

Nanai Lab*

Design Works by Roberto Anzani

About Nanai Lab*

Nanai Lab* is a creative lab focused in graphic design, visual communication and illustration.

Nanai Lab* work on logotypes, identity, brochures, magazine, posters, website, fashion artworks, editorial projects, campaigns and creative solution for a various range of clients, from cultural commissions to the music industry.

Nanai Lab* is the studio of Roberto Anzani.

Nanai Lab* believes in design and in what it conceives and collaborates with people who share the same principles.

About Roberto Anzani

Roberto Anzani is an Italian graphic designer and illustrator. After artistic studies, he further enhanced his knowledge and training in graphic design and communication.

Since 1999 he has been working as a graphic designer and art director for important graphic design firms and advertising agencies based in Milan and Barcelona, Spain. At the same time he has developed self-initiated projects, freelance commissions and collaborations on projects with other designers and photographers. Research, ideas, typography, materials, digital illustration, traditional illustration, photography and layout grids are all part of his creative process.

He has worked for clients such as: MTV Italia, 55Dsl (Diesel), Nike, Budweiser, etc., just to name a few. In January 2007 he founded Nanai Lab*.

In 2003 he won a bronze award for the graphic design category in the ADCI AWARDS (Art Directors Club Italy) with his MTV Re-Integrator project carried out for MTV Italia. Agency This is a Thing!

Why Nanai Lab*

The name of the Lab is inspired by the Nanai people. I have always been fascinated by this ethnic group and their history. Unfortunately they have almost disappeared by now, along with their tradition.

Traditionally from eastern Asia, the Nanai people lived along the Amur and Ussuri rivers. They consider the bears to be their forefathers and are very good fishermen with an extraordinary relationship with nature.

The Nanai people are a perfect example of how simplicity can still shape a strong identity.

For their survival, they were creative by nature (in the very sense of it) and represent full harmony with their surroundings. Their life is about peace of mind.

+ [infos](#):

"Dersu Uzala", a book by Vladimir Arsenyev on which Akira Kurosawa based the movie with the same title in 1975.

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I also like how the word sounds.

[contact](#):

info@nanailab.com