

Fragile

FRAGILE is the Milan-based studio of corporate identity and design of Mario Trimarchi and Frida Doveil, which focuses on making the identities of companies visible through different project approaches, from the visual language of communication to the physical presence of architectural and product details, through the design of logos, identity systems, graphic alphabets, packaging, interiors, displays, products, colours and materials.

Founded in 1999 by Mario Trimarchi to give an Italian interpretation to the communication of corporate values, FRAGILE assists companies and institutions in choices of strategic positioning and the definition of concepts of force and future potential, to then be narrated in a unique way thanks to a complete project approach. The studio's ability to open up new perspectives of corporate identity is based on the experience of the two partners, accustomed for over thirty years to working on design innovations and ideas.

Over the years FRAGILE has designed logos and identity systems (Banca Intesa, Cariparma, Poltrona Frau, Poste Italiane), complete communication systems for excellent exponents of Made in Italy (Alessi, Alias, Artemide Architectural, Ceramica Flaminia, Macef Fiera Milano, Methis, Olivetti, Piazza Sempione), retail communication projects (Coop Italia, Mövenpick, Trony), installations and/or graphics for major exhibitions (the 10th Venice Architecture Biennale, Fabbrica, Rinascimento), publications (Villegiardini) and design products.

The work of FRAGILE has received many prizes and honors, including the Red Dot Award (Corporate Identity for Alias, Graphic Design for the Venice Biennale), the Good Design Award (Packaging for Bioetyc and Visual Communication for Alessi), and nominations for the Compasso d'Oro ADI (Corporate Identity for Banca Intesa and Poste Italiane, Packaging Design for Olivetti). In 2015 the project for the Communication and Interior Design System for Coop Italia received the Honorable Mention Compasso d'Oro International "Design for Food and Nutrition". Since 2016 Mario Trimarchi e Frida Doveil have been Design Advisor for Korea Craft & Design Foundation.

FRAGILE believes in the concept of corporate identity care, meaning to design coherent systems in progress that can adapt, over time, to technological, economic and lifestyle changes.

FRAGILE believes in corporate biodiversity, that means the use of design to narrate a world made of differences, even within the most homogeneous markets.

FRAGILE believes in design ethics, which means to communicate real values and qualities, to construct responsible, long-term relationships between companies and their counterparts, i.e. all of us.