

Pietro Quitnino Sella

Portfolio

2021

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currently taking Industrial Design
Master's degree at Pratt institute

New York

Graduation date: May 2021

Artist Statment

Pietro Quintino Sella is a designer whose cross-disciplinary practices are situated at the intersection of art, architecture, technology, and environmentalism.

Pietro's work addresses socio-economic and environmental issues through the synthesis of theoretical frameworks, contemporary aesthetics, and pragmatic design solutions. Each output seeks to enhance visibility, exposing the overlooked, the concealed—the in//visible.



MOTHERPACK

designing from observation designing for people seeing what is not seen



MOTHERPACK was presented at the Milan Design Week in 2017, and other design fairs





MOTHERPACK is a mobile backpack / shelter for refugees, consisting of a sleeping bag, tent and storage space for personal belongings.



SURVIVAL BACKPACK SHELTER



More than a million migrants and refugees crossed into Europe in 2015, sparking a crisis as countries struggled to cope with the influx, resulting in EU tensions over how best to deal with resettling migrants. Since January 2016 the case has only worsened, with 135,711 people reaching Europe by sea and land, according to the UN Refugee Agency.

Winter is a season during which many migrants suffer the most, as temperatures drop and they continue to have no place to shelter. One can only imagine their experience and journey for survival; for life. Alone, cold and helpless. Motherpack aims to assist the needs of people without a home, refugees or homeless, in search of protection. Motherpack's portable shelter design is a simple and profound method of making migrant's voices heard, making them feel accepted, helped, and part of a community. Making the ground which we live on, a slightly better place.

Backpack - Sleeping bag - Shelter - My name My story





This project was born from the idea that every person should have a portable shelter that is quick to use, easy to carry, and has multiple features. The concept was born from the idea of the Mother, the human source of shelter, warmth, and protection. The design is predominantly based on migrants' human intuition for survival and their need to move quickly and conveniently, as a result of weather conditions, societal pressures, or simply in search of food to eat.

As a result, MOTHERPACK consists of two compartments inside a single backpack, one for the tent and one for clothes. There are no extra pockets or zips, only straps are used to close the sack using simple and secure knots. This was a deliberate design decision as zips often break, get caught, and increase the cost of production. Straps, however, allow the user to fasten their belongings quickly and flexibly, in addition to being easily adjustable according to the amount each user is storing in their MOTHERPACK.





Material lifejackets = Polyester

Somewhere north of the mountains on the island of Lesbos, Greece, in the North Aegean, Refugees' Abandoned Life Jackets. Mountains are swelling in Lesbos as hundreds of thousands of refugees passing through the island in Greece. The life jackets now form 5-meter-high piles occupying an area of over 40,000 square meters near Molyvos, a village in Lesbos, it is said to exist more than 450,000 life jackets

Material Backpack = Polyester

The reason why Motherpack is made of Polyester is because of its thermoplastic possibilities, meaning it can be melted and re-shaped. Could be an answer to upcycle lifejackets and help clean up Molyvos.



Backpack - Sleeping bag - Shelter - My Name My Story



On the right side, an opening “mouth” with velcro, increases the upper diameter allowing people to fit inside the backpack
On the inside, the backpack is covered with an extra layer of fleece material providing cushioning and warmth



Backpack - Sleeping bag - Shelter - My Name My Story



measurements and cuts



The structure functions as an origami concept, having no assembling parts allows the user to rapidly open and close the shelter in seconds



Shelter Material = Polypropylene

Polypropylene being thermoplastic can be recycled innumerable times as refugees' numbers rise. More importantly, This material acts as a good heat insulator, creating a bubble of warmth with body heat.



Backpack - Sleeping bag - Shelter - My Name My Story

VIET-NAM
DONE-This
To Me! CAN
YOU HELP

NEED
HELP
HOMELESS
GODBLESS

With all Due Respect
Please help
not honestly hungry
Praying somebody
cares
a RANDOM act of
kindness

My SIGN Is
Just As CUTE
As ME!

DOG STUFF
AND
HUMAN STUFF please

Travelers could
use supplies &
Food. Not drugs
or booze!
BLESSINGS!

HAPPY
MOTHERS
DAY
TO ALL
MOTHERS

HAVE
you EVER
FELT
INVISIBLE
BEFORE?

TRAVELING
BROKE
LIVING ON FAITH
ANYTHING HELPS

On the side “My name, My story” is a space to offer nomads the option to ask for help or social awareness by adding their biographical information, real or fictional, so that their story and identity accompany themselves and the world around them.



Motherpack video

<https://www.youtube.com/watch?v=MVvXunOK9F4>

3D

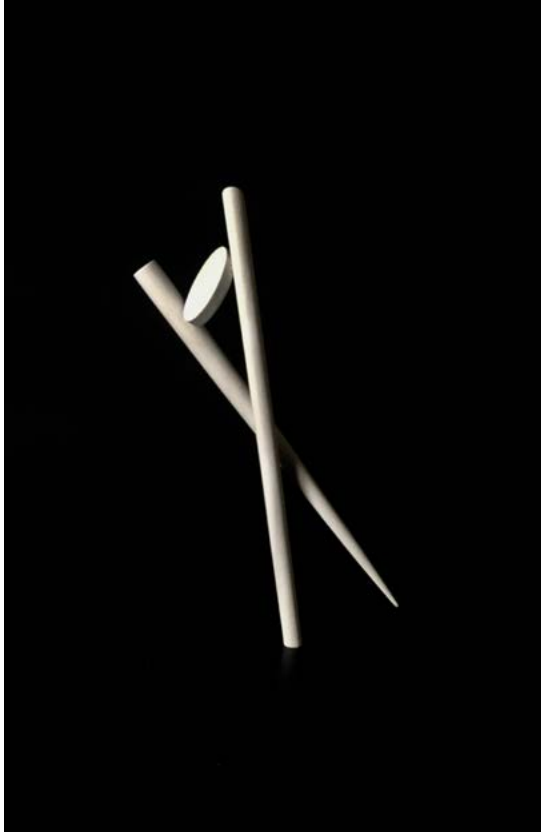
form and space methodology

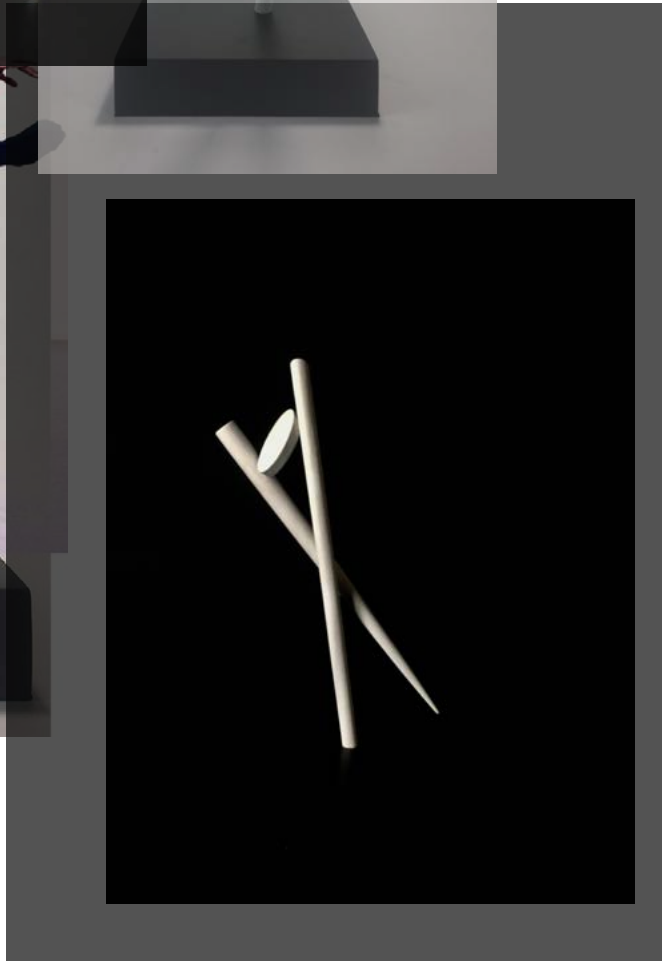
observing at dynamic movements to then translate into structures of visual relationships.

This methodology first taught by Rowena Reed at Pratt Institute is a “synthesis of analysis, organization and articulation of abstract elements and principles of 3-dimensional design.”

Proportion, hierarchy, balance, movement, rhythm and spatial opposition are principles to describe the possible structural relationships through manipulating or expressing these elements.





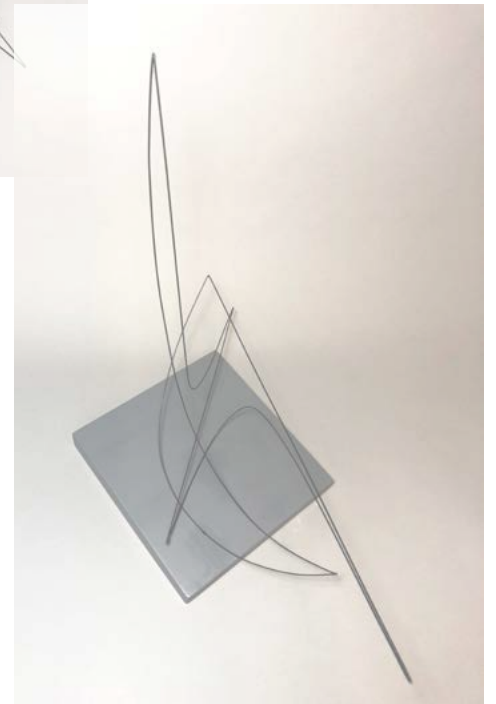
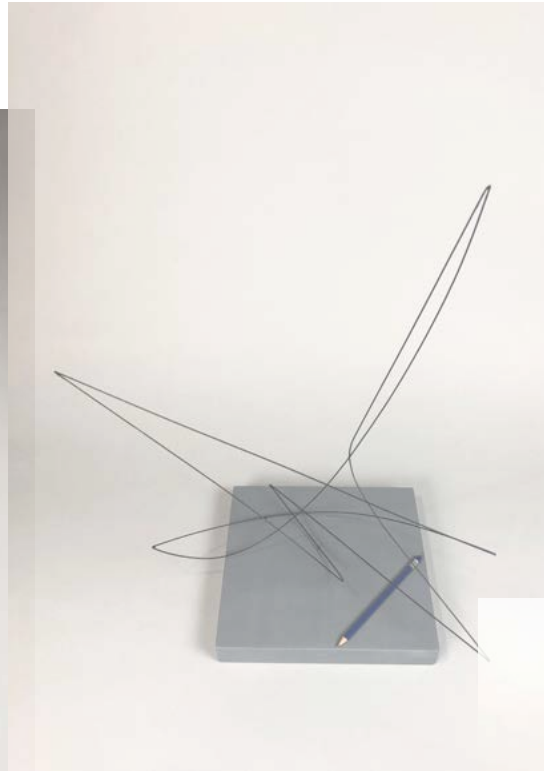


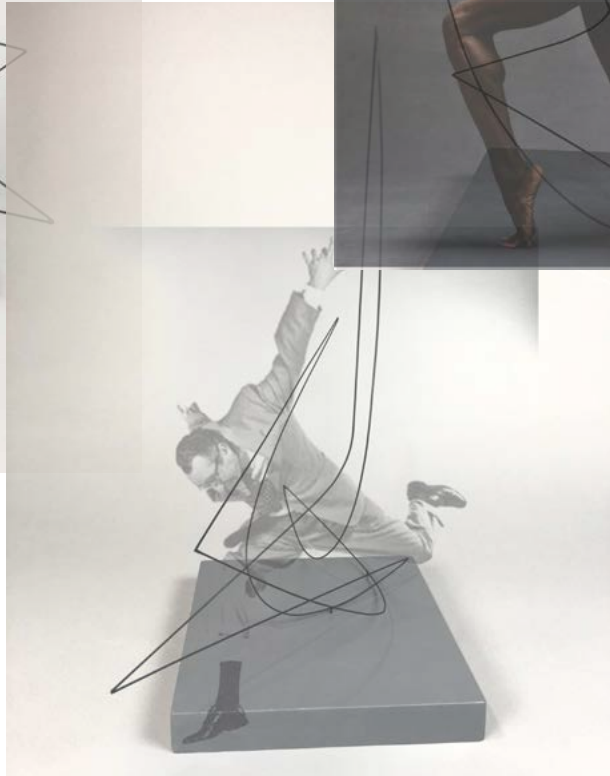
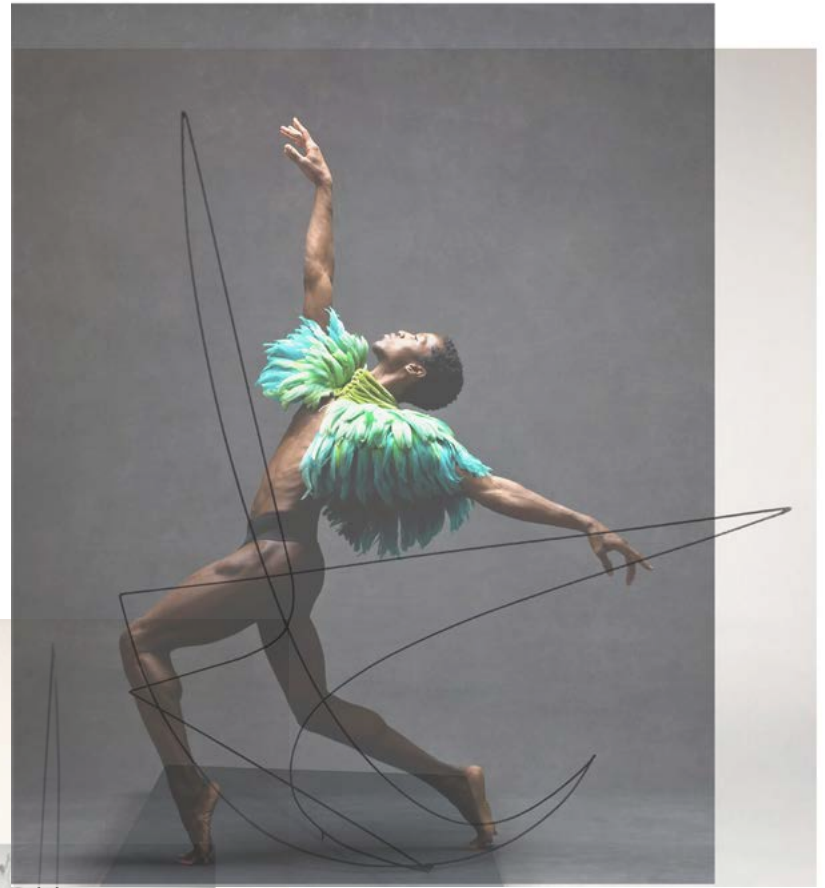
fragmentation of geometric forms into a design statement



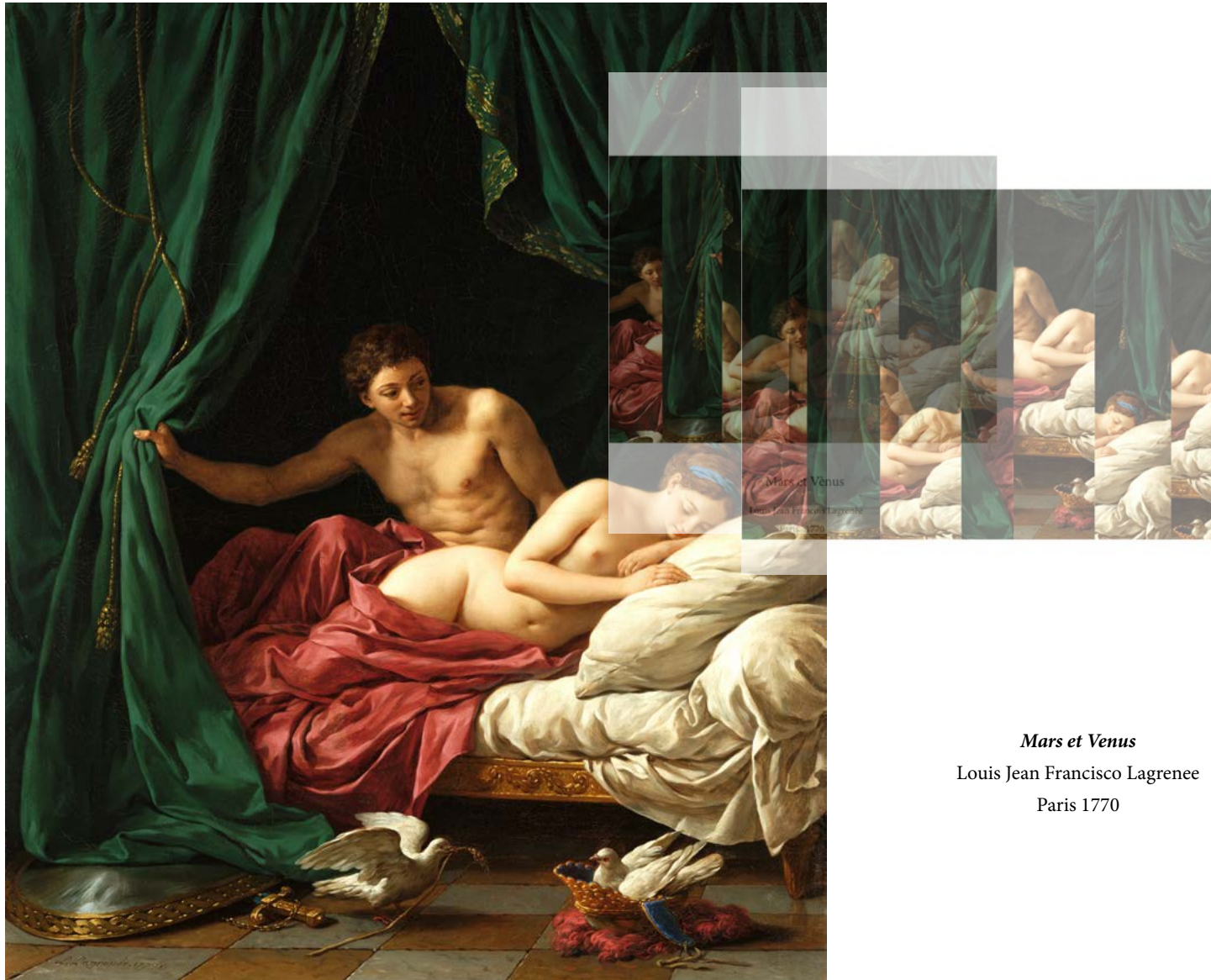


study of linear movement and axes in space

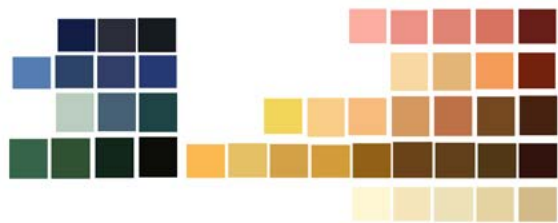




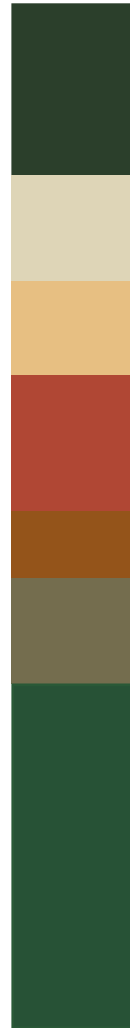
The Rug Exploration - decomposition of a Painting



