

SEARCH PACDESCO

MEET THE WEB DESIGNERS,
GRAPHIC DESIGNERS, PRINT
MEDIA DESIGNERS,
TRADITIONAL ARTISTS,
TOY MAKERS,
FASHION DESIGNERS, MULTI MEDIA
ARTISTS.

CATEGORIES

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THE CONCEPT

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ARTIVA DESIGN
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BETA PROJECT .2006

MEET THE DESIGNERS AND ARTISTS OF PACDESCO'S DESIGN COMMUNITY

NEW WEBSITE TO BE LAUNCHED SUMMER 2007. FOR NOW BE INSPIRED



ARTIVA DESIGN

[Artiva Design](#)



Name : Artiva Design
Country : Italy
City : Genova

PDC: Tell us a little about your background.

DDB: I love drawing, it's always been like that. I like nonsense stories and I tell them through my illustrations. I try to experiment new techniques which are complementary to our work of visual designers.

DS: We are the generation "in the middle", that is between new and past technologies. My first works were made using a camera, photocopies and glue.

DDB: Just like Terry Jones started.

PDC: Design Education?

DDB/DS: Faculty of Architecture...

PDC: Could you share with our viewers the history behind you, your company, your organization?

DDB: I've always worked as a graphic freelancer while I was attending the Faculty of Architecture and I've reached the decision to create a studio with Davide where we could develop our interest in visual design. Our philosophy is very simple, I 'dare say "naïve": only if you become very keen on doing your work you can reach an experimental result.

PDC: How would you describe your style of work?

DDB: Minimal, naïve, baroque sometimes, always with a touch of irony.

DS: We are great big babies, never growing up!

PDC: How did you start out as an artist and designer?

DDB: As I've already mentioned, I've always worked as a graphic and illustrator when I was a student. At the same time my works have been published by quite a lot of international magazines and exhibited in several art galleries.

DS: I've always worked as a freelance too.

DDB: At a certain point, time was ripe and we started a collaboration.

DS: After so many years, there is a particular professional feeling.

PDC: Influences?

DDB: Actually there are many influences. We're inspired by different sources: music, art, architecture, sit comedies... Everyday life (except sports).

Talking about the graphic area, the visual designers that have taught the more, are: Peter Saville (very clear, minimal work), Nagai Kazumasa (fantastic illustrations), Alexander Calder (balanced work), Sol Lewitt (composition of space). We try to have a receptive mind, re-inventing what we see around us.

DS: We usually buy tons of beautiful books!

PDC: Other Interests?

DS: Music, we play in a band.

DDB: I play a baritone guitar and he plays drums.

DS: We have lots of... "fun"!