



# THE STORY BEGINS LIKE THIS...

I was **born** in Florence **in 1984** and after a short time ...

... I **walk, run, jump, climb, build**, and **dress up**. How many afternoons spent in the family field playing imagining a thousand adventures, fights, meetings and dialogues.

... I **pedal** and I **sing**. On summer evenings under the stars, I pedal, singing my favourite songs at the top of my lungs. Actually, only the chorus, I invented the rest!

... I **train** and **sweat**. Basketball: I started it without knowing what it was and then it became one of my greatest passions.

... I **study**, I **learn**, I **exercise**. Compulsory school was a time of sharing, curiosity and experimentation. So many friendships started, ended and then resumed.

... I have **fun**. Dirty trousers, skinned knees. So many Saturdays and Sundays spent with friends playing football, riding bikes and then scooters.

... I **choose** and I **grow**. Scientific high school. A school where I didn't know anyone. New neighbourhood, new classmates. How hard it was for me, a dynamic but very sensitive and a bit shy boy.

... **I'll give up everything**, I told myself... But no!

... I **resist** and reach the finish line ... I win! With stubbornness, perseverance and willpower.

... I **experiment**. At home I enjoyed leafing through my brother's architecture magazines... and a new and important passion begins to grow in me.

... I start to **shape** and **form myself**. My way started with the University: Industrial Design.

... I **study**, I **learn**, I **experiment**, I **invent**, I **create**. It seemed that all the pieces of the puzzle were coming together in a perfect fit. The first results and the first satisfactions for my creations began, and so...

... I **graduate**. In the Product Design course, in 2010!

But the best is yet to come...

# TODAY

Today I am designer and founder of my own design studio "**Lorenzo Susini Design Studio**", which came to life in 2012 in Florence.

Since the beginning I tried to make myself known within the territory of my hometown, where I still live and practice my profession. Later on, however, thanks to word of mouth, I began to **follow projects with both local and national realities**.

A great satisfaction comes with a project conceived in 2013: the **Pop Gum handle**, made by Enrico Cassina.

In 2015 I presented the Pop Gum handle at the Fuorisalone in Milan and in 2016, thanks to this project, I won the famous "**A'Design Awards & Competition**".

One of my greatest strengths is certainly **being able to take care of all the phases of a project** in complete autonomy: **from the idea to the final presentation**.

Another element that characterises me is my **reliability**: if I make a commitment, I am certain that I will take care of it until its end. At the same time, I am flexible and available to the client, and I like to listen. Because I have learned that the basis of every good project is a relationship of trust.

I consider myself **a concrete and professional person, but not serious**. On the contrary: I have a dynamic, playful, self-ironic and curious nature.

I cultivate many interests and am also passionate about architecture, graphics and photography.

A great passion for this job fuels my desire to grow and never stop.

**I love putting myself to the test and accepting new challenges**. That's why I'm always looking for something new, so that I can push my limits and reach new horizons.



# "SIMPLYCREATIVE"

I'm aiming for **creative, simple** but **thought-out design**.

Design that is **easy for everyone to understand**.

A design where **beauty** and **functionality** go hand in hand.

Design that is studied but dynamic at the same time.

A design that knows how to take **responsibility for creating a valuable relationship** with the user, and that is aware of this.

I firmly believe that **every project has a story behind it**, which deserves to be told and understood...

...This is the only way we can **leave our mark** and make an impact on people's lives.

And this is the **challenge** I set myself every day.

(And I like challenges very much!)

