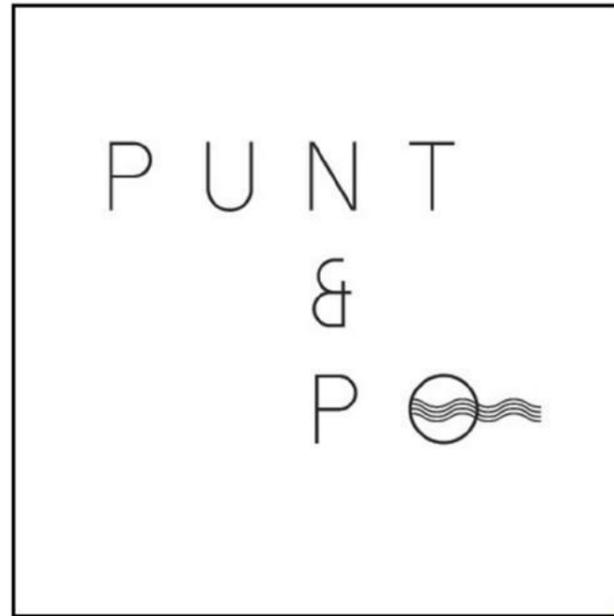




WE CREATE, DESIGN AND MANAGE TEMPORARY RETAIL SPACES TO
PROMOTE INTERNATIONAL AND EMERGING DESIGNERS.

POP UP AGENCY
+
INTERIOR DESIGN

WWW.PUNTEPO.COM
INFO@PUNTEPO.COM



POP UP AGENCY +

Punt e Po is a service that organizes Pop-Up Shops* with a twist.

Each Pop-up is accompanied by a custom-made event inspired by the Italian tradition that is the *Apertivo* in order to create a particular experience within each space designed by Punt e Po.

Punt e Po ensures a cohesive ambience that adapts the exhibit design, graphic design, gastronomy, and sometimes mixology to the carefully curated exhibition of diverse products in locations that best adapt to the brand and market targeted by the exhibitors.

*Pop-Up Shops are temporary shops that change location and/or content giving the possibility for designers to exhibit their pieces in a new market for a limited period of time and also allowing buyers to have original, sometimes discounted pieces from a brand that would normally not be located in that area.



INTERIOR DESIGN

INTERIOR DESIGNERS WITH BACKGROUND IN COMMUNICATION & MEDIA
START UP INTERESTED IN BUSINESS APPLIED TO DESIGN THINKING

WE CREATE, DESIGN AND MANAGE TEMPORARY RETAIL SPACES TO
PROMOTE INTERNATIONAL AND EMERGING DESIGNERS

MARCELLA BODO DI ALBARETTO E LOTTULO
CAMILLE BRITO REALE

CLIENTS

AMONGST OTHERS



IAAD.

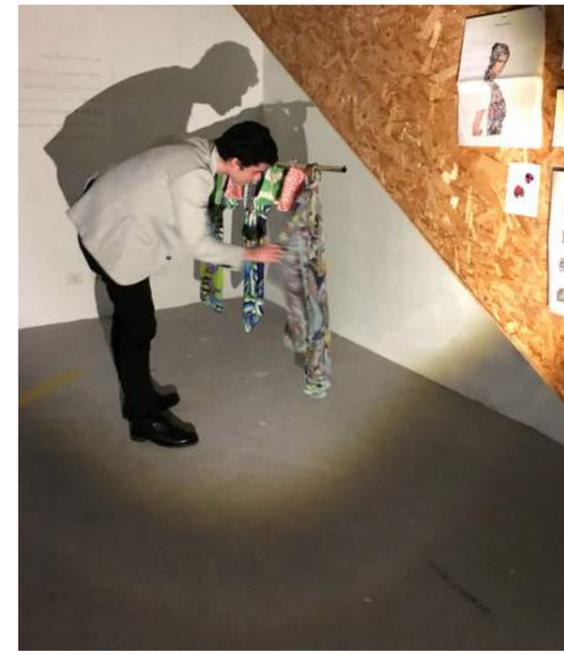
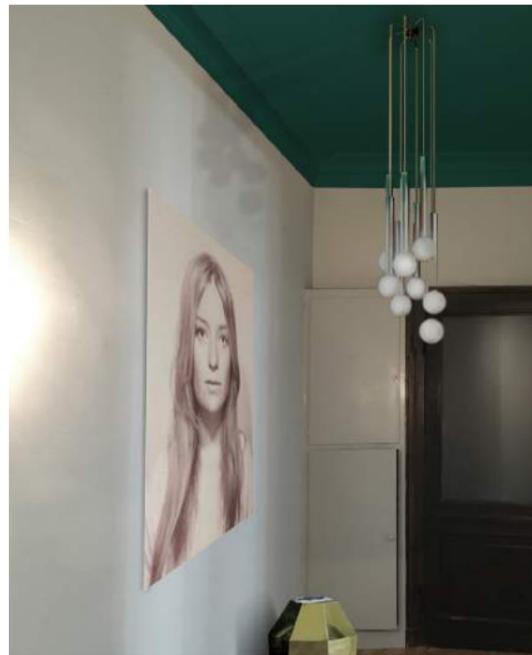


IGK

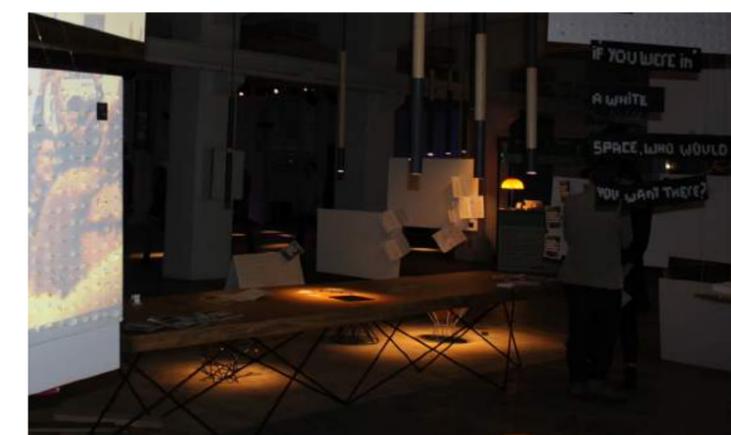
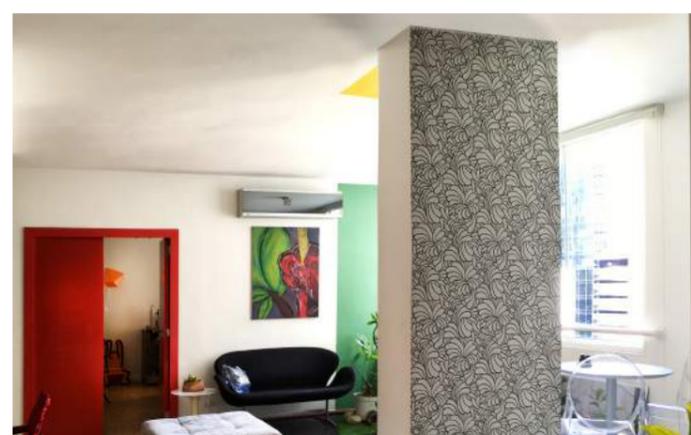
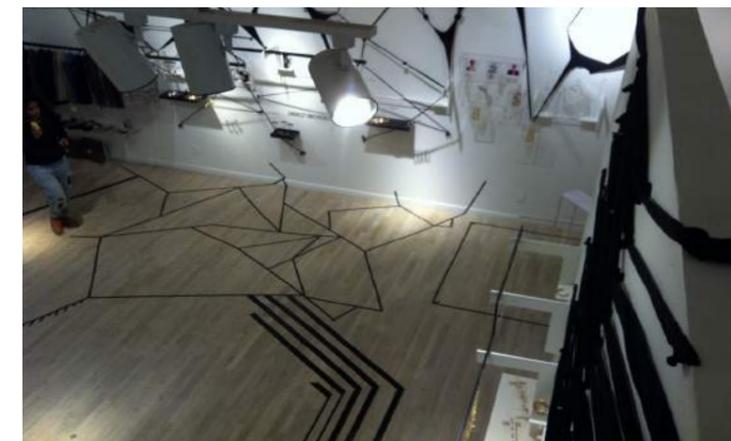


SLAQ
DESIGN STUDIO





GALLERY



PORTFOLIO

FLASH POP UP

EXHIBIT

HORE CA

RESIDENTIAL

BRANDING

ONE DAY EVENTS DESIGNED FOR A TARGET AUDIENCE OR CLIENT

FLASH POP UP

pop-up dinner

TEPLIV

temporary reality

CREATIVE MORNINGS

open night

G*AA

nature power

MERCATO METROPOLITANO

Spaces and events, corporate, private or public; destined to captivate an audience and promote a brand through targetted events and activities with curated elements of design and custom made exhibition design.

TEPUY



Petit Crenn, SF - USA

Tepuy dining

Chef Adriana Urbina for the first time in San Francisco to promote a new collaboration with the organization Comparte por una vida whose mission is to provide baby formula and nutritional supplements for children in need in hospitals and orphanages in Venezuela.

This pop-up dinner was the first of a series now travelling around the world and collect money with each seat sold at each Pop-Up dinner.

This was a volunteer project for Punt e Po who offered their services for the cause.

TEPUY



Seven course meal organised by Punt e Po and Chef Adriana to provide in one of the trendiest restaurants in San Francisco. A unique experience with a fusion of tropical flavors and seasonal products.