Mars et Venus
Louis Jean Francisco Lagrenée
Paris 1770



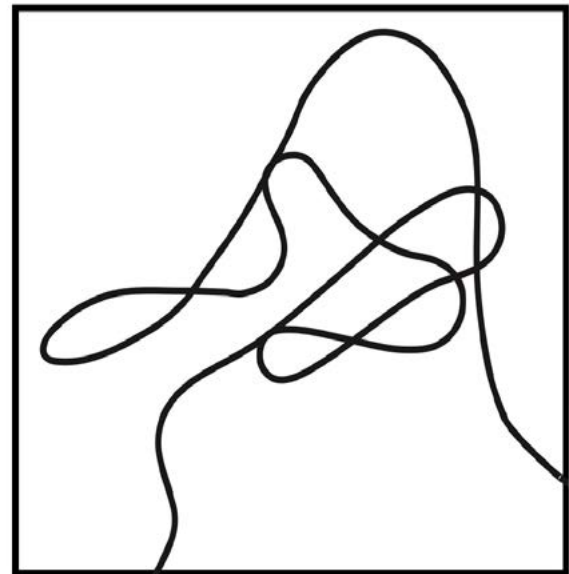
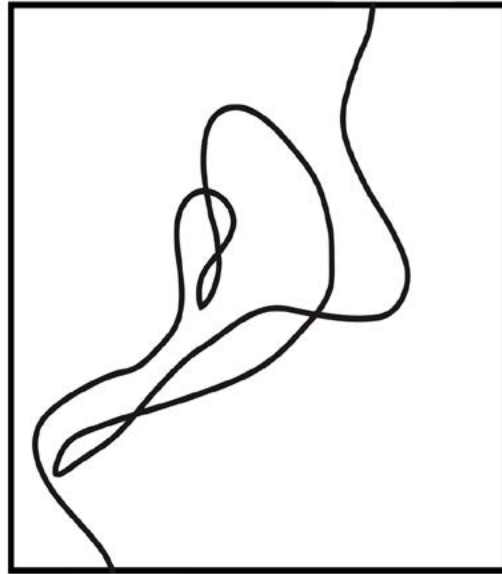
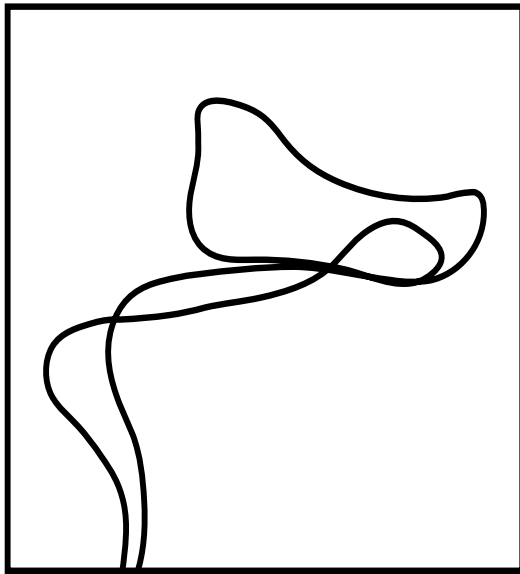
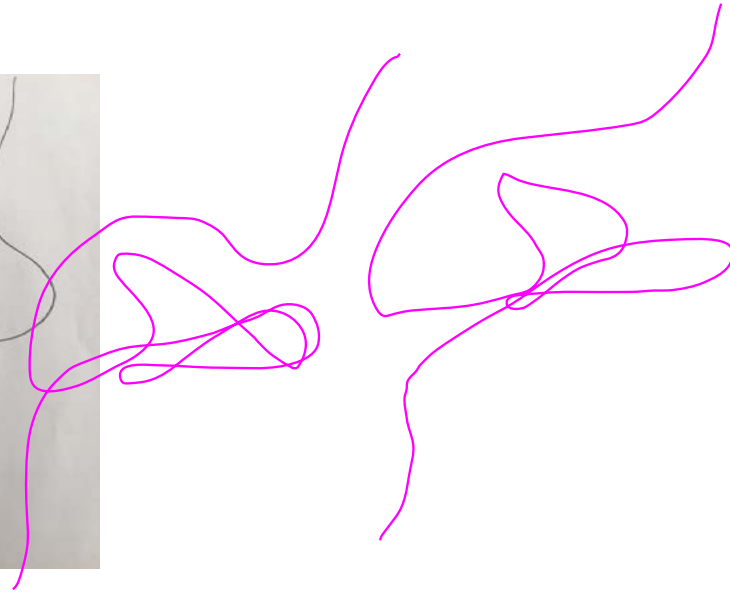
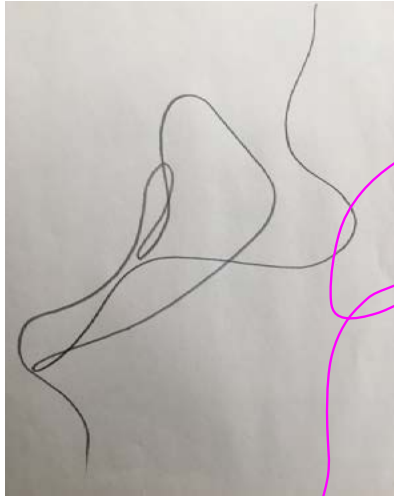
color palette individualization



color predominancy in the painting

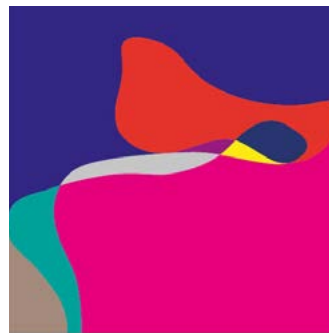
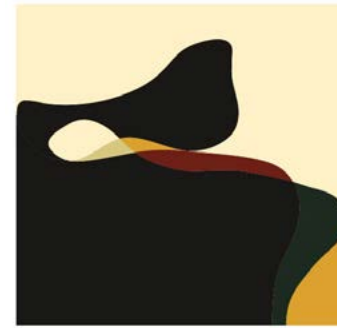
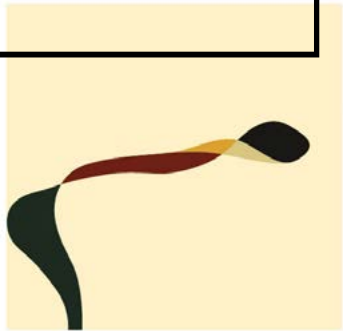
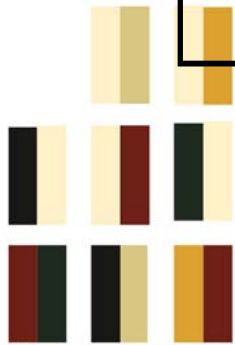
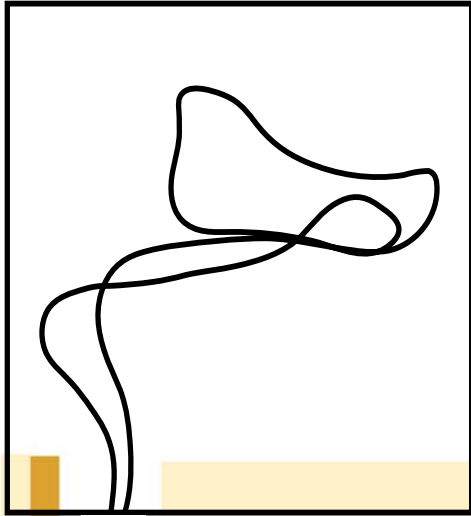


Color predominancy, paper collage

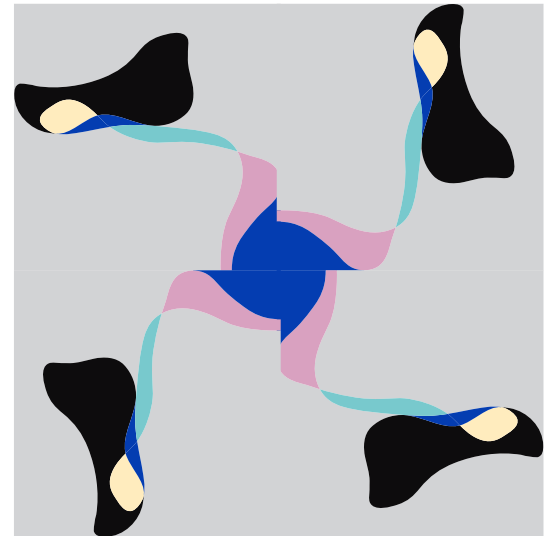
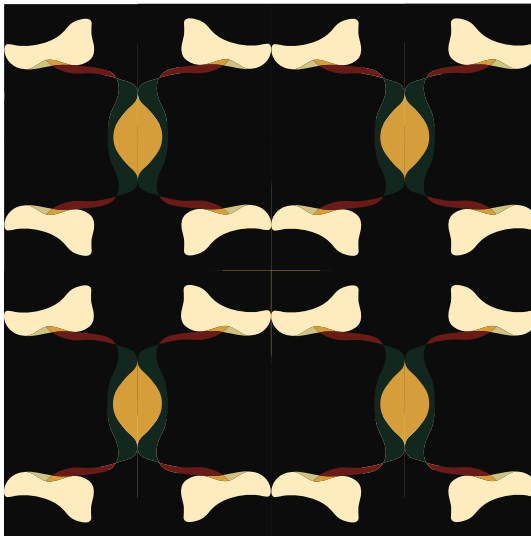
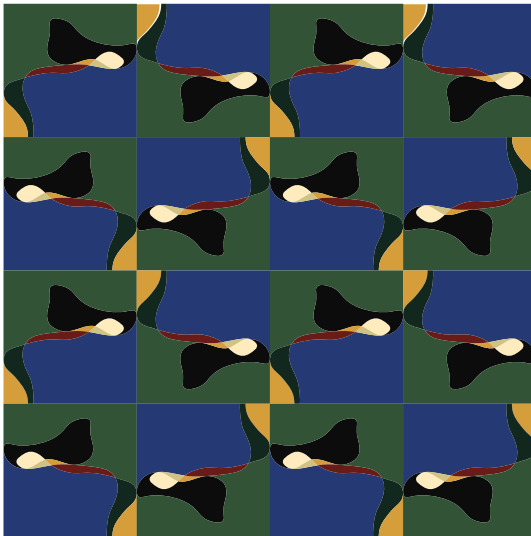
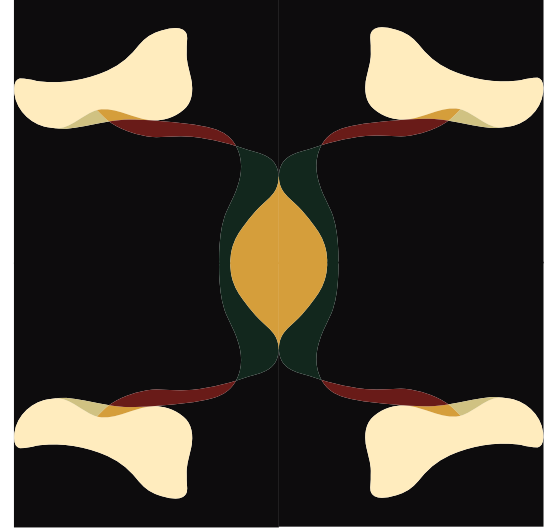
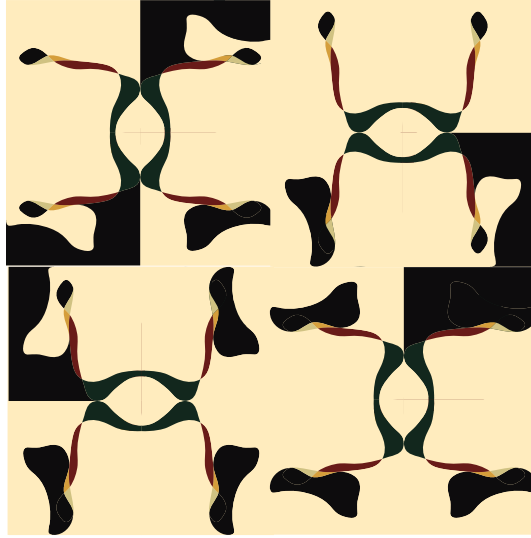
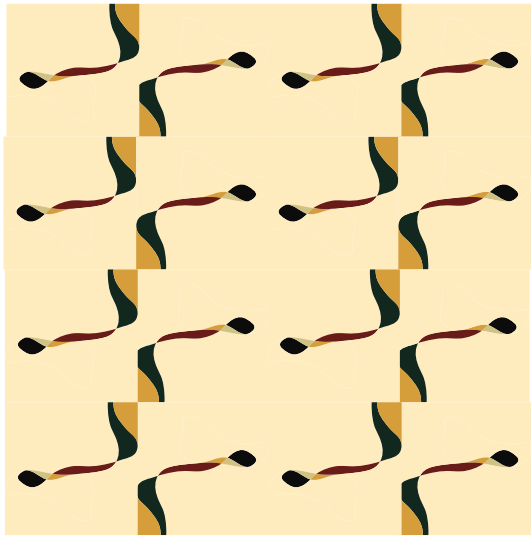


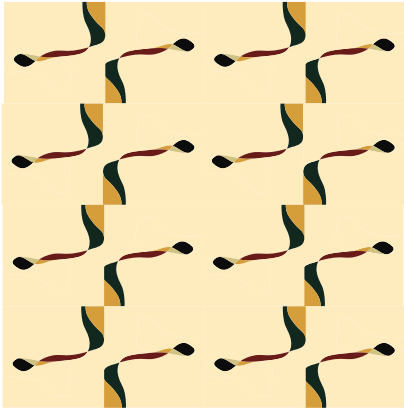
movement and balance, finding the line, conceptualizing into a line drawing

from color palettes to visual compositions



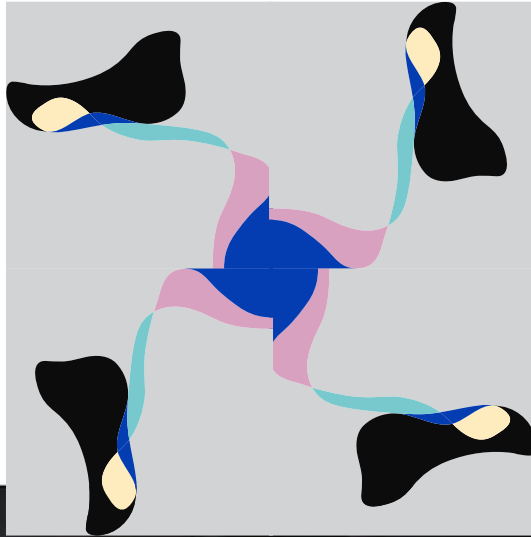
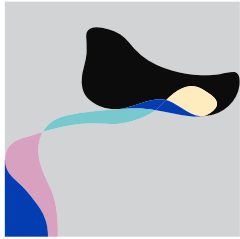
finding modularity and visual structure





contextualization





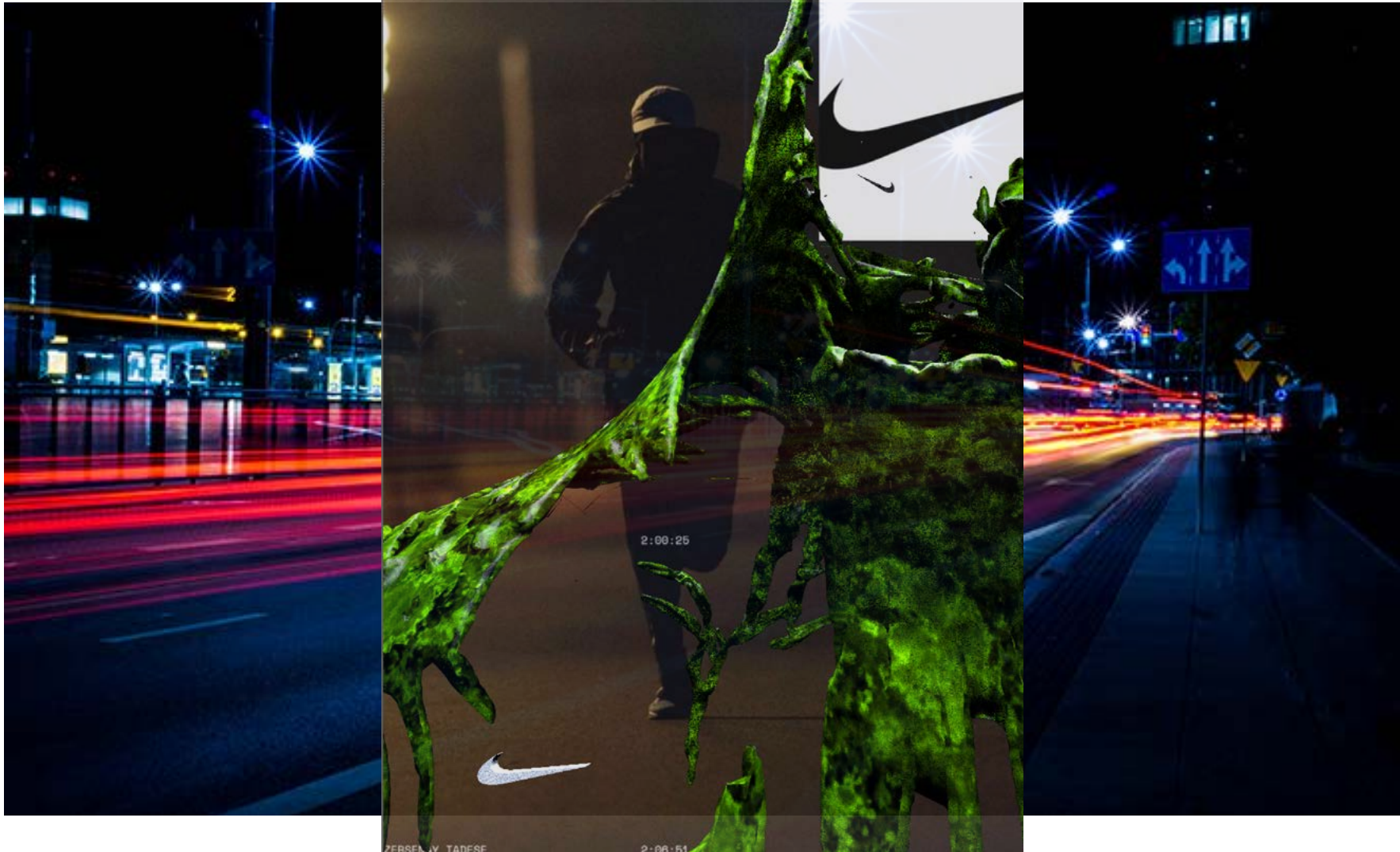
contextualization



Amante

Living cells bioluminescence 3d printing

New fashion semantics with a deeper purpose.



Due to covid real prototypes and tests had to be interrupted, all prototypes were created with digital softwares

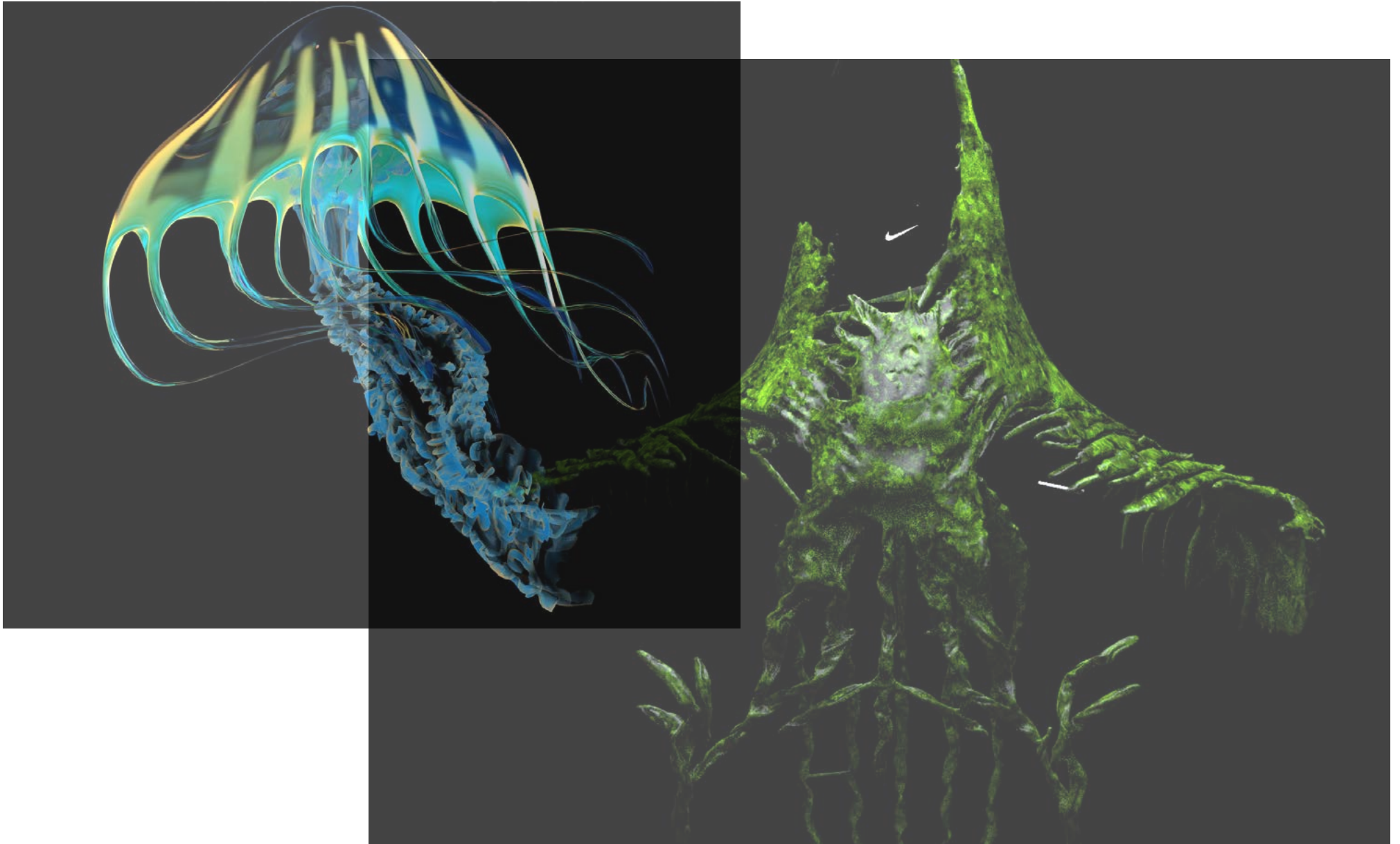
Spring 2020

Introduction

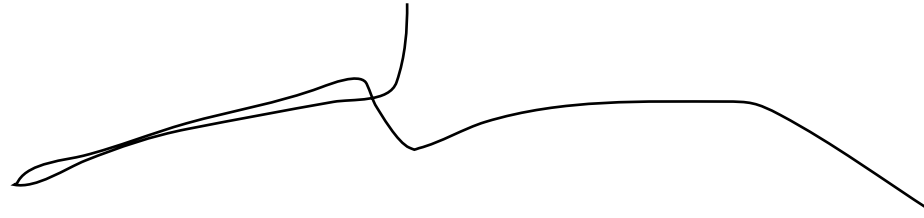
Vibrio Fischer is a bacteria found globally in marine environments. This bacteria has bioluminescent properties, and is found predominantly in symbiosis with various marine animals, such as the Hawaiian bobtail squid. Usually observed in their natural habitat, or confined to laboratories and Petri plates.



