

FINCO

WHAT ABOUT ME?



currently exploring my aesthetic while leaning into vibe-coding and design strategy. my pillars are sharp: clean edges, hard grids (which sometimes are meant to be ignored), alignments; defining my minimalist approach to graphic design. something, to be impactful and direct does not have to be over-complicated. presently targeting socially engaged projects, which are the ones really leaving a concrete mark in communities and initiatives. my philosophy is therefore clear, rigor and creativity meet in the middle to spark projects which are not banal or easily resolved, the thinking behind them is what really makes them unique.

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#	project title	category	year	context	pp.
01	ALUA	speculative / interaction design	2026	thesis (LSF), academic	03
02	CPP casa poldi pezzoli	workshop/video making	2026	academic, workshop	13
03	BAAS IS BACK IN TOWN	exhibition design	2026	academic	21
04	Am Decor + 3M SERVIZI IM-MOBILIARI	corporate identity	2025	professional	29
05	Piedibus Mozzate	service & social identity	2025	social / territory	37
06	NUS - Neighbourhood Urban Studies Institute	corporate identity	2025	academic	45
07	ROXY Generation	metaproject & strategy	2024	academic	53
08	Rifiuti Spaziali	UI & web design	2024	academic	61
09	ZOOM Le avventure di Ayumi	editorial design	2024	academic	67



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ALUA Agenzia Legami Umani Assicurati

team	date	context	category	role
davide benetton, camilla costato, alice d’andrea, sofia splendore, camilla vicario, francesco zanchetta	I/II semester, third year, 2025-2026	academic project (Politecnico di Milano) final bachelor’s degree thesis project	branding editorial design experience design coding	machine coder, developer, solo website & web app developer, video editor

tools

adobe premiere pro, adobe photoshop, adobe illustrator, google flow website, github desktop, antigravity ide (ai coding platform).

concept	tone of voice	target
unconventional insurance company with a bold tone of voice, provocative aesthetic & strong attitude	direct, seductive	individuals who fear their relationships might turn back on them.

deliverables

32 page project book, teaser, experience video, brand & communication campaign, web app, website, final thesis book

open 



ALUA (Agenzia Legami Umani Assicurati) is a provocative speculative and critical design project that weaponizes bureaucracy to govern human intimacy. By treating bonds as assets to be insured, it challenges administrative rigidity, forcing a critical confrontation between objective data and subjective emotion. the core experience, EyeDeal, is a dual-access installation that renders the intangible contractually binding. through voice commands, self-assessment, and real-time biometric analysis, measuring skin conductance level (SCL) during eye contact and handshakes, the system calculates relationship fallibility. this results in a tangible, rigorous insurance contract.







RISERVATEZZA FINANZIARIA

NESSUN CONTRAENTE HA FACOLTÀ DI RICHIEDERE ALLA CONTROPARTE INFORMAZIONI DI DETTAGLIO IN MERITO A RENDITO, RISPARMI O SCELTE DI INVESTIMENTO, NE DI SINDACARE LE RELATIVE MODALITÀ DI SPESA.

DIVIETO DI TRIANGOLAZIONE DEL CONFLITTO

IN CASO DI CONTROVERSIA TRA I CONTRAENTI, È FATTO DIVIETO DI COINVOLGERE TERZE PARTI APPARTENENTI AL NUCLEO FAMILIARE (ES. GENITORI, FRATELLI COMUNI) NEL TENTATIVO DI OTTENERE MEDIAZIONE NON RICHIESTA, SUPPORTO MORALE O ALLEANZE STRATEGICHE CONTRO L'ALTRA PARTE.

DIVIETO DI DIVULGAZIONE A TERZI

LE INFORMAZIONI CONFIDENZIALI APPRESE DURANTE LE INTERAZIONI DIRETTE NON POSSONO ESSERE DIMINUIATE AD ALTRI MEMBRI DEL NUCLEO PARENTALE ALLARGATO O A TERZI IN ASSENZA DI ESPLICITO CONSENSO DELLA PARTE INTERESSATA.

CLAUSOLA DI NON INTERFERENZA CONIUGALE

I CONTRAENTI SI ASTENGONO RECIPROCAMENTE DA QUALSIASI COMMENTO, CRITICA O INTROMISSIONE RIGUARDANTE IL PARTNER UFFICIALE DELL'ALTRA PARTE. OGNI DIVERGENZA DEVE ESSERE GESTITA ESCLUSIVAMENTE ALL'IN LIVELLO 4: INTEGRITÀ PSICOLOGICA E ABUSO EMOTIVO

VIOLAZIONI GRAVI CHE CONFIGURANO COMPORTAMENTI TOSSICI, MANIPOLATORI O ABUSANTI.

