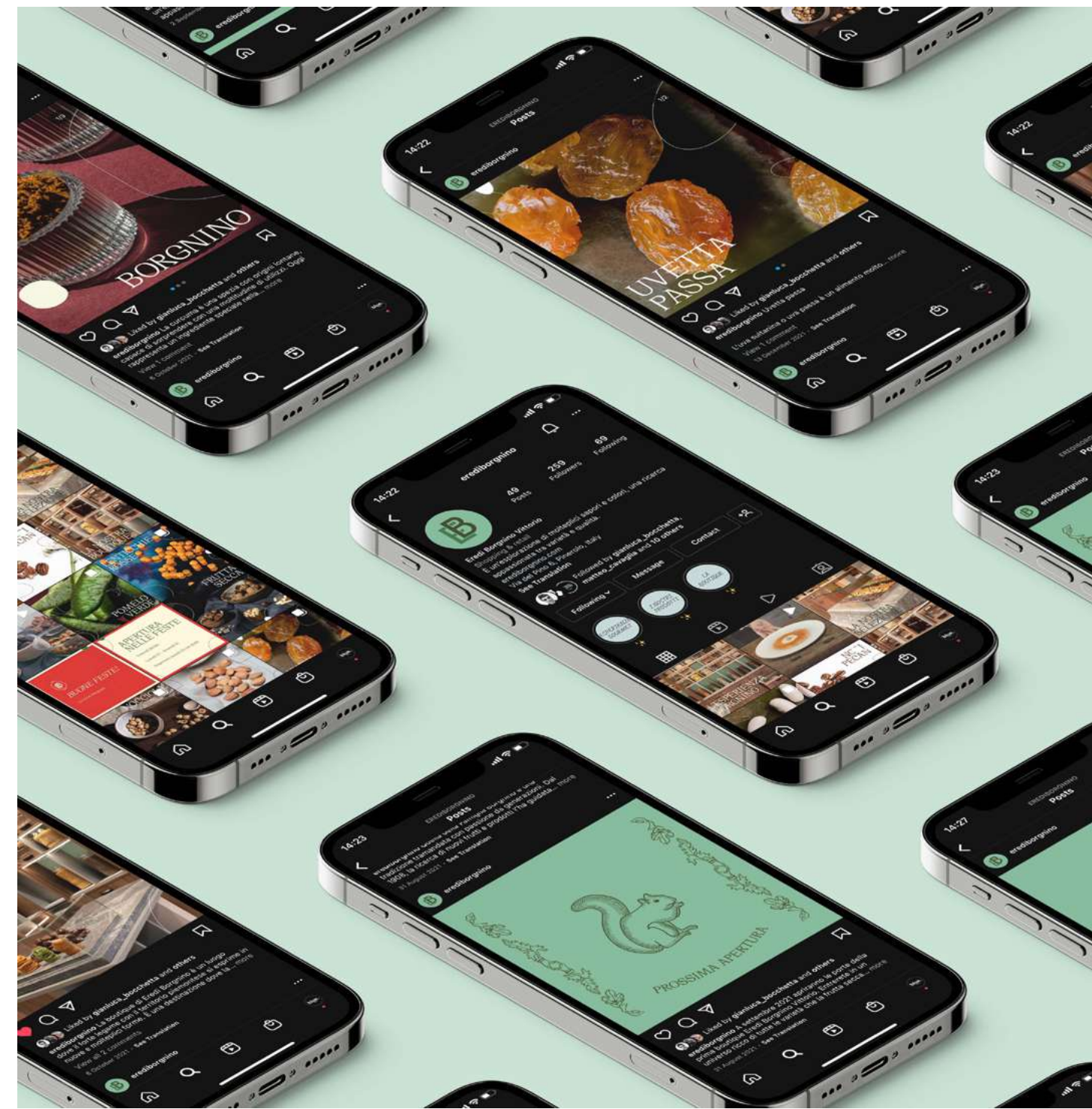
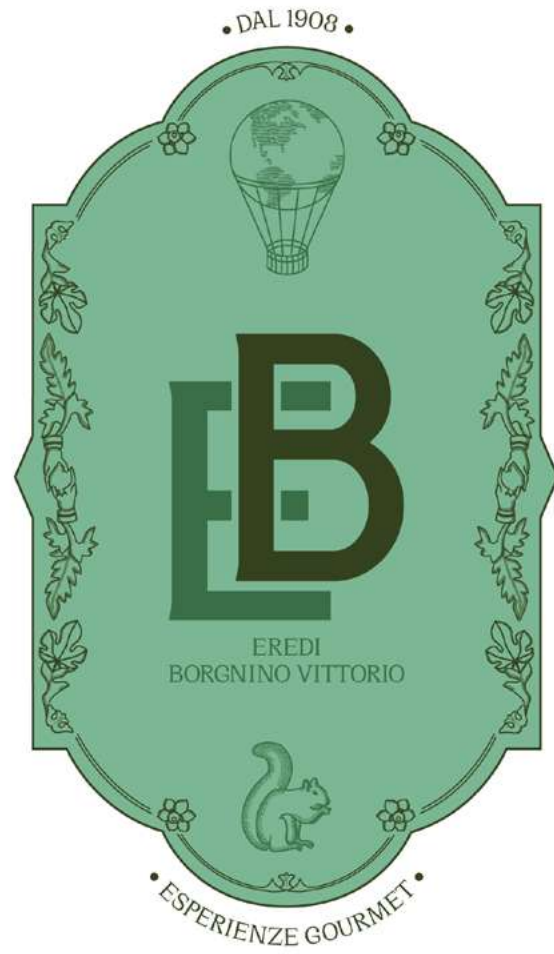
# EREDI BORGNINO



Eredi Borgnino Vittorio is an idea of the Borgnino family. A format that was born in 2021 and which is proposed as a luxury shop of dried fruit and derivatives. The logo created starts from the first Borgnino logo dating back to 1908, taking up shapes and elements that have made the history of the family.

The brand identity then develops under the sign of the created storytelling: the journey of Eredi Borgnino. Blue also takes care of Eredi Borgnino's online communication and communication strategy.







