RICCARDO FATTORE

CREATIVE DIRECTOR

ABOUT.

Creative Director working across brand, culture and spatial design.

Over the past 20 years, I have led projects spanning integrated campaigns, visual content, exhibition design and product development, collaborating with international brands and creative teams.

My approach combines strategic thinking with hands-on direction, translating concepts into tangible outcomes while overseeing the entire process — from idea to execution.

I build coherent visual systems across platforms, connecting communication, space and product into unified brand experiences.

Alongside my commercial work, I have developed independent cultural projects, founding and directing a contemporary art gallery with an international program focused on emerging and mid-career artists.



Tavernello | Film Campaign

Role: Creative Direction
Agency: Lorenzo Marini Group









The film expands Tavernello beyond the product, positioning it within a broader system of people, landscapes and processes.

A collective narrative where production, territory and everyday life converge into a coherent visual language.

Tavernello | Visual System

A set of campaigns exploring different dimensions of Tavernello's identity, building a flexible visual system across print and digital platforms.



Print Campaign | Taverbello.



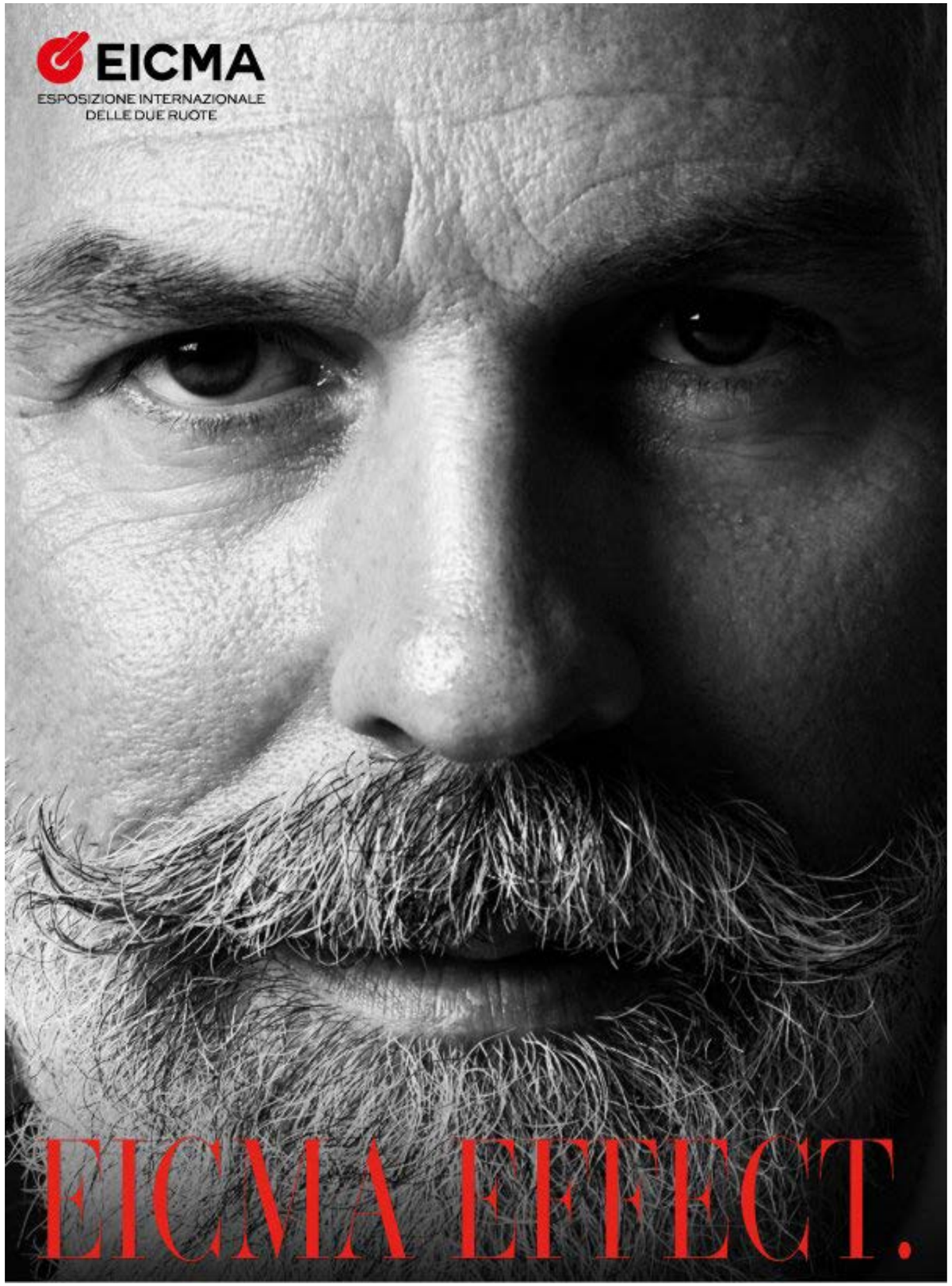
Digital Campaign | Metaverso.