PRECLUSIONE ALLA RECRIMINAZIONE STORICA

LE PARTI CONCORDANO L'IMPROCEDIBILITÀ DI QUALSIVOGLIA ARGOMENTAZIONE FONDATA SU CONTENZIOSI, TORTI O INADEMPIENZE VERIFICATISI IN EPOCA ANTECEDENTE AI 24 MESI DALLA DATA ODIERNA.

DIRITTO DI VETO SUGLI ARGOMENTI SENSIBILI

CIASCUNA PARTE HA FACOLTÀ DI DICHIARARE SPECIFICI ARGOMENTI (QUALI, A TITOLO ESEMPLIFICATIVO: POLITICA, RELIGIONE, TRAUMI PREGRESSI) COME "ZONE INTERDETTE". L'ATTIVAZIONE DI TALI ARGOMENTI COMPORTA L'IMMEDIATA INTERRUZIONE DELL'INTERAZIONE VERBALE.

DIVIETO DI OSTRUZIONISMO COMUNICATIVO

È FATTO DIVIETO DI UTILIZZARE IL SILENZIO PROLUNGATO, IL RIFIUTO DI RISPONDERE ALLE CHIAMATE O L'INTERRUZIONE UNILATERALE DEI CANALI COMUNICATIVI COME STRUMENTO PUNITIVO O RITORSIIVO A SEGUITO DI UN DISACCORDO.

DIVIETO DI MANIPOLAZIONE EMOTIVA

È VIETATO L'UTILIZZO DI CONDOTTE VERBALI O NON VERBALI VOLTE A INDURRE SENSO DI COLPA NELLA CONTR







2

CPP
casa poldi pezzoli

team	date	context	category	role
davide benetton, sofia raimondo, camilla vicar- io, francesco zanchetta	II semester, third year, June 11-15 2026	academic project (Po- litecnico di Milano) 2026 workshop project	video making	video editor, mockup designer, solo items' photo collector

tools

adobe photoshop, adobe
premiere pro, google
flow website

concept

elaborated archive-like
aesthetic giving off
the uniqueness and
vastness of the cpp
collection

target

all generations of social
media audience
interested in discovering
the CPP collection.

deliverables

final video project,
social media reel,
4:5 reel format

open 



an immersive visual journey for the Poldi Pezzoli Museum, Milan. born from the design workshop 2026, this video exalts the vast, heterogeneous collection amassed by Gian Giacomo Poldi Pezzoli between 1857 and 1879. the adopted aesthetic is rooted in paper textures and sophisticated mockups, evolving far beyond bland collage into a rigorous, historic-archive dimension. every frame serves to activate the collection's infinite complexity, orchestrating a bold dialogue between the weight of classical history and a sharp, contemporary visual language, understandable by all generations of audience.







Piero del Pollaiuolo

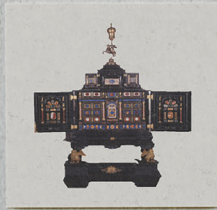
0442

Ritratto di donna

56,2x45,5cm

Una giovane donna dell'alta società è ritratta di profilo con preziosi gioielli e una ricca veste. Il dipinto si distingue per l'eleganza dei dettagli, la cura dell'acconciatura, la ricchezza degli ornamenti e la raffinata resa della luce.

1470





3

**BAAS IS
BACK IN TOWN**

BAAS IS BACK IN TOWN

team	date	context	category	role
camilla costato, roni gold, hila shaki, camilla vicario, francesco zanchetta	II semester, third year, may-june 2026	academic project (Politecnico di Milano) course in temporary exhibition design	exhibition design	solo ooh communication designer, pitch slides graphics ideator.

tools

adobe illustrator, adobe photoshop, figma, autocad, rhinoceros

concept	target
while maintaining marten baas' personality, the exhibition mocks the cliché visitor of MDW.	visitors of MDW venues

deliverables

exhibition renders, ooh communication, exhibits catalogue, pitch slides

open 



“BAAS IS BACK IN TOWN” is a fictional Milan design week 2027 exhibition held at Triennale, Milan. evolving Maarten Baas’s 2014 critique against hyper-documentation, this installation transforms spectators into the actual exhibits. it exposes a semantic vacuum where the need to post on social media during fuorisalone replaces the willingness to understand the meaning behind. through an exhibition path featuring a carousel, a chandeliers’ hallway, hidden cameras, and mocking actors, visitors unknowingly become part of a live backstage show, which features screens that visually expose the ones who perform this behaviour.





