

Happycentro

GRAPHIC DESIGN STUDIO

Verona, Italy

info@happycentro.it
0039045505993 office

The study began in 1998, our city is Verona, the romantic city of Romeo and Juliet. In recent years we have worked with clients large and small, for local agencies and major international companies. Our approach to design is always the same: design a logo, an advertising page, a wall or direct a commercial is the same opportunity to deal with a problem. We have become quite good at solving problems. Mix complexity, order and fatigue is our formula for beauty. Always, in addition to the commissioned work, we spend plenty of energy in research and testing. Visual art, typography, graphic design, illustration, animation, film direction and music. We like contamination between creative disciplines and diversity in general. We do not like to redo twice what we are already able to do. It is tiring but satisfied.

The studio works with clients like Nike, Sony Ericsson, Rai Television, Raiset Satellite Television, Unilever and advertising agencies like Wieden+Kennedy Amsterdam, BBH NY, McCann Erickson Rome and Milan, Marimo, Publicis Rome and Milan, Saatchi&Saatchi Milan.

Happycentro are: Federico Galvani, Roberto Solieri, Giulio Grigollo, Andrea Manzati and the photographer Federico Padovani.

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