

NELLO MARELLI

Textile and Color advisor



I live in Como, a city famous for fashion, fabrics and printed silk. Over time, these themes have become the focus of my work and my life. The "Decoration" has always fascinated me for the wonder and amazement that it is able to create. Artist and Painter and then I dedicated myself to the profession of textile designer, starting with the coordination of colors and prints and then to create collections for BOGGIA drawing studio and in TJSS converter.

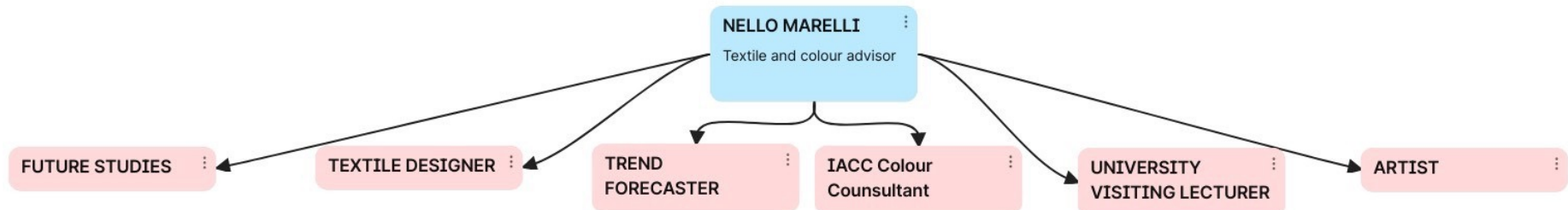
My work has allowed me to travel a lot and to meet some of the most famous Italian designers such as Versace, Armani and Ferrè.

When I was 25 years old, I decided to go my own way by becoming Textile Designers Free-Lance textile consultant of printing, color and trend forecasting. A few years later, I started working at EUROJERSEY where for 19 years I was the head of the creative department: creation of collections, printed designs and color trends for the underwear, swimwear, sportswear and apparel sectors.

I am currently a freelance textile consultant and color advisor at E.Boselli & C, and Archivio Spadacini. The constant research in the color trend has led me to become part of some Italian (Colorcoloris) and international (INTERCOLOR) study groups on color, specialized in Color Trend Forecasting; IACC-Italia (International Association of Color Consultant - Italy).

In IACC Italy, of which I have been Vice President for 14 years, I learned how to deal with color in non-fashion areas, for example both public and private and even industrial inhabited places.

I am specialized in social forecasting, "studies of futures" at the Department of Sociology of the University of Trento. I make my color trend book "NEL COLORE" and I produced TREND FORECAST IN VIRTUAL REALITY; the first color trend presented with OCULUS Q2 in virtual reality.