BAAS IS BACK IN TOWN / COMMUNICATION







**WHY
BOTHR
PUTTING
LABELS?**
YOU
WOULDN'T READ THEM
ANYWAY.



4

AM Group (Am Decor + 3M)

AM GROUP

team	date	context	category	role
francesco zanchetta	february 2025 - march 2026	professional project	corporate branding web design strategy	solo designer, strategist & executor

tools

adobe illustrator, adobe photoshop, figma, word-press.com

mission	vision	values	target
to deliver construction works that combine functionality, aesthetics and safety.	to become a leader in the sector by combining traditional construction solutions with technological advance and environmental sustainability.	solidity, innovation, transparency	clients interested in renovating, building, selling and buying a home.

deliverables

dual-brand identity system, retail signage, fleet livery, 2 corporate websites

open 



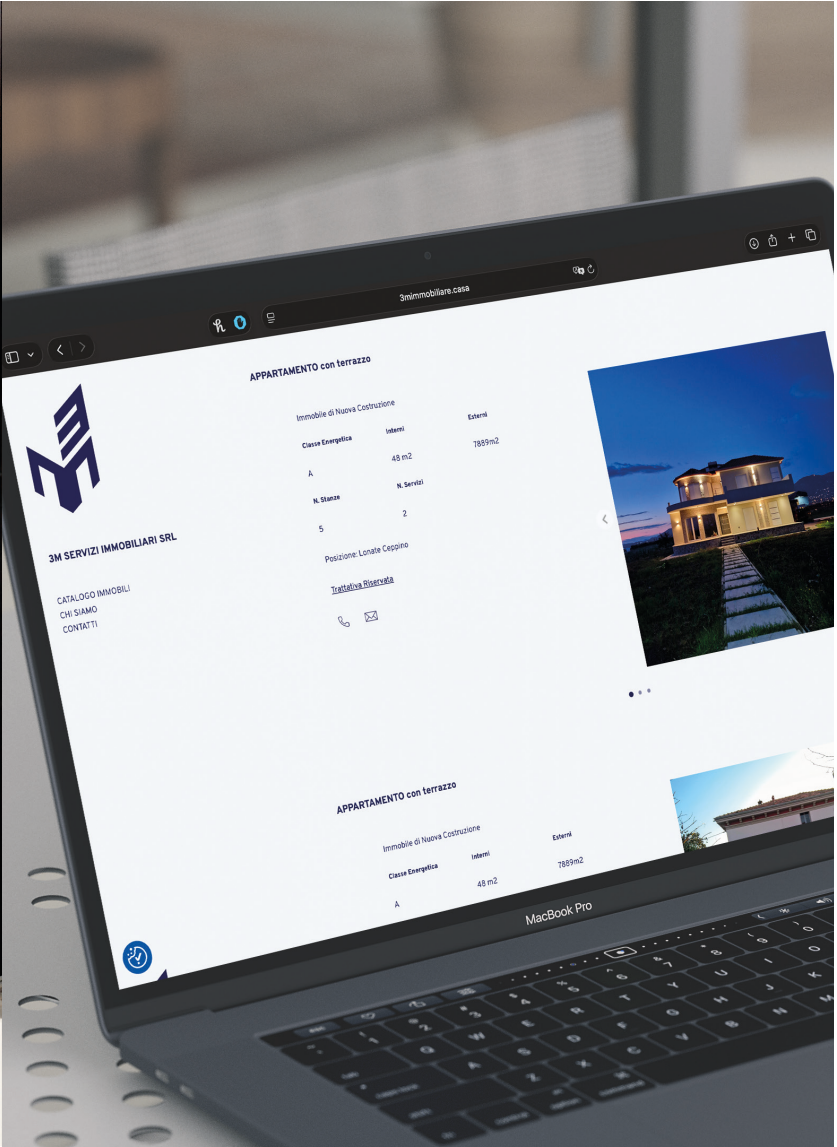
comprehensive brand architecture project that unifies a dual-sector enterprise: AM Decor (construction) and 3M (real estate), intrinsically linked by the shared DNA of their three founding brothers. the core strategy centered on creating a seamless visual system, balancing industrial rigor with corporate sophistication to establish a cohesive ecosystem. this alignment transcends conceptual theory; it is tangibly executed across all touchpoints, from large-scale architectural graphics to integrated digital platforms, creating a unified and authoritative presence for the group.