Print Campaign | C'è tutto un mondo intorno.

EICMA | Campaign System

Role: Creative Direction
Agency: Lorenzo Marini Group









The campaign is built around the concept of the “EICMA Effect” — the emotional intensity experienced when entering the event.

Faces become the primary medium, transforming emotion into a direct and recognisable visual language across formats.

Febal Casa | Film Campaign

Role: Creative Direction
Agency: Lorenzo Marini Group





The campaign frames the home as a fluid and evolving space, shaped by gestures, habits and relationships.

Design acts as an invisible structure supporting everyday life, positioning the brand within a contemporary living experience.

Les Hommes Urban | Digital Direction

Role: Creative Direction (Digital)











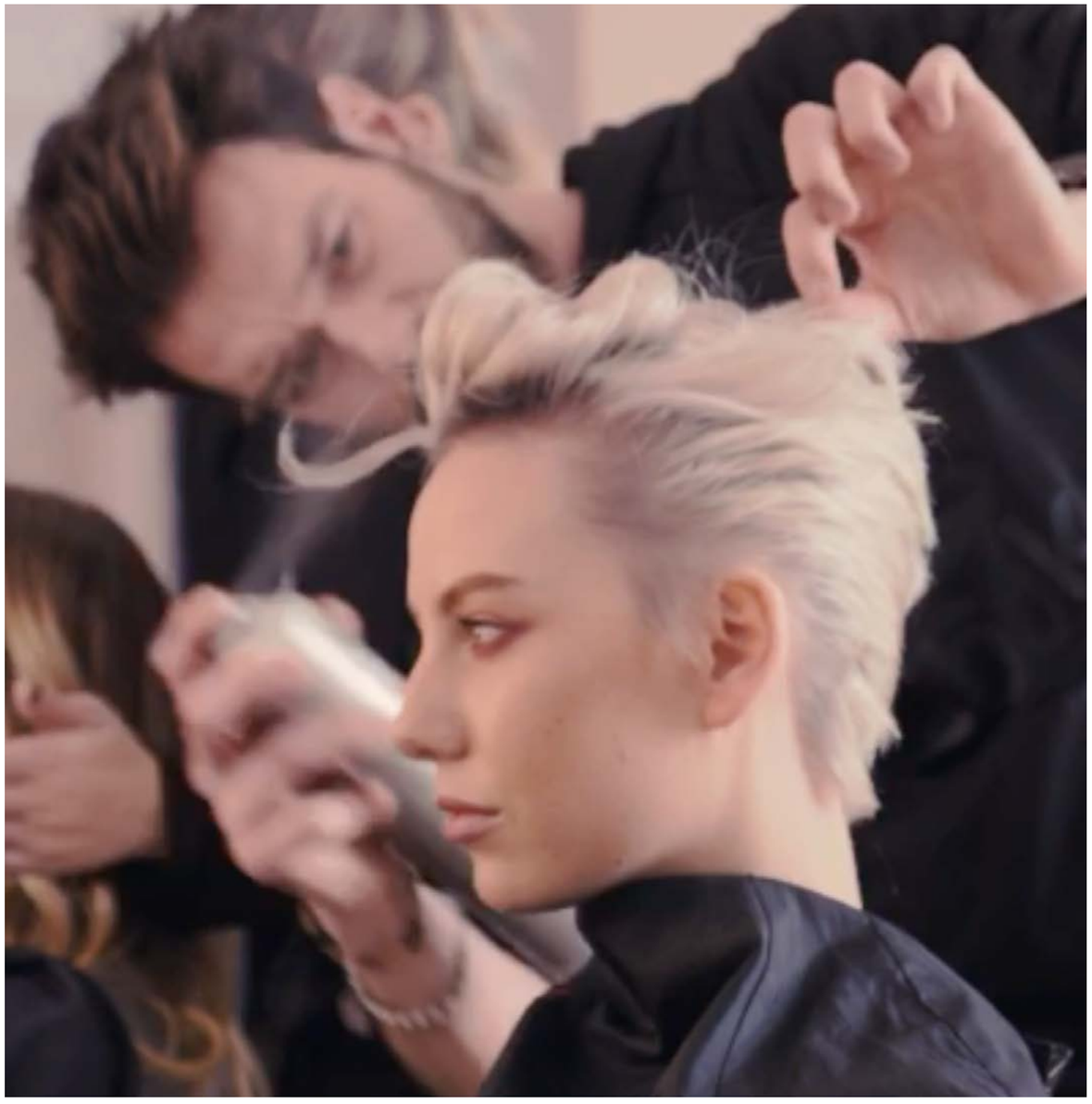
Digital visual direction project for Les Hommes Urban.

