

## "Art" at First Sight

Giulia Madron (February 02, 2014)



Giorgia Brugnoli is a talented fine artist and graphic designer who came to New York following the love of her life: art and design.

They say you never forget your first love. Well, this girl definitely hasn't. She is Italian, she loves New York but most of all she loves art. Giorgia Brugnoli is a very talented and creative fine artist and graphic designer with a passion for art in all its forms and expressions. Born in Rome, after seeing an exhibition about Keith Haring at the age of 7, she fell in love with his works and decided that she wanted to "art" happily ever after. Because of her skills, tenacity and determination she pursued the career of her dreams in the city where dreams come true: New York City. She is currently working as a graphic designer for MA3, an established advertising agency based in Midtown Manhattan.

We interviewed Giorgia because we wanted her to tell us more about her love story with art and design.



### **1. Giorgia, tell us a little about yourself and your background.**

I am a fine artist and graphic designer. I have always been passionate about art and illustration, thanks to my mom who encouraged me and my sister to make any kind of art, from painting to sculpting to collaging etc since I was very young. This was the reason why, after highschool graduation, the most natural choice was to go to an Art Institute. I graduated from IED (European Institute of Design) with a major in Advertising and Graphic Design, which to me is a good mix to pursue a creative career. While I was in college, during my Sophomore year I attended the Spring Semester at the School of Visual Arts in New York City on the International Exchange Program. I have been working for a while now as a multimedia artist and I have mostly worked in New York and Italy, as a freelance.

### **2. Which projects did you realize during your career? Something in particular you want to tell us about?**

Well, first of all, my main goal was to move to the place that I love the most, New York City, and being able to work and have a life here. I have learnt a lot from this city, especially from an artistic point of view thanks to the many exhibitions, galleries, museums, street art etc that we are exposed to everyday. Another big accomplishment was to affirm myself in the art world not only as a graphic designer but mostly as an illustrator, because drawing is part of my everyday life and that is what I would like to do for living, eventually. The last but not least accomplishment was to see my work used for one of the main art events in the world: Art Basel in Miami Beach in December 2013.

### **3. Why and when did you choose to come to New York City?**

When I was 7 I went to an exhibition about Keith Haring and totally fell in love with his work. New York has been a dream ever since, because he lived here too and I just wanted to experience that kind of art world and reach his success (easy to say!). Then, when I came to New York to go to SVA, those months gave me the chance to find a deeper relationship with Art and Graphic Design, and to know people who were committed and passionate like me. By that time, I just knew that New York City was the place to be in order to pursue a certain career and to reach a higher knowledge of art.

### **4. What does it mean to be an Italian graphic designer in New York?**

Working in New York as an Italian graphic designer is a tough but fulfilling experience. First of all, you're apart from your beloved and that's the hardest thing I have ever had to deal with. There's a lot of talented people from all over the world and you really struggle to stand out sometimes. That's what keeps you dynamic, creative and curious though, and here is where the fulfilling part comes. Italy is hard too, but it's a type of competition that doesn't make you a better artist, it just makes you angry and envious because most of the people that I know only care about having a job, they don't care about being fulfilled with what they do. New York has a lot to offer because you are always surrounded by people who are committed and serious about their jobs (in the design and art field at least). I don't feel like that in Italy, and this means to me that working there wouldn't be as stimulating. Beside all of this, I am extremely grateful for having been raised in Rome: I have a great family, very good friends, and I have had an amazing school education. What I learnt there has a strong influence on my work today and I wouldn't be the person I am without the crazy amount of things I studied in school. I think that Italy gave me a better background than what any other country would've done. And I think that all the Italians who moved abroad feel the same.

### **6. Any projects for the future?**

In my next future I am planning to apply for an artist visa and stay in the U.S. in order to build a life here. I am very much focused on this and I will do my best to make it happen. I want to keep working as a multimedia artist, reading as many books as I can, make art, see art and be happy and love.



**Links**

[1] <http://newsite.iitaly.org/files/giorgiabrugnoli1391363835jpg>