RELIABILITY

CREATIVITY

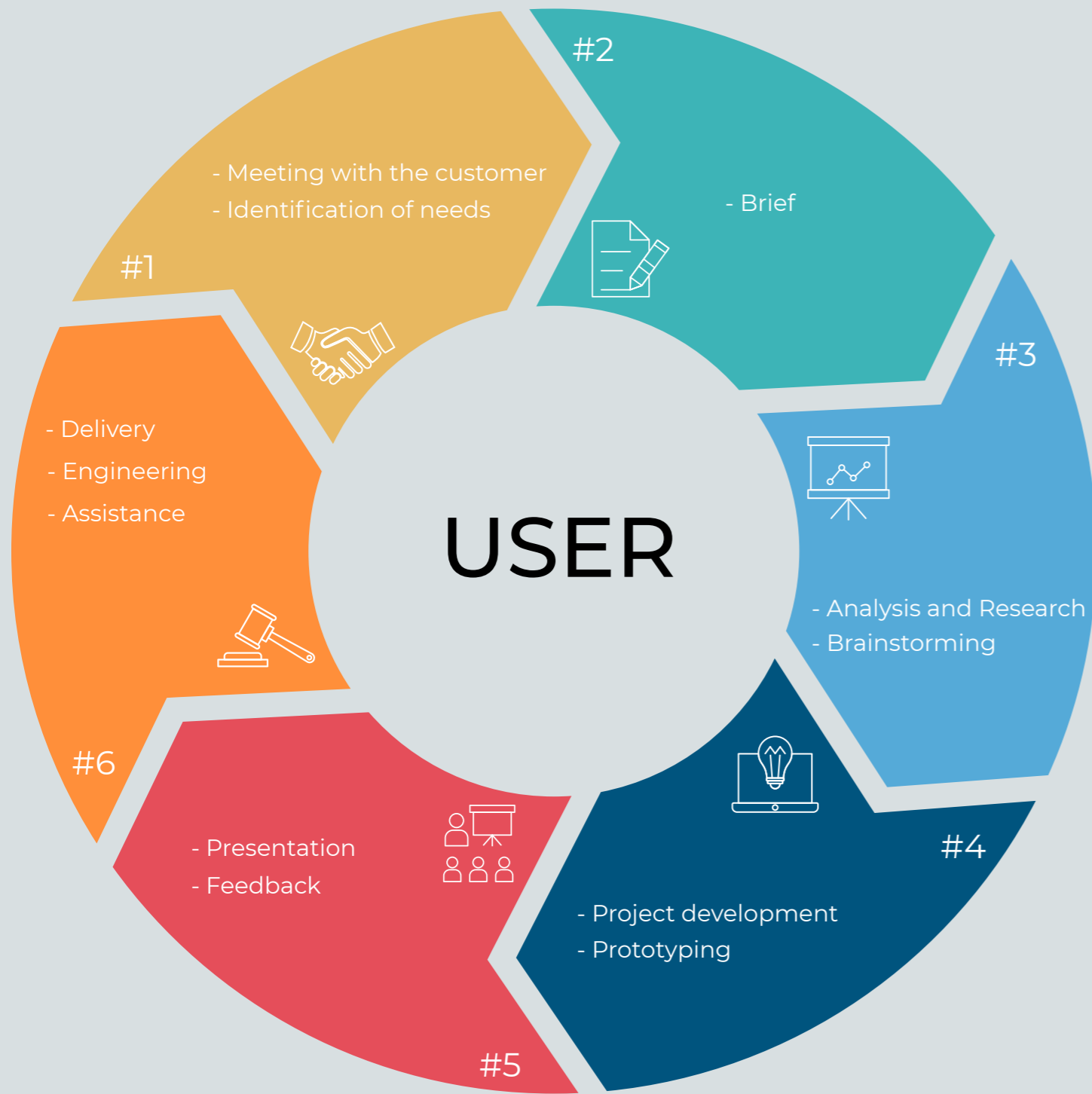
CURIOSITY

EMPATHY

INTERACTION

PASSION

SIMPLICITY



Lorenzo Susini Design is a **multidisciplinary studio** that develops projects and **works alongside the client**. Curiosity, interaction and contamination of everything that surrounds us are the ingredients for developing good proposals where attention to detail will make the difference.

### #PRODUCT DESIGN

We design customer-driven, market-oriented products.

### #GRAPHIC DESIGN

We manage the entire corporate image: from the study of the logo to the production of every piece of communication to promote you at your best.

### #EXHIBITION DESIGN

We design shop fittings and trade fair stands.

### #3D DESIGN

We create 3D models and photorealistic renderings as requested by customers.

### #TECHNICAL DESIGN

We follow the engineering of the product and give assistance in all aspects of its industrialization. The goal is not only to realize a beautiful project, but to make it easily producible trying to optimize the process of manufacturing. Together with our partners we realize prototypes in 3D printing so that our customers have a concrete vision of the project before the actual production.

Some projects have been talked about!



# PRODUCT

DESIGN



# Note

2019 / Capannoli  
Product Designer

## “Music for your bathroom.”

A minimal and elegant design that brings everyone together. A bent and welded tube that gives life to a beautiful and functional collection of bathroom accessories.