The exhibit design was created to portray these flavors in the environment.

A specific "food lover" guest list was invited for the occasion.



temporary reality



Casa Tobler - Italy

temporary reality
Creative mornings event

Punt e Po collaborated in this occasion with the monthly international breakfast series of conferences Creative Mornings helping them with the location scouting, event creation and curated selection of emerging artists in order to show a project that would host the guest Zoe De Luca, young magazine editor in Milan and a culture-lover audience.

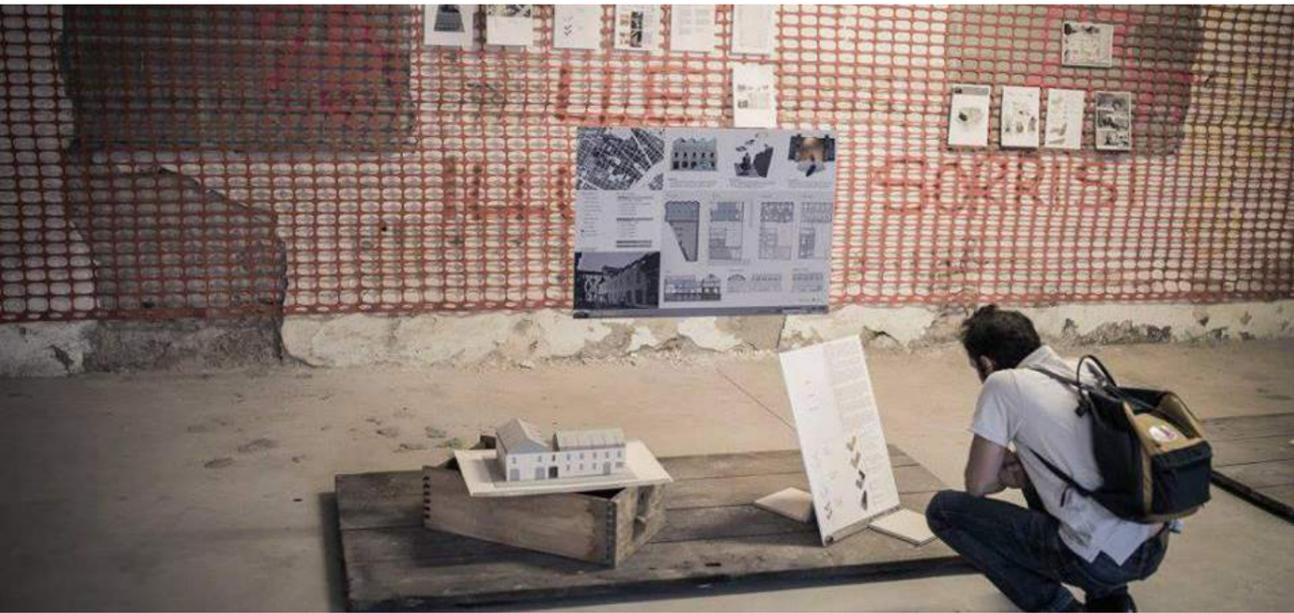


This project was commissioned and created in collaboration with De-Ga, a Turin based award winning architecture construction company which re qualified the old Toblerone factory.

open night

open night
G*AA / Politecnico di Torino

Open night was intended to show the works of the best student projects of the Politecnico di Torino. An exhibition commissioned by Architecture Studio G*AA to create in 24 hours an exhibition in the existing abandoned space that is subject of the student competition and will be soon transformed into a new residential complex. The intent of our exhibit design project was to make the most of an irremediable industrial aesthetic with very little charm as it is, making it become an installation with a message to promote new architecture proposals to the audience of the flash one day pop-up.



Turin - Italy





nature power



nature power
Mercato Metropolitano

Mercato Metropolitano is an Urban farmers Market born in Milan, with the mission to revisit abandoned iconic structures and bring a social space where the city can enjoy food and culture.

Punt e Po created for them an installation, decor pieces, promotional merchandise and a set of activities to welcome a target audience interested in the arts and the world of recycling to celebrate and promote the Turin based designer's fair Paratissima.

Turin - Italy



Stay Fresh

il Market di Mercato Metropolitano vi propone un nuovo modo per aggiungere fantasia e freschezza in cucina, procurandovi del ghiaccio e ingredienti di stagione.

Sperimentate nuovi mix, utilizzando anche quelle parti di alimenti che non avreste forse impiegato.

Buon'estate!



Ghiaccio Floreale

Ideale per comporre cocktail rinfrescanti, colorati e profumati

Ingredienti:

Begonia
Borragine
Calendula
Cerfoglio



Ghiaccio Aromatico

Adatto per insaporire

i piatti estivi con

un tocco di verde in pentola

Ingredienti:

Olio

+

Rosmarino

Timo

EXHIBITION AND TEMPORARY DESIGN

EXHIBIT

Milan, Italy ————— FUORI SALONE 2016

Turin, Italy ————— FATALY

Washington D.C. , USA ————— ALL WE ART

New York, USA ————— POP UP MOB

Milan, Italy ————— FUORI SALONE 2015

Spaces designed to captivate and transmit a brand identity or designer's mission through a three dimensional manifesto that is the interior design which fuses with graphic elements, strategic visual merchandising and distribution of products. Some of these projects are temporary, some embody exhibit design as their nature is studied for continuous changing exhibitions.

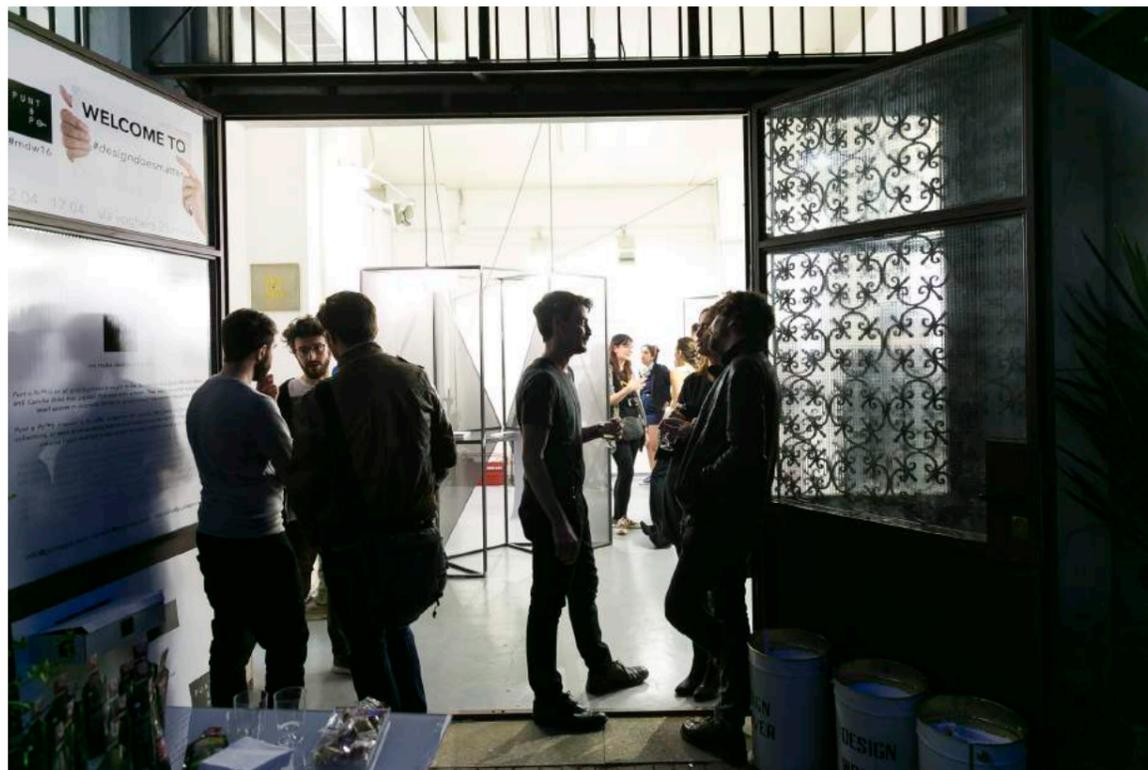
#designdoesmatter



Milan - Italy

Noam Dover+ Michal Cederbaum
& Sotterranea Officina Sperimentale

Inspired by the experimentation through which any design process must go, their exhibition space in Via Voghera 25 offers a curated selection of products from Israeli design collective Noam Dover and Michal Cederbaum and Turin based studio Sotterranea Officina Sperimentale, that fuse function and matter to release the essence of daily products many take for granted.