This project explores technology as a transformative tool for the wearers of clothing, generating a reinvention of fashion systems. While hyper-functional materials already monitor our everyday life, Amante experiments augmented clothing, investigating new perceptions of our environment and human interaction which make us think in new ways. Using biology, innovative materials, and 3D printing technology Amante seeks to stimulate the human senses, perceive the wearers and their surroundings.



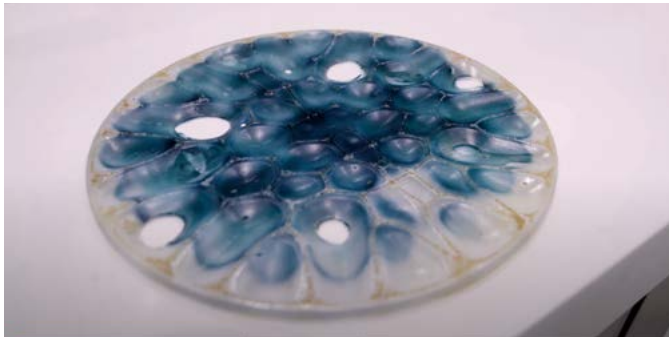
Technologies and reaserch which the project is based on



MIT Medi Lab 3D printing bacteria technology

Fabric - Nike flyknit

3D printing withing fabric

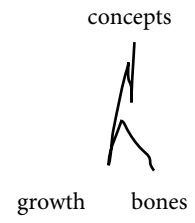


A method of interfacing a 3D digital design and printing platform with engineered bacteria, achieving a programmable, replicable control of gene expression across the surface of 3D printed objects.

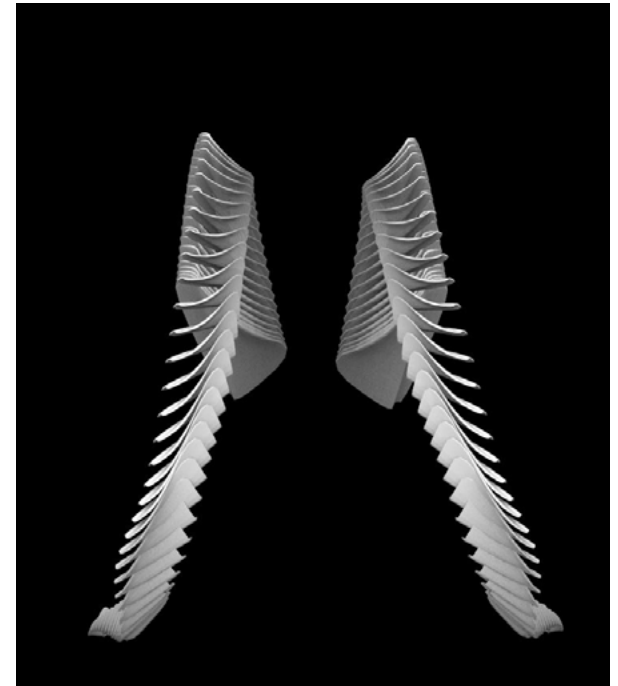
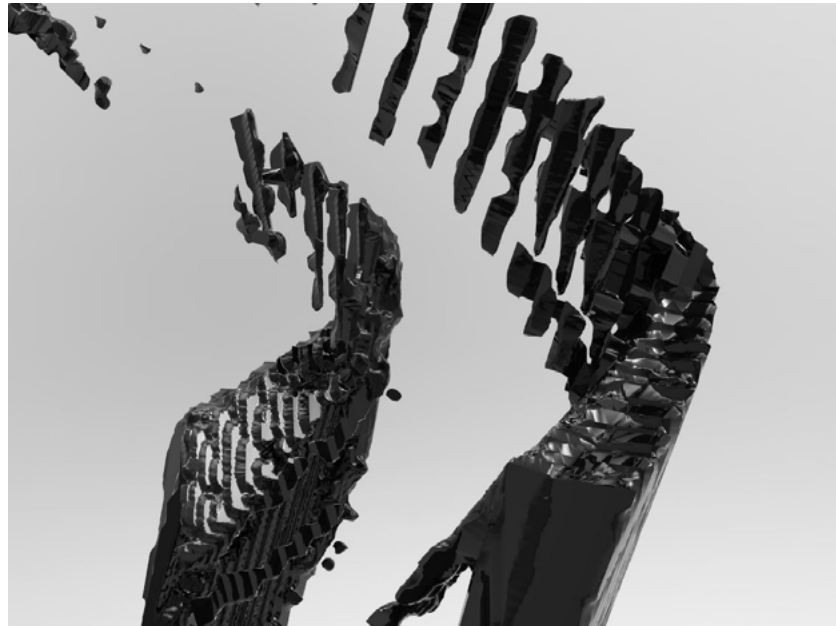
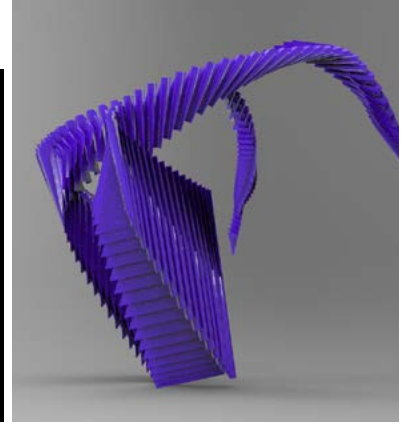
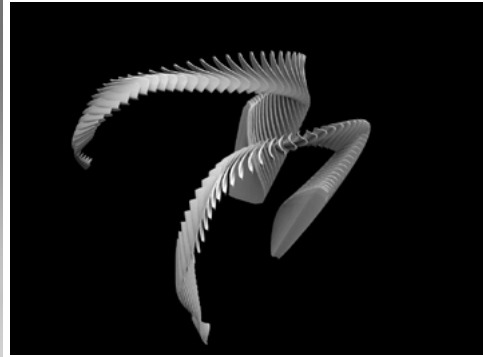
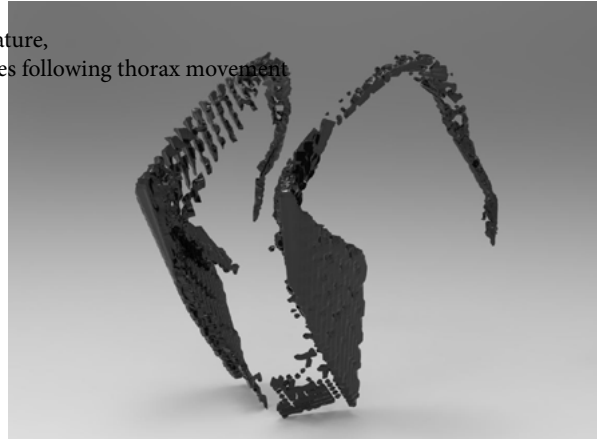
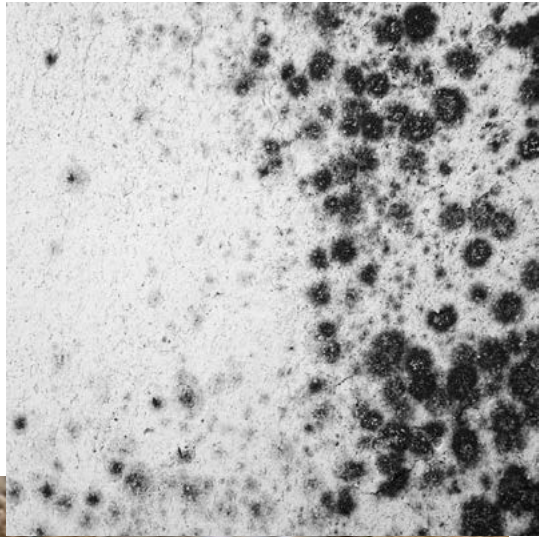
Nike has engineered knit for performance to create running footwear and not only, that features only the essentials. Employing a new technology called Nike Flyknit, yarns and fabric variations are precisely engineered only where they are needed for a featherweight, formfitting and virtually seamless upper.

Both the 3D printing technology at MIT and The fly knit material from Nike, could be combined one within another forming a wearable with three-dimensional elements.

initial process
3d conceptual sketches



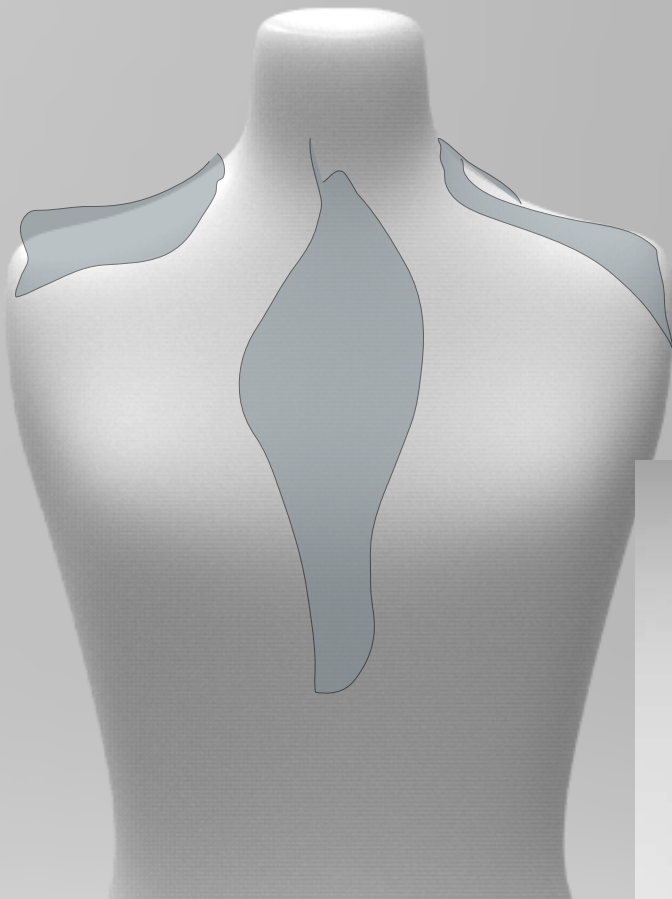
the relation between man and nature,
growth upon us like mold on walls, skeleton-like structures following thorax movement



computational design and differential growth, are technical concepts, learned at pratt, generally known in the 3d digital community, which allowed me to shape a design that follows the structure of the body



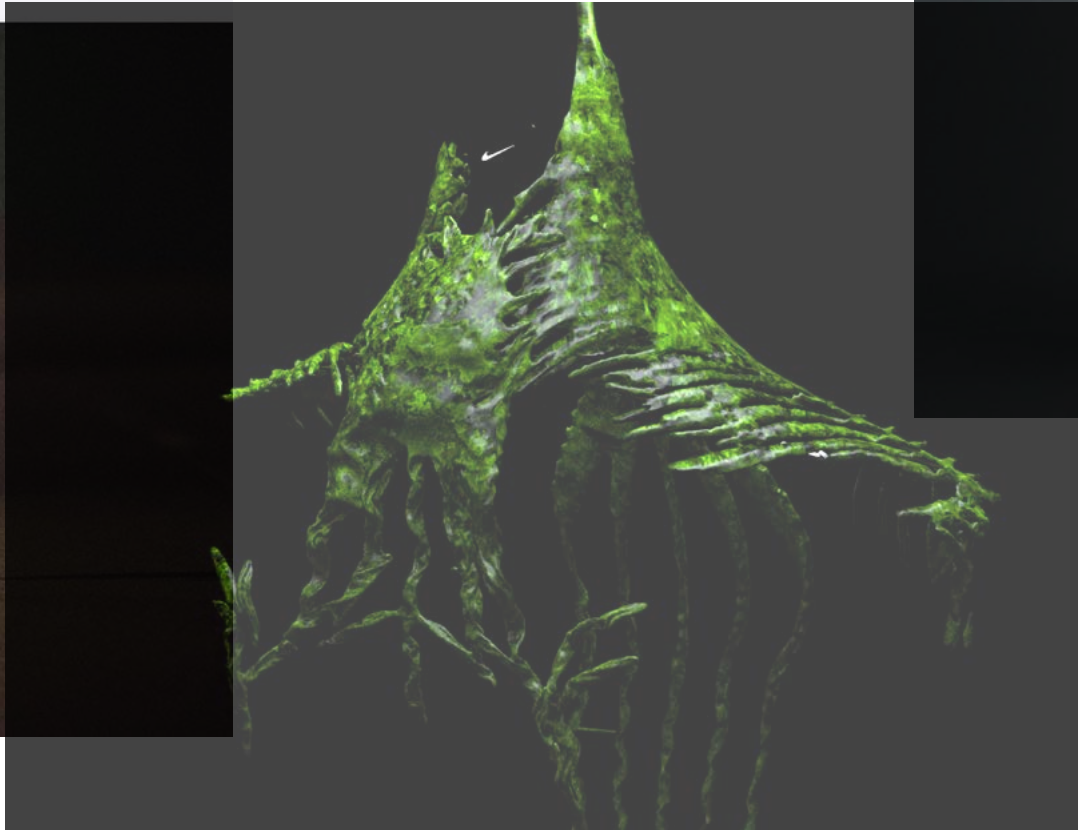
Dissected 3 parts from the entire computational structure, such as the upper back, shoulders, and chest. These three pieces, functioning as the habitat where the bacteria will grow, will be 3d printed within the fabric, functioning as a natural "bioluminescent" wearable light



context

Nike wearable

Living light, harvested from bacteria, for sportswear at night time



The bacteria are no longer luminescent in the squid but on our skin. Furthermore, the light is activated by a person's movement, thus the human body and the piece itself develop this symbiotic relationship.



from dark to luminescent



Bacteria are usually observed in their natural habitat, or confined to laboratories and Petri plates, I aimed to redesign its habitat as wearables for contemporary humans. I want to challenge the relation of observation, instead of confining our practice to the lab, we are able to share the experience and observe alongside the species, encouraging persistent attention to nature and promoting a practice of care towards living beings.





Short video trailer

<https://www.youtube.com/watch?v=uNTBxRn12uI>



Selected to represent Pratt Institute, on a international workshop between American and French Universities.

May 2020

Workshop Question

How can design respond to the current worldwide public health challenge?

★ AWARDED THE WINNING TEAM BY THE JURY

A French-American online design school workshop, presented by Wanted Desing



Our Premise..

For us Coronavirus was revitalising the concept of community for the 21st century.

“We were drawn to the idea of mutual aid. We noted how many people have found ways to help their community during quarantine, whether it’s sewing a mask for a friend or going grocery shopping for an elderly neighbor.

We wanted to focus on this positivity that has rooted itself amidst a global crisis. Therefore, we devised a way for communities to communicate and offer services to one another.”



The Project - Still United

This project consists of a kit that can be used as a communication signal to offer aid to neighbors. The kit contains **stickers** for mailboxes, a **poster** for the hallway, and a **textile** to hang outside, which shows what actions you are offering (for example, grocery shopping or doing laundry for those who can't).

Building would initially have to order and distribute these kits to their tenants. The poster will serve as an instructor for the community on how to use the system. Inside the kit, there is a sheet bundle to hang between balconies, out windows, and even on roofs - depending on the city. The sheet is used to flag the neighborhood and intervene in public space, while the tokens allow you to offer help within your building.



[WANTED DESIGN] FRENCH-AMERICAN ONLINE DESIGN SCHOOLS WORKSHOP

Presented by The Cultural Services of the French Embassy in the United States, as part of Oui Design, in collaboration with WantedDesign. With the support of FACE Foundation and media partner Core77.

BEST TEAM

Team E - Communication and Community Building

Still United

Anton Blondeau, Alexiane Capitaine, Hadley Feingold,
Naëlle Frega, Pietro Quintino Sella and Eugénie Zuccarelli

Friday, May 29, 2020



Odile Hainaut & Claire Pijoulat
WantedDesign Co-Founders



Gaetan Bruel
Cultural Counselor to the Embassy
of France in the United States



comments

“Using simple means for maximum effect, Still United promises to accomplish several goals: This system would provide a way for members of a community to receive assistance from their neighbors; it would create a supportive feeling among people who might otherwise feel alienated and isolated in a pandemic; it would beautify neighborhoods through colorful graphics; and it would inspire other communities to do the same. We have all benefited from high-tech tools to sustain social networks in these troublesome times, but Still United shows how we can safely maintain a physical connection through the proxy of these graphics and the help they represent. “

- Julie Lasky

"Honestly, Still United is as much a celebration as it is a solution—which really puts it over the top for me. This project had it all."