@EREDIBORGNINO



UNA STORIA  
SENZA FINE,  
PRONTA  
A STUPIRE

Il primo punto vendita  
Eredi Borgnino Vittorio  
Pinerolo, Via del Pino, 6

Orari di apertura  
9:00 - 13:00 • 15:30 - 19:30  
Domenica chiuso

Blue.

// ESPERIENZA



GOURMET

VISUAL COMMUNICATION /  
CONCEPT & BRANDING DESIGN



Blue.



VISUAL COMMUNICATION /  
CONCEPT & BRANDING DESIGN



Blue.



# DRINK EASY

*VISUAL COMMUNICATION/  
CONCEPT & BRANDING DESIGN*

*@DRINKEASY.TO*

*EASY  
READY  
TO DRINK<sup>(1)</sup>  
cocktails pronti per essere bevuti*

## VISUAL DESIGN

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

VISUAL COMMUNICATION BY

Blue.



The Drink Easy cocktails, born from an idea of two Turin barmen, are ready to be drunk. In different formats of 100ml and 200ml they contain already mixed drinks, to which just add ice.

Blue in 2020 takes care of creating the graphic line of the labels and taking care of the artistic direction. The concept created refers to dictionary definitions, exposing the ingredients and the goodness of the product.













# LA PISTA

## BRANDING, VISUAL DESIGN & COMMUNICATION STRATEGY

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

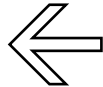
ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
MATILDE BALESTRI  
ROBERTO GENTILI

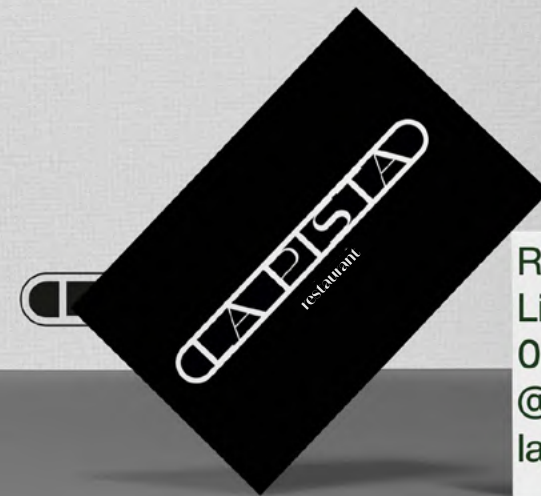


The Pista del Lingotto needs no introduction. It is a true Italian architectural icon. In 2021 La Pista Restaurant was inaugurated, right on the roof of the iconic building. Blue. is in charge of creating a coordinated image that is linked to the historicity of the place, which reflects a broad target, but also which is sustainable as well as the new project that surrounds it.

A logo is thus elaborated that fully recalls the track, enriched by a Romantic but modern font. The selected materials are always from previous processes, while maintaining the highest quality. Blue. also deals with the launch of advertising campaigns and the offline and online communication strategy from the opening (July 2021) until 2022.