NM

NOAM DOVER + MICHAL CEDERBAUM
CRAFT AND DESIGN CREATIVE PLATFORM
SOFT-CRISP-TRANSPARENT
NEW VOLUMES IN GLASS, CERAMICS AND COTTON



EATALY

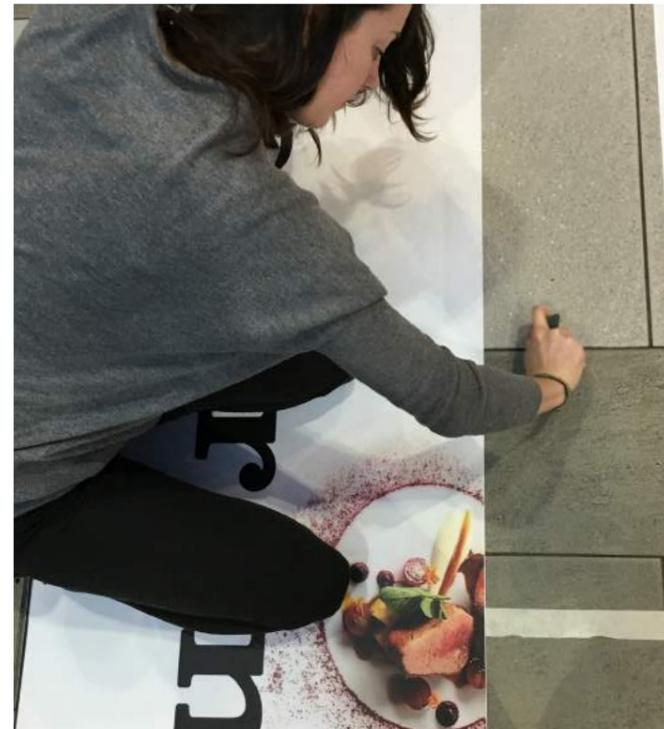
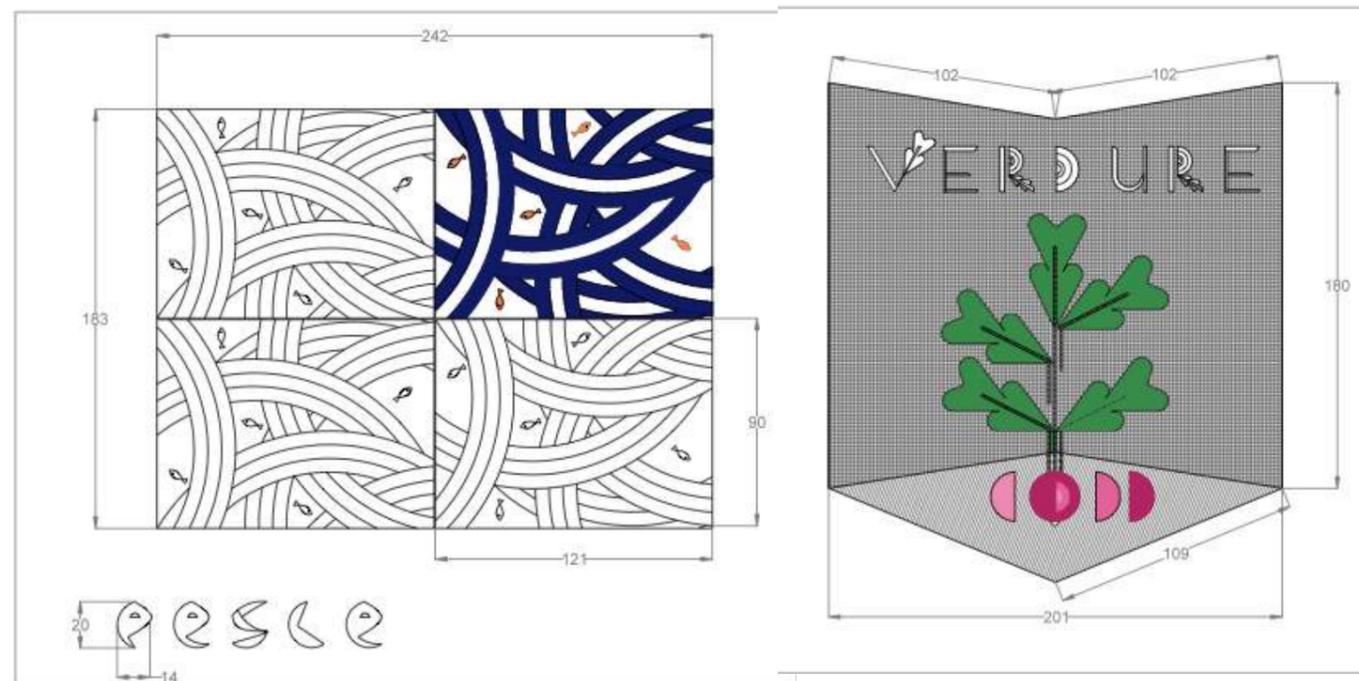
Eataly Lingotto



Commissioned by one of the most important symbols of Italian gastronomy worldwide, Punt e Po created a custom made exhibition project that has a recurring nature every month and that for now has been executed for one event with the theme of "Arte e Design in tavola".

The project comprised the conceptualisation and execution of an exhibit design that reflects the topic of the month and the creation of this one on different supports and volumes without disrupting the brand EATALY.

Turin - Italia



design by  Punt e Po

la natura ci
offre gli ingredienti

gli chef

ci preparano

da mangiare

i designer

creano per noi

il piatto e la forchetta



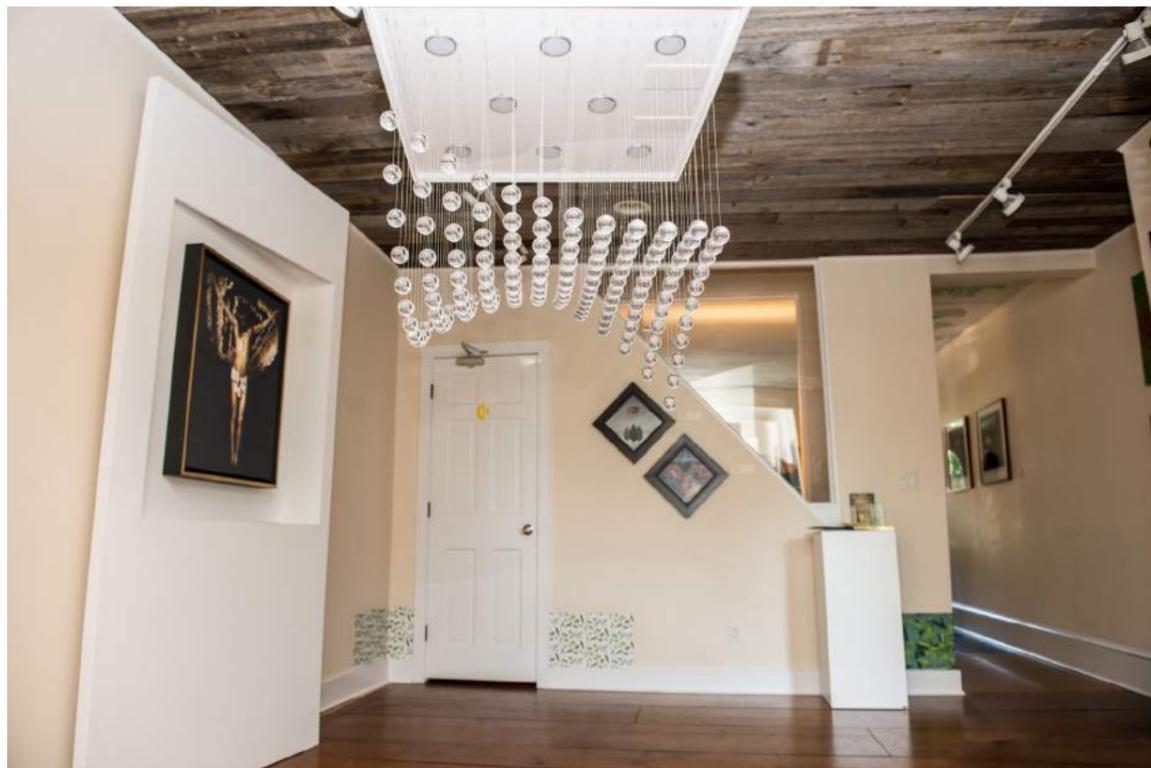
ALL WE ART



New York - Italy

ALL WE ART

Art Gallery and Studio in Washington D.C. that specialises in Latin American art.