RISTRUTTURAZIONI

amdecorsrl.com







3M
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3m-servizi@pec.it

Villetta a Schiera



3



2

VENDESI



5

Piedibus Mozzate

PIEDIBUS MOZZATE

team	date	context	category	role
francesco zanchetta	II semester, second year, 2025	professional, social project	corporate identity social identity service design	solo designer & executor

tools

adobe illustrator, adobe photoshop, adobe premiere pro, figma

mission	vision	values	brand essence	tone of voice	target
to provide a service that accompanies children to elementary school every morning in a healthy and environmentally sustainable way.	to aspire to green mobility and a world where the sense of community keeps people together.	community, safety, sustainability	together, at walking pace	essential and sincere, tuned for a young audience.	primary school children, families

deliverables

brandmark & variations, brand identity & strategy, ooh communication campaign (digital & physical), signage

open 



service design and social identity project developed for Piedibus Mozzate, the service that accompanies children to the elementary school in the municipality of Mozzate (Como), Italy, every morning. the intervention aimed at creating a distinctive visual system, focused on the essential. characterized by a vibrant color palette and a graphic treatment that recalls drawing, the identity fully reflects its main target: children and local realities. the work stands out for the use of a custom font, Piedibus Mozzate, and for an integrated communication strategy that includes roadside signage and social media campaigns.

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l m n o p q r s t u
v w x y z 0 1 2 3 4
5 6 7 8 9
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Sede

**Piedibus
mozzate**



08.00 - 15.00







6

NUS Neighbourhood Urban Studies Institute

team	date	context	category	role	
gaia becchi, aurelia la carrubba, martina santolini, lucrezia stella, francesco zanchetta	II semester, second year, 2025	academic project (Politecnico di Milano) course in corporate branding	corporate branding design strategy video animation service design	website, sticker, tote bag design and realization, mockup photographer	
tools					
adobe illustrator, adobe photoshop, adobe premiere pro, adobe after effects, figma					
mission	vision	values	brand essence	tone of voice	target
To make practical and theoretical tools available to people, enabling them to understand and value the communities in which they will operate.	We believe in a society that cooperates in a synergic way, in which everyone collaborates actively for common well-being.	solidarity, authenticity, belonging, concreteness	We shape shared futures by grounding knowledge in place, people, and purpose.	institutional, understanding	post-graduate students in psychology, communication, healthcare professions, urban planning, architecture
deliverables					
brandmark, brand book, brand video, communication touchpoints (digital & physical), website, stickers, keychain, welcome tote bag					
open 					



Neighbourhood Urban Studies (NUS) is a post-graduate institute where urban theory meets social practice. among its completed interventions, the development of its institutional identity is deeply rooted in the NOLO district of Milan; this corporate identity was crafted to reflect an inclusive and sustainability-focused approach, mirroring the local soul and cultural variety. complementing this, for practical application, a multi-user branded keyring was created as a merchandising/tool object. This keyring embodies the institute's spirit by uniting people regardless of their background, with the brandmark itself emphasizing the connection between individuals within a unified community.





Career path

Mediators

Do you like learning languages and communicating with people? Then the mediator career path at our university is what you're looking for.

For more info visit the website or take a peek at our social media!



