

THE BOOK OF MUCCA DESIGN

by Valentina Vidali, SCAD 2024







Mucca Design
Introduction

Matteo Bologna

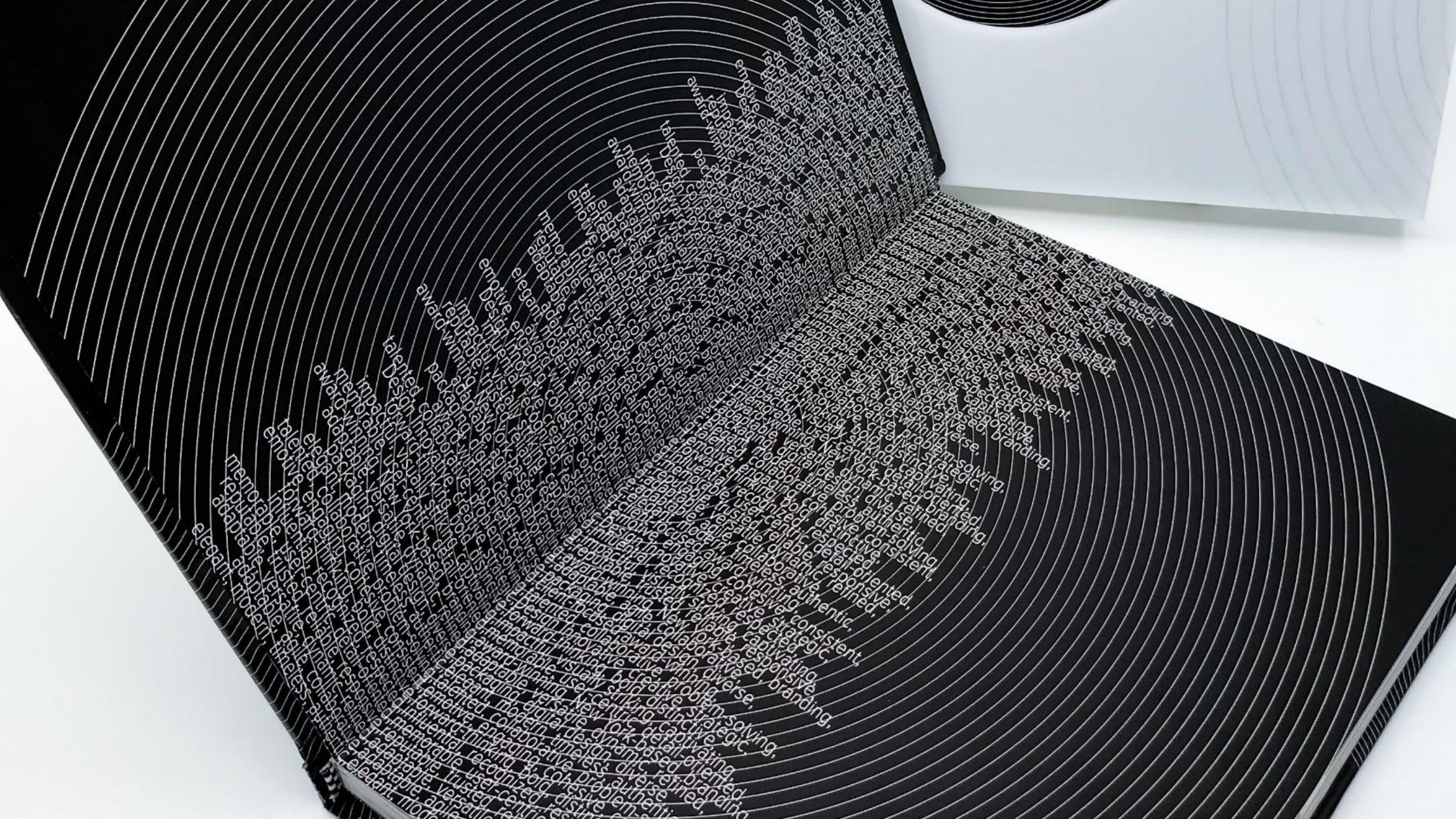
At the helm of Mucca Design Corporation is Matteo Bologna, whose visionary leadership and creative genius have been instrumental in shaping the agency's success. His multidisciplinary background in architecture, graphic design, illustration, and typography facilitated his early business successes and inspired his decision to create a New York branding and design agency.

His career path took shape as he embarked on his professional journey right out of high school, initially finding work as a magazine illustrator. It was during this formative period that Matteo was introduced to the world of graphic design, an arena that would soon become his passion and calling. In those early days, graphic design for magazines involved a tactile and labor-intensive process. Matteo vividly recalls the analog methods employed, where editors meticulously defined typeset on CRT screens, and images were painstakingly printed onto photographic paper before being integrated into magazine layouts. It was a time before computers had fully revolutionized the industry, yet Matteo was captivated by the creative possibilities that lay ahead.