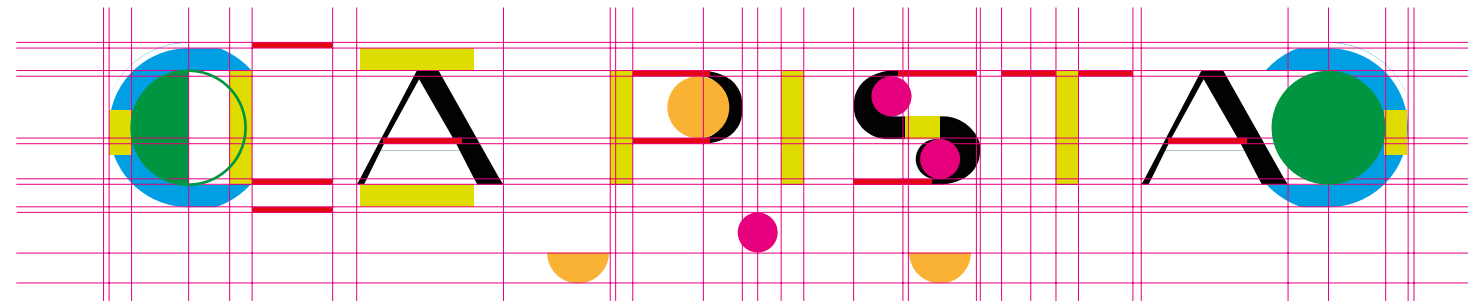


# WINES AND DRINKS LIST



RISTORANTE LA PISTA  
Lingotto, 33  
0183943048  
@lapista  
lapista.com

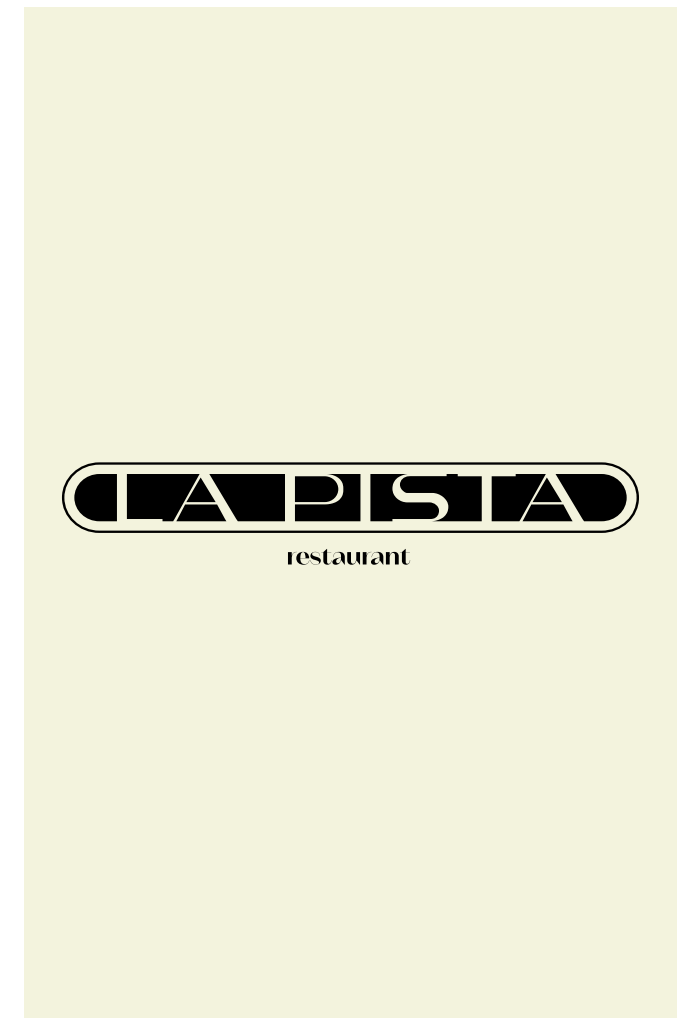




restaurant



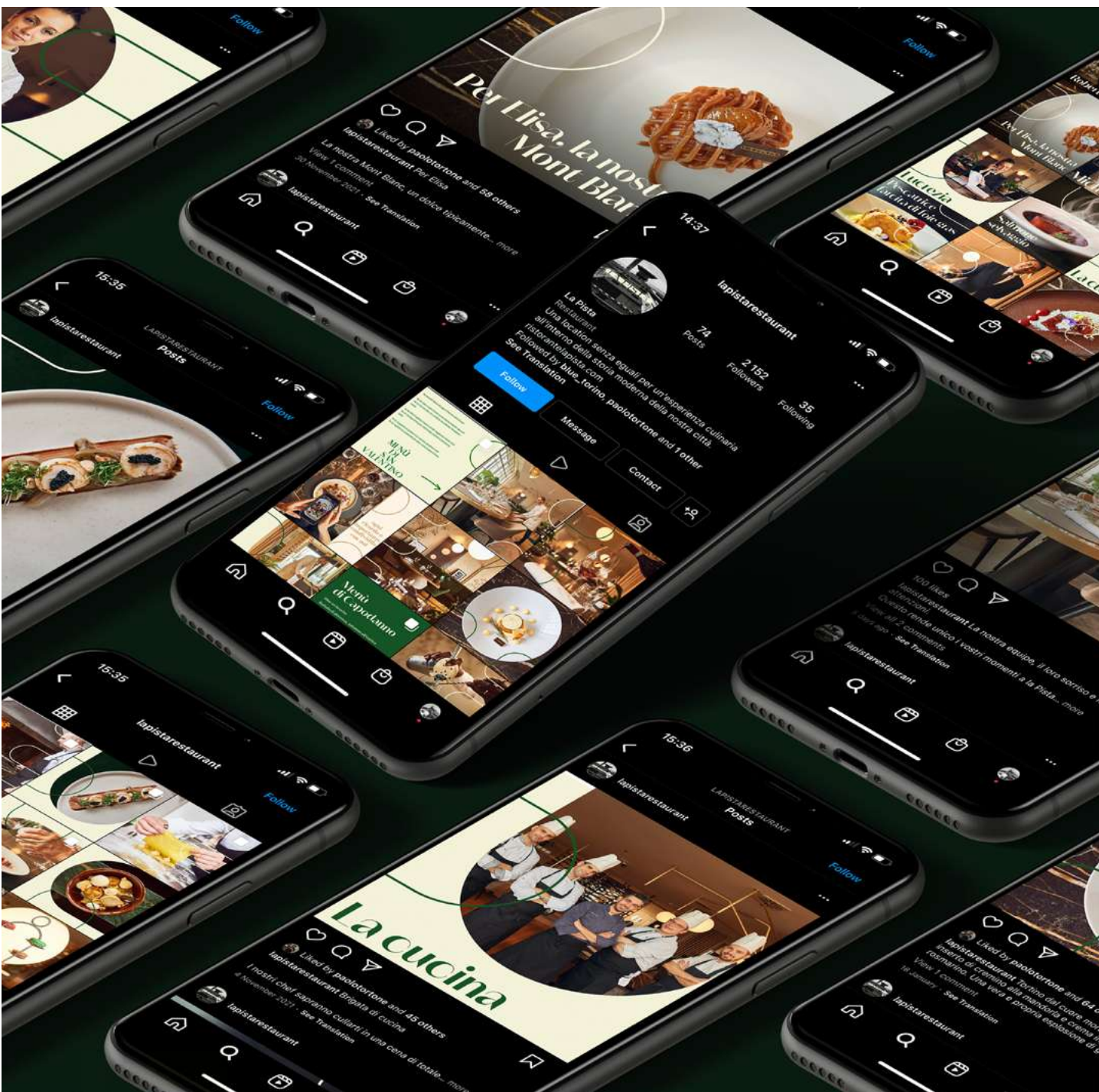
restaurant



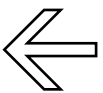
restaurant







# FRIGO



## CONCEPT & DING DESIGN      BRAN-

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
OLIVIA TREUSCH



FRI GO .COM

FRI GO .COM

FRI GO .COM

FRI GO .COM

FRI GO .COM

FRI GO .COM

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NUOVA APERTURA  
FRIGO MONDOJUVE