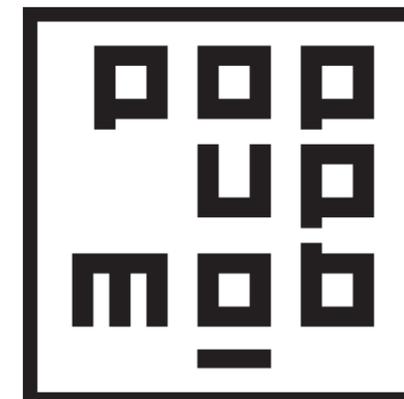
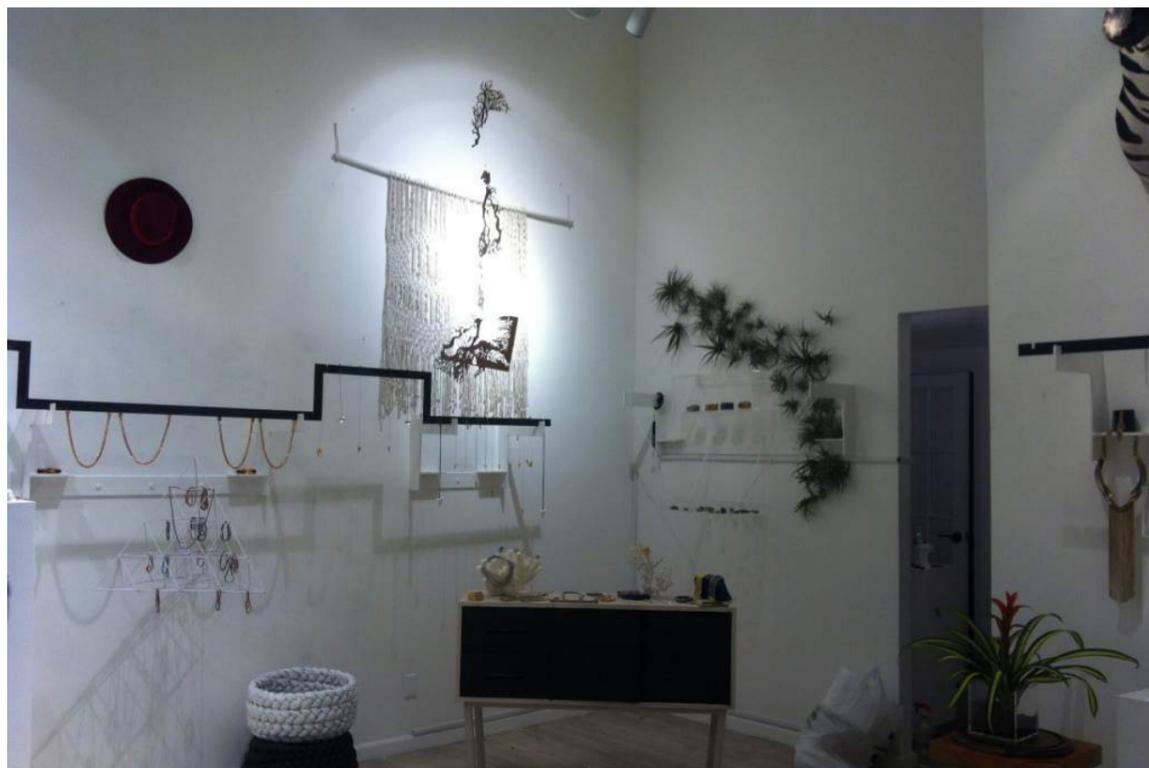
POP UP MOB



New York - USA

Pop Up Mob

Pop Up in Soho for Bex Rox, jewelry designer with a collection inspired by her travels around the world. Design and execution of plan and project were to be completed in 48h for a week long pop up. Acted as an interior design consultants for PopUp Mob agency.





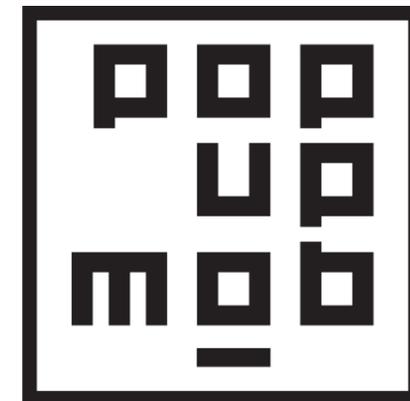
POP UP MOB

Pop Up Mob

Collective Pop Up in Soho space for five jewelry designers.



New York - USA





SHERLLY ONTIVEROS

KELLY BELLO

mob

PUNT & PO



Milan - Italy

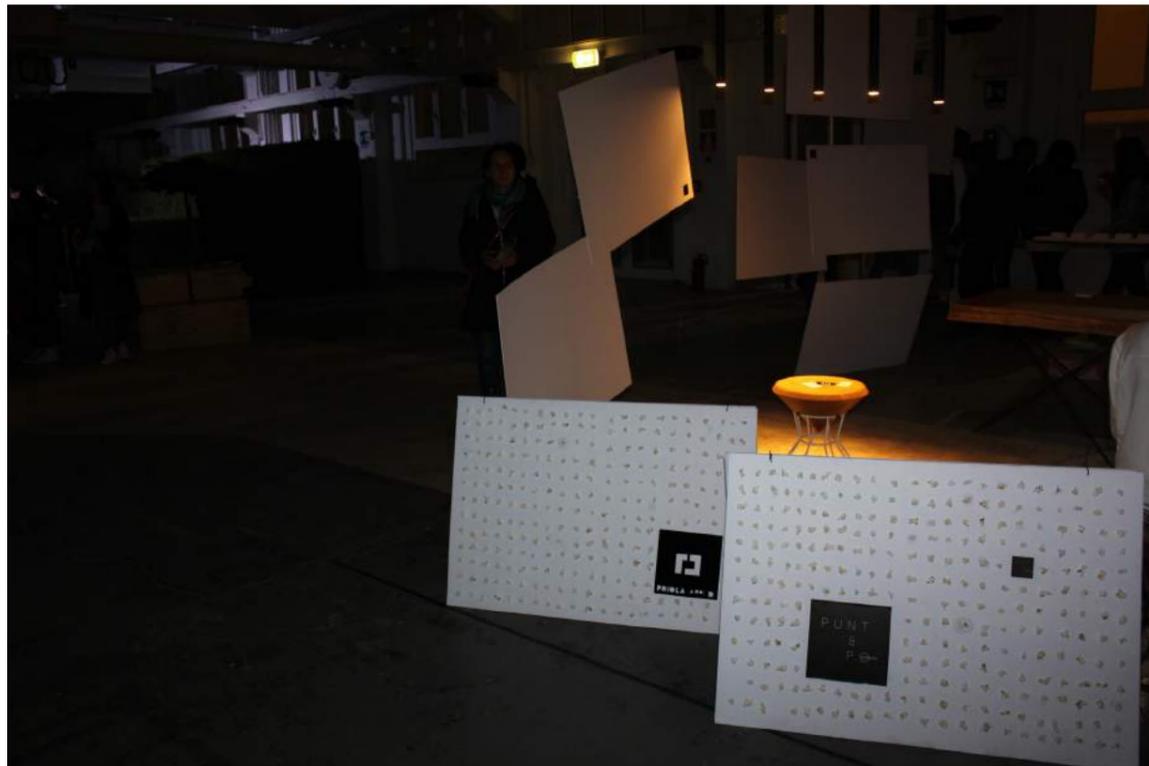
Punt e Po

Pop Up in Milan, "Pop the F up" for Punt e Po was a temporary installation to promote our own pop up business and launch a new collection for emerging designer group SLAQ with a new furniture line and designer studio FLATWIG with a series of inox jewelry pieces, during the FUORI SALONE in MILAN DESIGN WEEK 2015



We came up with a slogan for Punt e Po's pop up agency first event:

"We make designers Pop" and thought of creating an unexpected exhibit design made of popcorns that became our symbol, this design was created to incite interaction from young designers in order to have them leave their business cards.





P
N
T
&
P
P

POP the
Floor UP

Handwritten notes on a vertical board, including the words "POP" and "UP".

HOTEL RETAIL AND CAFE

HORECA

luxury resort *Sardinia*

STELLA MARIS

hairdresser salon *New York*

IGK

professional styling store *Piedmont*

CHIC & SHOCK

health products franchise *Italy*

EQUILIBRA

Spaces designed and studied to attract and care for customers who come to absorb and be inspired by a spatial welcoming design experience. These designs reflect an identity, a geographical location, a service that is key to determine the look and feel of the design project created.

STELLA MARIS



Sardinia - Italy

STELLA MARIS - LUXURY RESORT

Project re-elaborated together with LOAD
architecture studio

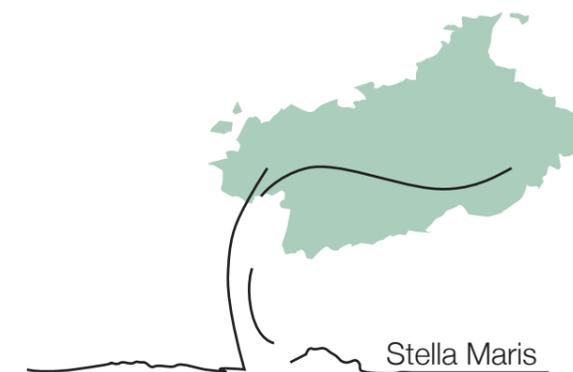
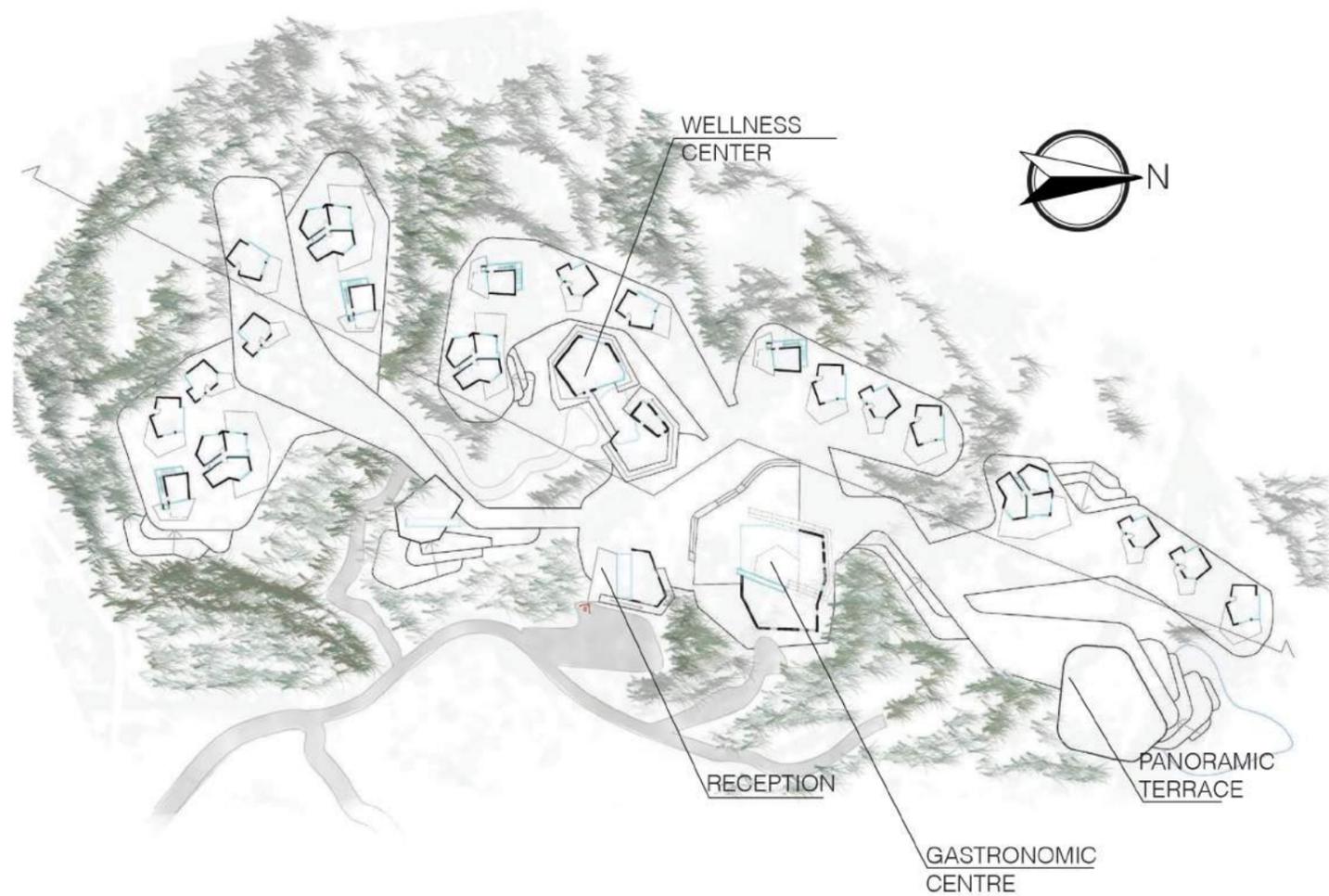