- Allan Chochinov

click

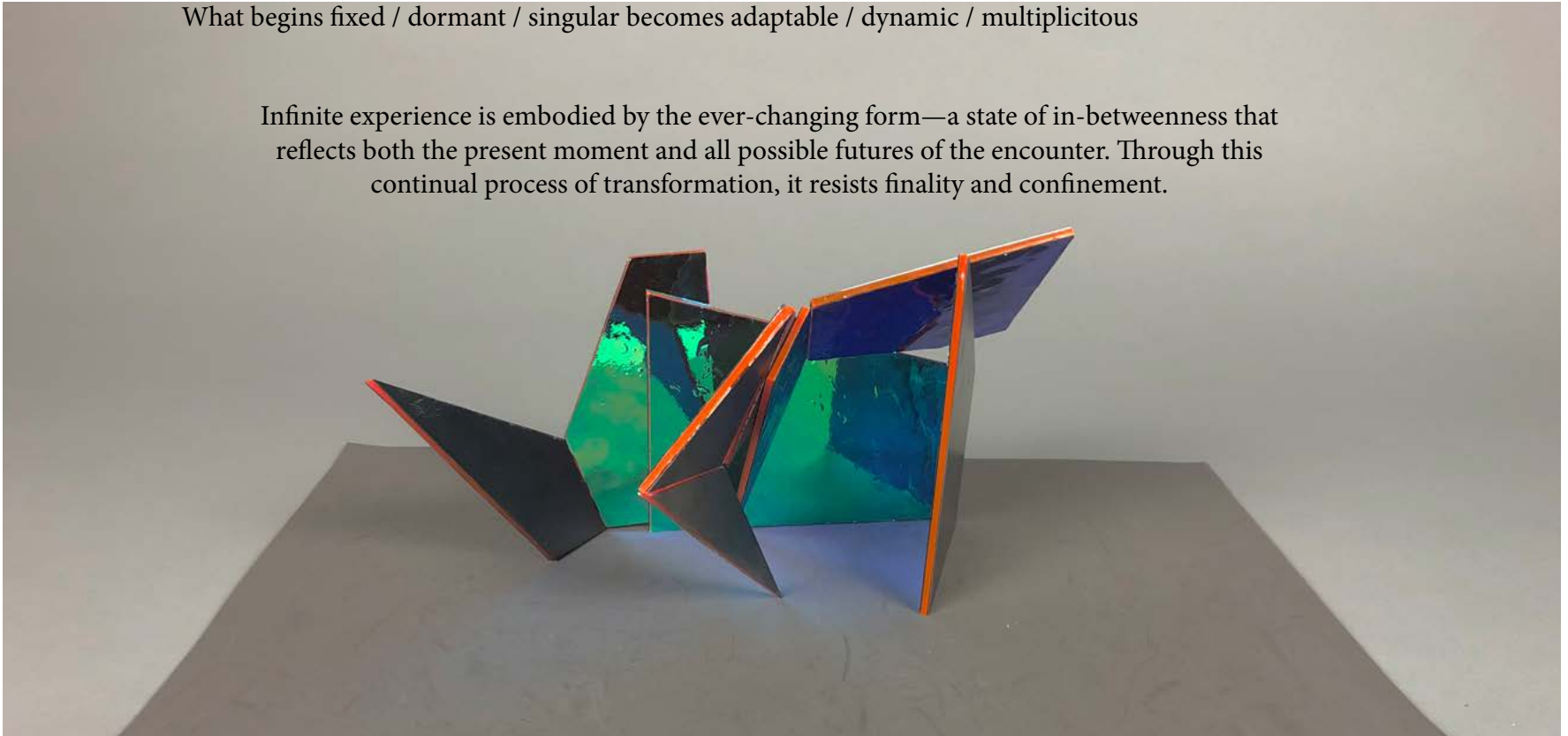
WEBSITE TEAM LINK & WANTED DESIGN VIDEO INTERVIEW

CORE77 INTERVIEW

8

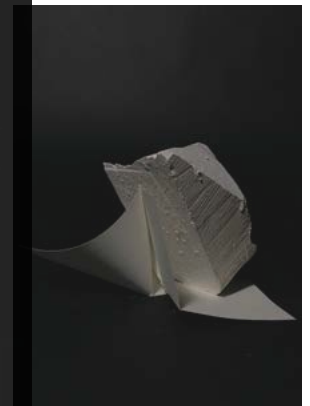
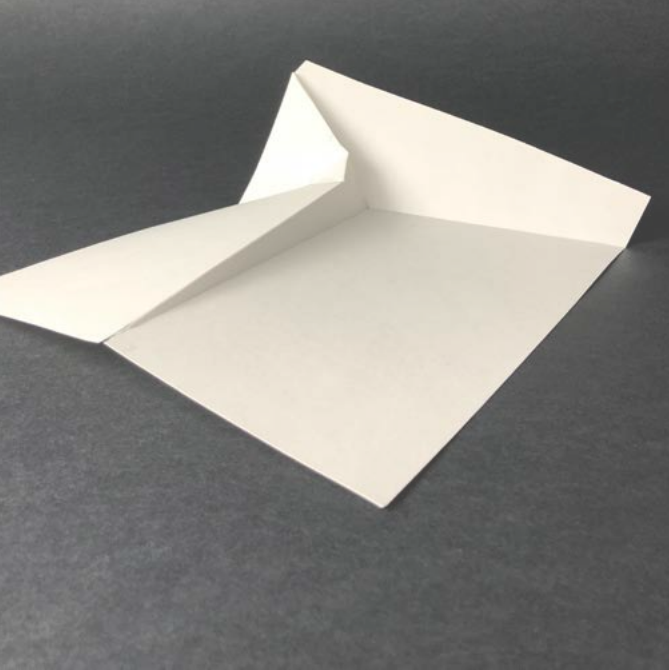
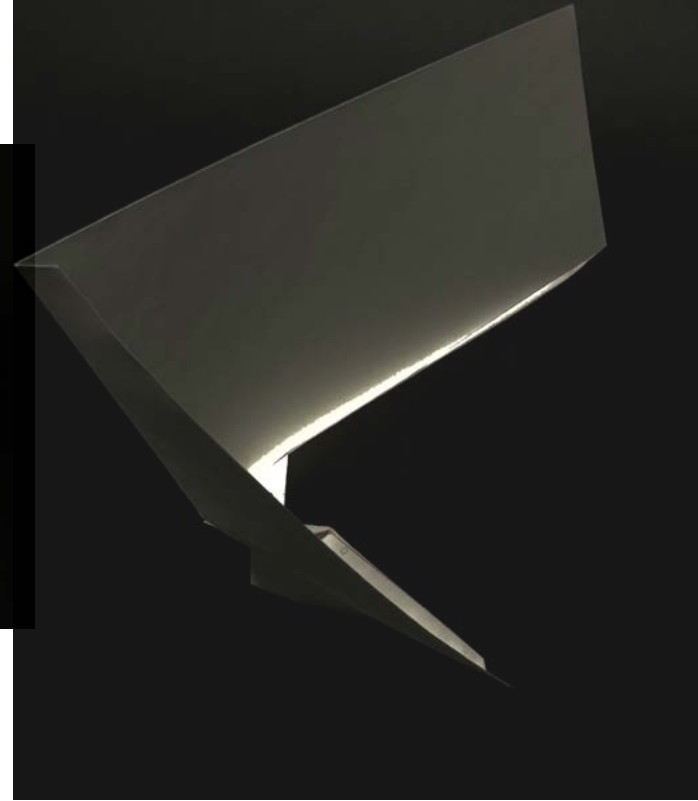
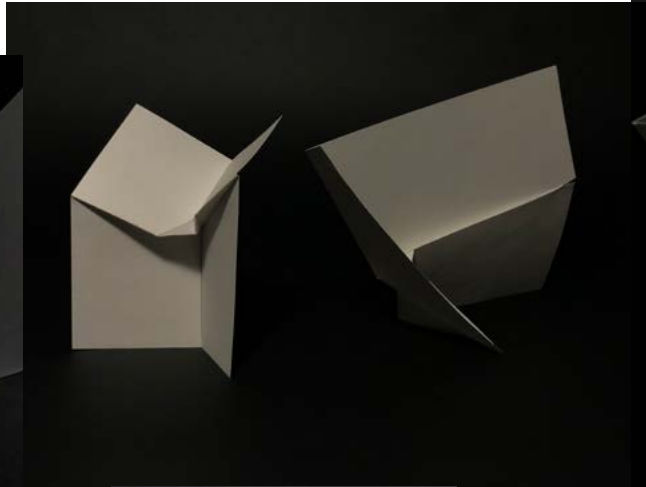
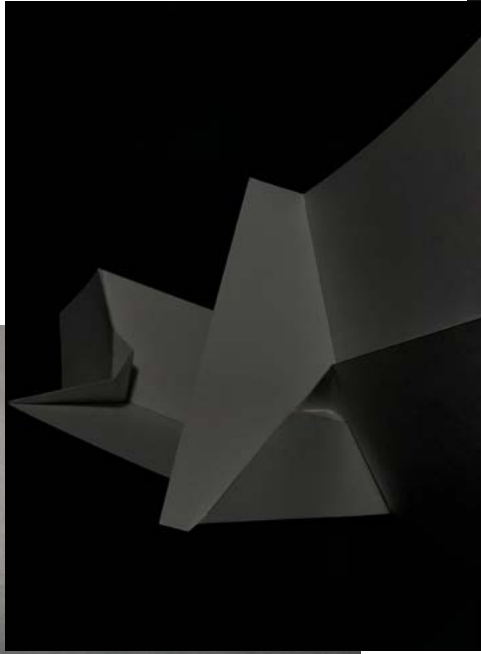
Eight transcends boundaries. The form is a series of hinged panels which interlock to collapse into a flat, singular plane, flush with the floor (or ground). In this initial mode of stasis, the subsurface body is hidden and unseen—invisible. Through interaction with the reduced plane, the organic form is revealed and brought forth—made visible. Metamorphosis occurs. A series of modifiable wings unfolds. The iridescent, bioluminescent surfaces refract light, further blurring the boundaries between space and sight. What begins fixed / dormant / singular becomes adaptable / dynamic / multiplicitous

Infinite experience is embodied by the ever-changing form—a state of in-betweenness that reflects both the present moment and all possible futures of the encounter. Through this continual process of transformation, it resists finality and confinement.

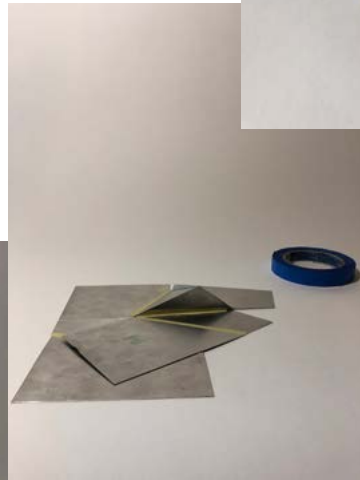
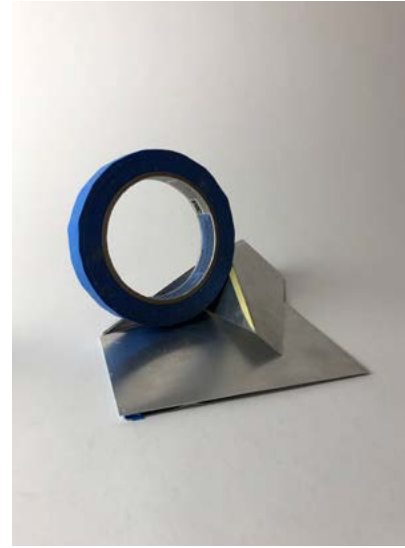
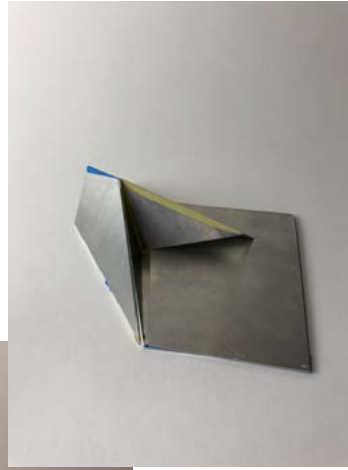


paper is generally parallel to the ground surface, from this setting, folding central to the sheet, and playing with angles, shadows, and how light and shape move across negative space

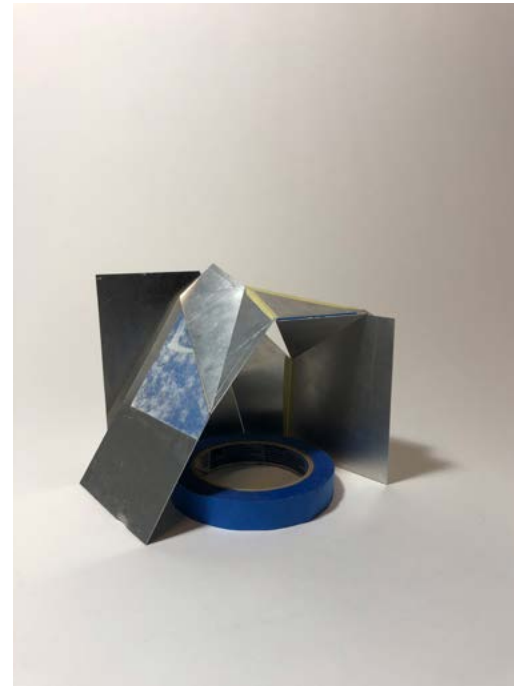
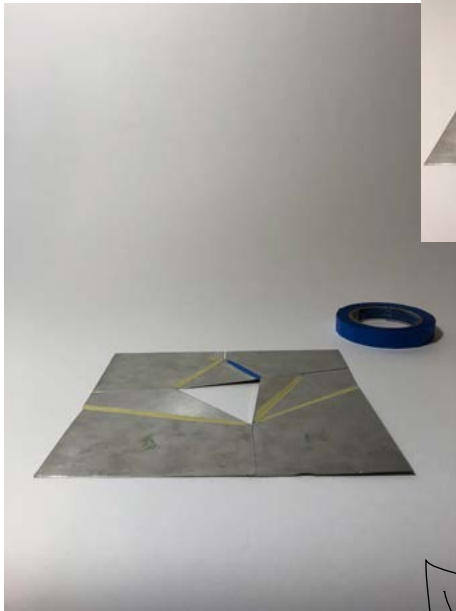
paper
process

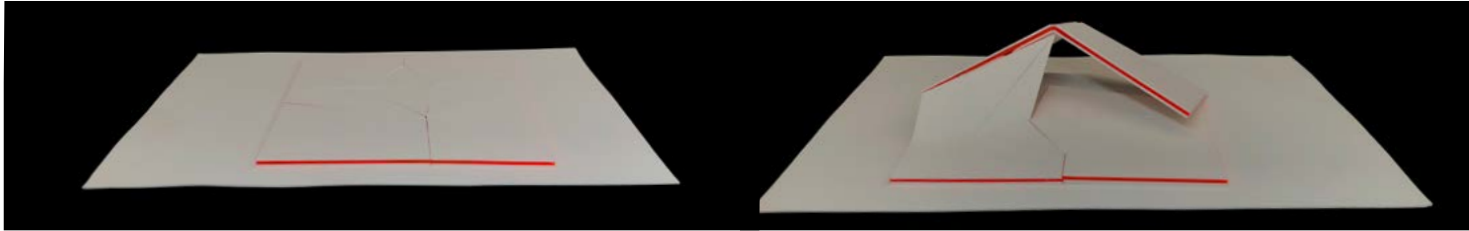


tape and knife interacting with the changing
forme. Exploring how much the
the structure could transform itself by keeping
its original setting.

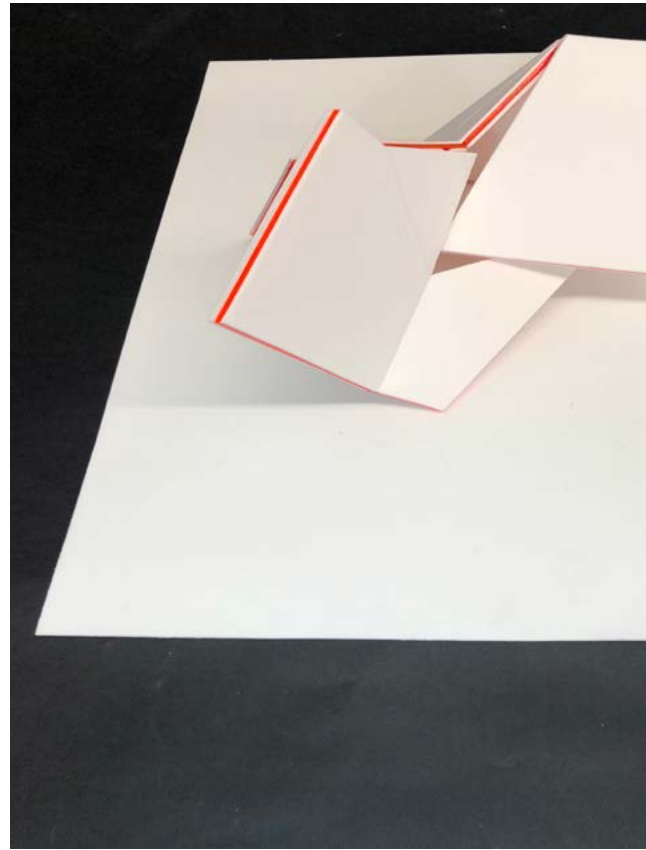
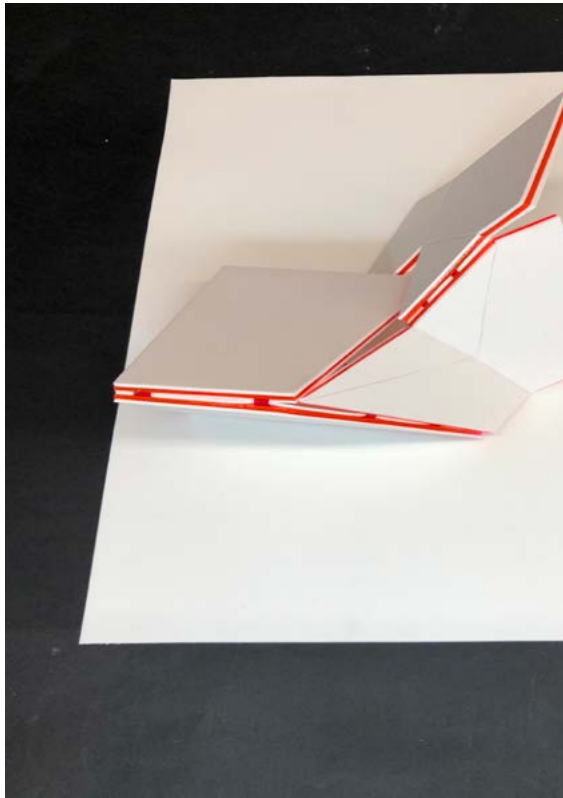


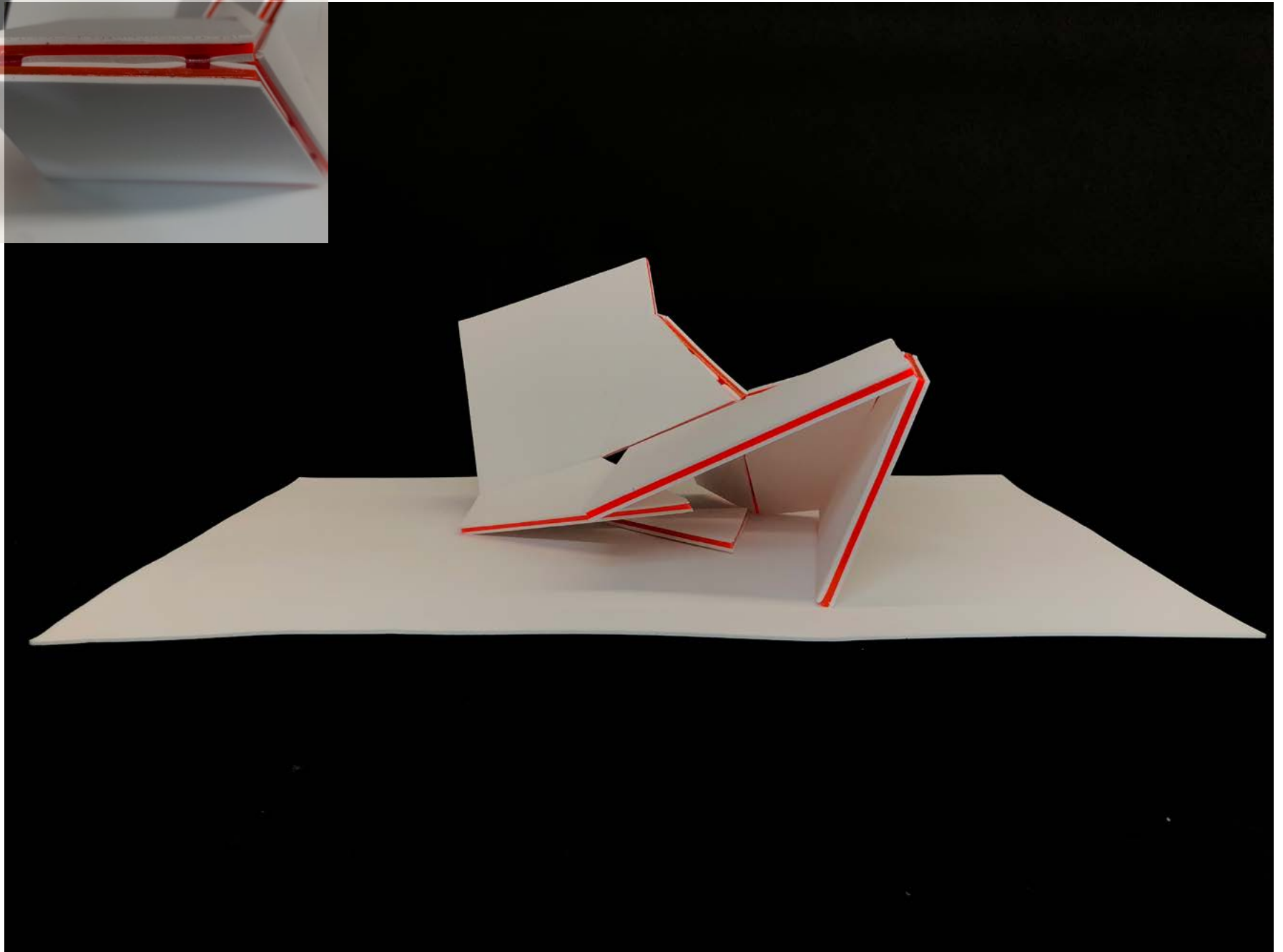
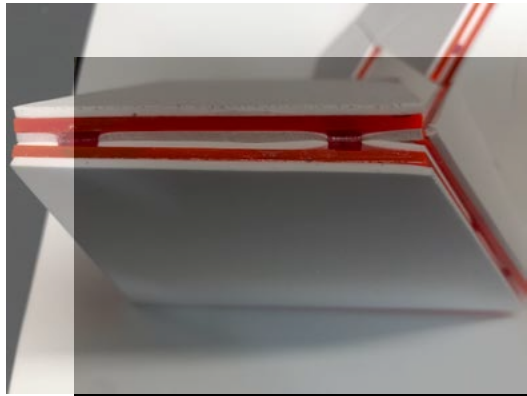
Thin metal sheets
process