visual communication  
by blue\_torino  
info@blue-to.com

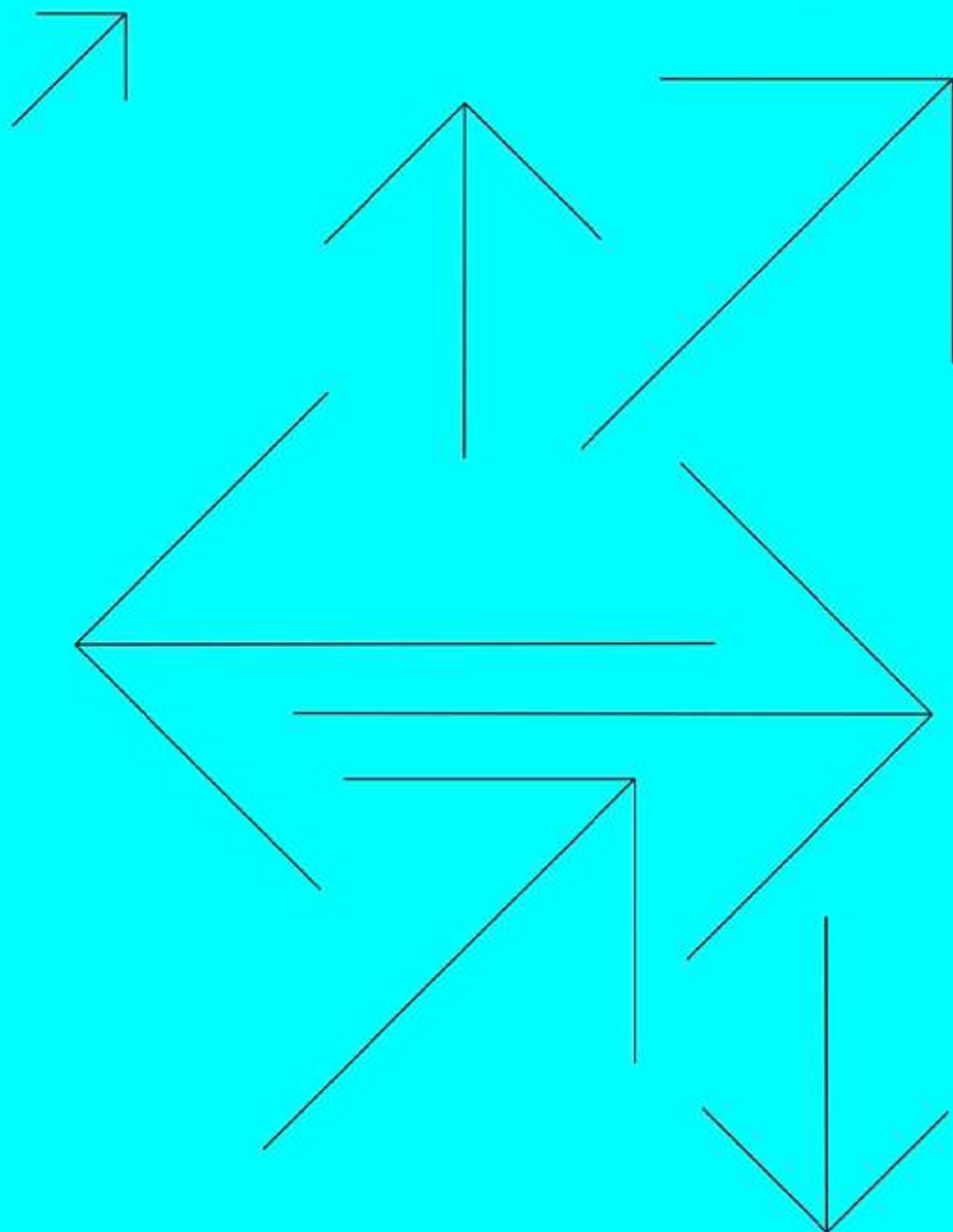
IG @FRIGOGRANMADRE

Frigo Gran Madre opens in 2020.  
The first Juice Bar / Restaurant / Greengrocer in Turin.  
Blue takes care of the total construction of the Frigo concept: from  
Naming to online communication.

An abstract but at the same time concrete line.  
In 2021 Frigo doubles with the Mondojuve Frigo.



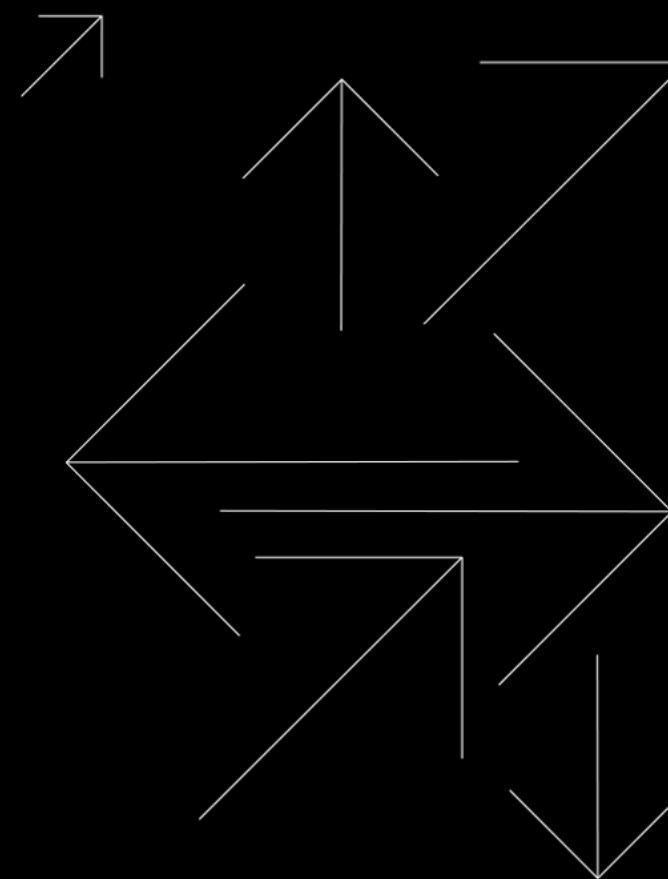
NUOVA APERTURA  
FRIGO MONDOJUVE



IG @FRIGOGRANMADRE  
WEB WWW.FRI-GO.COM

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NUOVA APERTURA  
FRIGO MONDOJUVE

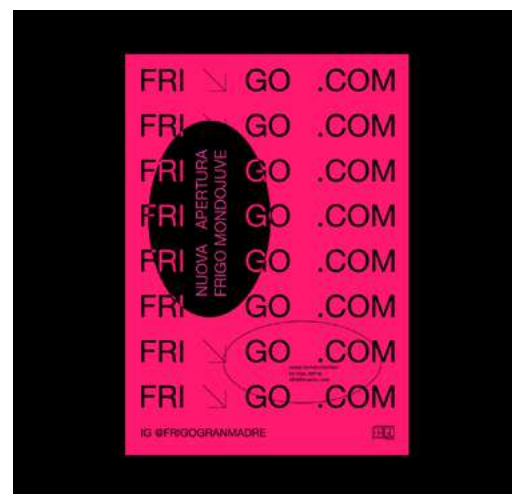


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(01)