Photo render

IGK SALON



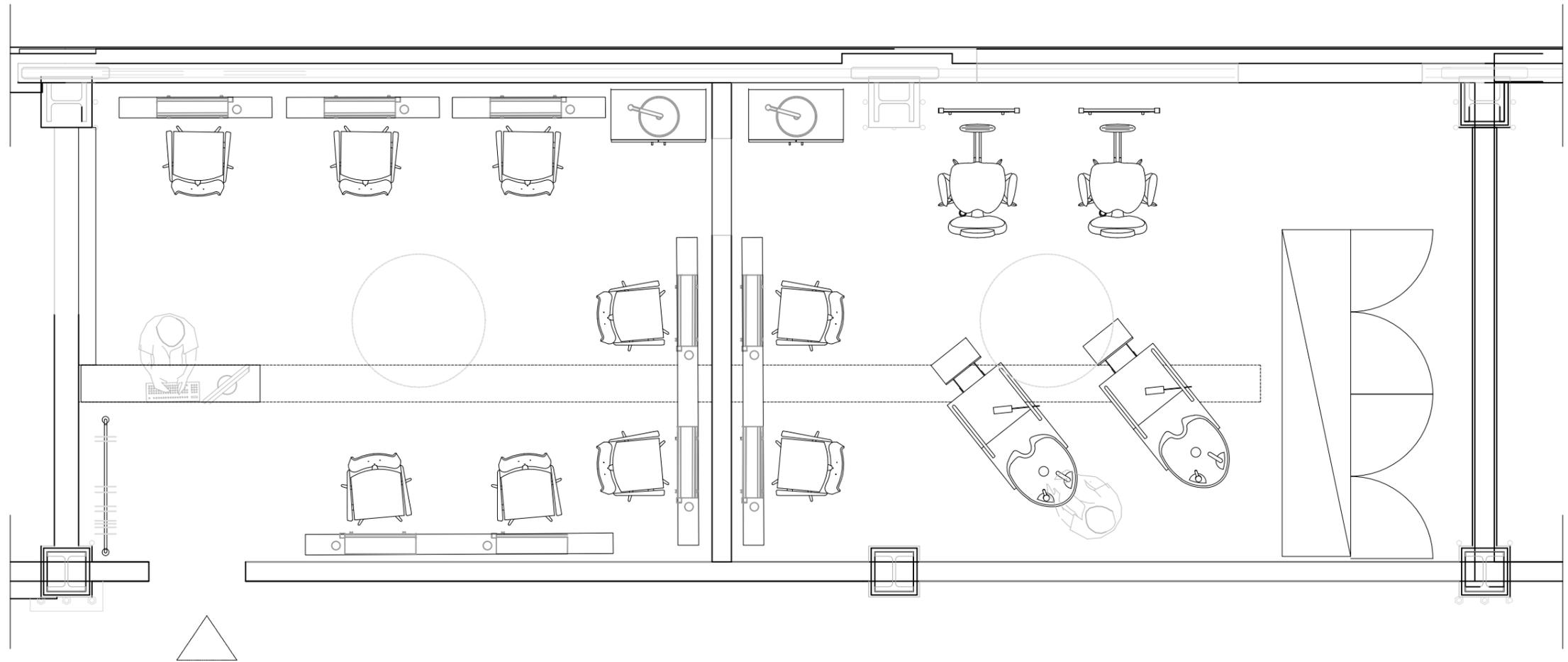
New York - USA

IGK SALON

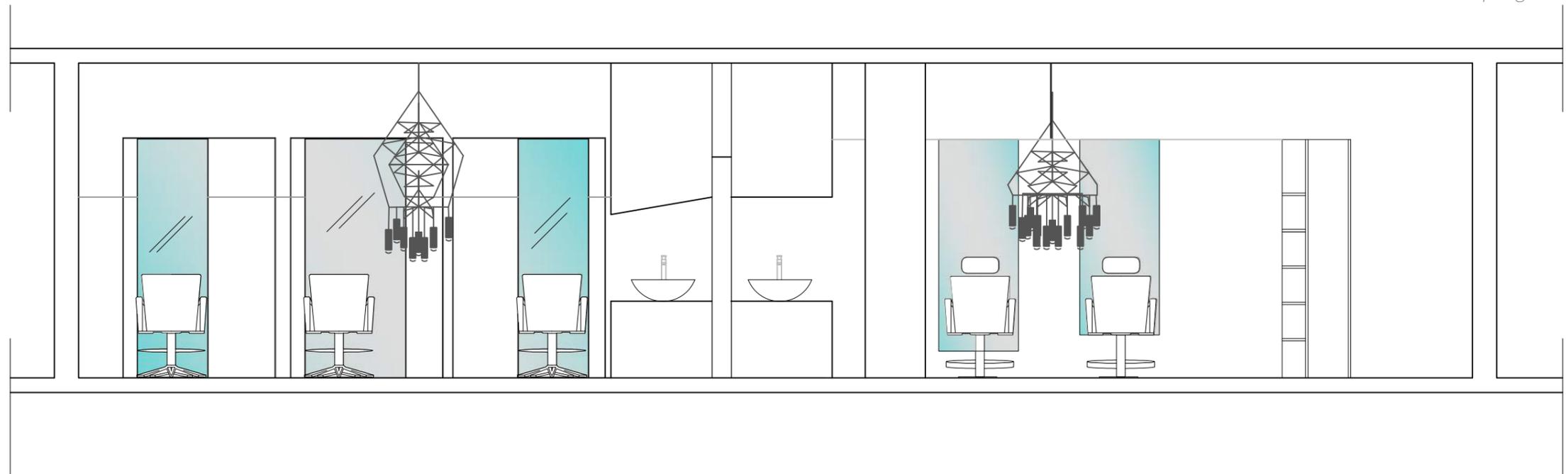
Commissioned by three celebrity hair dressers in New York with an existing hair salon in Miami. Project designed to offer the client an identity within a given space of the DREAM DOWNTOWN HOTEL. Completed in 2014, its success brought for a new boutique salon for L.A to be requested by the client.



IGK



Los Angeles - **USA**
work in progress



CHIC & SHOCK



CHIC & SHOCK

Professional hair color products for hairdressers. Store in Cuneo, in the north of Italy. Designed with branding included.

Work developed as Interior Designer consultants in the project for LOAD architects studio in Turin. In charge of design, coloring, flooring, patterns, drafting, render and photos.

Cuneo - Italy





EQUILIBRA



Milan and Rome, Italy

EQUILIBRA

Series of retail spaces for the Italian brand Equilibra from Turin expanding to Milan and Rome. Participated in the project working together with LOAD Architects studio in Turin.