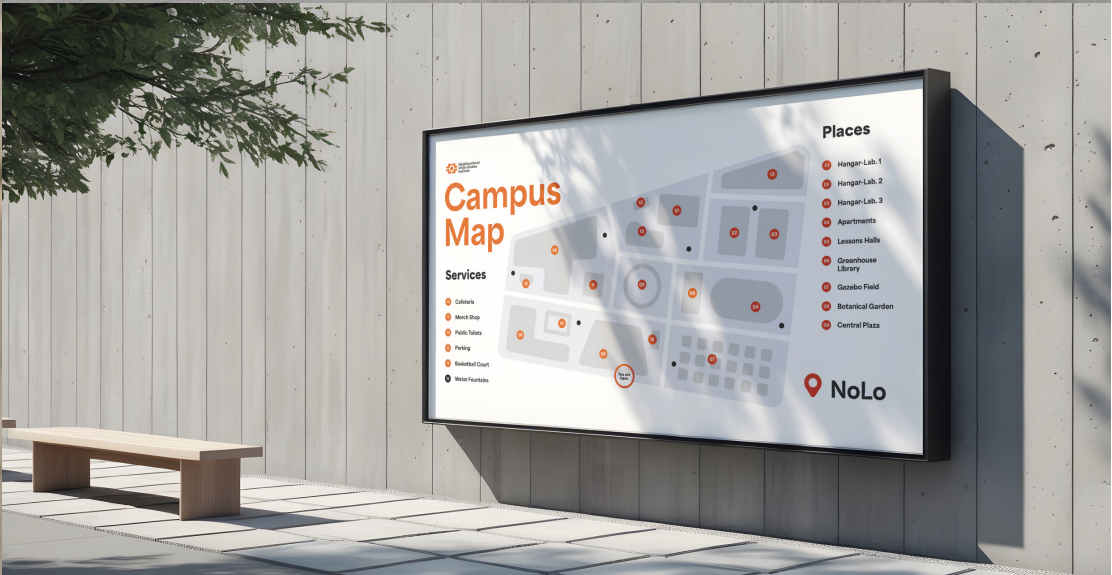
Career path

Social Workers

Are you passionate about helping other people in need? Then the social worker career path at our university is what you're looking for.

For more info visit the website or take a peek at our social media!









7

ROXY
ROXYGEN

team	date	context	category	role
silvia andreoletti, gaia becchi, matteo brinzo, sofia raimondo, francesco zanchetta	II semester, second year, 2025	academic project (Politecnico di Milano) meta-project course	strategic design	brandbook editor, concept ideator

tools

adobe illustrator, adobe photoshop, adobe premiere pro, figma.

concept	values	brand essence	tone of voice	target
fierce, audacious and irreverent rebranding as an exclusive event platform	irreverence, audacity, exclusivity	irreverent by nature	irreverent, direct, snob at times	exclusive clientele who seeks unique experiences.

deliverables

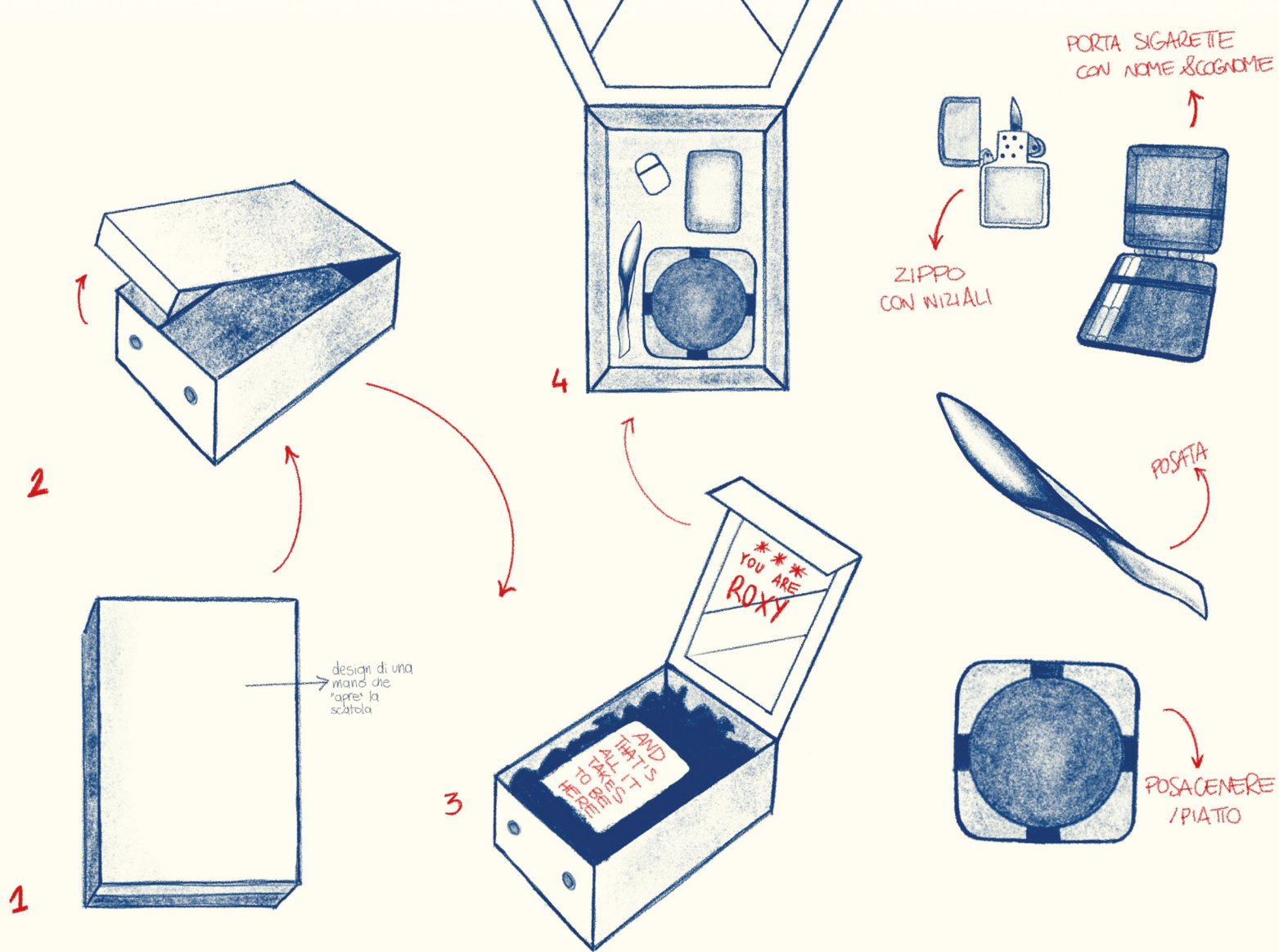
brand book, brand video, communication campaign (digital & physical), event activation plan & organisation, pitch slides