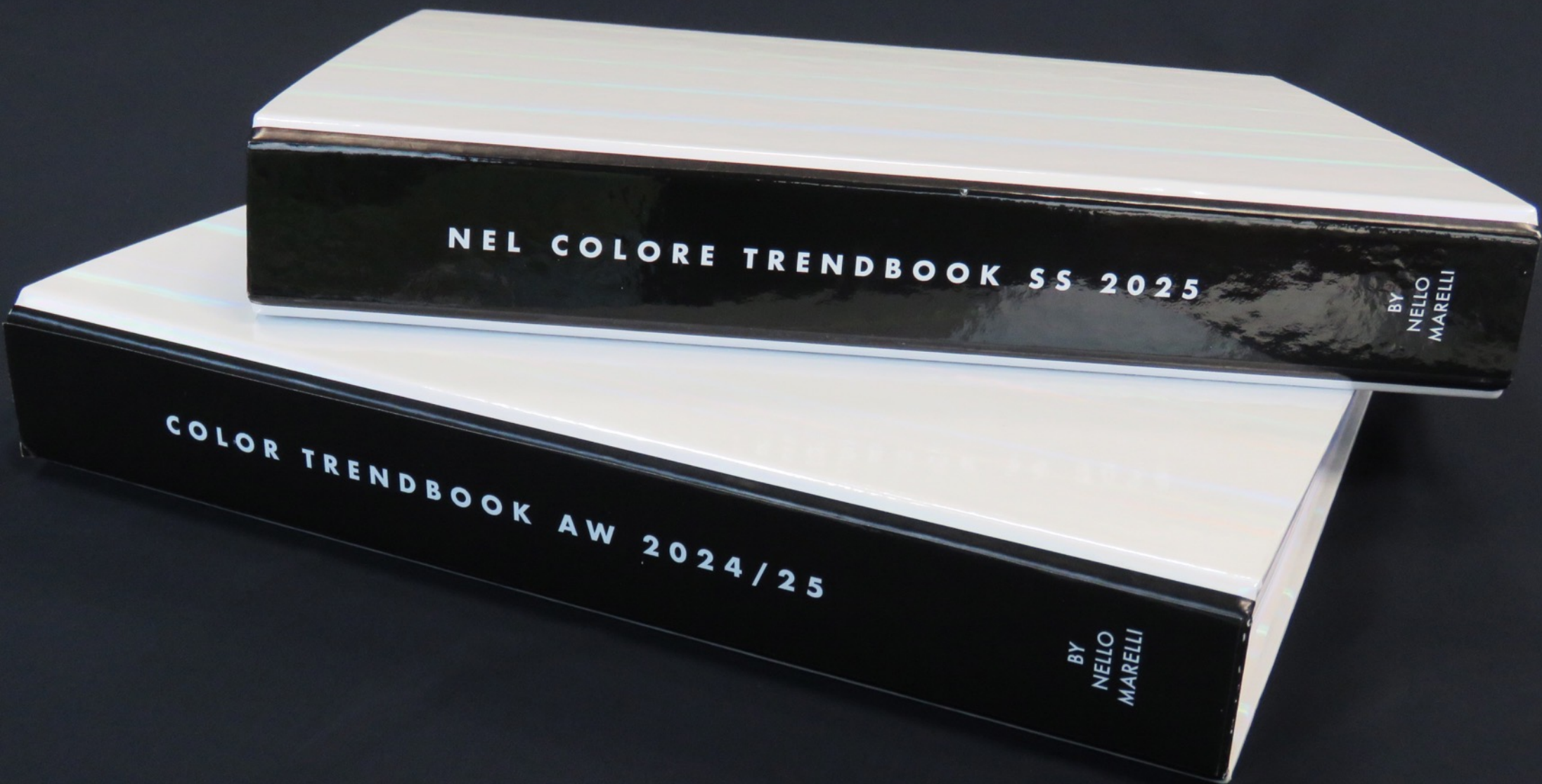
Activity

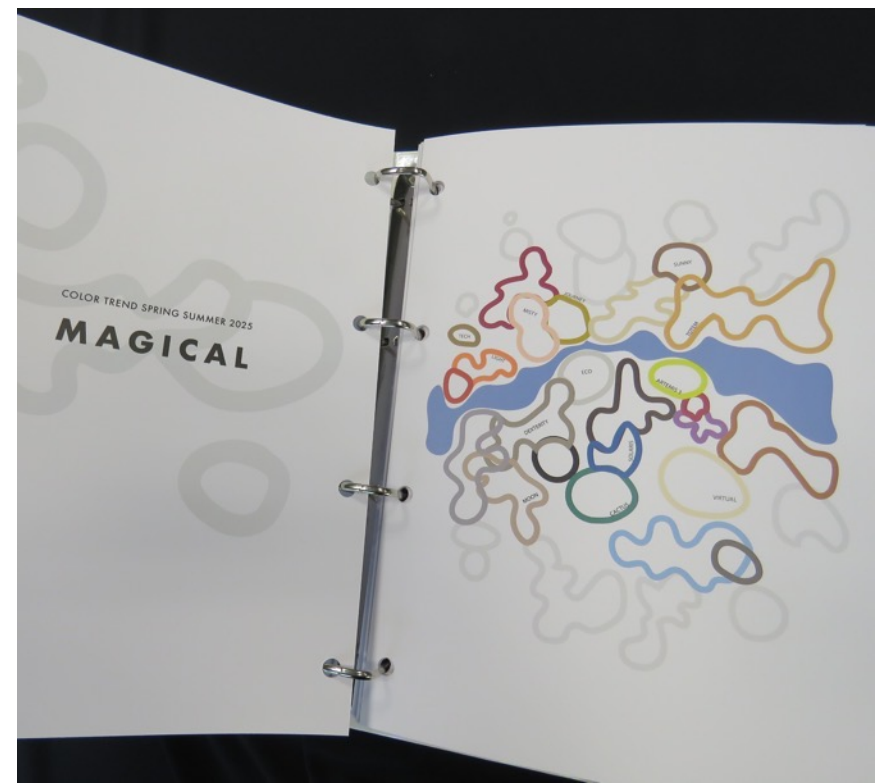
TREND Color Consultant.

For over 15 years I have been carrying out forecasting and defining color trends, about two years in advance. I am member of Colorcoloris, an Italian association specialized in color trends in the textile fashion sector, I am member of Intercolor, the international non-profit association to which 17 countries belong, including Italy, which meets twice a year to define world color trends. The knowledge of this information involves my involvement in the definition of specific color ranges for companies or for the organization of sector-specific fairs for Interfilier (Paris), Milano Unica, Premier Vision (Paris), Mare di Moda (Cannes).