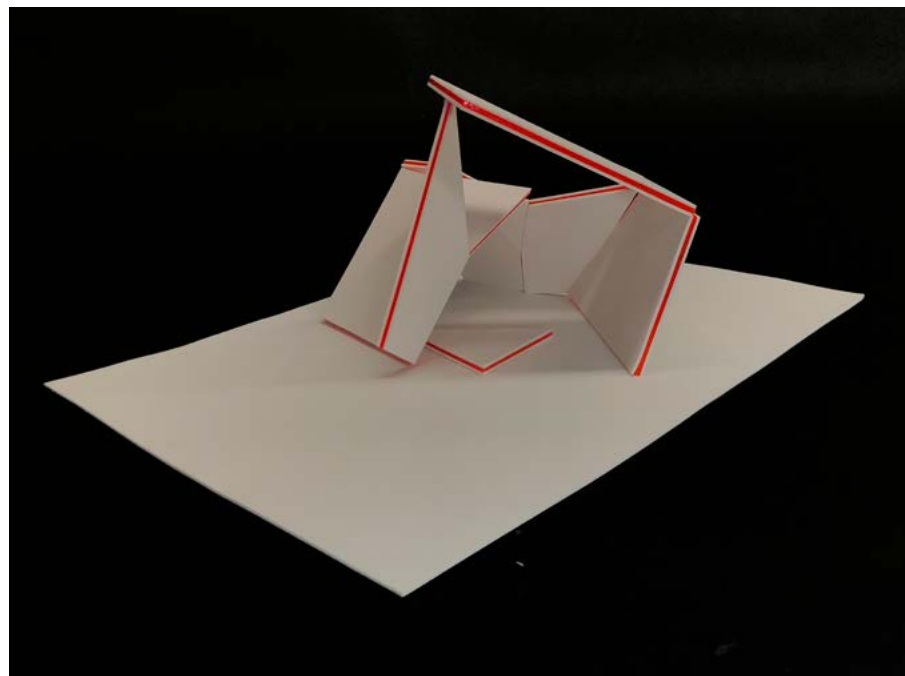
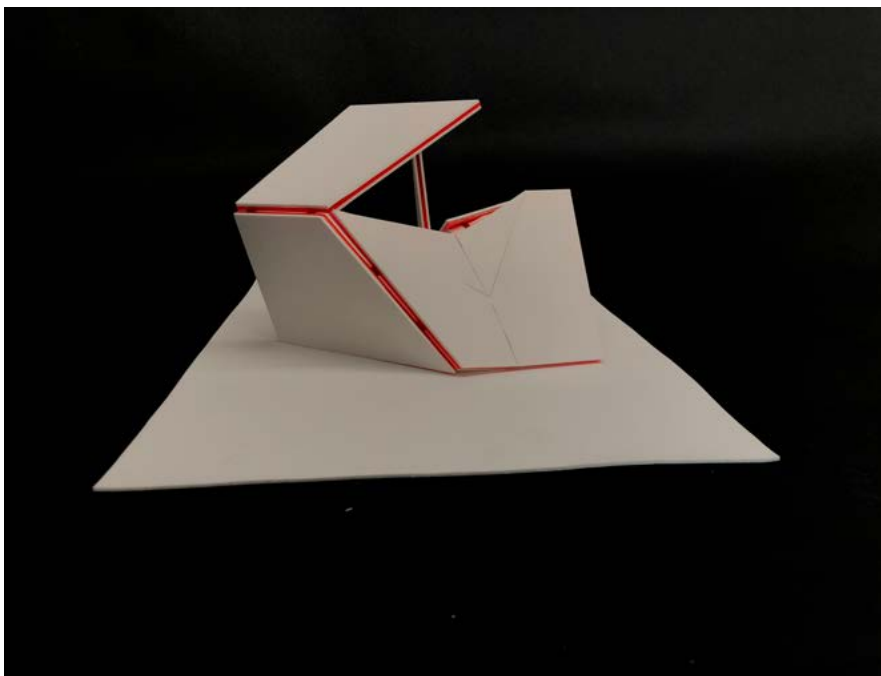
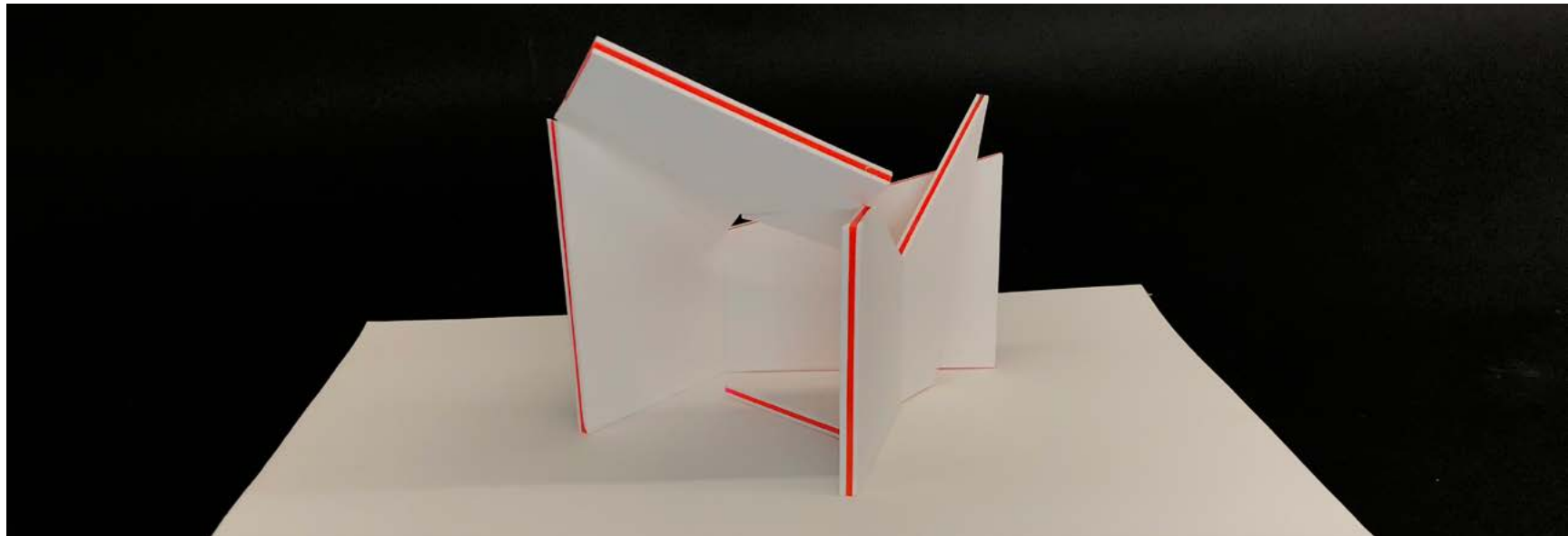


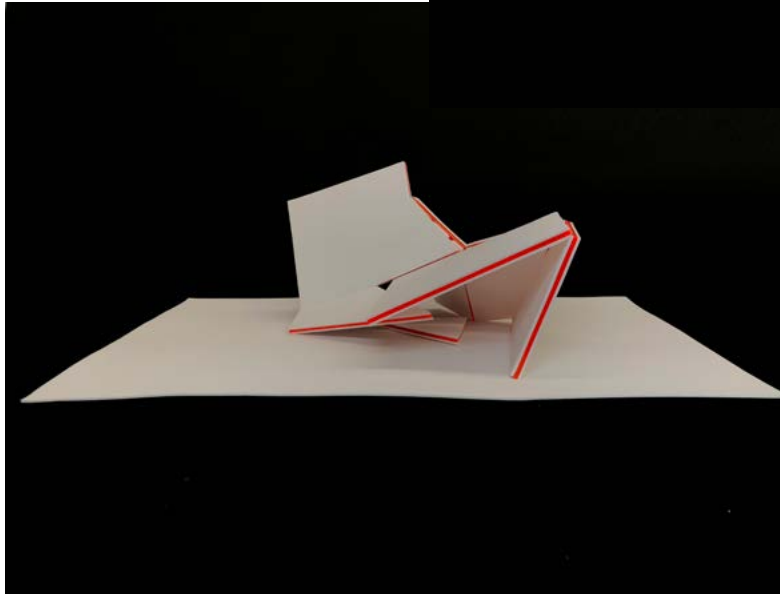
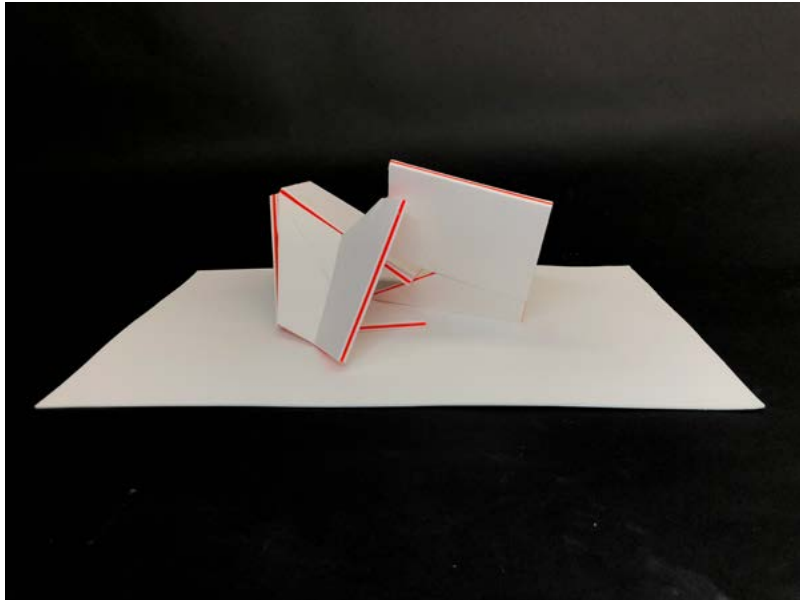
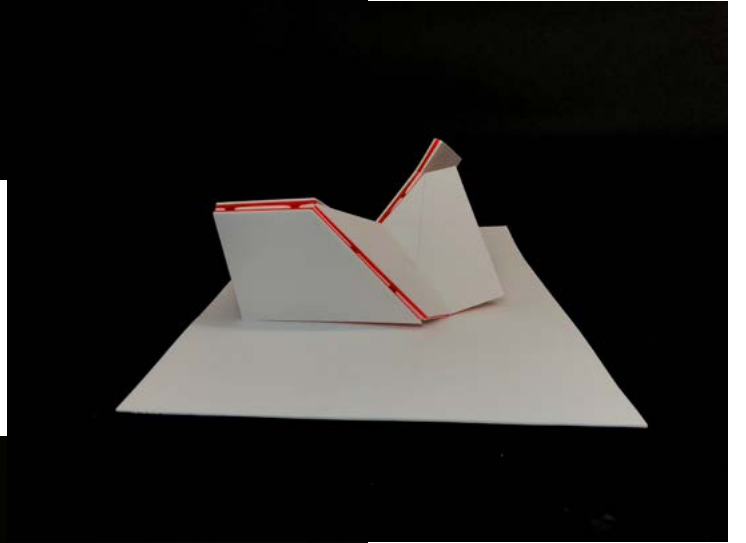
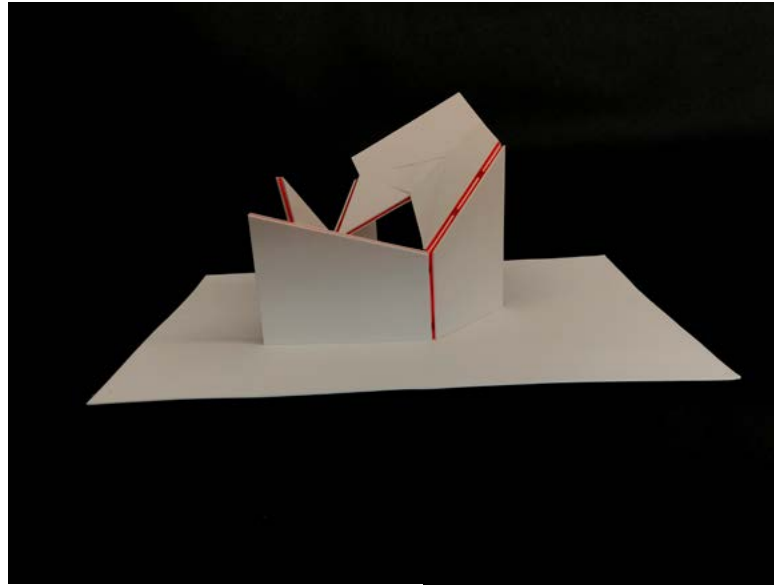
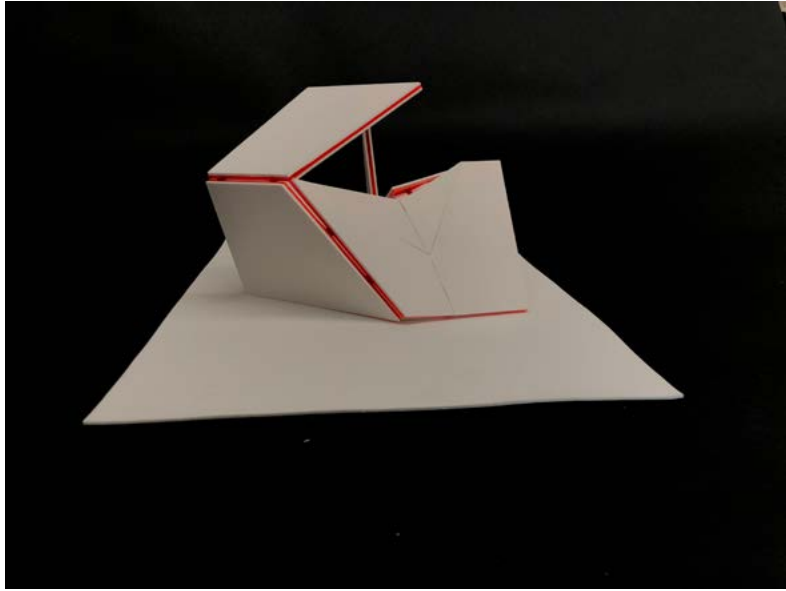


rubber and acrylic sheets
process



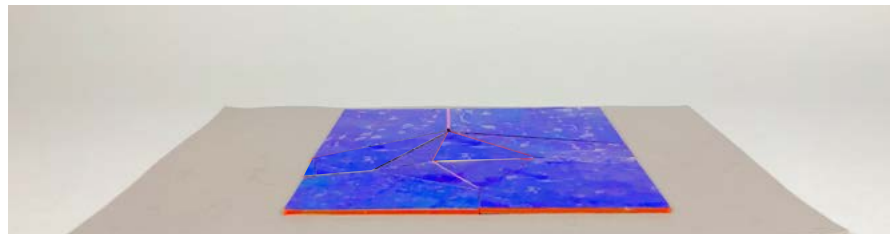






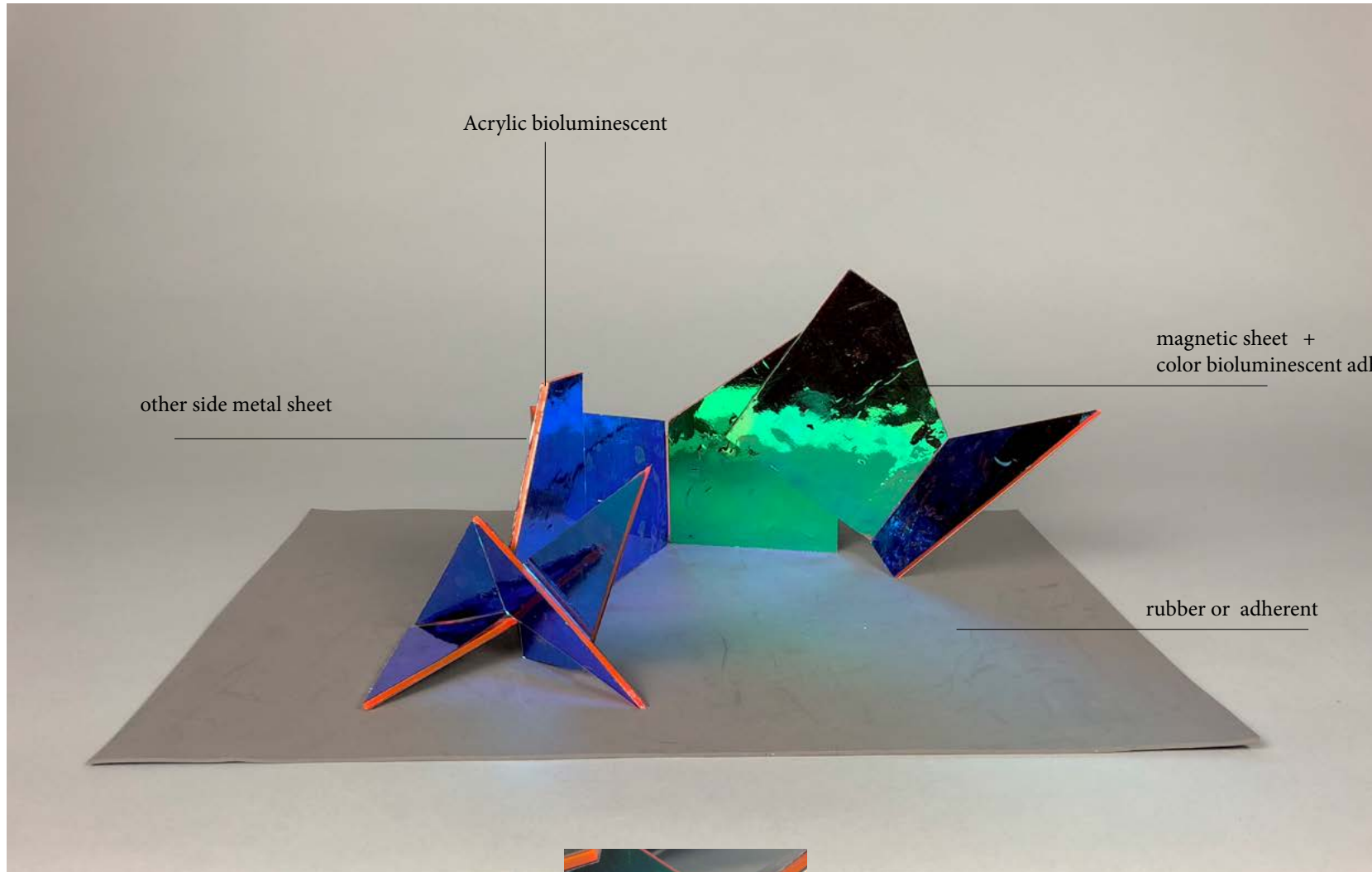
contextualize

exhibition space



small scale Prototype

Materials



Acrylic bioluminescent

magnetic sheet +
color bioluminescent adhesive

other side metal sheet

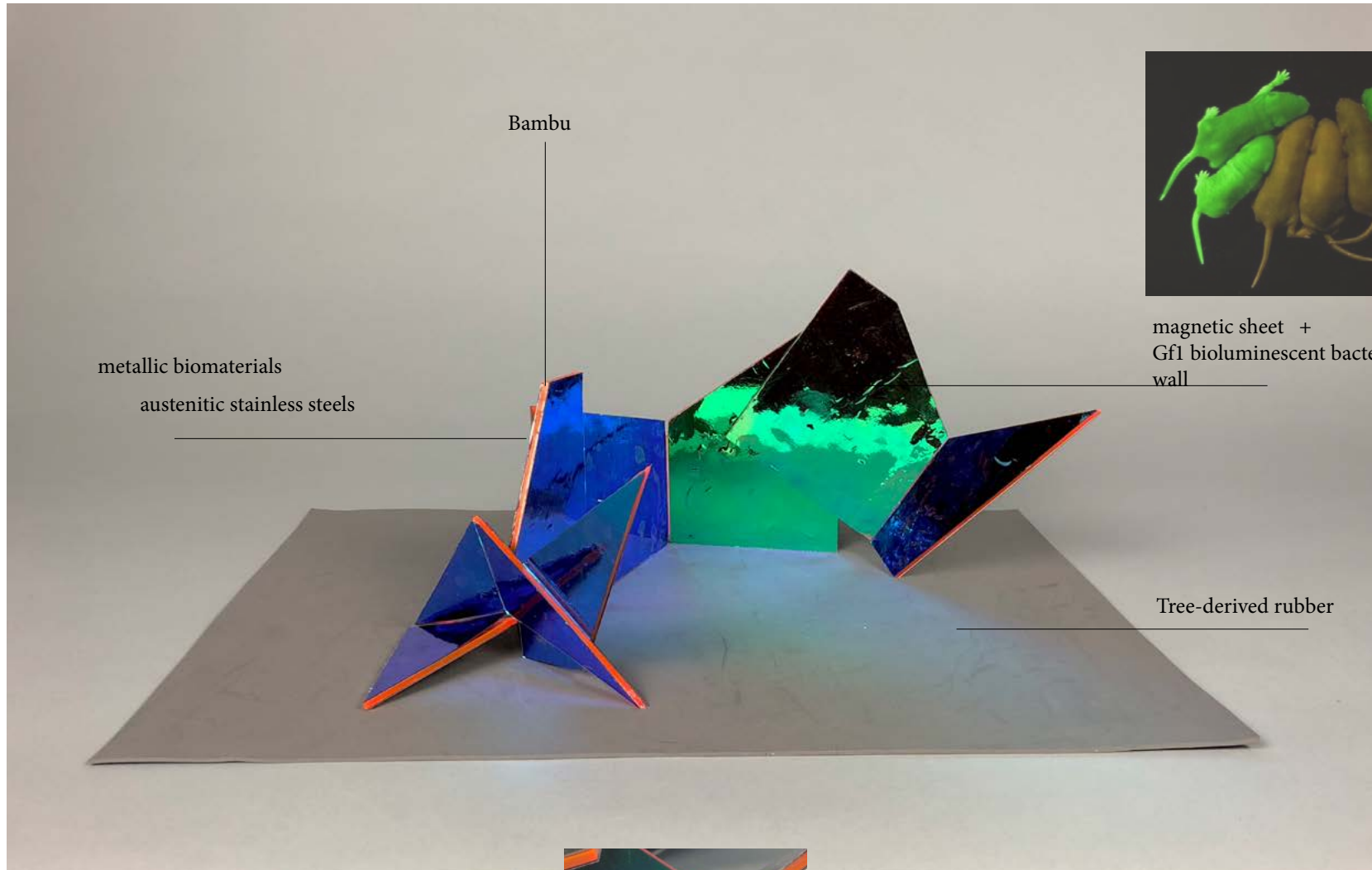
rubber or adherent

flexible joint , acrylic sheet

Glue : solvent / epoxy

Possible sustainable materials

M



Bambu

metallic biomaterials

austenitic stainless steels

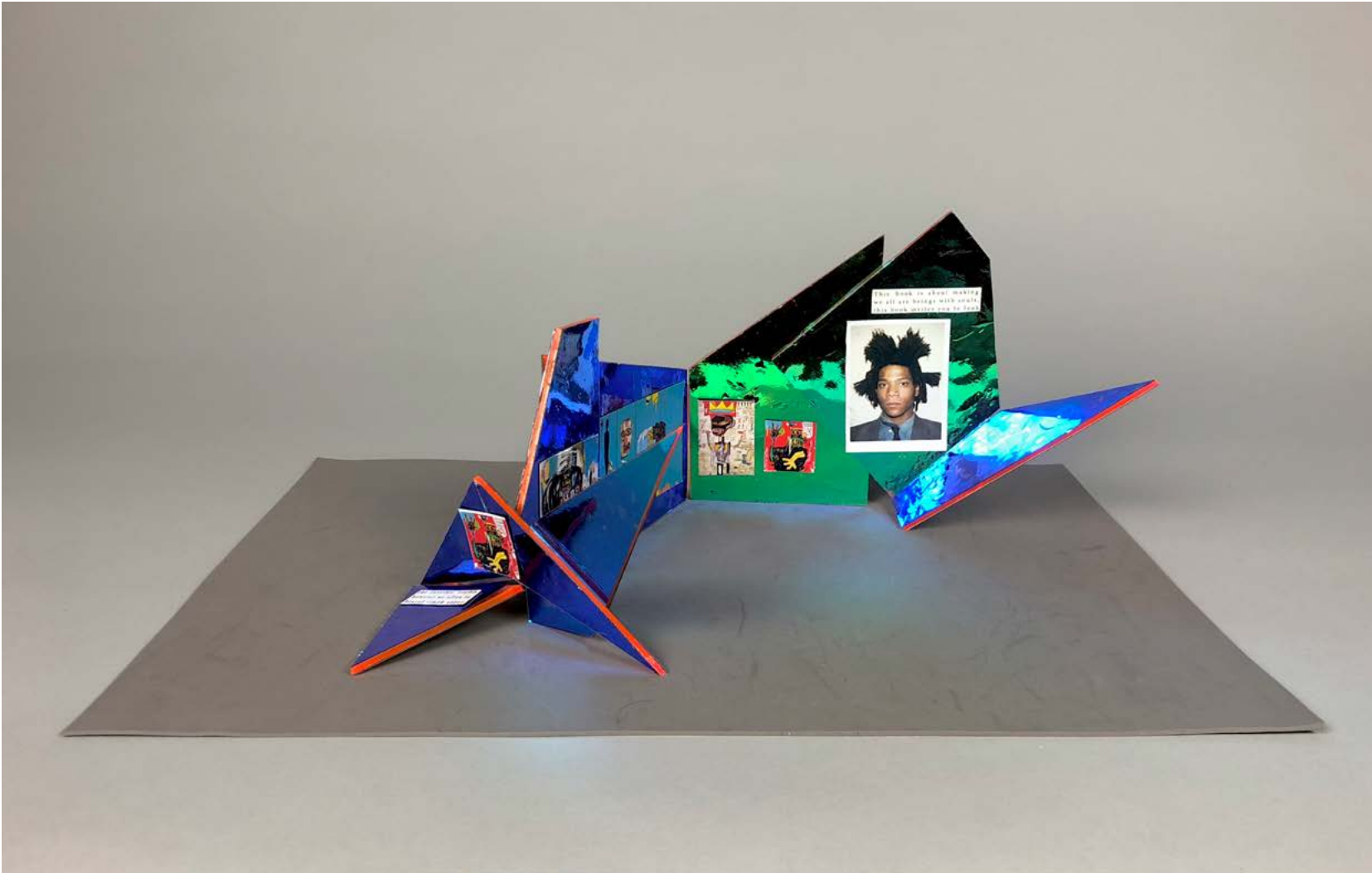
magnetic sheet +
Gf1 bioluminescent bacteria
wall

