

DESIGN MANIFESTO!

A JOURNEY DISCOVERING MY STYLE

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With this MANIFESTO, I intend to expose my ideas, objectives, passions, inspirations and beliefs as a designer.

MY VOWES

I am LORENZO, a FILM TV and STAGE DESIGN student attending my final year at Salford University. As a designer in my beginnings, I solemnly swear to:

1) Be **MOTIVATED** and hard-working, no matter what challenge I am facing.

2) Be **PASSIONATE** about Cinema, Movies and Design.

3) Be **ENTHUSIASTIC** about every new project I am going to face in the future.

4) Be **CREATIVE**. Always remember to feed creativity through sketching, painting, sculpting, and designing.

5) Be **AMBITIOUS!** don't be ashamed of dreaming big and aiming high.

6) Be **KIND** and considerate to others.

7) Be **UNIQUE**. Always try to think outside the box. Do not be predictable, take creative risk!

8) Be **SMART**. Always remember to research and gain more and more knowledge.

9) Be **CURIOUS**. Always remember to see the world with the curiosity of a child. Get inspired by my surroundings.

10) Be a **TRAVELLER**. Explore, see new places, learn new cultures and find inspirations.

11) Be considerate to the **ENVIRONMENT**. Nowadays, it is extremely important to work in an eco-friendly way, by using recycled materials and avoiding waste.

12) **BELIEVE** in myself and in my capabilities. Be aware that there is still so much to learn, but never give up, nor forget, to trust my instincts.

13) Be **TRUE** to myself. Do not let others put me down, accept feedbacks and work from there.



PASSIONS

FASHION

Fashion is one of my biggest passions. I am constantly inspired by it, and whenever I design a set or an environment I always try to give it some fashionable aesthetic.

DESIGN

I find extremely pleasing and relaxing designing, especially on SketchUp. Coming up with rendered visuals of various environments is one of my favourite activities as a designer.

MOVIES

Since I was a child I have spent so many hours hypnotised by the screen whilst watching movies. I have always been intrigued by the way a film can bring you to infinite different worlds.

HORROR

is something I have always been obsessed with. I love the thrill and excitement that comes with it and I always end up loving all the scenery and the scary elements in Horror productions.

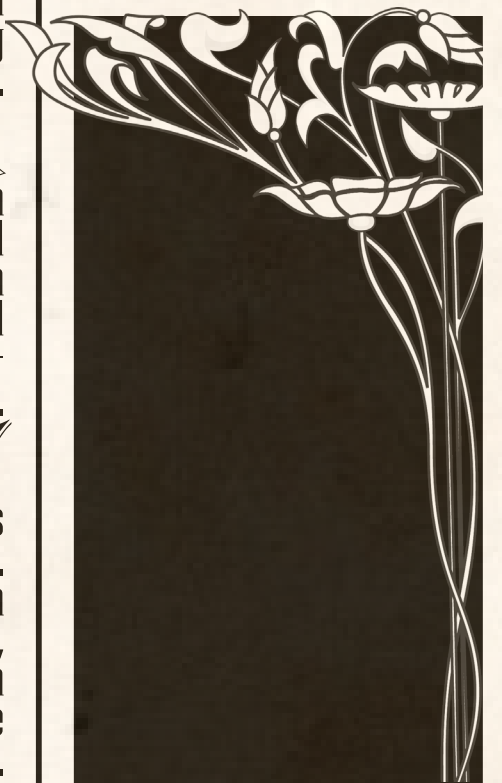
HYSTORY

Researching on different Eras has always been a passion of mine. I am extremely interested in trying to understand styles, costumes and aesthetics from the past. One of my favourite is most definitely the 1920s.

INTENTIONS

ART DECO fascinates me hugely. That is why I decided to design my MANIFESTO as if it was a Newspaper. Through this Manifesto I intend to show my abilities with Photoshop in creating graphics, and to showcase my accuracy in creating an ART DECO inspired aesthetic by researching the Time period.

I intend to become a Production Designer because I want to make a difference. I aim to be able to transport the audience into a different and magical dimension. I aim to create the same excitement and thrill I felt as a child, when watching a movie.



DREAMS

Since I can remember, I have always been taught to **DREAM BIG** and aim high in life. As a production designer, I have got the dream to move to **LOS ANGELES**

and work in Hollywood. It might sound superficial (or silly), but my biggest dream is

to be awarded with an **OSCAR** and be known for my works. In the future I would love to work in big

HORROR MOVIES productions.

INSPIRATIONS!

What inspires me the most as a designer is definitely **ART** and, most of all, **ARCHITECTURE**. Wherever I travel, I always find myself being mesmerized by all the **BUILDINGS** that surround me. One of the Architects I reference the most in my works is **ZAHA HADID**. Her designs mostly consisted in futuristic and fluid lines that seem to come from another universe.

Deciding to study SET DESIGN, allowed me to combine two of the biggest **PASSIONS** of mine:

FILMS and ARCHITECTURE

*For the design of my Manifesto I took most of my inspirations from existing Newspapers. The aesthetic is mostly inspired by Art Deco and Art Nouveau looks. I also took some inspirations from the design

of the Daily Prophet, from the Harry Potter saga.

*This Manifesto will help me motivate me and remind me of my beliefs whenever needed.

*To have a look at all of my works and projects I have been working on in the last couple of years check on my website and/or Social Media accounts. Instagram: @lorenzo.b.design LinkedIn: @lorenzobutturini

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