# Pop Gum

2015 / Enrico Cassina  
Product Designer



**“Opening a door is like riding a bicycle.”**

The idea comes from the memory I had as a child of my legendary BMX with the colored grips that sometimes slipped off the handlebars.

A project for a young and dynamic target. Each color can represent a state of mind or can serve to differentiate spaces.





# GRAPHIC

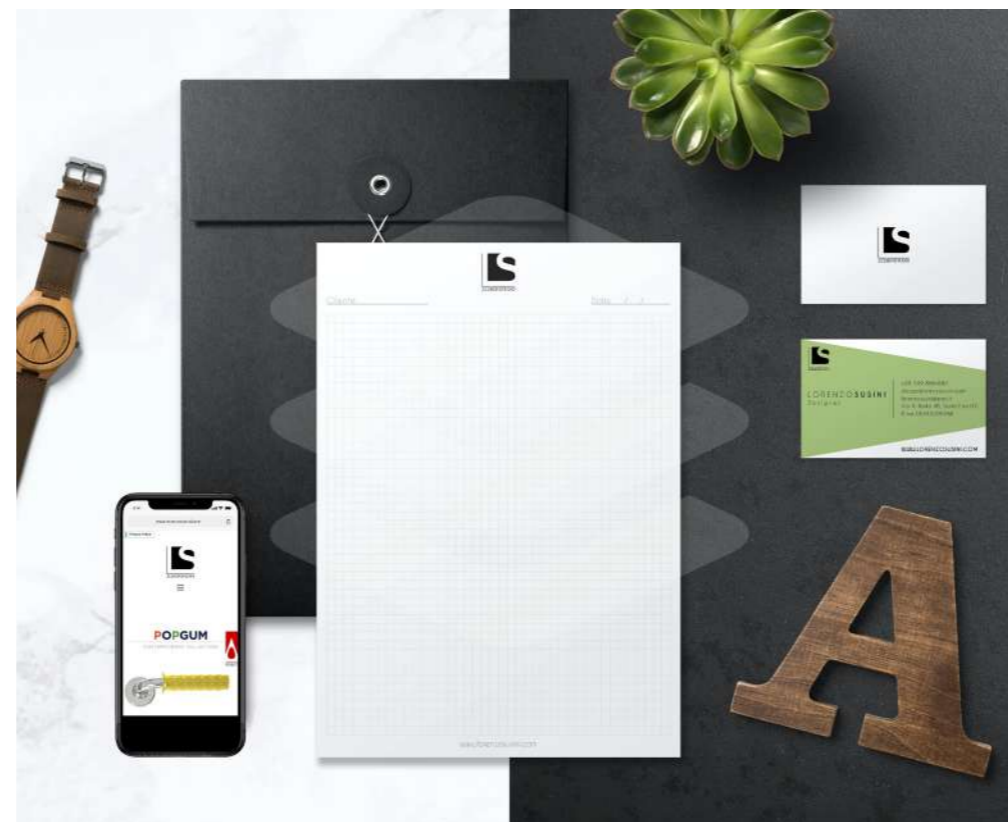
DESIGN



# Logos

2019 - 2021

Graphic Designer



**“Simplicity is one of the keywords of my projects.”**

Selection of some of the work done where I tried to best represent the client and their needs.

# Brochure

2021 / Job Formazione  
Graphic Designer



**“To arouse curiosity...that’s the goal of the project.”**

In this graphic project the intent was to show the strengths of Job, without revealing in detail the training courses it offers. The goal was to arouse curiosity in the user so as to lead him to visit the website, to browse the many training courses and contact the school.



**EXHIBITION**

DESIGN



# Dita stand

2017 / Dita Eyewear  
Mido Fair in Milan  
Technical Designer

**“Elegance and attention to detail  
make all the difference.”**

Being able to technically design, together with Project Allestitenti, this magnificent stand at the Mido Fair in Milan was a huge satisfaction. More than 3 months of work to unravel all the details and make the project we had been presented with feasible, from the materials to the custom-made furnishings to the most suitable hardware. The goal was not only to realize it, but to simplify its assembly and disassembly for more than one event. Every single piece was numbered and well explained on the assembly tables.



3D

DESIGN



# 3D + Rendering

Graphic Designer

**“Imagine, design, represent in a photorealistic way.”**

In my projects, whether personal or commissioned, I always try to imagine, design and then make visible what I thought in the most realistic way possible, applying the fundamentals of photography.