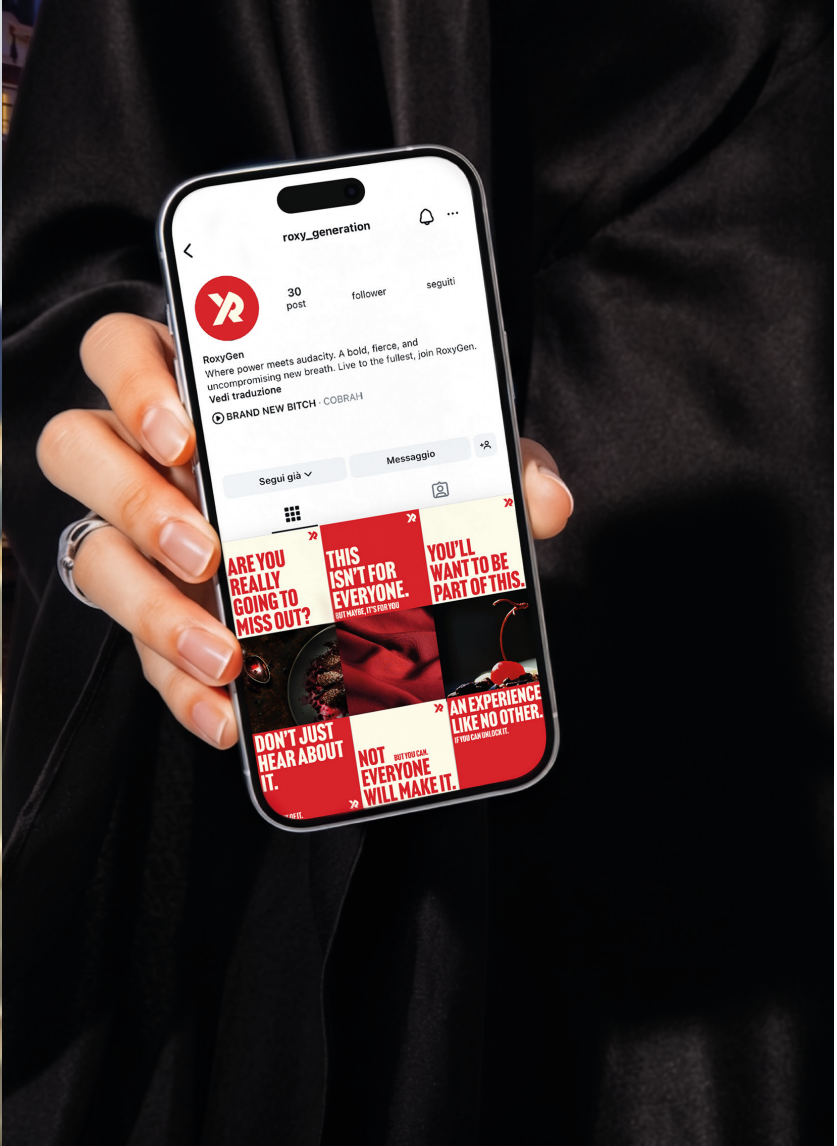
open 



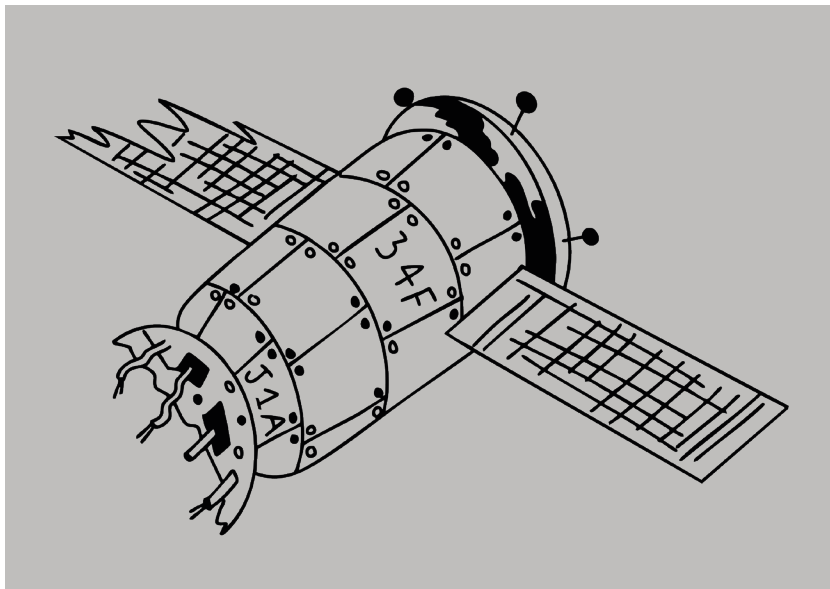
strategic meta-project centered on the heritage of a historic tobacco brand. the rebranding explores the values of audacity and irreverence, positioning ROXY as a cultural icon for a bold, contemporary audience, right before this trend took place in the communication world. the strategy balances historical roots with a provocative visual language, documented through a comprehensive brandbook. the climax of the project is ROXYGEN, an activation-event aimed at the relaunch of the brand, 40 years after its vanishing, as an exclusive event-based community platform.











8

rifiuti spaziali

RIFIUTI SPAZIALI

team	date	context	category	role
alessandro bacci, lara frigeni, jacopo leonardi, sofia raimondo, eleonora villa, francesco zanchetta	I semester, second year, 2025	academic project (Politecnico di Milano), information design lab	information design web design	main world-view page coder

tools	languages
visual studio code, adobe illustrator, adobe indesign	p5.js, javascript

deliverables

project website, illustrations

open 



interactive web design project focused on the data-visualization of space debris. entirely built in p5.js and Javascript, this platform functions as a sophisticated tool for scientific dissemination. by leveraging verified, real-world orbital datasets, the project demystifies the complexity of orbital clutter. the UI design prioritizes technical precision and cognitive clarity, transforming a multifaceted environmental crisis into an accessible, interactive experience. through a continent-based organizational structure, the interface enables users to critically examine and graphically analyze the impact of key global players on this phenomenon.



RIFIUTI SPAZIALI

GRAFICO

COSA SONO

CHI SIAMO

RIFIUTO SPAZIALE