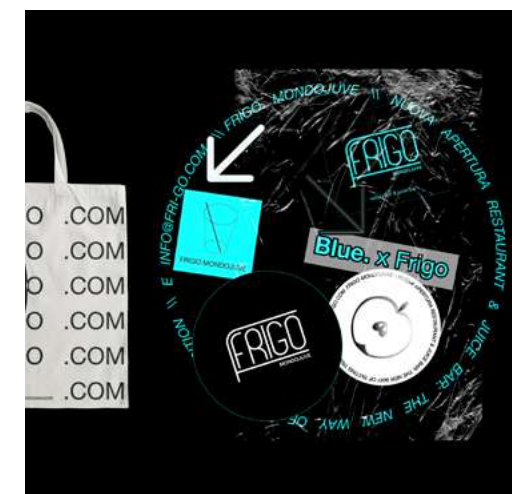
(02)



(03)



(04)



(05)







# DOPO

RESTAURANT AND BARS

## BRANDING & COMMUNICATION STRATEGY

CREATIVE DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
PAOLO TORTONE

GRAPHIC DESIGNER  
ROBERTO GENTILI  
ERMANNNO ANNESE



DOPO Caffè is a meeting point in the historic Gran Madre district in Turin.

In the pedestrian street, this “walking club” stands out for its colors and the enthusiasm of its owner.

In 2018 blue. created the coordinated image of DOPO, binding to the characteristic elements of the place and bringing the luxury of its headquarters back to the colors of the palette. In 2021 blue. goes back to putting his hand to the project, developing an innovative and completely unexpected communication strategy if you think of a place without seating.



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DOPO

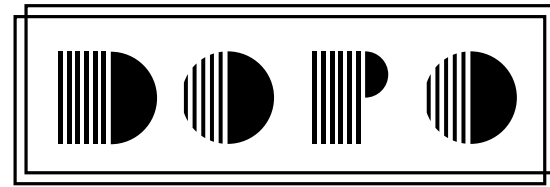


BLUE

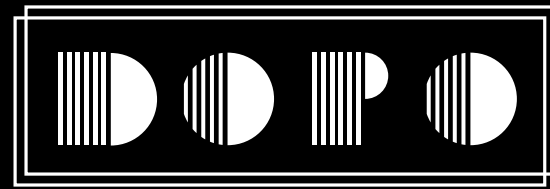
P.105

DOPO





GRAN MADRE



GRAN MADRE

Coconat Regular

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

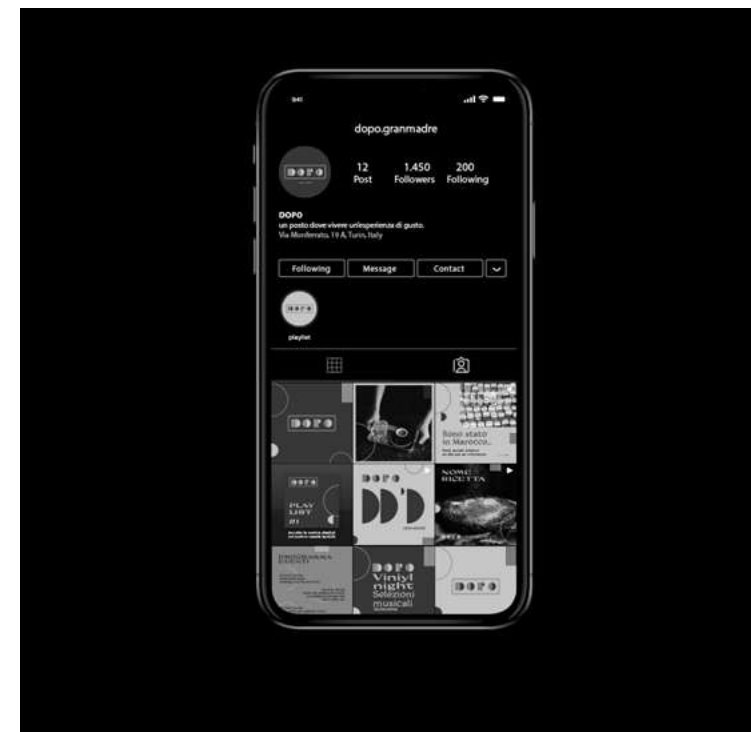
# Titolo

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Coconat Regular

Century Gothic



BLUE



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# SPAZIO CIBO

RESTAURANT AND BARS

## BRANDING & VISUAL DESIGN

ART DIRECTOR  
GIANLUCA BOCCHETTA

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
ERMANNNO ANNESE  
MATILDE BALESTRI



The Spazio group has been the protagonist of the streets of the center of Bra for over 10 years. Recognized throughout Piedmont, and beyond, as one of the most important clothing stores, in 2019 it is revolutionized by opening the first Spazio Cibo restaurant.

Blue. took care of the entire brand identity and visual communication of the venue, which remains extremely linked to the Spazio group, but which takes a playful and perfect line for a lunch break or an informal dinner with friends.





# SPAZIO *CIBO*











# MANIFATTURE PIOL

## BRANDING & VISUAL DESIGN

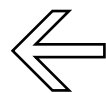
ART DIRECTOR  
GIANLUCA BOCCHETTA

GRAPHIC DESIGNER  
ERMANN ANNESE

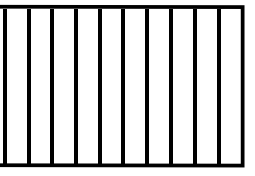


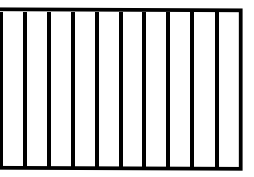
Manifatture Piol is a contemporary restaurant located in the historic center of Rivoli (TO). Its name incorporates historical elements that are recreated within the logo thanks to the composition of lines on which the entire coordinated image is then based.

