**Mr.Lawrence** is a Milano-based creative factory.

We perform Art Direction, Editorial Projects, Concept Development, Brand Strategy and Design Curatorship, from Italy to the stages around the world.

Founded in 2018 by **Annalisa Rosso**, design writer, content consultant and independent curator, and **Francesco Mainardi** (aka theBrandist), brand strategist and creative director.

“For years we have worked together on our respective projects in various ways, until we decided to formalize this chemistry by founding our Mr.Lawrence studio”.

“We complemented each other professionally: theory and design, research design and company production, order and disorder. We are different but at the same time synergic. Our strength lies in our two mirrored viewpoints”.

Among our the most recent projects:

* **CTMP DESIGN Auction**, for [Cambi Auction house](https://www.cambiaste.com/it/asta-0618/ctmp-design.asp?action=reset), curating a selection of 160 pieces of Contemporary Collectible Design.
* **HONG KONG – MILAN – Design**, a project promoted by [Italian Cultural Institute Hong Kong](https://designmadeinhongkong.com/) in collaboration with 3 Design Universities in HK (Baptist University, HK Design Institute and POLY-U Design School) and 3 Italian Designers (Federica Biasi, Federico Peri and Sara Ricciardi).
* Italian collection **Interni Milanesi**for [Adorno](https://adorno.design/) (Digital Contemporary Design Gallery) with an exhibition in London Design Fair 2019. Selected designers:Architetti Artigiani Anonimi, Agustina Bottoni, Valentina Cameranesi, DragaAuriel, Vito Nesta, Rio Grande, Valentina Romen, Pietro Russo, Stories of Italy, Philippe Tabet, Zanellato/Bortotto.
* **Glass Utopia**, an exhibition project for [Craft ACT: Craft + Design Centre](https://craftact.org.au) during Design Canberra Australia 2019. Selected designers: Federica Biasi, Gala Fernandez, Federico Peri, Stories of Italy, Matteo Zorzenoni, Zanellato/Bortotto, Tom Skeehan, Liam Fleming**,** Mel Douglas. The exhibition has been displayed in Tasmania Design Museum (2020) – Venice Glass Week (2020) and Milan Design Week (2021).
* **Nest** by Chiara Andreatti for [Four Season Milano](https://www.fourseasons.com/milan/). Take-over of a public room inside the hall converted in a pop-up bar.

Website: [www.mrlawrence.it](http://www.mrlawrence.it)

Instagram: @mrlawrence\_milano

About us:

**Annalisa Rosso**

Design writer and independent curator based in Milan. Editor-in-chief of the new Icon Design magazine (Mondadori). Co-founder of Mr. Lawrence design consultancy studio.

In charge of the new Domus website by Mark Porter from 2017 to 2018, she collaborated with international magazines including: Wallpaper, Casa Vogue Brasil, Elle Decoration and AD (international editions), Living – Corriere della Sera, Alla Carta, 032c, Purple, Ideat, Blau, Architektur und Wohnen, WOTH, Vogue Living, Drift, Wohnrevue, Schöner Wohnen, Cartography.

Among her recent curatorial projects: Human Code by Roberto Sironi and Panorama by Valentina Cameranesi (produced by 5VIE during MiArt and Milan Design Week 2018/2019); Musica da Viaggio by Vito Nesta for Bonaudo at Grand Hotel et de Milan (Milan Design Week 2019); 5Rooms by Joachim Jirou-Najou, Paul Brissonnet + Alexandre Benjamin Navet, Superpoly, Studio Quetzal, Zanellato/Bortotto for collector Silvia Fiorucci-Roman's residency program, in collaboration with Villa Noailles (Grasse, 2018); Operae, the independent design fair, with a special project by Zaven (Turin, 2016).

Consultant for brands, collectors and creative agencies (among clients: Adorno, Cedit, 1stdibs, Modern Media Group Hong Kong, Maison&Objet, WGSN, Camp Design Gallery, The Gallery – Bruxelles, Anticàmera Location Agency, Studio Editoriale).

Part of the juries at Design Parade in Hyères, The Design Prize during Milan Design Week, Romanian Design Week 2019, Marmomac 2019, Collectible fair 2020 in Brussels.

**Francesco Mainardi**

Designer specialized in strategy, brand and design management.

He worked for seven years as brand manager for Santa & Cole, an editorial firm based in Barcelona (Spain) and focused on design products.

In 2012 he founded his own theBrandist agency in Milan focused on professional consulting in the field of branding and design strategy.  
In 2015 his firm merged with Greylab, a creative agency specialized in communication, advertising campaign, web and new media, leading the team as a Creative Director. In 2018 he co-founded Mr.Lawrence studio.

He collaborated with Italian and international companies as a consultant for innovation and design strategy for projects in Italy, Spain, China, UK and USA.

During last years he held several lectures in universities and schools such as: Bocconi (Milan), IED (Milan and Barcelona), ELISAVA (Barcelona). From 2015 Francesco is professor at Istituto Marangoni, teaching Design Strategy in the Design Management master courses.