PERIGEO

DISTANZA DALLA TERRA



Il punto di massima vicinanza del detrito alla terra, mentre orbita intorno ad essa

ANNO

0000

L'anno in cui l'oggetto è stato lanciato nello spazio. Dal 1960 al 2021

PAESE



Il paese responsabile del lancio del detrito

ITALIA



Test ASAT, che
distrugge un
satellite in
orbita bassa



2019
India

2020

Play Sound

1960





9

ZOOM

Le Avventure di Ayumi

team	date	context	category	role
giulia casu, alessandro levi, mina niitsu, sofia raimondo, francesco zanchetta	II semester, first year, 2024	academic project (Politecnico di Milano) project fundamentals lab	editorial design illustration branding	index, ad, recipe pages editor

tools

adobe illustrator, adobe photoshop, adobe premiere pro, adobe after effects, figma

target

young audience
aged 7-12

deliverables	dimensions	paper stock	binding	fonts
magazine, 3 drawn - animation videos, book stop-motion video	19 × 27 cm	cotton ivory 240gsm / arena ivory rough 120gsm	saddle stitch	Tomarik Introvert

open 



editorial design and storytelling project for a children's magazine, developed within a course. it reinterprets a classic italian fable, Pinocchio, by submerging it in Japanese Culture and centering the narrative on the character Ayumi. this playful lens explores the classic tale while emphasizing typographic expression, hand-drawing, and character design. to promote engagement and cultural learning, the magazine includes interactive elements, such as mini-games (cross-word puzzle) to introduce basic Japanese, and invites readers to replicate a featured Japanese recipe. the result is an engaging visual journey for a young demographic, presented within an experimental format.



LO SCHEMA NARRATIVO



1

SITUAZIONE INIZIALE
Ayumi ha un compito da eseguire!



2

ROTTURA DELL'EQUILIBRIO
Gli irresistibili udon di Unzen



5

LIETO FINE
Udon e volontà!