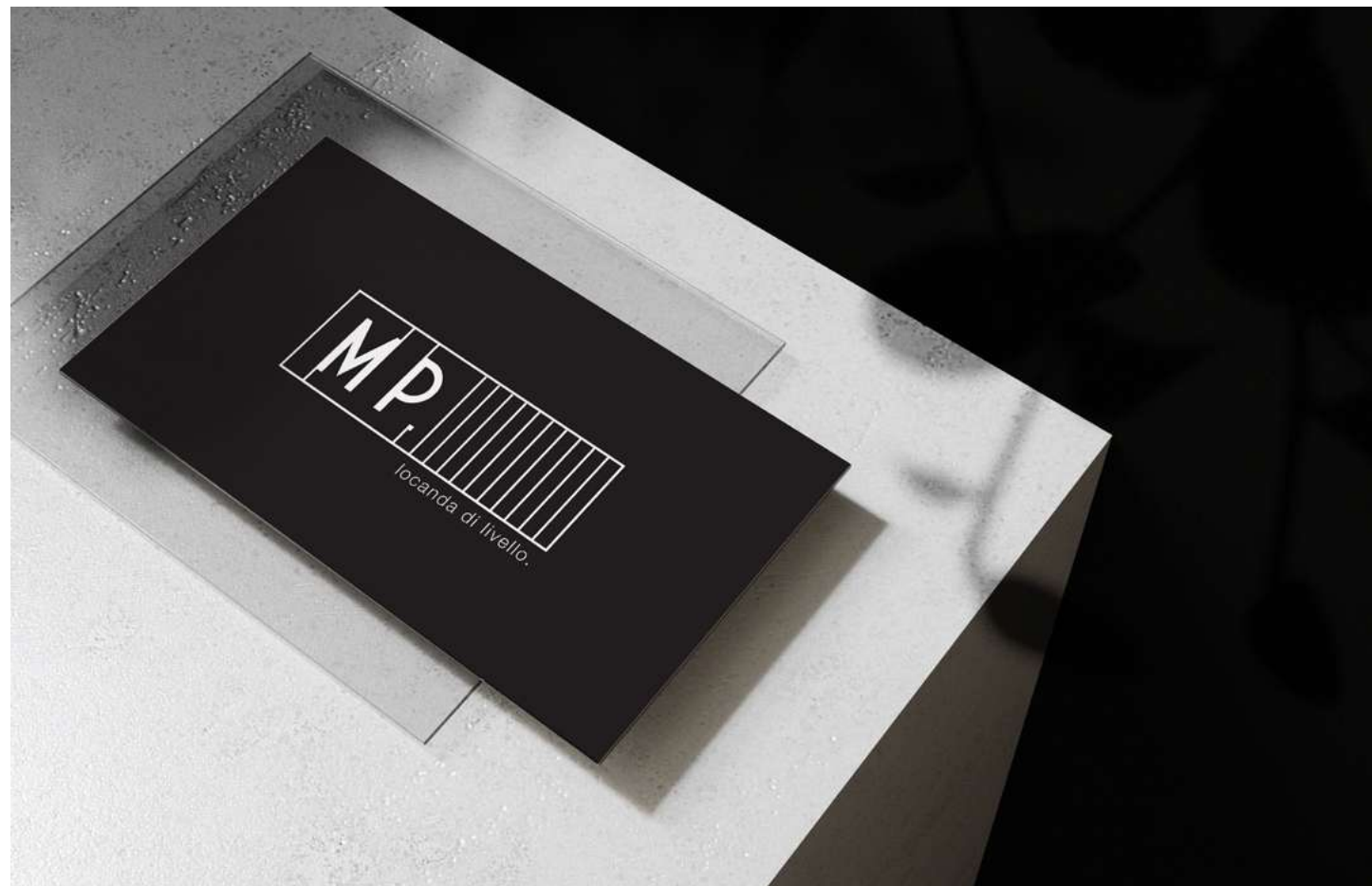
An important stylistic choice of the place is the paper with which all the materials are printed. Extremely fine and carefully selected directly with the local chefs.





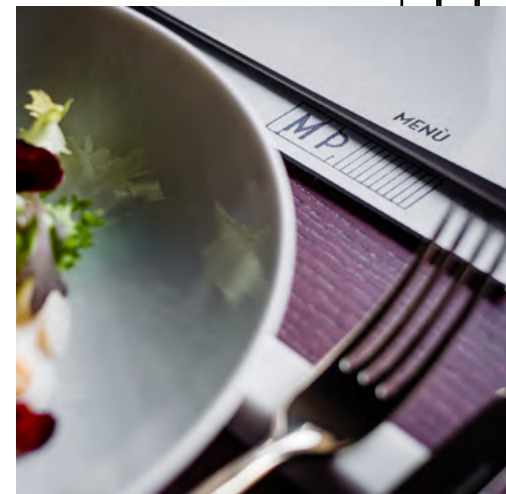
MANIFATTURE PIOL   
locanda di livello .

MP   
locanda di livello .









BLUE.

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MANIFATTURE PIOL

BLUE.

P.123

MANIFATTURE PIOL



# GERLA

## ART DIRECTION, STRATEGY & CONTENT CREATION

ART DIRECTOR  
PAOLO TORTONE

GRAPHIC DESIGNER  
ROBERTO GENTILI  
ALESSANDRO PILLA

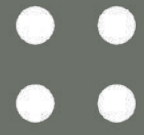


The Gerla group, an icon of Savoyard pastry, has a total of 18 places (including restaurants and pastry shops) with 6 different formats.

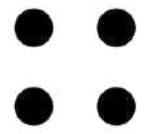
Blue. she was in charge of the artistic direction, communication strategy and content creation (from print executives to layouts dedicated to social networks) of the entire Gerla group from June 2020 to December 2021.