Jilibra®



HOME DESIGN REMODELS

RESIDENTIAL

Caracas , Venezuela

CASA DOC

Turin , Italy

CASA B+G

Turin , Italy

CASA MAYBE

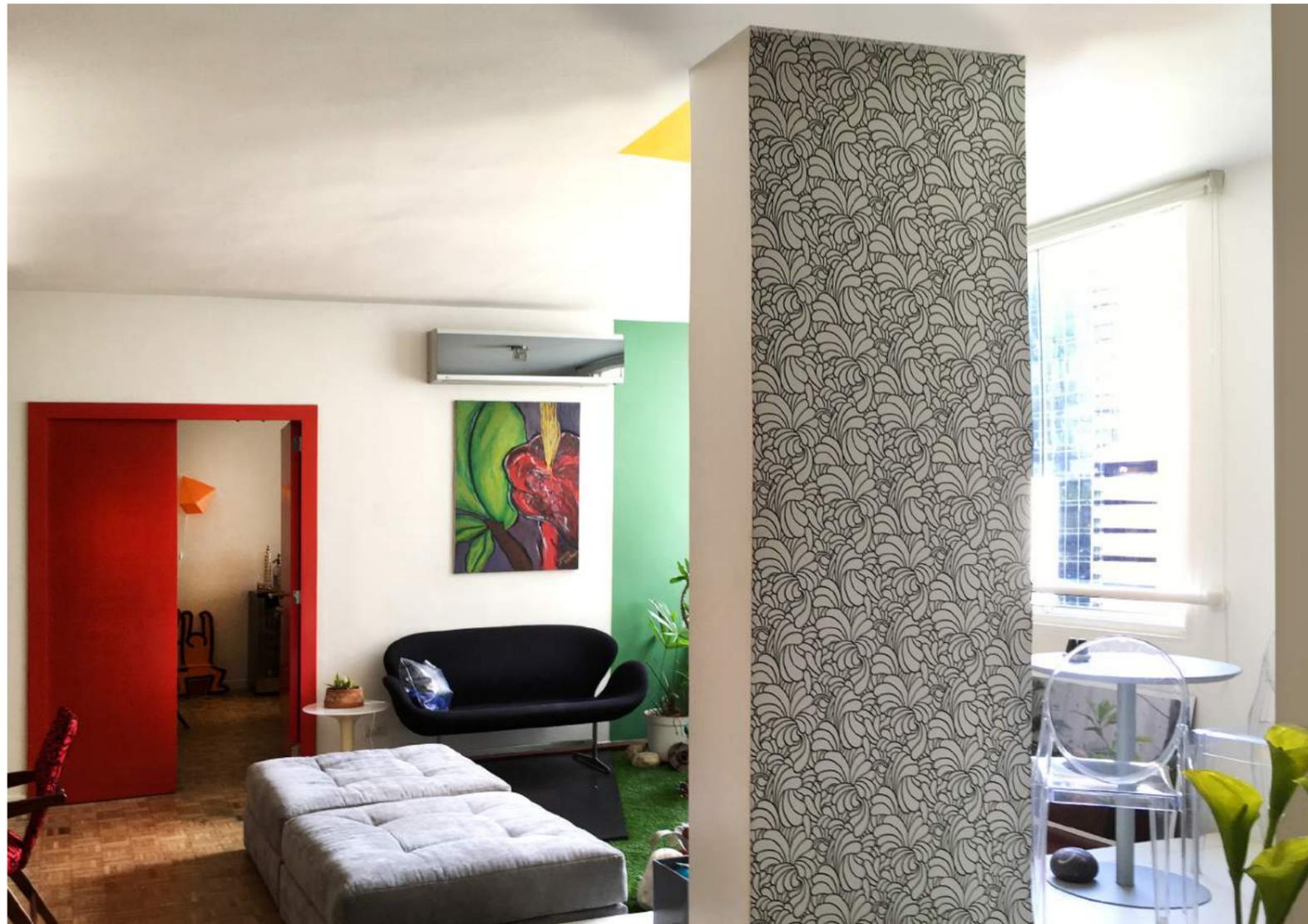
CASA DOC

CASA DOC

Named after the three women of the home, this modern house was designed to capture the nature and feel of a tropical city and fuse it with the stylish iconic design that the client adores. The project included a remodel plan to modify the distribution of the existing home and create diverse spaces within one living area.

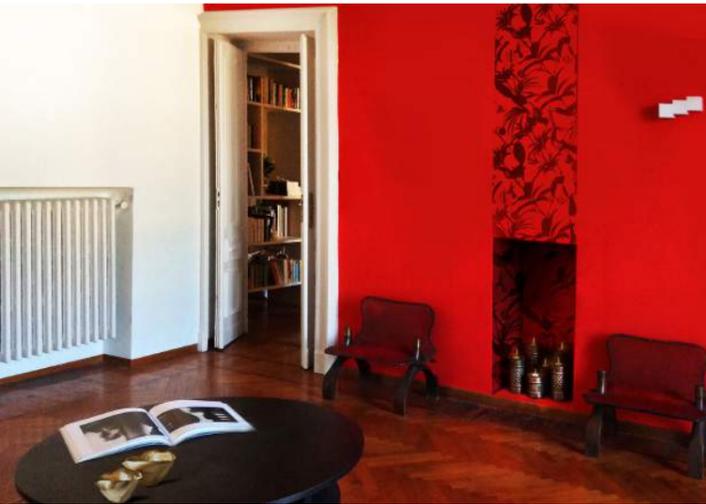


Caracas , Venezuela





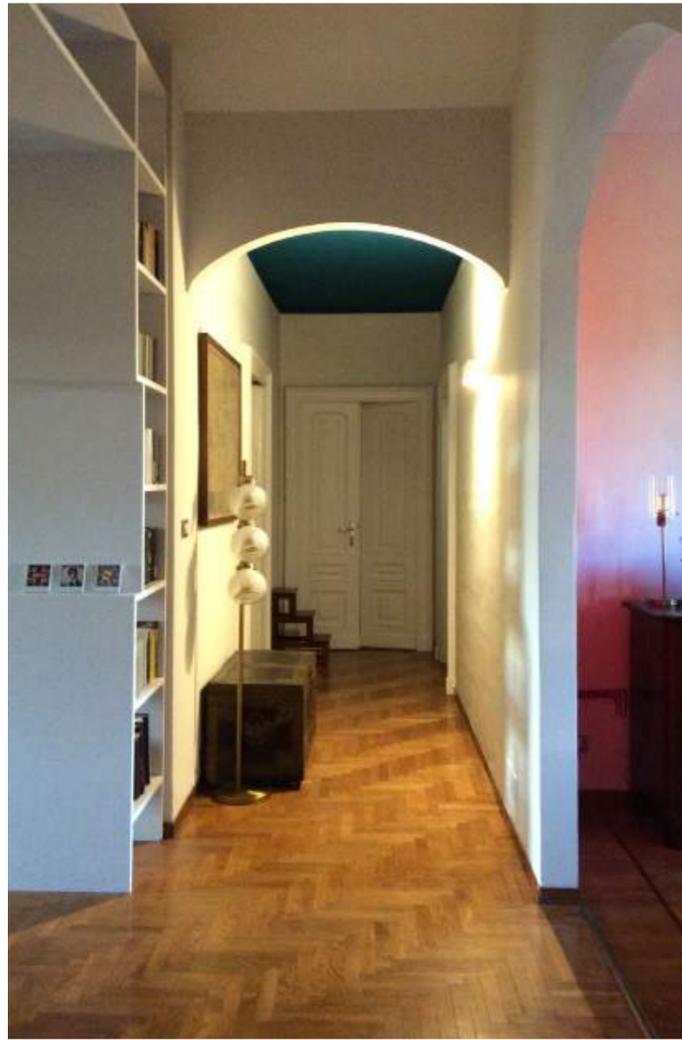
CASA B+G



CASA B+G

A customized project created for a newlywed couple in love with the arts. A curator and a journalist with a traditional taste and a colorful playful twist. This home was created around their artwork and with a curated and careful selection of every piece of furniture and lighting. A custom made bookshelf that welcomes visitors as they come into the hallway, colorful ceilings, mason jar lighting and a vintage bar are a few of the pieces that make this home so unique.





Turin , Italy

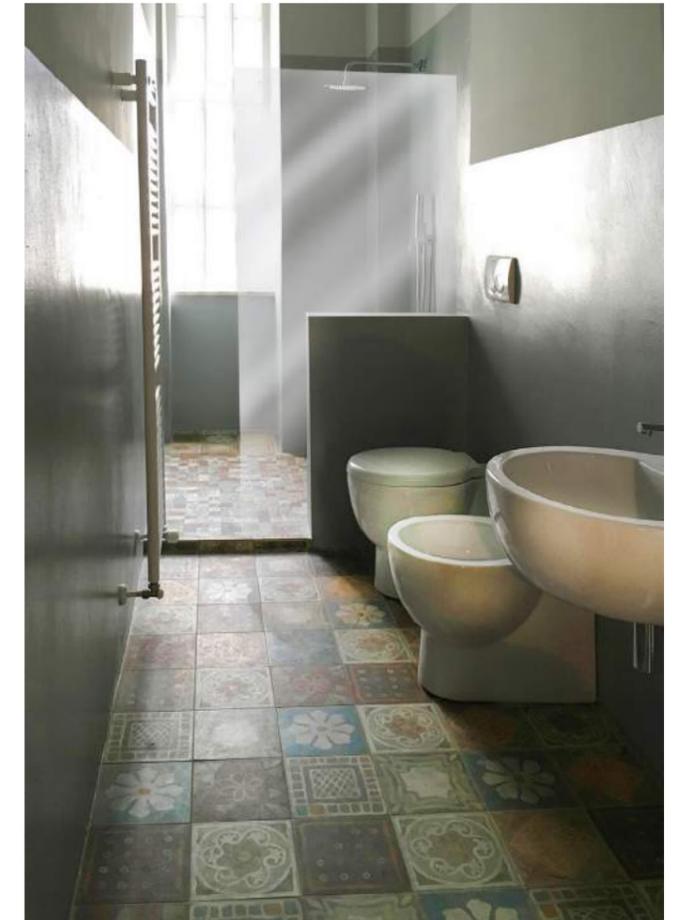
CASA MAYBE

CASA MAYBE

A project that came to life in the heart of Turin where a very tradition house was remodelled to fit the needs of a modern user. The project consisted mainly in re distributing the rooms and find new functions for each one of them in order to add an extra room without any wall being demolished. The biggest challenge was to find the space to create a kitchen in what used to be the house pantry making the most of each centimeter available.