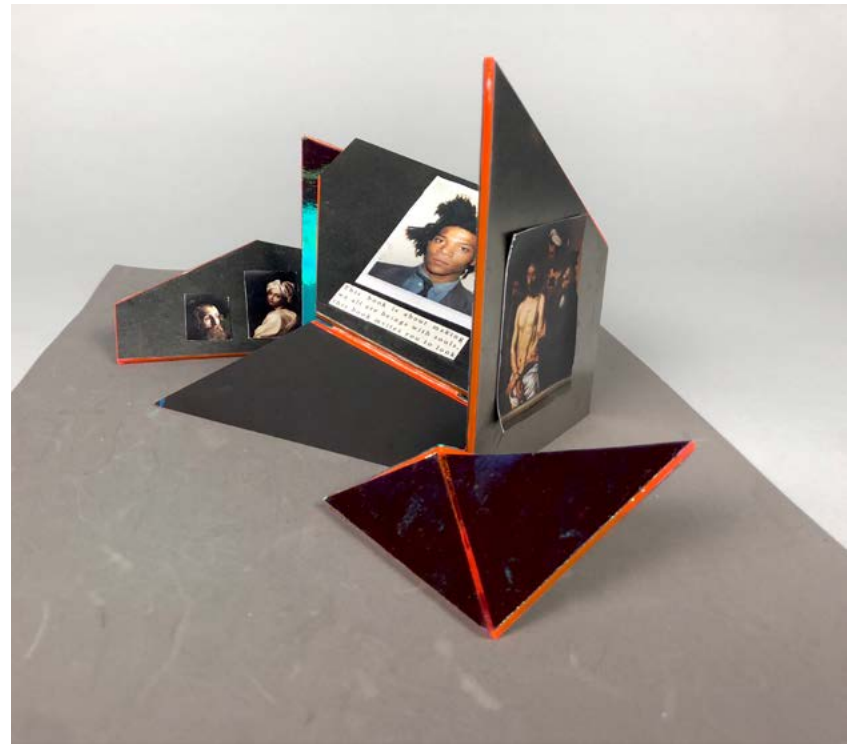
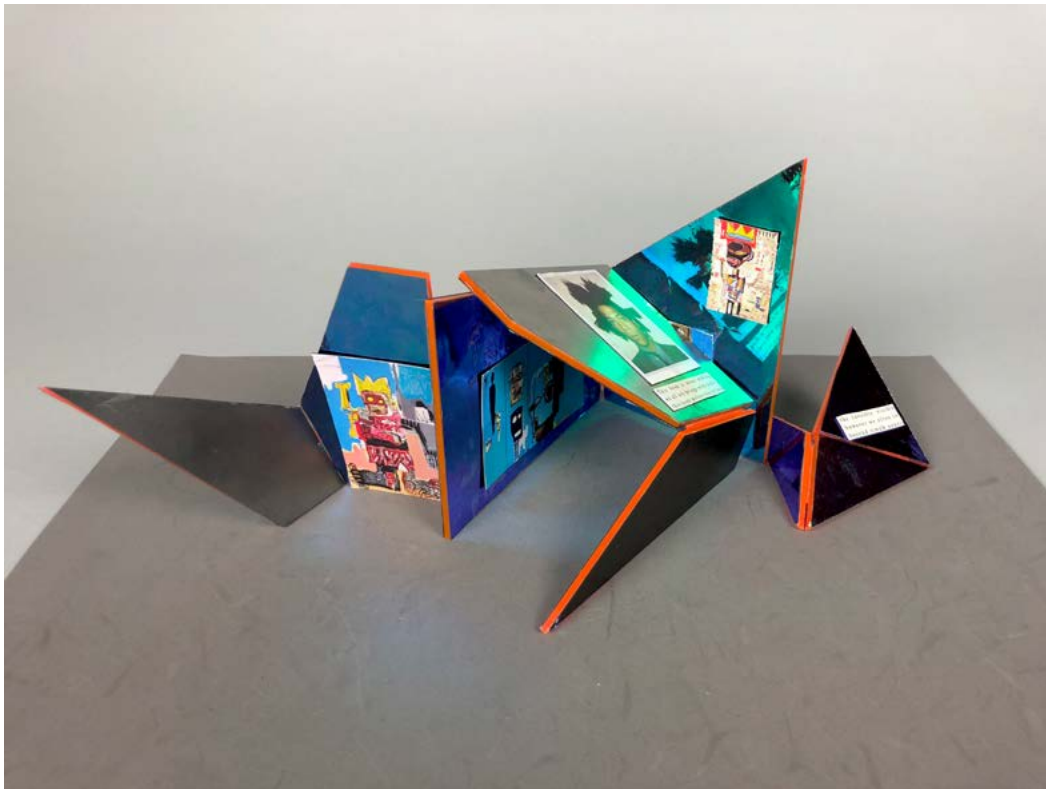
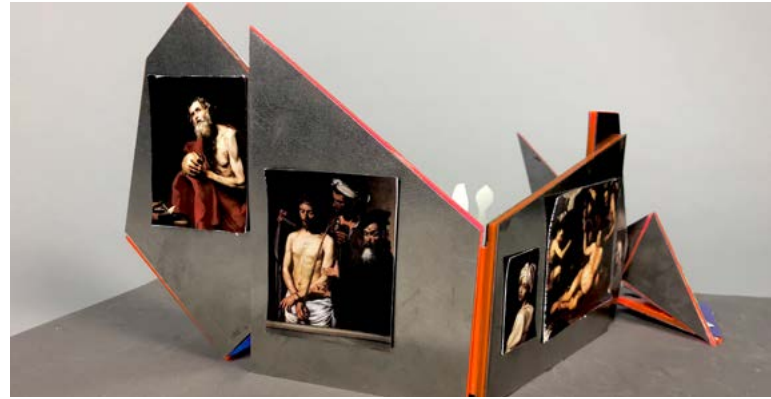
Tree-derived rubber

joints

flexible Bambu, eco plastics, or sustainable fabrics.
or a more resistant fabric made of polypropylene







walls have magnetic sheets, allowing artwork to be attached freely along the horizontal or vertical planes

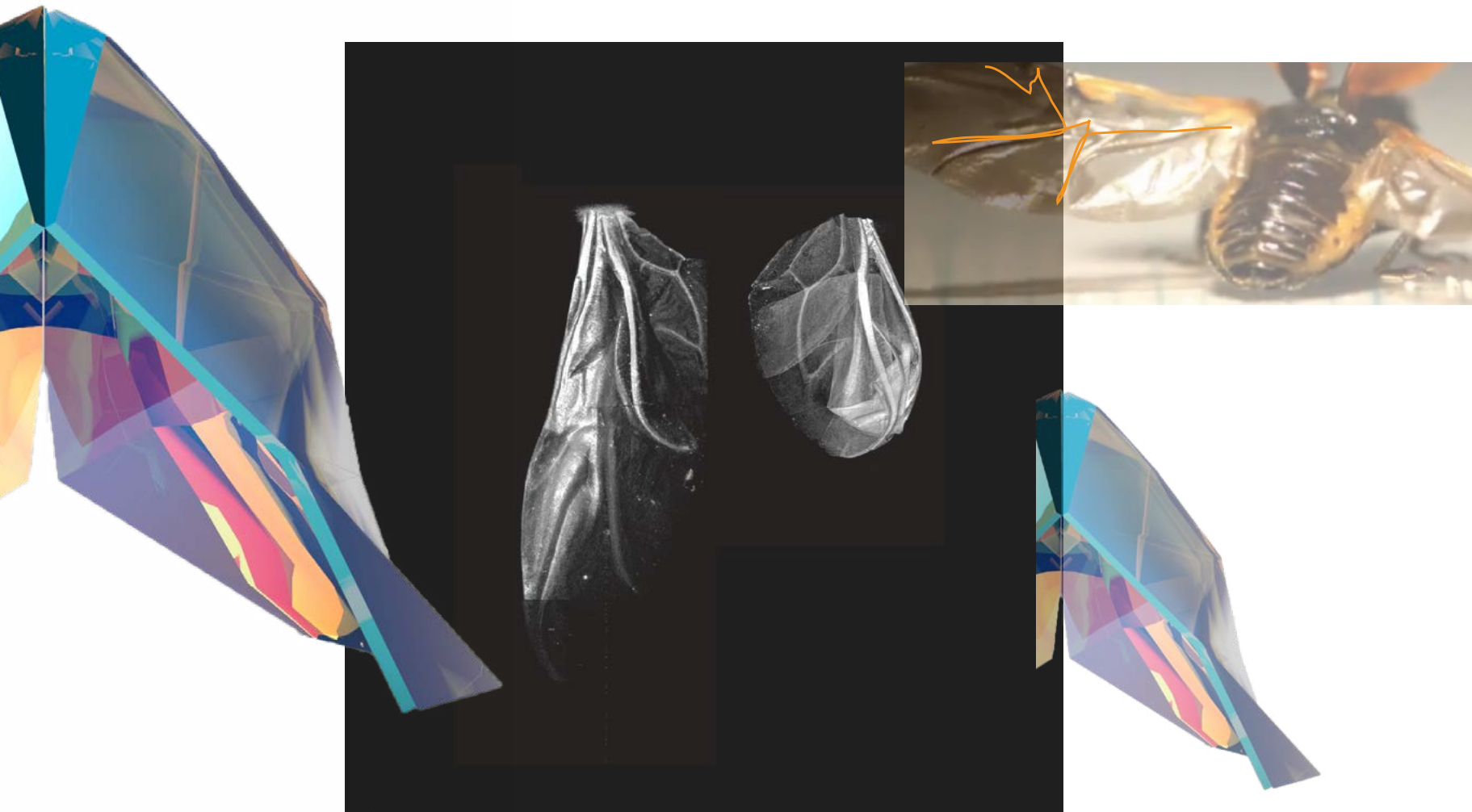


A Design Process

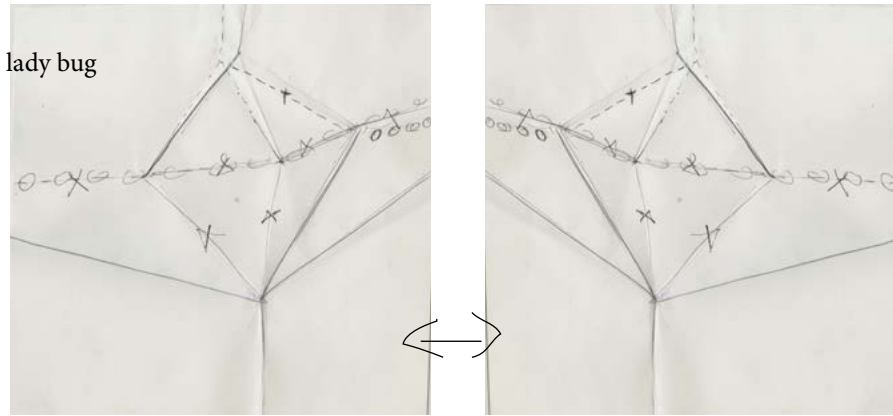
Biomimicry / transformation

With the help of high-speed cameras, CT scanners, scientists in Japan have managed to catch a glimpse of the elaborate way these flying insects fold their wings to tuck them away.

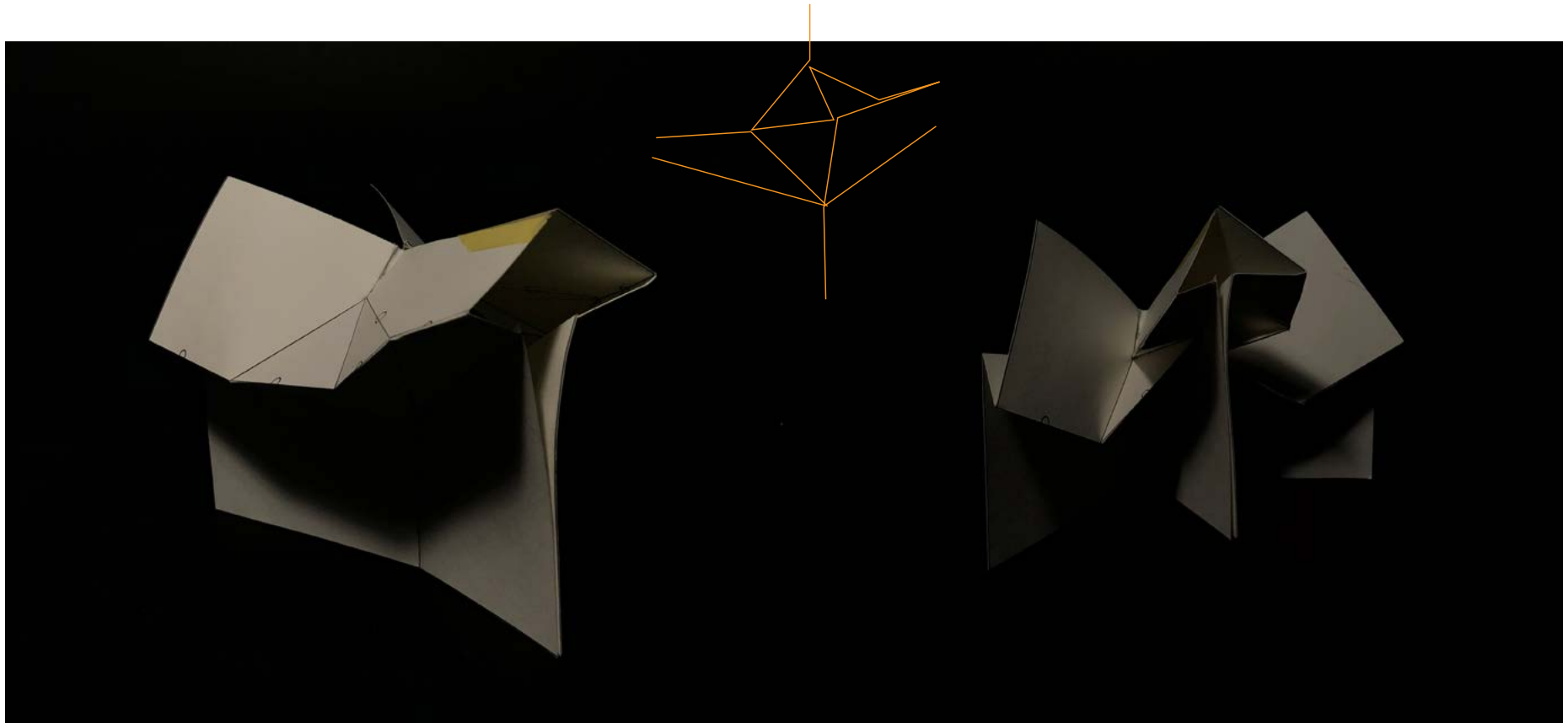
My intent was to observe at Nature, in particular at this folding system and translate it into a design possibility. The process here was opposite as usual, where generally you find a solution for a problem, instead In this situation I wanted simply to explore and see where it could take me.



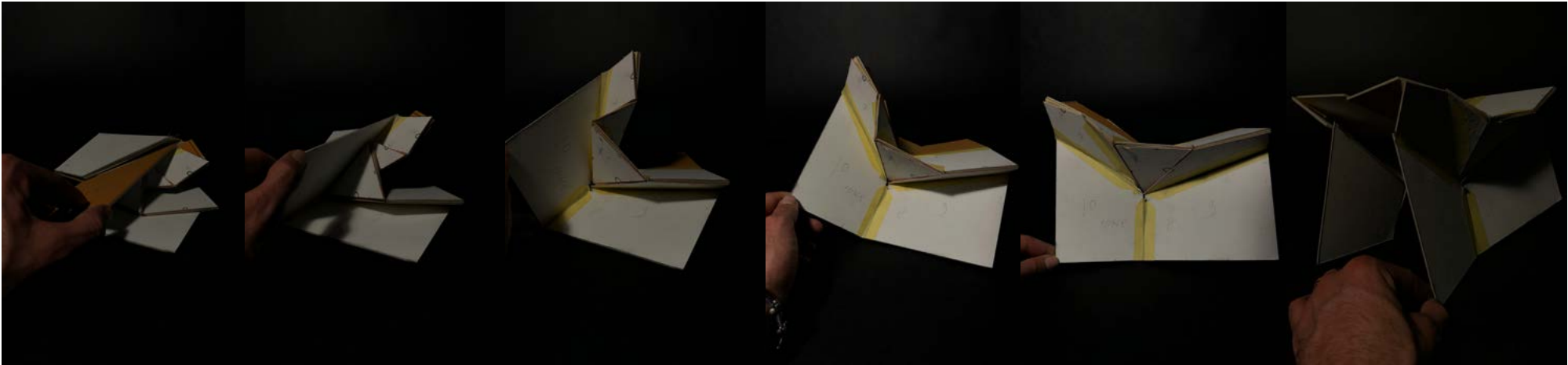
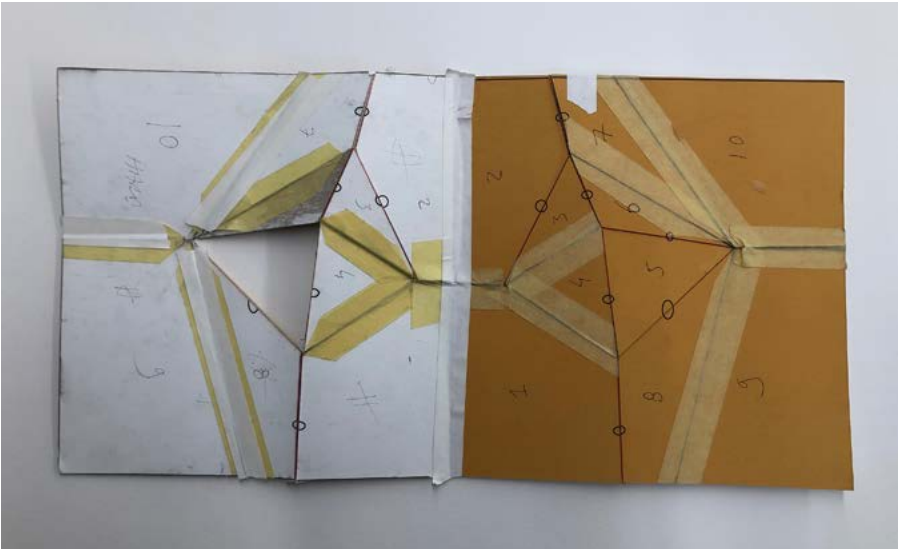
process
mimicing the wing fold of the lady bug



By testing different foldings, this pattern allowed me to paly with diverse settings of transformation. By making two identical versions of the same piece of paper and attaching them one next the other, I was able to create a symmetrical three-dimensional structure that could transform interestingly and somehow recall the ladybug.