4

CONCLUSIONE
Per il suo coraggio si trasforma
in una bambina vera



3

PERIPEZIE
Le conseguenze delle azioni di Ayumi

15 • ZOOM

ONIGIRI



LO SAPEVI?

Gli onigiri sono delle polpette di riso che possono essere farcite a piacere con pesce, verdure o condimenti vari. In giapponese 'nigiri' significa 'modellare' e si dice che, preparando un onigiri con le proprie mani, lo si riempie di affetto per chi lo mangerà. È uno spuntino che viene preparato in casa per essere consumato fuori.

INGREDIENTI



riso
originario



sale
fino



alga nori
in fogli



tonno
in scatola



mayonese



filetto
di salmone

おにぎり

LE AVVENTURE DI PINOCCHIO • 17

PROCEDIMENTO

Preparare il Riso:

- Prendi una tazza e misura il riso. Ricorda: 30 grammi di riso crudo per ogni onigiri.
- Risciacqua il riso in una ciotola, strofinandolo delicatamente. Cambia l'acqua finché diventa trasparente.
- Metti il riso in una ciotola con acqua fredda e lascialo in ammollo per almeno mezz'ora. (1)
- Scolala il riso e mettilo in una pentola con un coperchio. Aggiungi una tazza e mezza d'acqua per ogni tazza di riso.
- Porta ad ebollizione, poi copri e cuoci a fuoco basso per 10 minuti. Spegni il fuoco e lascia riposare per altri 10 minuti. (2)
- Trasferisci il riso su un piatto e mescolalo delicatamente per farlo raffreddare.



1.



2.



3.



4.

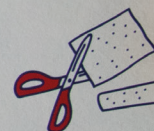
Preparare il Ripieno:

- Tonno e maionese:
- Scolala il tonno e mescolalo con un po' di maionese in una ciotola. (3)
- Salmone: Cuoci il salmone in forno con un po' di sale. Strisciolo con una forchetta e lascialo raffreddare. (4)

Creare gli Onigiri:

- Bagna le mani e metti un po' di sale sui palmi.
- Prendi un po' di riso e forma una palla con un buco nel mezzo.
- Metti un po' di ripieno nel buco e richiudi il riso, formando una palla. (5)
- Dalle una forma triangolare, senza schiacciarlo troppo forte.
- Taglia l'alga nori a strisce. (6)
- Avvolgi l'onigiri nell'alga nori prima di servirlo.

l'occhio fatto! Ora hai degli onigiri pronti da gustare! (7)



5.



ASOBO! GIOCHIAMO

LABIRINTO

Aiuta Ayumi a portare i ventagli alle geisha seguendo il percorso migliore.



LE AVVENTURE DI PINOCCHIO

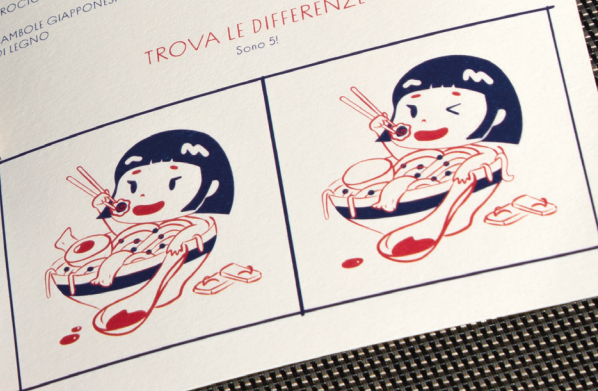
CRUCIVERBA

Completa il cruciverba e nelle caselle colorate scoprirai la parola nascosta.

1. ARTIGIANO CHE LAVORA IL LEGNO
2. CASA DELLE GEISHA
3. SI GONFIA PER DIFENDERSI: PESCE...
4. CRISCONO OGNI VOLTA CHE AYUMI DICE UNA BUGIA
5. ANIMALE ASTUTO
6. CAPITALE DEL GIAPPONE
7. "FROCCIONE" IN GIAPPONESE
8. BAMBOLE GIAPPONESI FATTE DI LEGNO

TROVA LE DIFFERENZE

Sono 9!



francesco zanchetta | zinco

communication design student. currently exploring my aesthetic while leaning into vibecoding and design strategy. my pillars are sharp: clean edges, hard grids (which sometimes are meant to be ignored), alignments; defining my minimalist approach to graphic design. something, to be impactful and direct does not have to be over-complicated. presently targeting socially engaged projects, which are the ones really leaving a concrete mark in communities and initiatives. my philosophy is therefore clear, rigor and creativity meet in the middle to spark projects which are not banal or easily resolved, the thinking behind them is what really makes them unique.