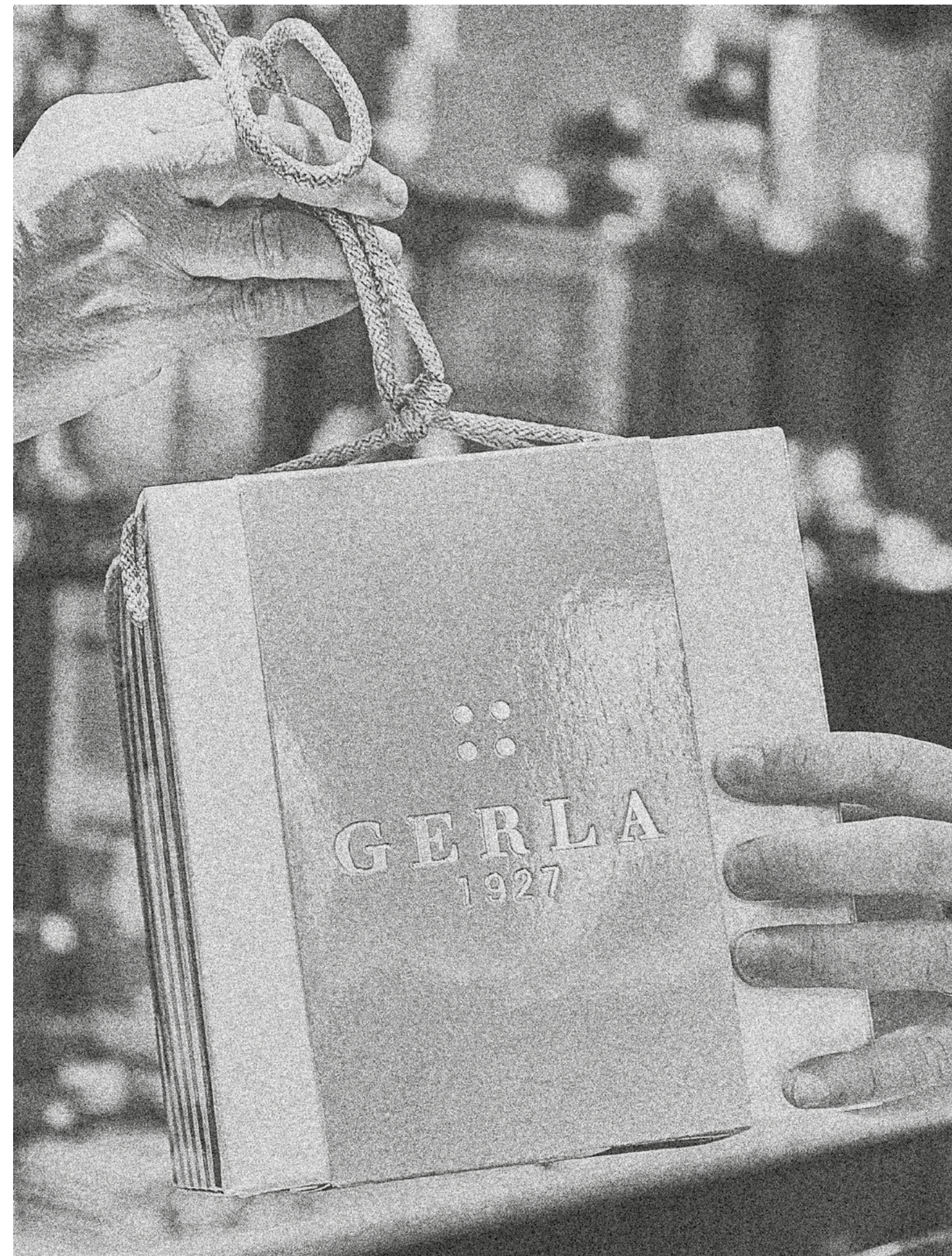




**GERLA**  
1927



**GERLA**  
1927







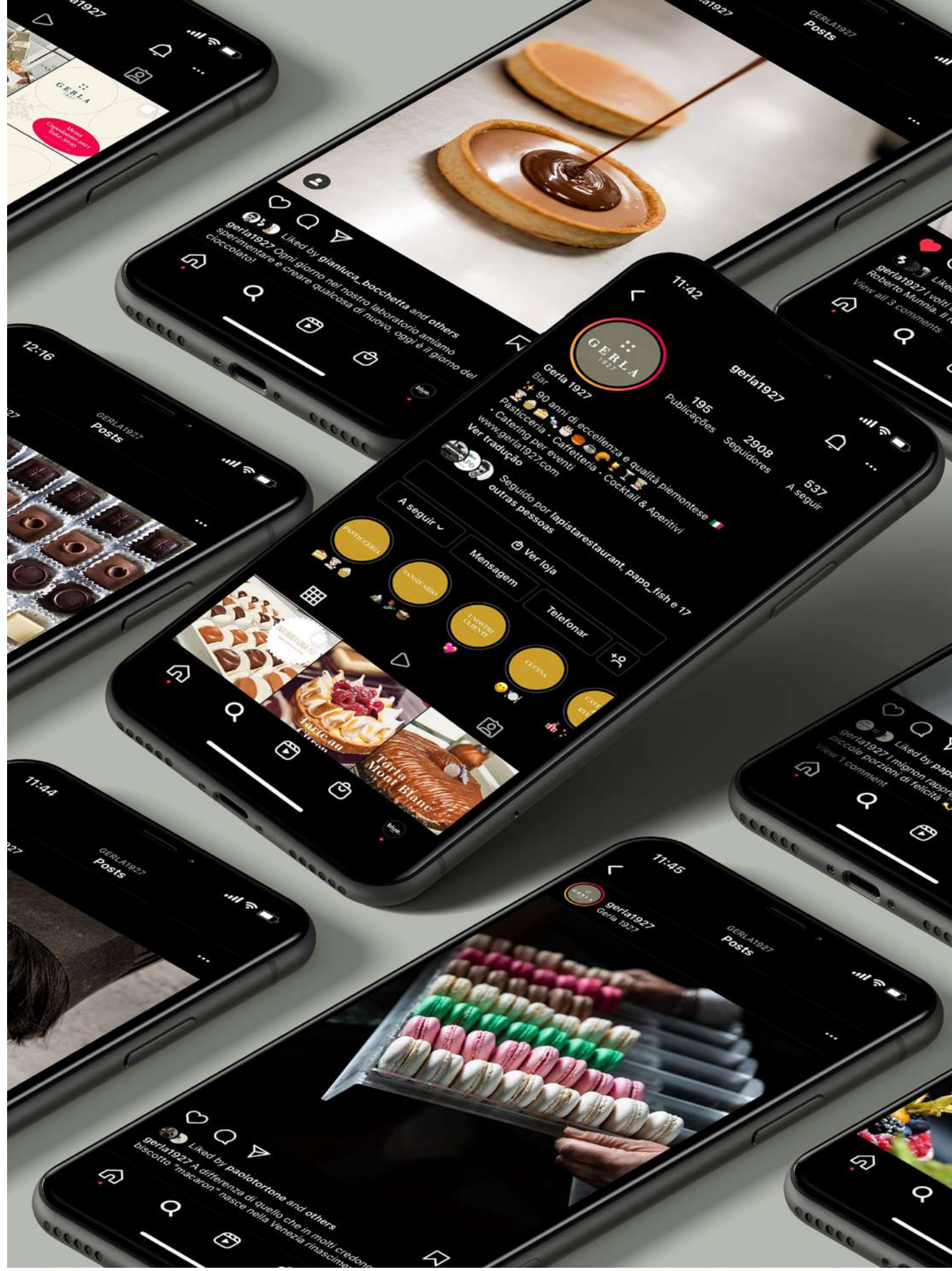




BLUE.

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GERLA



BLUE.

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GERLA



# ← PAPO FISH

## ART DIRECTION, STRATEGY & CONTENT CREATION

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
ALESSANDRO PILLA  
ROBERTO GENTILI

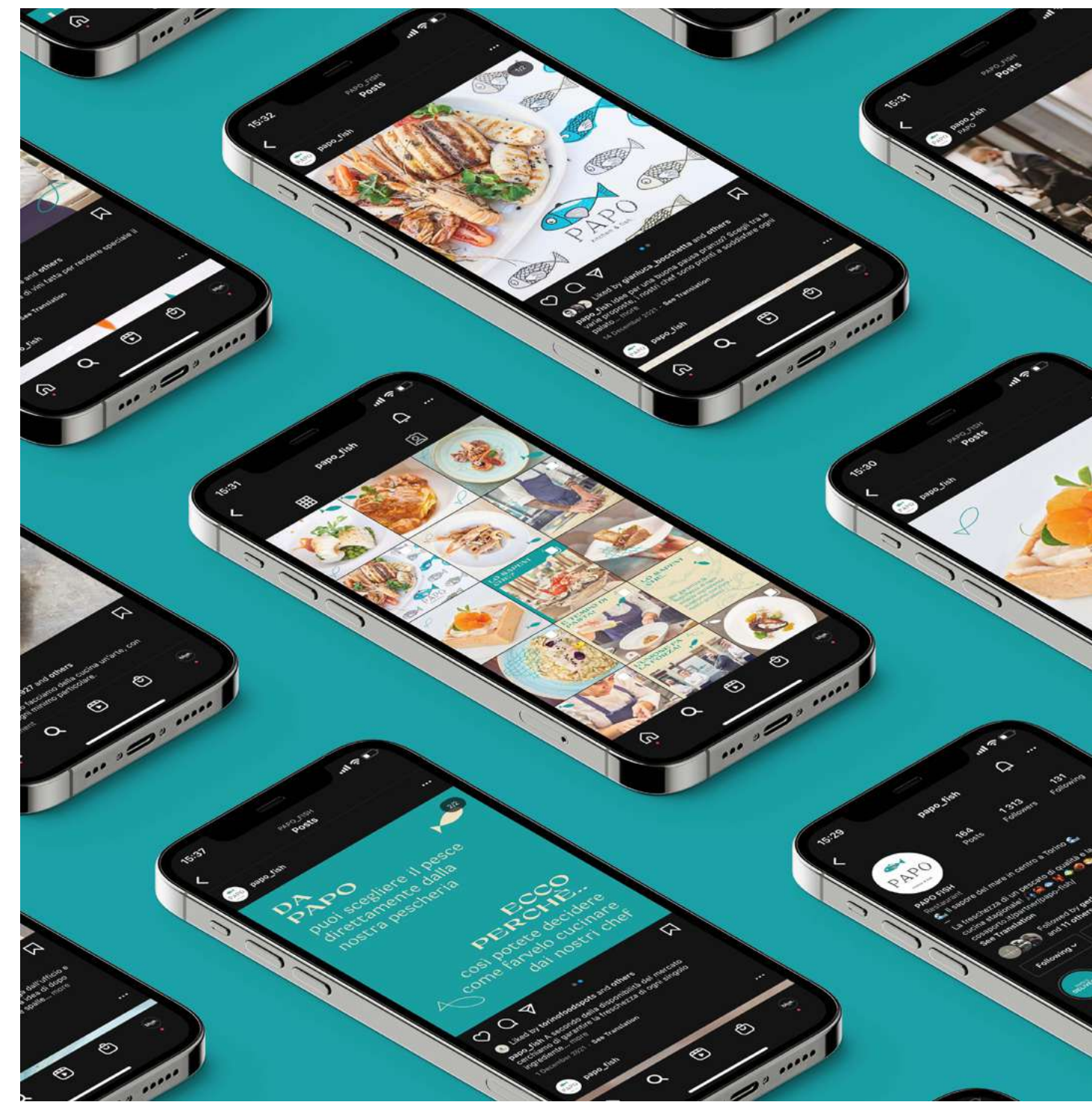


Papo Fish is a fish restaurant located in the renowned Via Monferrato in Turin.

Blue. she was in charge of the art direction, communication strategy and content creation (from print execs to layouts dedicated to social networks) of Papo from June 2020 to December 2021.







BLUE.

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PAPO FISH

BLUE.

P.135

PAPO FISH





# PAYFOOT

## VISUAL & WEB DESIGN

ART DIRECTOR &  
GRAPHIC DESIGNER  
PAOLO TORTONE

GRAPHIC DESIGNER  
ALESSANDRO PILLA  
INES ROMPANTE



Payfoot is a Swiss start-up that aims to create a virtual currency that can only be used in the world of football.

Blue in 2022 is responsible for creating the payfoot communication strategy and redesigning the website, giving a contemporary, simple and direct line to the brand.