Turin , Italy





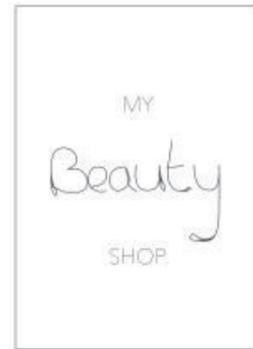
BRANDING

<i>Torino , Italy</i>	MY BEAUTY SHOP
<i>Cuneo, Italy</i>	CHIC & SHOCK
<i>Torino, Italy</i>	PUNTE PO
<i>Torino, Italy</i>	PRIOLAARREDI
<i>Sardinia, Italy</i>	STELLA MARIS

MY REALITY SHOP



My Beauty Shop

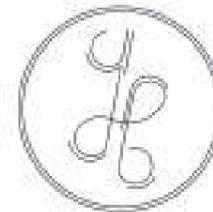


Turin, Italy



My Beauty Shop

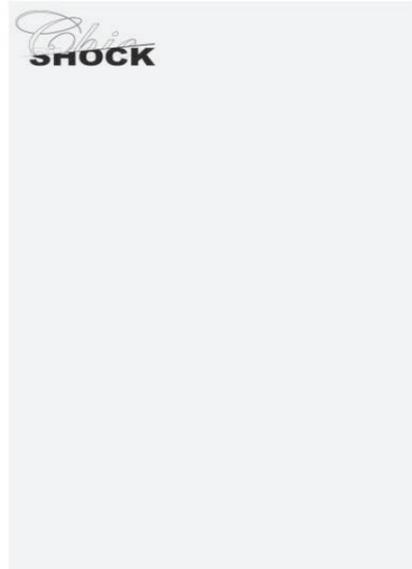
Request for the creation of possible logos for a cosmetic store brand with a girly but delicate target audience.



my
Beauty shop



CHIC & SHOCK

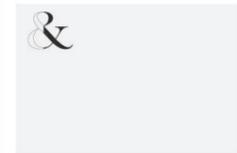


CHIC & SHOCK

Request for the creation of possible logos and art direction for overall visual merchandise image (see retail project above) for a professional hair product salon.



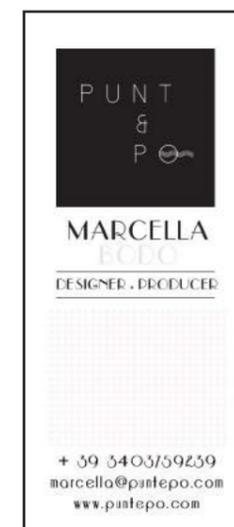
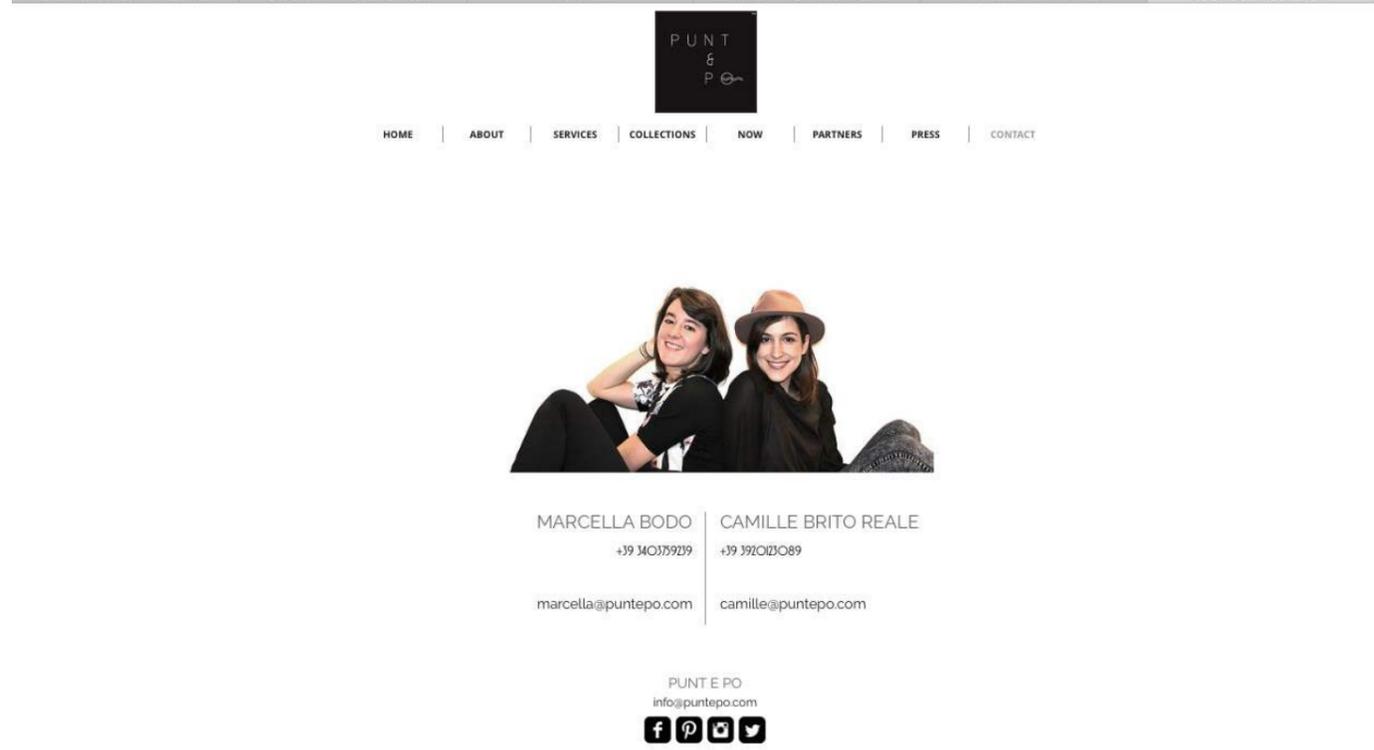
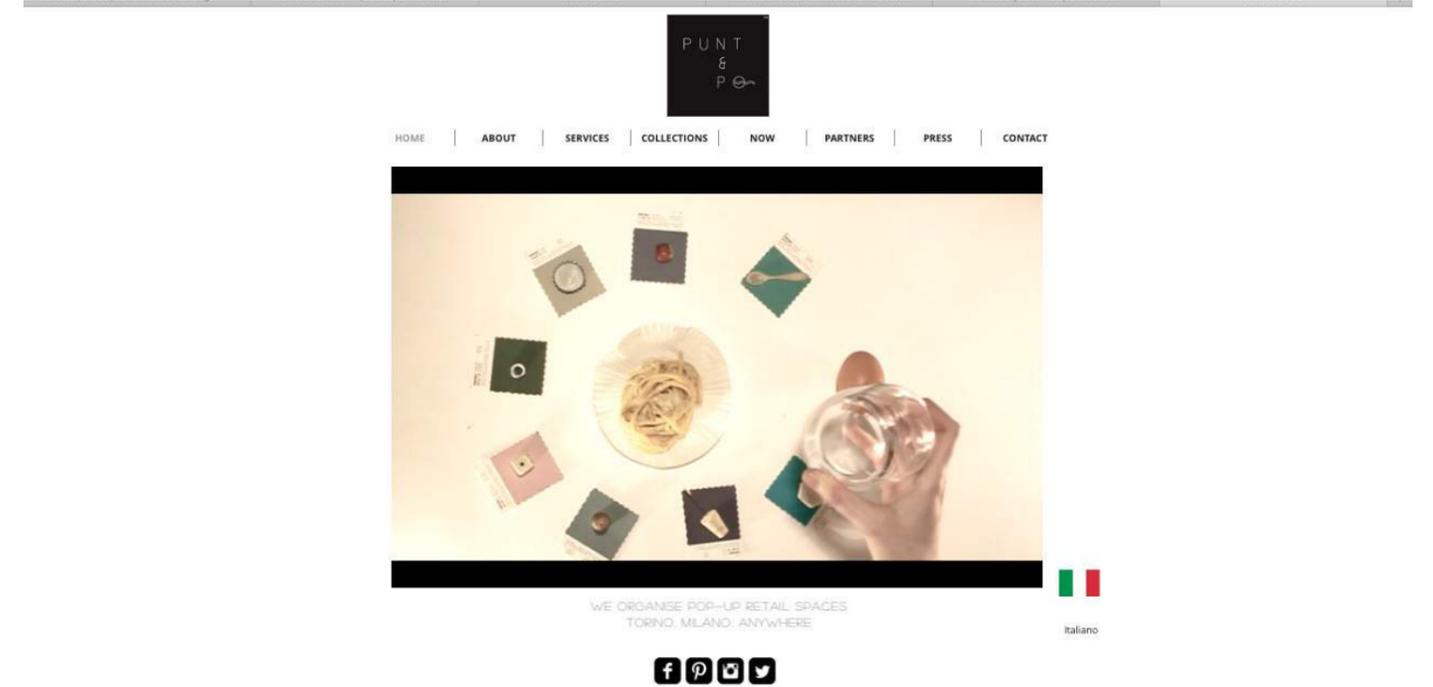
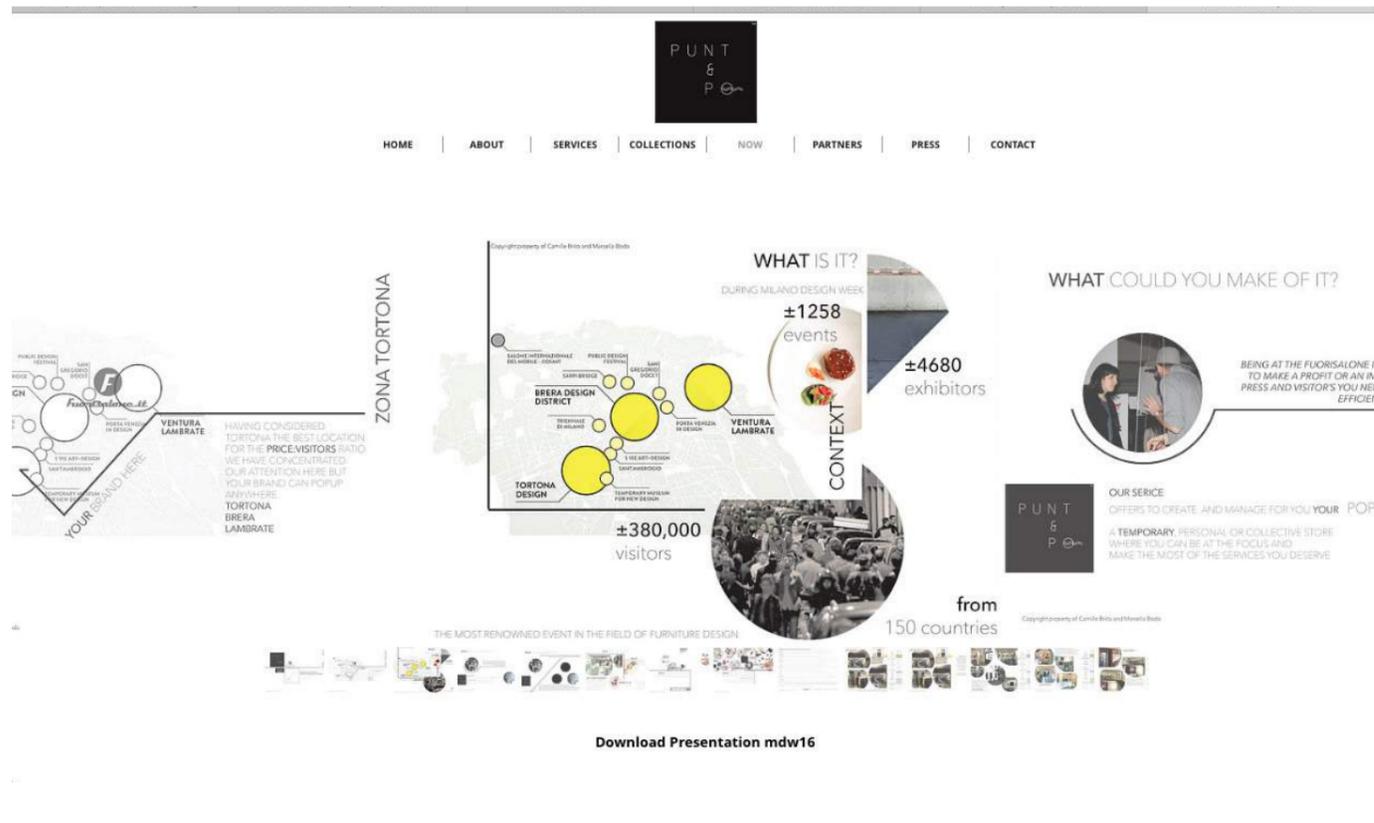
BELLEZZA PROFESSIONALE