I led art direction and production for digital content, defining a visual language positioned between editorial aesthetics and contemporary digital culture.

The project unfolds through a series of shoots and formats, building a coherent and recognisable identity across digital platforms.

Schwarzkopf | Visual Direction

Role: Visual Direction & On-Set Production











The project translates the production environment into a coherent visual language, capturing the energy and aesthetic codes of the brand.
On-set direction and production generate visual materials balancing immediacy and editorial quality.

The Collector | Editorial Film

Role: Direction & Visual Production











Editorial video project for The Collector, reinterpreting cowboy iconography through a contemporary lens.

A visual language positioned between fashion and narrative, blending cinematic references with editorial aesthetics.

Product Systems & Brand Extensions

Role: Creative Direction & Product Development



hi-Fun | hi-Bomb 2







hi-Fun | Various Products



Armani | USB Key

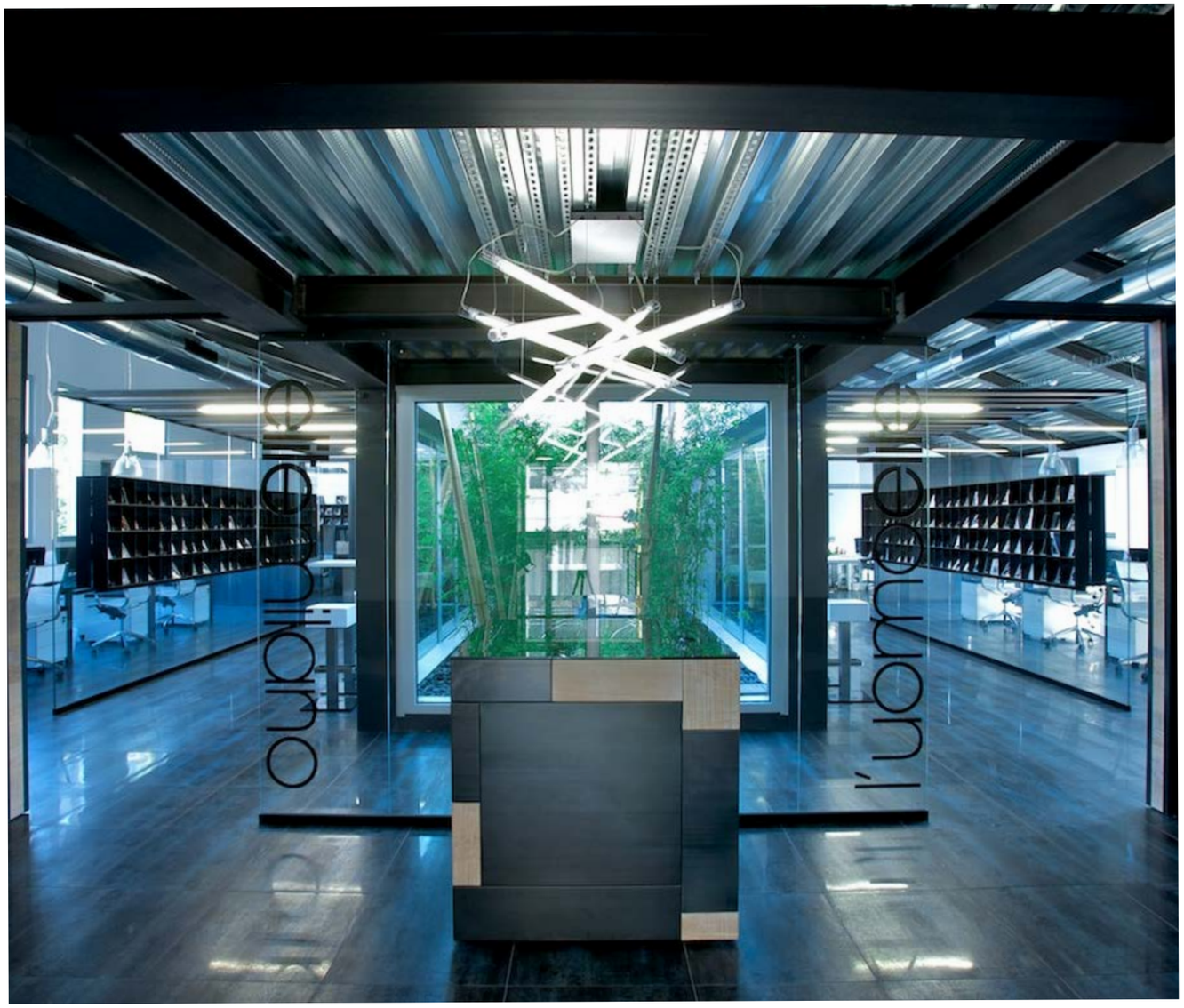


hi-Fun & Etro | Headphones