In 1999, Matteo took a decisive leap of faith and established Mucca Design, marking the beginning of a new chapter in his professional journey. With a blend of vision, determination, and entrepreneurial spirit, Matteo built Mucca Design into a renowned design firm known for its innovative approach and impeccable craftsmanship.

For Matteo, the true measure of success lies not just in monetary rewards but in the fulfillment derived from meaningful work and creative collaboration. Matteo's enduring legacy serves as a beacon of inspiration for designers around the world, a testament to the transformative power of creativity and perseverance.





Mucca
Work





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HEIGHTS

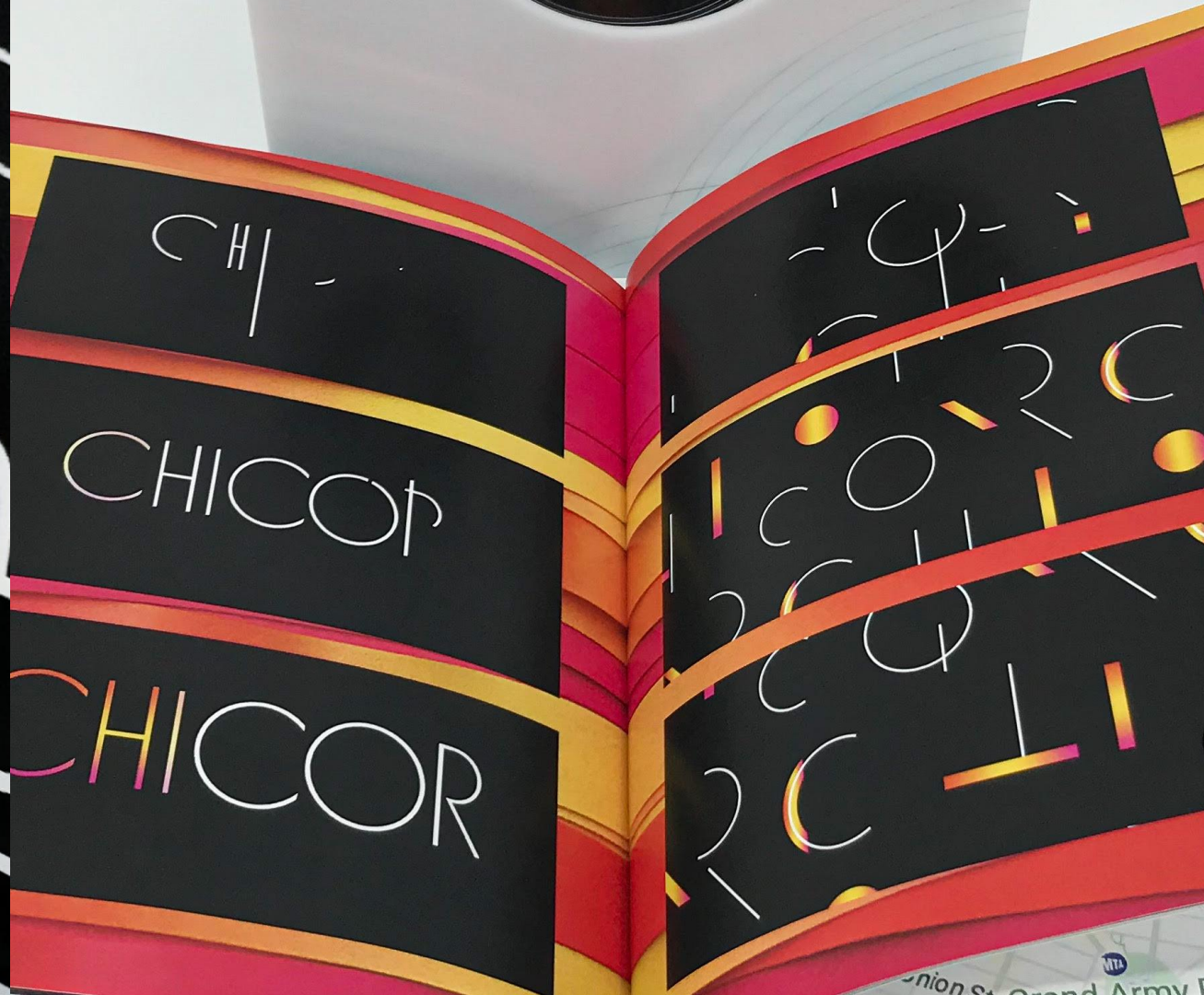
Union St Grand Army Plaza



reliable, detail-oriented,
adaptable, agile, collaborative,
elegant, modern, timeless, authentic



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