PUNT & PO

Punt e Po

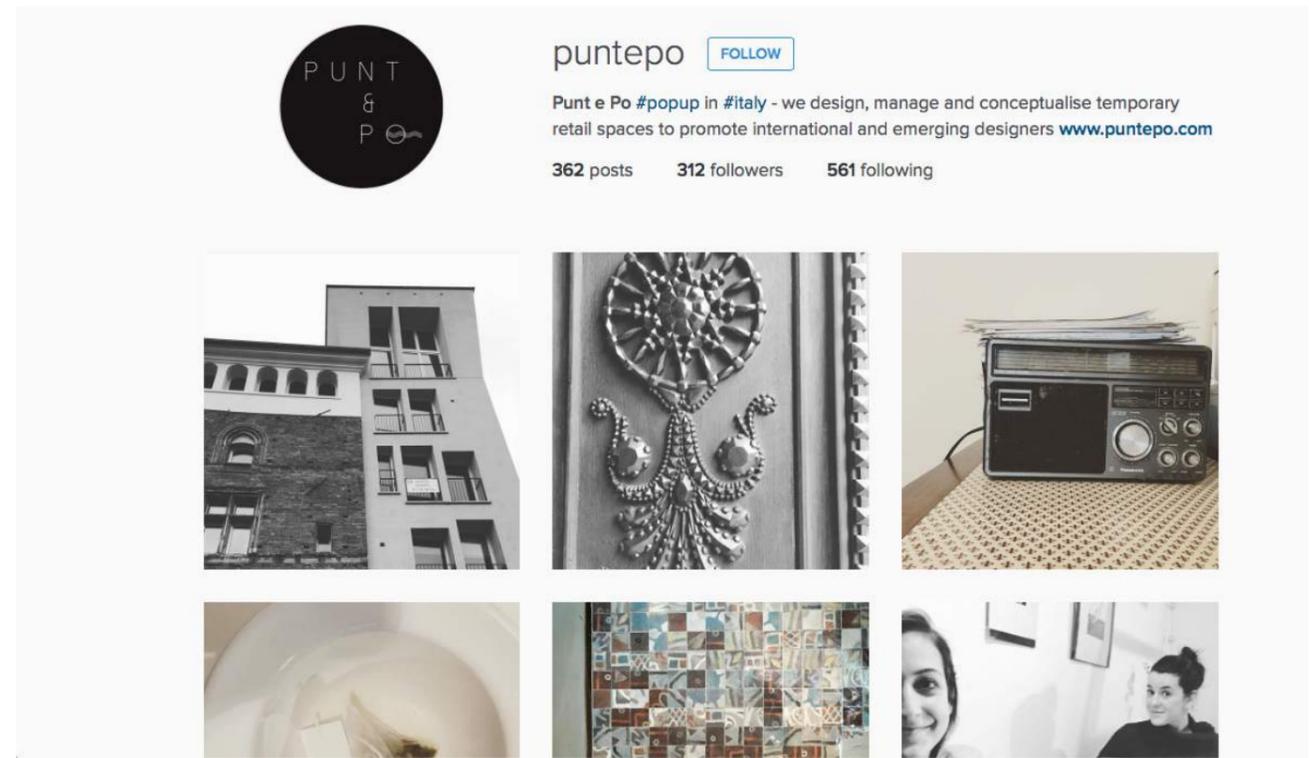
Creation of Marketing campaign and material, Art Direction, Social Media and Web Design on top of confidential presentations to clients and catalogues for designers.



www.puntepo.com

business cards

PUNT & PO



PRIOLA ARREDI

SOLITARIO

Stool & Side Table - French Oak table top and iron legs.

Solitario is intriguing and versatile. One piece of furniture with a twist that allows a stool to become a side table. A piece of wood treated and cut to create a volume that reminds the lines of a jewelry stone which complement the whole design with its incredible subtlety and lightness of lines.



SOLITARIO

Priola Arredi

New furniture production company dedicated to custom-made elegant but modern wood furniture pieces. Catalogue created after launching event.



PRIOLA ARREDI

ITALIAN TRADITION MEETS MODERN DESIGN



NODO

table - French Oak (160x100x70cm) - thickness 3-10cm

The Nodo Series was born with the intent of capturing the natural and organic uprise of the wood in a linear design. The piece is born as a statement that portrays one essence but inspires interaction of essences, colours, shades and tones.

All finishing materials are natural oils.

Available in customised dimensions and essences:

possible lengths : 200, 250, 300, 350, 400, 450cm

LIMITED EDITION upon request for top of one only piece of wood up to 400cm
available essences: Oak, Chestnut, Cedar, Walnut, Cherry.

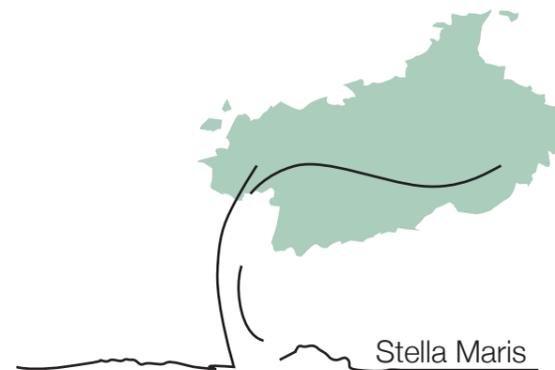
NODO

STELLA MARIS



Stella Maris

Development of branding to propose the project to possible investors including a promotional set of products and an advertisement campaign. Creation of the logo inspired by the island of Sardinia.





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