

BACKYARDTM

ART HUB / DESIGN PRACTICE

**BACKYARD IS A CREATIVE HUB.
A SPACE FOR EXPERIMENTATION
ACROSS DESIGN, MUSIC AND CULTURE.**

Blurring the line between process and final outcome,
between private and public.

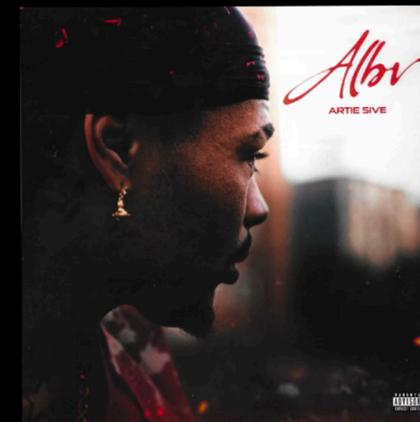
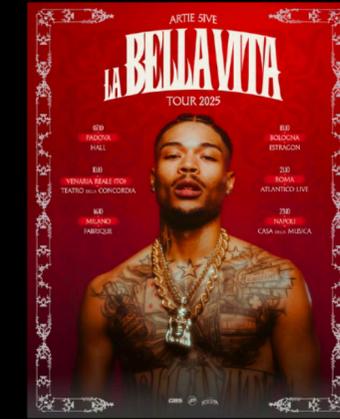


BACKGROUND

Backyard™ emerged from the need to shift a professional practice into a research-driven space.

Developed from an idea by Alessandro Mezzalira, an Art Director / graphic designer working within the music world, shaping visual systems for artists across covers, vinyl, CDs, and physical artifacts.

We want to create a space where we are free to make mistakes, create, and therefore learn more. Where different disciplines and approaches come together to create impactful projects.



APPROACH



Development of internal and research projects, which can then be commercialized or serve as the basis for collaborations.



Applied division for B2B project development, that helps companies and creatives expand their vision and bring it to life.

CURIOSITY



DIALOGUE



MULTI-DISCIPLINARITY



EXPERIMENTATION



NARRATIVE DESIGN

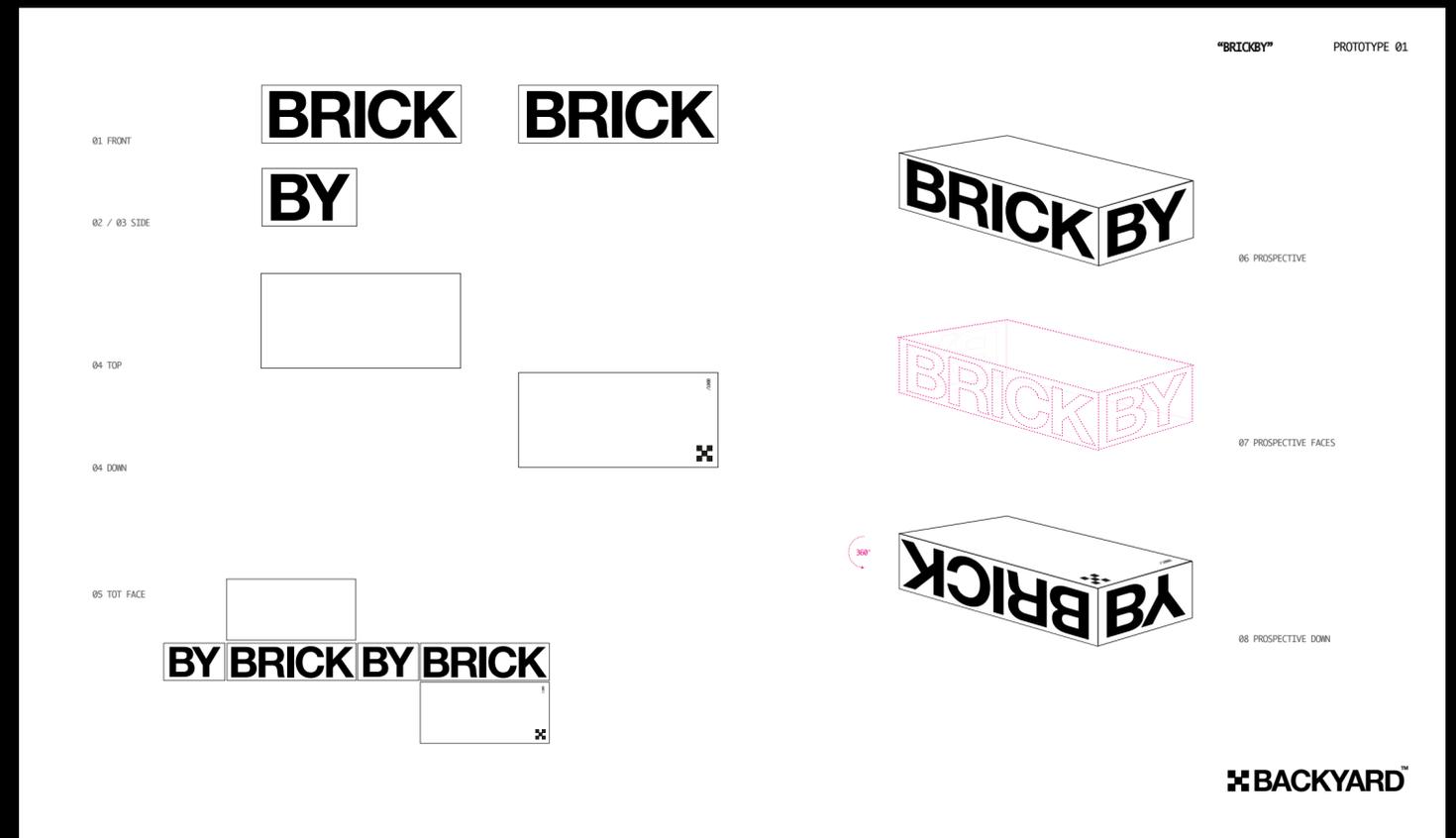


BACKYARD'S OUTPUTS

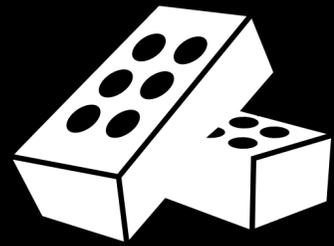
The various outputs will be projects that aim to convey something to those who see, touch, or hear them, thus taking care of all creative aspects.

From the launch and communication, crafted with a dedicated and distinctive approach, to the packaging, for example, and the entire storytelling of the project.

The project's WIP will already be communication in order to establish a bond with the community.



STUDIOS



BACKYARDTM STUDIOS

The studio maintains the same values and approach as Backyard, but focuses on B2B. Together, we'll develop creative output that reflects the identity of the brand that chooses us, while still being able to count on our vision.

Thanks to the founder's background who has been following the artists' paths for years, the studio's approach is well-established to collaborate and take projects to a higher level.



Art Direction for Artie 5ive's album "La Bella Vita", that consists in Cover for digital, Various type of Vinyl and Cd, Art direction for tour, like visual live art and stage design



BACKYARDTM

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