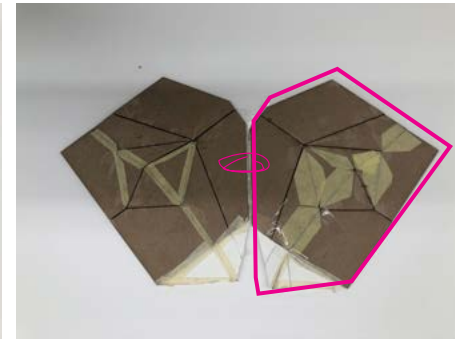
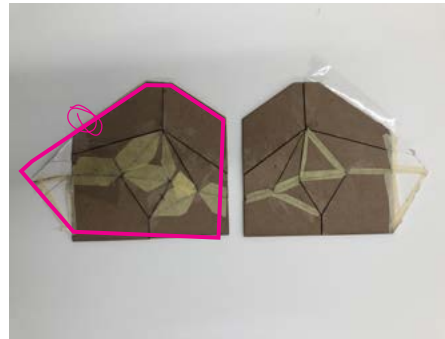
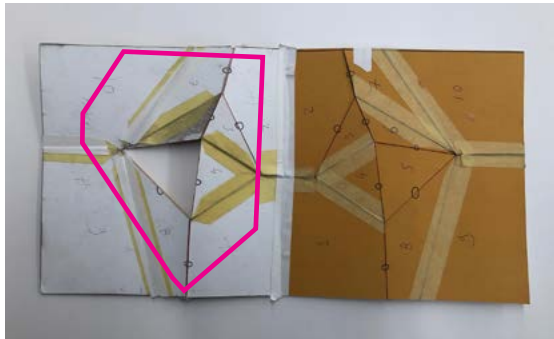


process

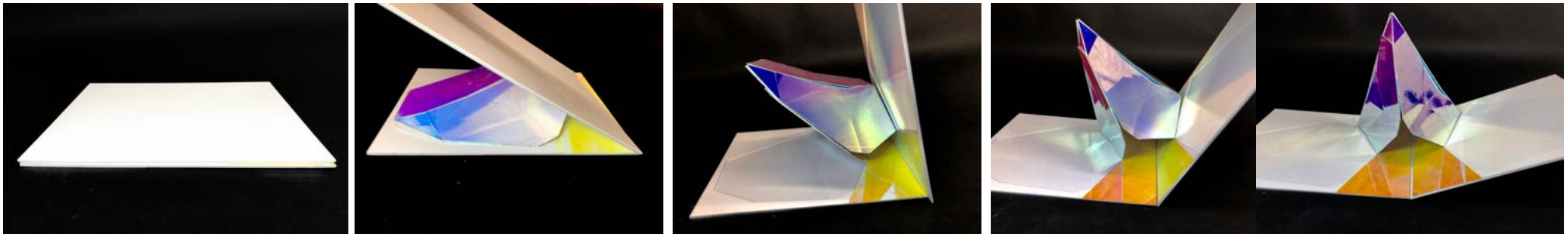
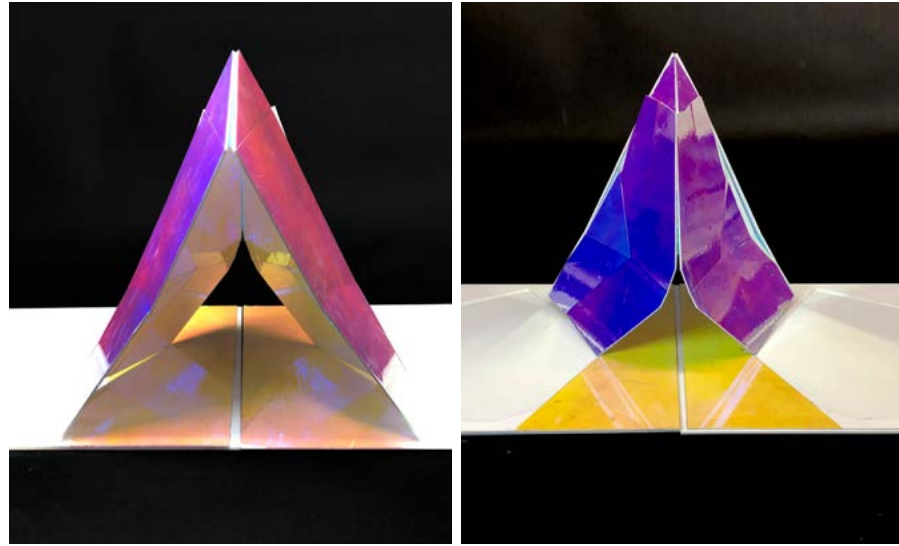


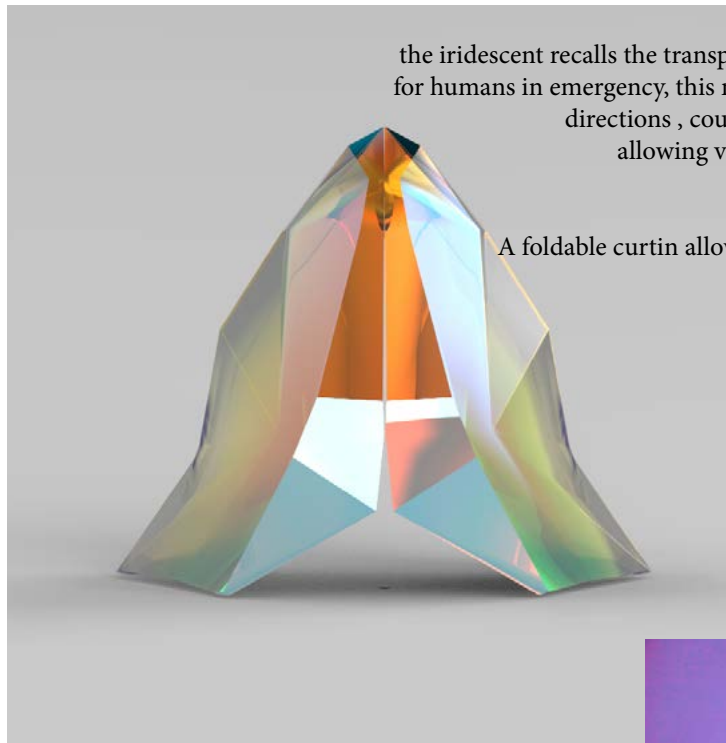
process

from the previous design i selected and cropped a more organic shape from it, then i flipped the the plane and attached them in a different way as shown in the pictures. This allowed the structure to have a more ergonomic form and a stronger foundation .



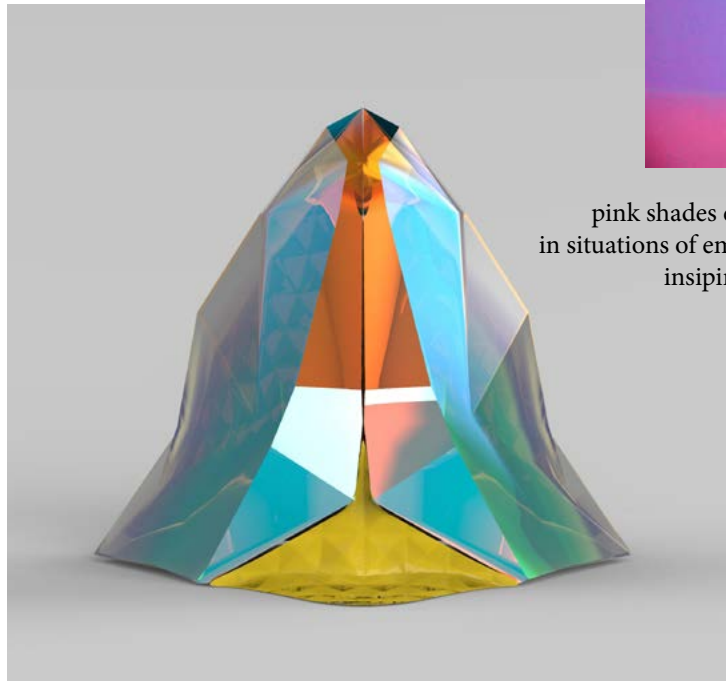
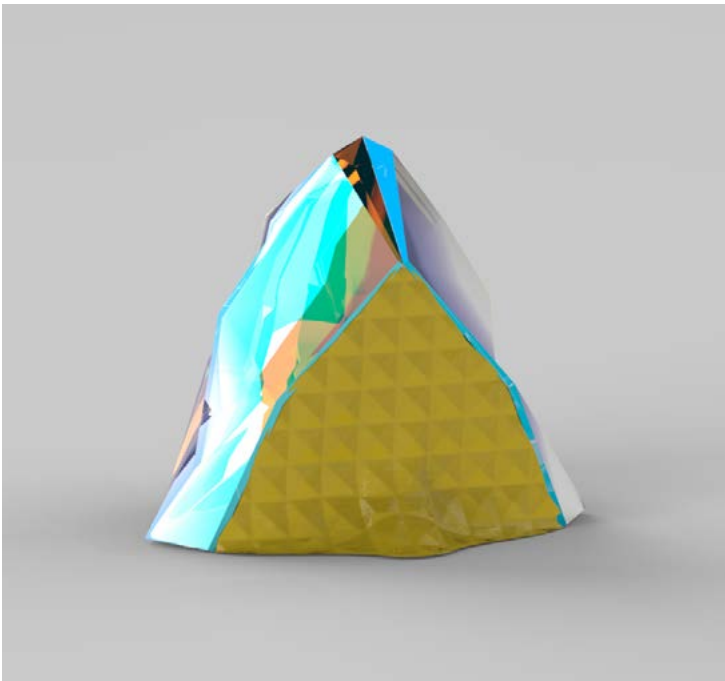
5th process prototype
acrylic sheet and iridescent adhesive





the iridescent recalls the transparency of the wings, but also as a structure for humans in emergency, this material reflects light in different colors and directions , could function as a SOS signal, allowing visibility from far away.

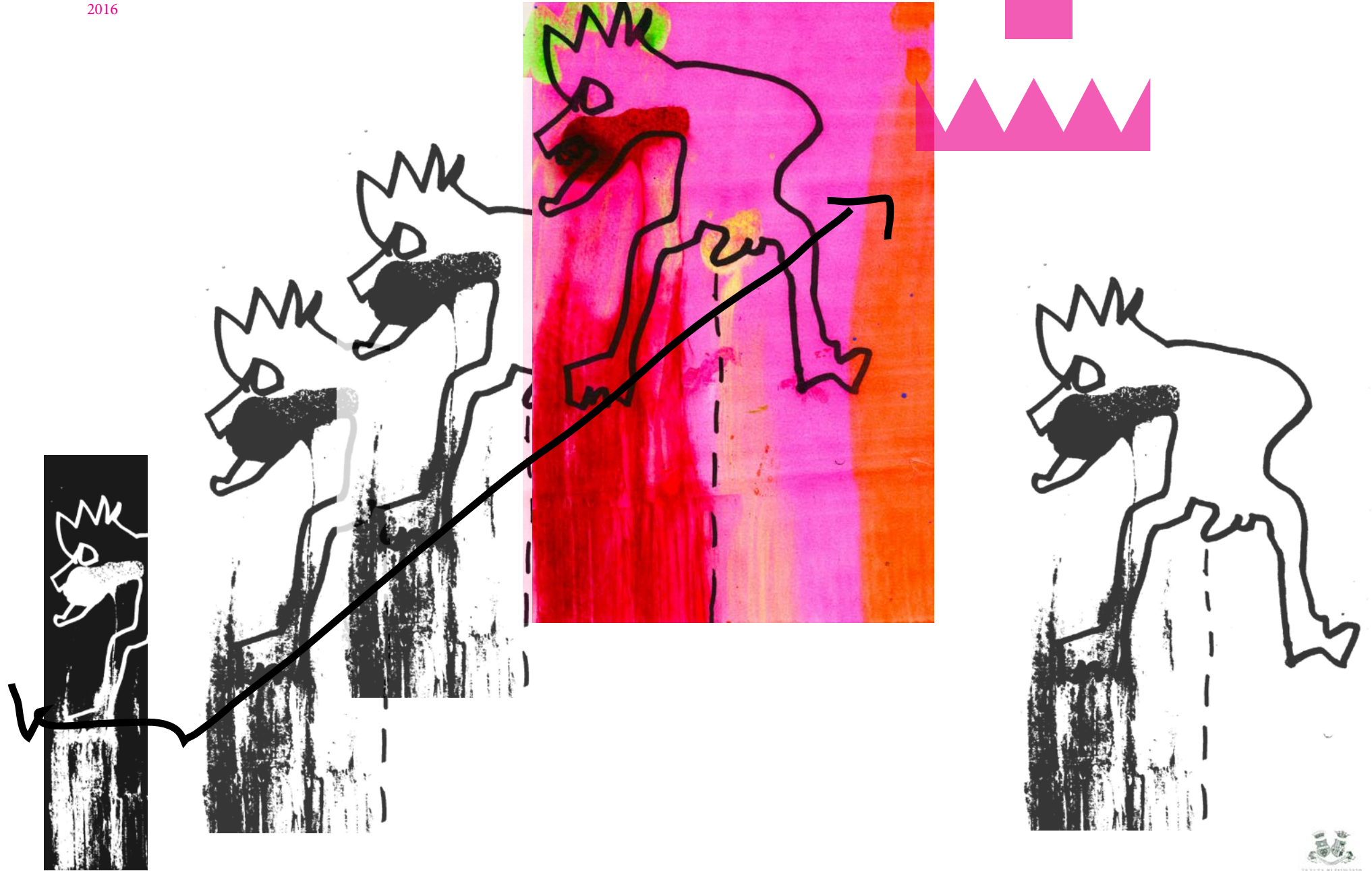
A foldable curtain allows the outcast to close themselves



pink shades emanate a sense of calmness and peace , in situations of emergency, this james turrell exhibition was an inspiration for the inside of the shelter.



I ♥ MONSTERS



La Tenuta di Tavignano is a traditional family-based wine cellar, brood at the production of high-quality wines. This award-winning cellar is located in the region of Marche in the DOC of Verdicchio Dei Castelli di Jesi.

They instructed me to work on creating a wine label for their new sparkling wine, called Il Pestifero. This bottle would give the opportunity for the Tenuta of Tavignano to present themselves on the market with a completely new product.

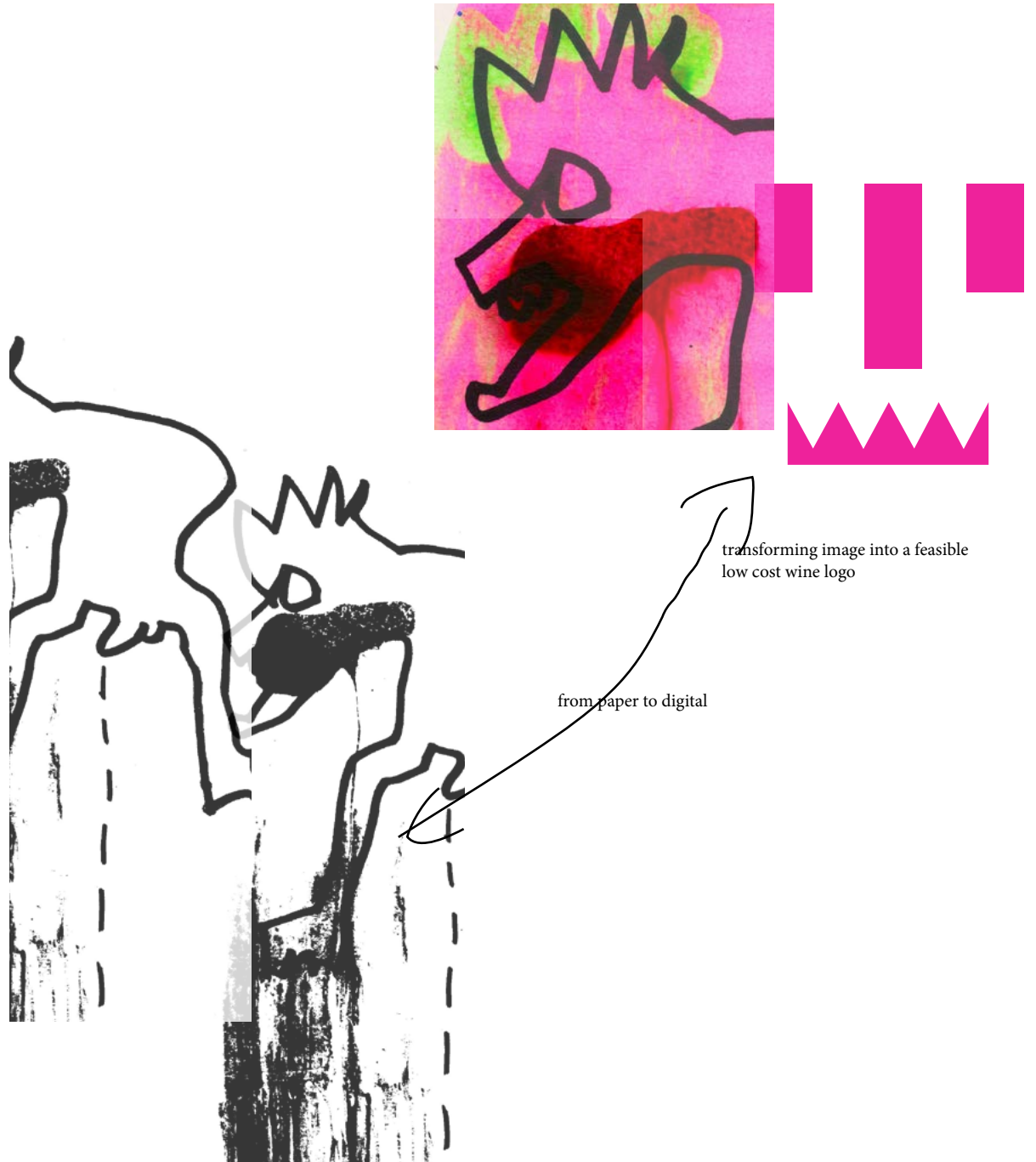
The brief was to create a label that reflected the unconventional process of winemaking of Il Pestifero. A wine that breaks with the rules of winemaking. The label had to give a sense of rebellion towards the classic wine labels.

For me “Il Pestifero” is a little young brat, looking for trouble and always ready to do the opposite of what the big serious adults want him to do. A little monster.

The project was presented at Vinitaly 2016, where I was in charge of the design and dynamics of the stand.