Product development projects for international brands including Armani and Etro, translating brand identity into physical products and retail-ready solutions.

Spatial Design & Brand Environments

Role: Creative Direction & Spatial Design



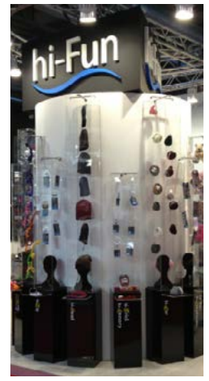
Elite Model | Agency















A set of spatial projects across exhibitions, retail environments and photographic spaces. Space is treated as a narrative medium shaping coherent brand experiences.

EDGE Art Space | Contemporary Art Project

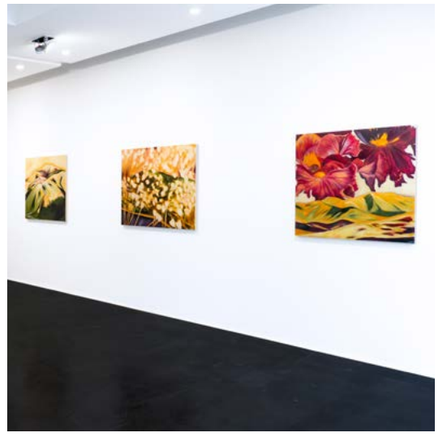
Role: Founder & Creative Director







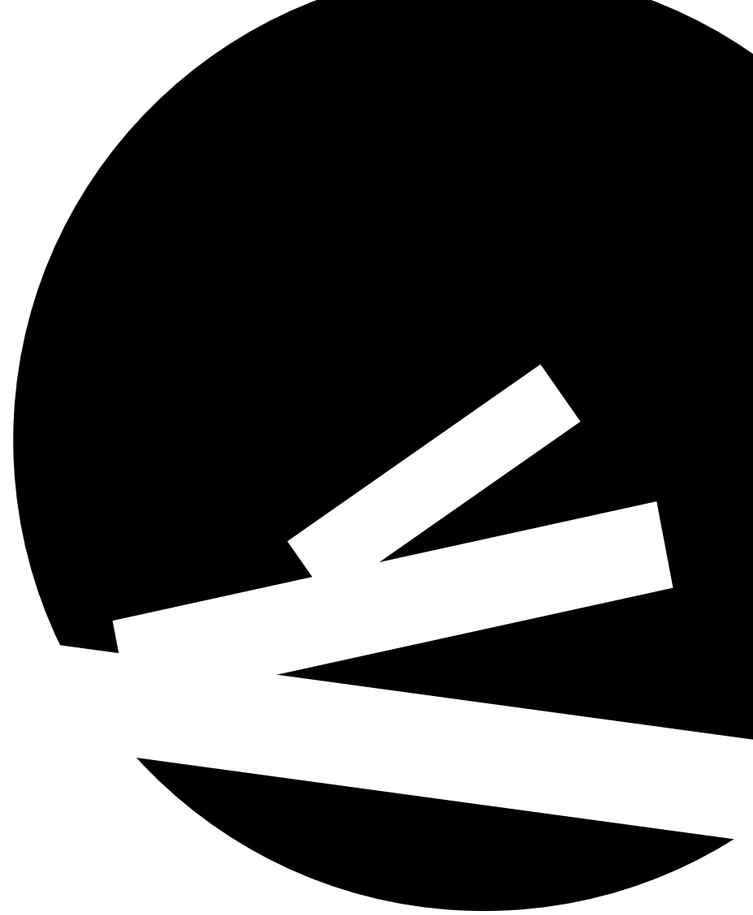




EDGE Art Space is a contemporary art platform founded and directed in Turin, focused on emerging and mid-career artists.

I led the artistic direction of the platform, selecting artists in collaboration with the curator and shaping the identity of each exhibition while overseeing communication, spatial design and installation.

The project operates as a cultural system where exhibitions, communication and space converge into a unified experience.



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