From a still life on a neutral background to a room set up or an exterior, the goal is to bring out the object or the environment through the materials but especially through the light.



**TECHNICAL**

DESIGN



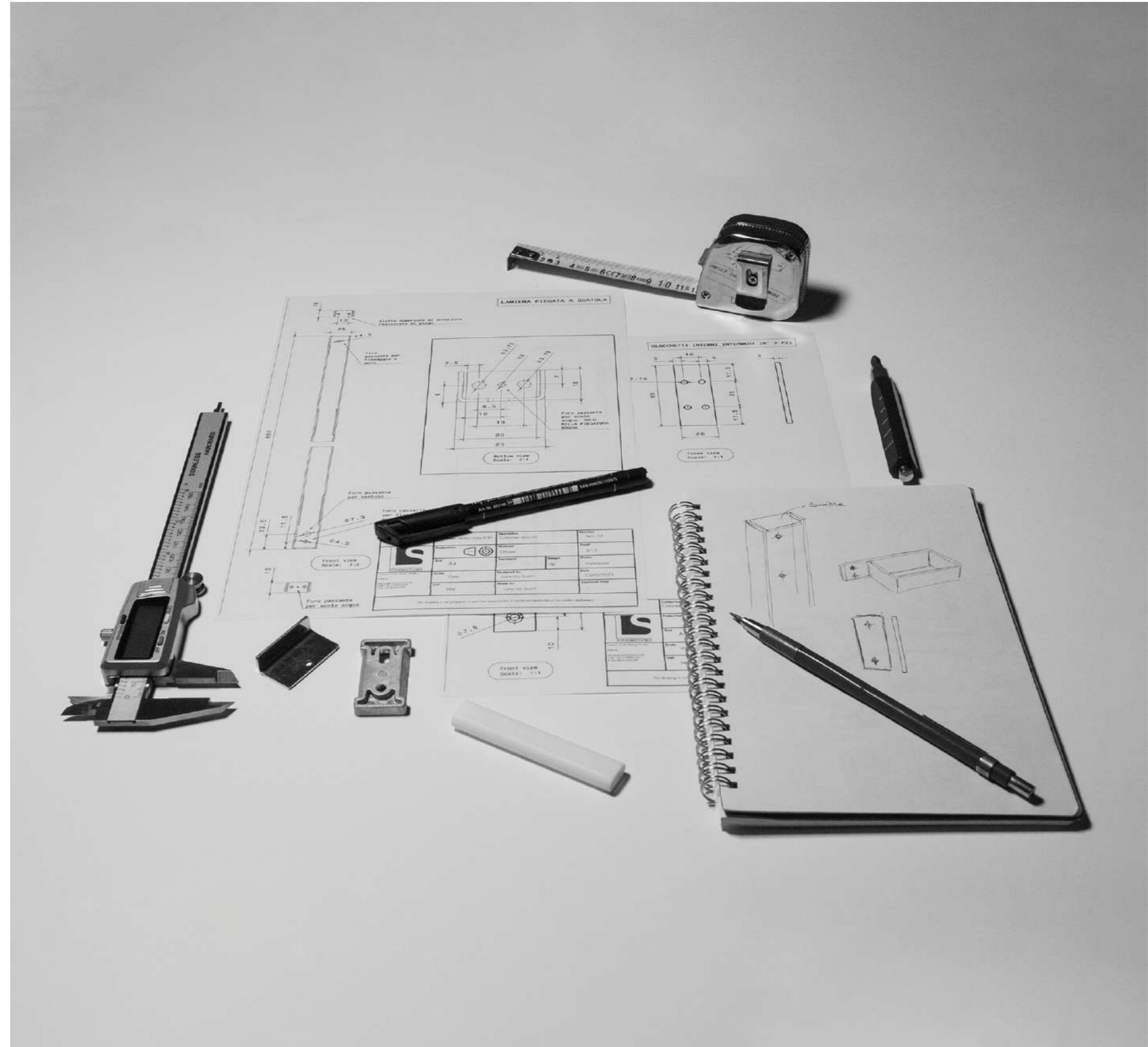


# Technical design

**“It’s a matter of details and feasibility.”**

Every project must be imagined, designed and then engineered to be feasible.

Working alongside the client, collaborating with reliable technicians and suppliers will make it possible.



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**Let's take  
a coffee together**

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