As of 2019, Il Pestifero is sold across many countries including China and the USA.

sketches of a monster.
the sketch had to give an impression
that it was done by a child



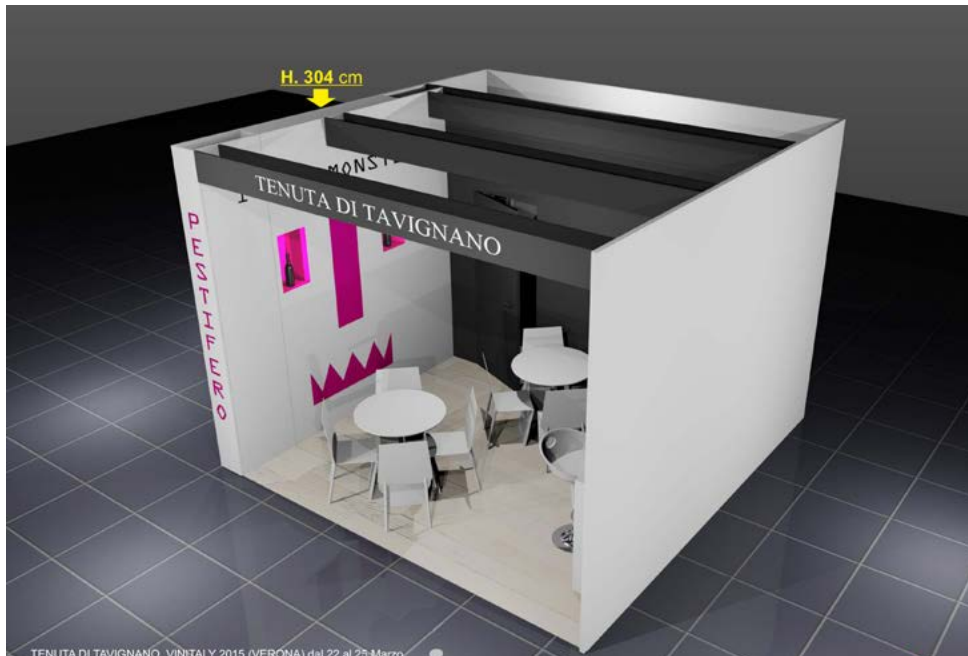


Rebel

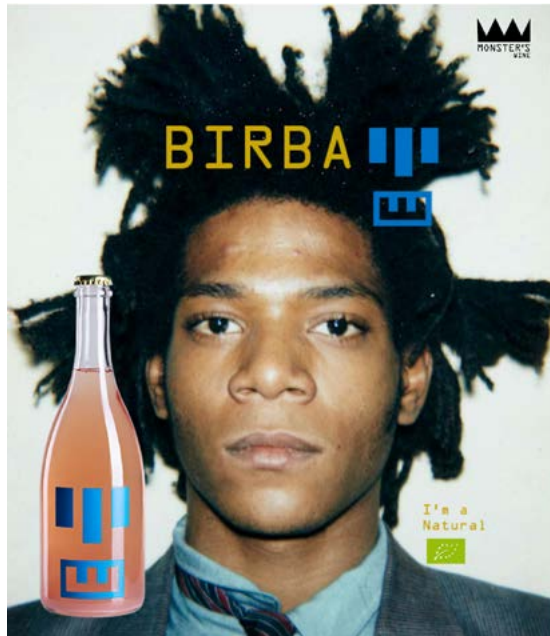




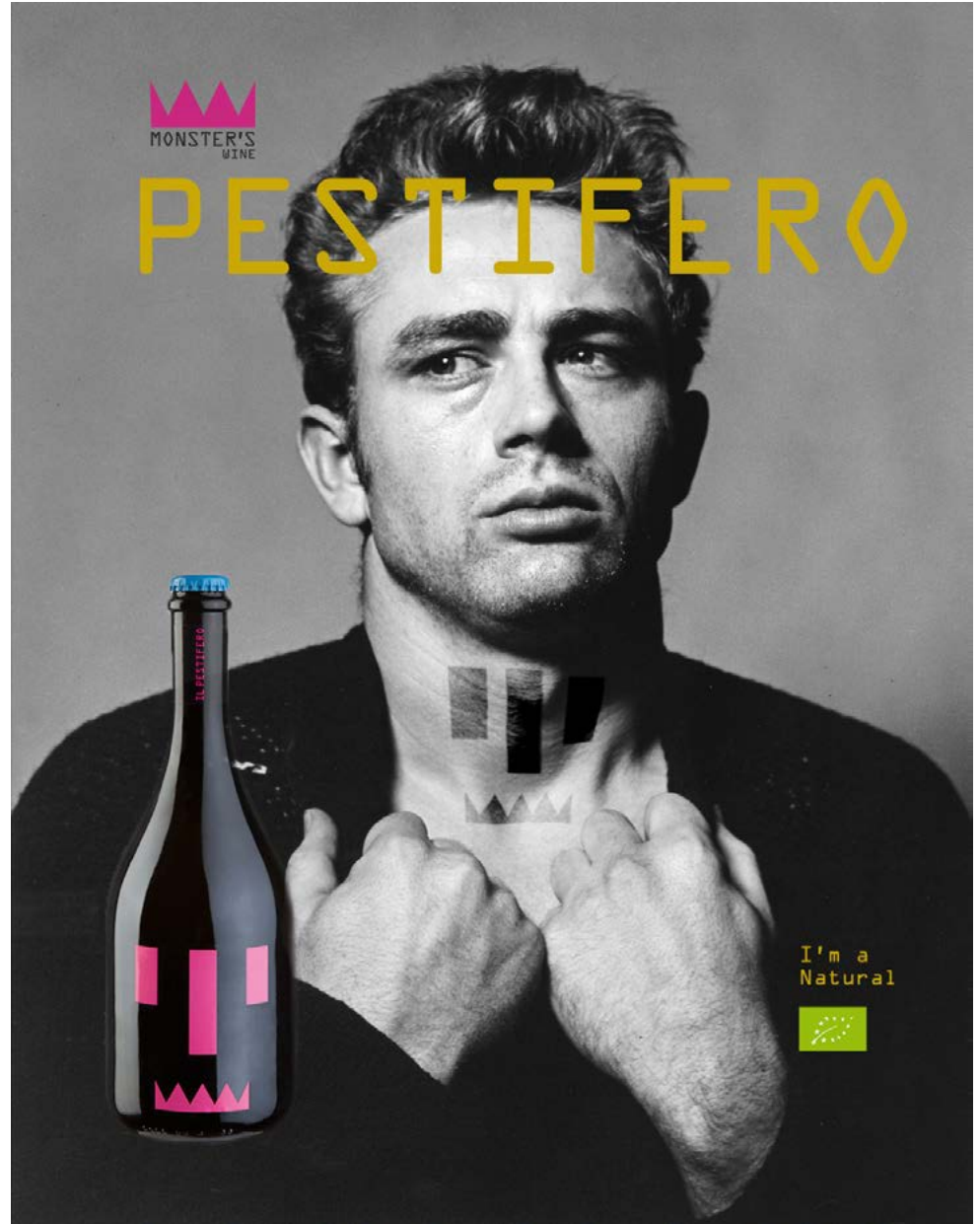
Il pestifero at the wine fair "VINITALY" Verona, Italy



Social media ad campaign - I'm a Natural - *samples*



January 2021





Il loro Verdicchio Superiore Riserva, "Misco", è da anni protagonista dei contesti nazionali ed internazionali, affiancato dagli altri autocritici marchigiani in catalogo tra cui spicca il corpeo e fruttato Rosso Piceno "Libertes".



Ondine de la Feld insieme a Stefano Aymerich e Giulio Piazzini.

VARIAZIONI SUL VERDICCHIO

È un igt. È pure un bianco frizzante sur lie. Segni particolari? È imbottigliato quando il mosto non ha ancora terminato la fermentazione, che prosegue in bottiglia, dando vita a un vino mosso e vivo. Fiero di rimanere vergine e puro. In senso che non ha zucchero aggiunto e non subisce la sboccatura finale, mantenendo i lieviti originali e svelandoli leggermente torbido. Il suo Dna? Esprime note erbacee e una sottile mineralità, nella sua somma di verdicchio, malvasia e sangiovese, mentre il suo nome risuona schietto e chiaro: il Pestifero. "È un ragazzino che vuole rompere le righe ma risultare simpatico", spiega Ondine de la Feld, che dopo un passato da architetto e designer ha accettato la sfida di gestire l'azienda fondata dagli zii Stefano Aymerich di Laconi e Beatrice Lucangeli: la marchigiana Tenuta di Tavignano, a Cingoli, in provincia di Macerata, fra il monte San Vicino, i fiumi Musone ed Esino e l'Adriatico della Riviera del Conero. In totale: 230 ettari di terreni, di cui trenta vitati e sedici dedicati all'uva bianca autoctona per eccellenza. Che nella sua versione Misco dei Castelli di Jesi Classico Superiore si è aggiudicato i Tre Bicchieri 2016 rosso. Un vino elegante, lucido, dalla forte personalità, che all'oliva la frutta matura e i fiori d'acacia, una parte delle uve lievemente surcomplice pure il know-how di un ologi in cui spiccano il consulente orenzetti e l'interno Giulio Piazzini, tra raffinata che vanta altri fratelli di Vedi il Misco Riserva, orgoglioso di arattere potente e grintoso del vitigno nuanze spezie e ammandorate. utaditavignano.it



I love Monsters' la linea di vini biologici firmata Tenuta di Tavignano



Chi l'ha detto che la pizza debba essere accompagnata dalla birra? Provate ad abbinarvi un calice di vino, scegliendo logicamente quello più adatto, e vi ricrederete.

La convinzione definitiva è frutto di una serata tutta al femminile, in una bella location come la Taverna Gourmet, durante la quale sono state messe alla prova le migliori pizze del locale, in abbinamento ai bianchi della linea I love Monsters della Tenuta di Tavignano.

L'azienda fu acquistata nel 1975 da Stefano Aymerich di Laconi, dalle origini sarde e spagnole, e dalla moglie Beatrice Lucangeli, discendente di una famiglia marchigiana con alle spalle un'antica tradizione nella produzione di vino.

Ma i personaggi chiave sono Ondine de la Feld, arrivata nel 2014, che ha trasportato l'ondata di freschezza e di esuberanza che la contraddistinguono ai suoi vini, e l'enologo Pierluigi Lorenzetti con il quale ha contribuito a far certificare l'azienda come biologica.

Insieme hanno anche creato la prima linea "naturale" denominata "I love Monsters" che comprende due bianchi ed un rosso che esprimono gioia e simpatia a partire dall'etichetta, realizzata da un giovane graphic-designer, e dai simpatici nomi: Pestifero, Vergine e Tonto.

Sono vini che si fanno notare per la loro personalità, dai veri e propri fuoriclasse, autentici, irriverenti, integrati, che si sposano in questo modo perfettamente, agli impasti naturali ed agli ingredienti della pizza gourmet, create da Vincenzo Masi e Leonardo Giannico, rispettivamente pizzaiolo e chef della Taverna Gourmet, capitanata da Davide Iannaco.

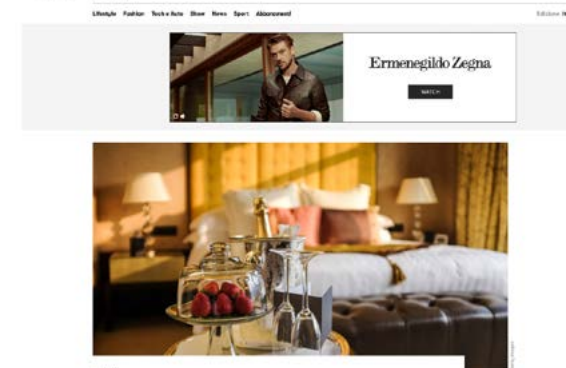
Perfetto praticamente con tutti gli abbinamenti il "Pestifero" che, come il nome che porta, è un vino birichino ed esuberante, ma contemporaneamente ben educato, che cerca consenso. Un vero seduttore, come ci viene spiegato da Ondine.

Un vino autentico, che non è stato eccessivamente filtrato e lo si vede dall'aspetto torbido, rifermentato in bottiglia, ma non sboccato, piacevolmente frizzante. Le uve che lo compongono sono in percentuale maggiore quelle del verdicchio, abbinate a malvasia e sangiovese.

Alcuni ingredienti particolari delle nostre pizze però, sposavano meglio la "Vergine", un verdicchio in purezza, manipolato pochissimo, lasciato macerare sulle bucce per un mese, senza poi essere filtrato. Un vino più raffinato rispetto al precedente, che si comunque stupito.

Due vini bianchi che conquistano il palato e che sorprendono piacevolmente e, in questo caso, che si sono perfettamente abbinati al topping ricercati che hanno spaziato tra mare e terra e agli impasti eclettici delle basi (perno tra tutti quello al nero di seppia, seguito da quello nato dalla fermentazione spontanea della segale).

Eataly Chicago



San Valentino, i vini per lei e per lui

di [unreadable]

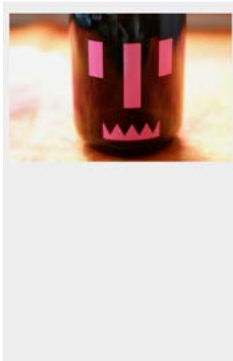
Blackboard per il giorno degli amori



Il Verde di Tavignano è il primo Verde di Tavignano... [unreadable]



Cucina Febbraio-Marzo 2016



2016 Tenuta di Tavignano Marche Bianco 'Il Pestifero' Pet'Nat \$19

On 11/11/16 the pestiferi Pet'Nat for October because of the already... [unreadable]

WINE ENTHUSIAST MAGAZINE RATED 89 BY IL PESTIFERO frizzante 2016 TAVIGNANO



TENUTA DI TAVIGNANO AL 50° VINITALY

La Tenuta di Tavignano è presente con importanti tavoli all'ultimo piano... [unreadable]

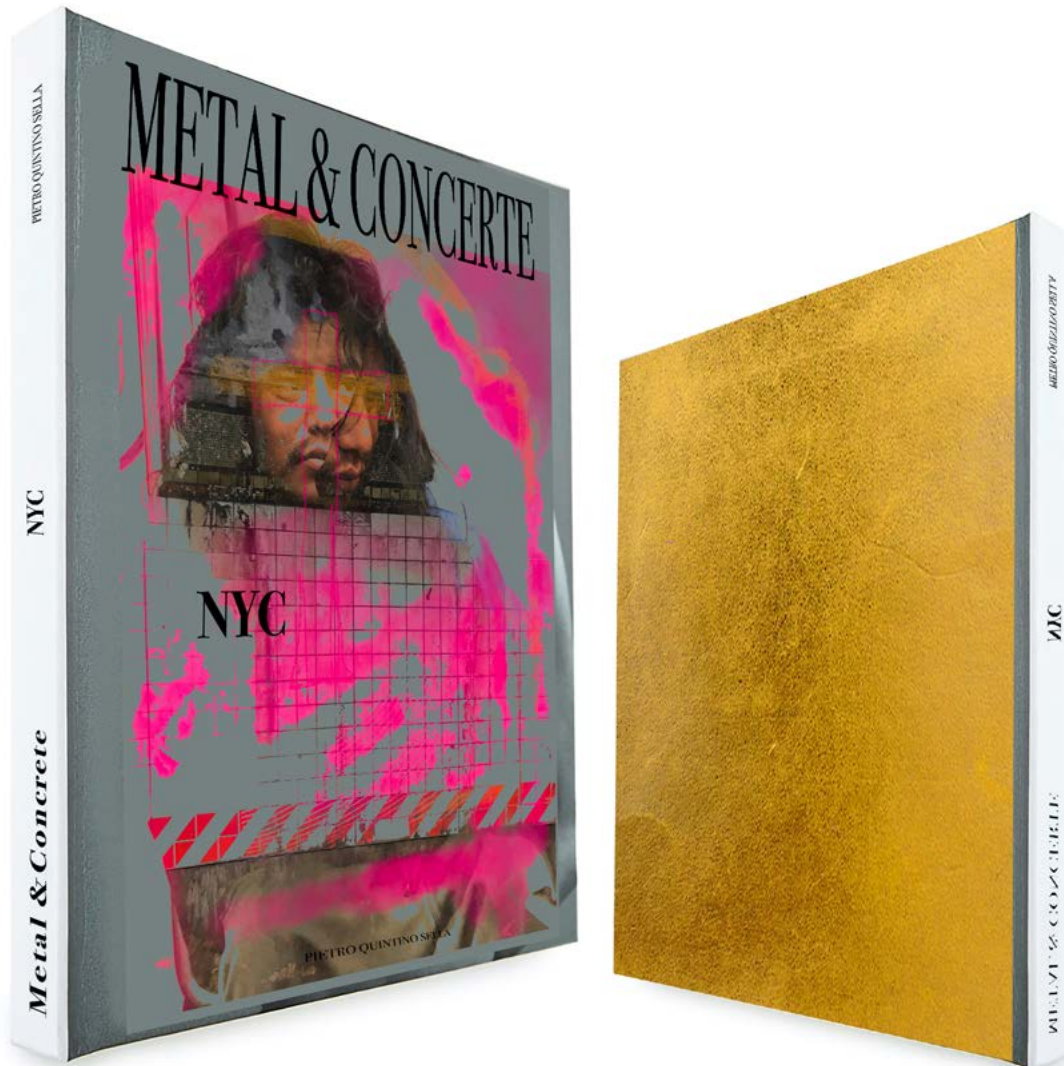


Stefano Aymerich di Laconi, Ondine de la Feld e Giulio Piazzini... [unreadable]



METAL AND CONCRETE, NYC

A book by Pietro Quintino Sella



The result of a growing journey, this book documents a range of emotion and presence under the grounds of New York City, in its 100 pages of color, overprint, paint, gold leaf, and wax. Bound in a hardback format, it represents an unspoken connection between subject and artist, and hopefully to you too.

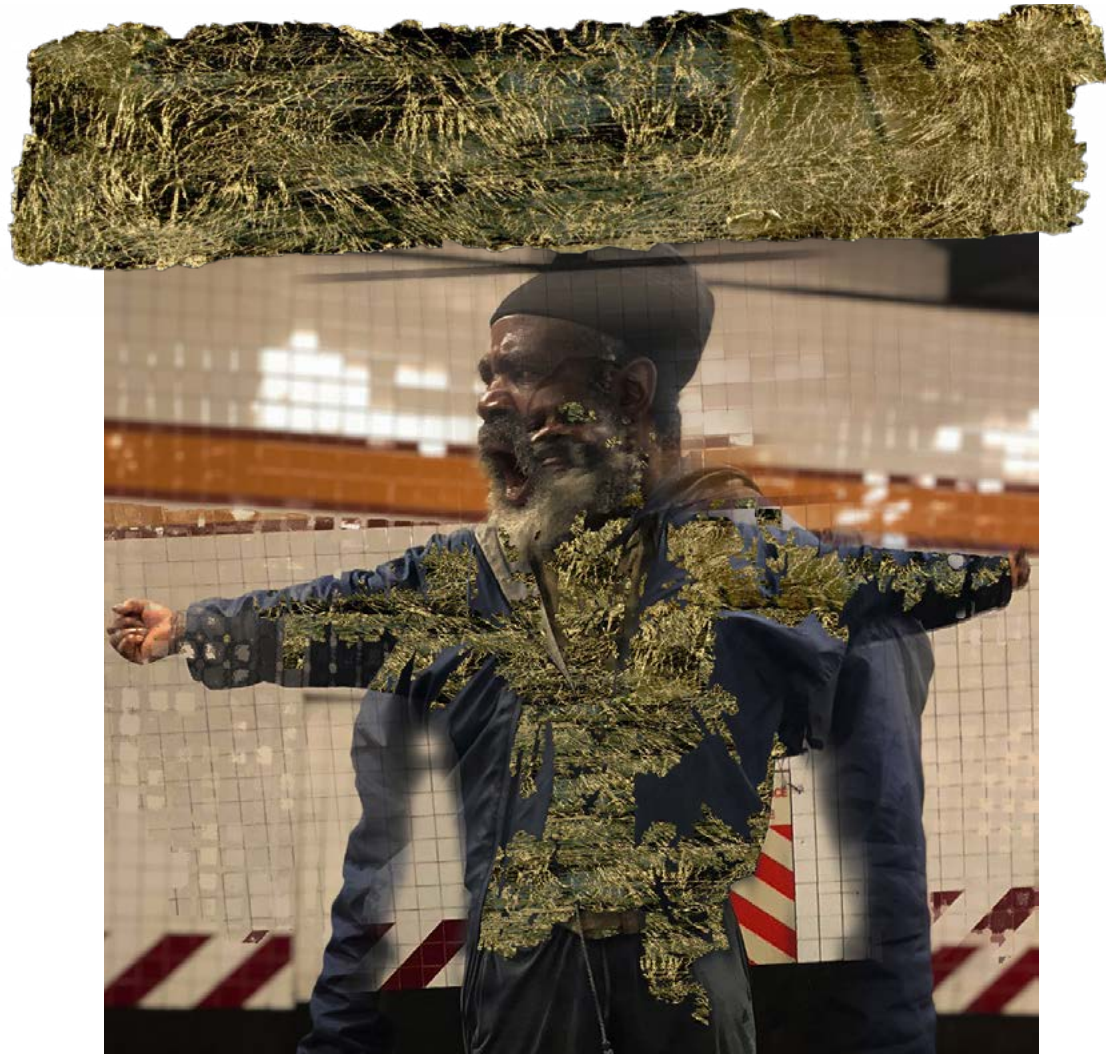


20 Zlatiye



Zlatiye 21

Documenting the invisible. Accretion. Residue. Layered photography, wax, acrylic, and gold leaf.
Embracing discomfort and revealing chasms.





100 Yes



Date 101



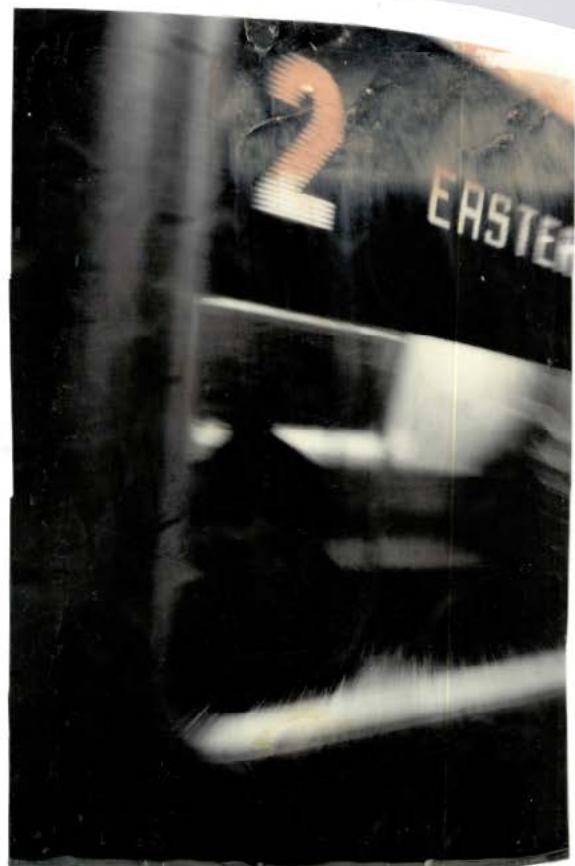


MONSTER?



Richard





20 Zlatiye



Zlatiye 21



20 Zlatiye



Zlatiye 21







Thank you

Pietro Quitnino Sella Portfolio

2021

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