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visiva

Arnaldo Tranti is a designer, art director and consultant for private and public enterprises around the world. For the past 30 years he's been working on trans-disciplinary projects. His works are a fusion of art, design, graphics, architecture, fashion and social practices. He sees design as a way of living. "What I do is give life to identities that are unexpressed or latent". His objective is to detect the uniqueness that inhabits each thing and make it visible. He does it by incorporating every tool and means "so that its communication may become easier to express and understand".

Among his clients are, to name a few: **Bic®** (Worldwide), **Options** (France), **Castel Mimi** (Moldova), **Château de Ferrand** (France), **Ferrero** (Italy), **Regione Piemonte**, **Regione Valle d'Aosta** (Italy), **Bargash Mohammed Al Said** (Oman), **Cantine Pescaja** (Italy).

He is member of **ADI** and **AIAP**, the italian professional associations for industrial design and visual communication. His works have been published on specialized magazines: **Domus**, **Novum**, **Linea Grafica**, **Quaderni d'arte**, **Creative**, **Pro**, **Images**. He has exhibited in Europe and Japan.

In 2000 he's been appointed to design the headquarters of **BIC®** in Paris and New York; he is actually coordinator of all the worldwide offices. In 2005 he has designed for the Valle d'Aosta region the **Offices for the Department of Tourism**, the **Abbé Cerlogne Museum in Saint-Nicholas (AO)**, **The Visitor Centres** inside the **Gran Paradiso National Park**. He has designed the interior of "**Attimo**", a 105 feet yacht. He has created the global image and strategic planning of touristic communication of the Valle d'Aosta region. Some of his advertising campaigns: **Cartiere di Cordenons spa** (Milano), **Forte di Bard** (from 2001 to 2007), **Clareton Évènements** (Paris), **Maison Options sa** (Paris), **Lattes** (Torino). In 2010 he's designed the signage network for the **Department of Artistic and Cultural Heritage of Valle d'Aosta**, the **Aosta-Pila Cableway** (premises, cablecars, offices); the setting of "**Dream**", an exhibition for **Torino World Design Capital**, and the setting of the **Ceramic Museum of Mondovì**; the restoration of **Château de Ferrand** in Bordeaux. He is the art director of the architecture magazine **Images**. He creates trade show stands for **CEIP Piemonte**. He's won an international competition to design the **Dolomiti Heritage Unesco** logo. He's designed the **Handicraft Museum of Institut valdôtain** and **Museum of Contemporary Art Castello Gamba** (Aosta). He conceived naming and logo for the world's highest cable car **Skyway Mont Blanc** and the design of the rotating cabin.

Work in progress : the new headquarters of **BIC®** in Paris; the offices and laboratories of **Ferrero spa** in Alba, designed according to new technologies of communication; the new showroom and visual identity of **Cave du Mont Blanc**; the Museum design in Muscat, **Oman**; the expansion of **Chateau de Ferrand** to Bordeaux; **Chateau Mimi Winery** a resort of 35.000 square meters in Moldova and the **Cellar Pescaja** of Asti (TO).

Main exhibitions : **SMAU**, Milan "**Signs, alphabets, writing and language**", reflections about the artwork of 70 italian graphic designers; more recently "**New italian posters**", at the **Osaki Poster Museum** in Japan and "**150/150/150**", an exhibition in Milan to celebrate the 150th anniversary of the Unification of Italy through its artworks.

To learn more:

<http://www.trantidesign.it>