I make my own COLOR TREND BOOK: « NEL COLORE »

NEL COLORE
COLOR TREND BOOK by Nello Marelli





Premier Vision Color Expert







60° INTERCOLOR – BUDAPEST

15-17 Novembre 2023



Activity

TEXTILE advisor

Graduated from the ITIS of SETIFICIO Paolo Carcano in Como in TEXTILE DESIGNER I have always cultivated the natural talent of drawing, dedicating myself to the decoration of fabrics by means of printing or to the construction of fabrics (smooth or jacquard) and color variants.

I worked as a creator of designs for fabrics, so not only the beautiful flower but also knowing how to design the harmonious and balanced repetition

ad infinitum. I have worked in several companies with increasing responsibility for the development of designs and variants and the complete management of collections. The companies TJSS, Bellieni, Biella Fancy Yarn, Eurojesrey.

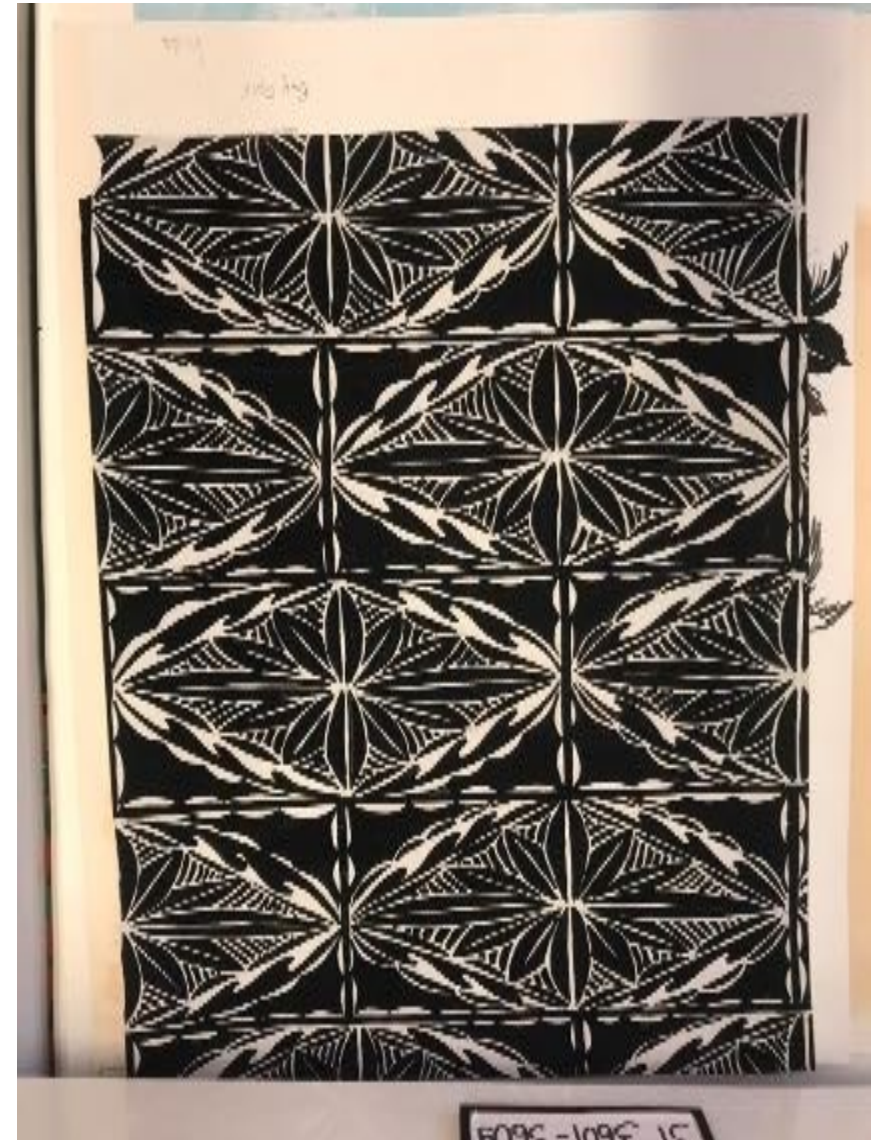
Currently, they work as a consultant for the company E.Boselli & C. as creative manager and product development for jacquard and smooth fabrics.

printed for various sectors of use: underwear, clothing, sports, swimwear, curtains both Home and Contract.

I am Director of the Spadacini Archive, I take care of the artistic legacy and the heritage of the drawings of Maestro Beppe Spadacini that represent the departure for new projects and development of decorations in every possible field, well beyond textiles.

Drawings for print textile:

Creativity for new patterns, develop printed fabrics collection and, technical knowledge in pattern tail/repeat and colorways





Exclusive custom PROJECT :
Example for SLOGGI brand



Exclusive PROJECT for SLOGGI brand



Creation and technical construction of fabrics



Creation of Armatures and Jacquard design



Creative director at E.BOSELLI & C.



TEXTILE and COLOUR COUNSULTANT



FUTURE STUDIES

Master's Degree in SOCIAL FORECASTING at the University of Trento, Department of Sociology.

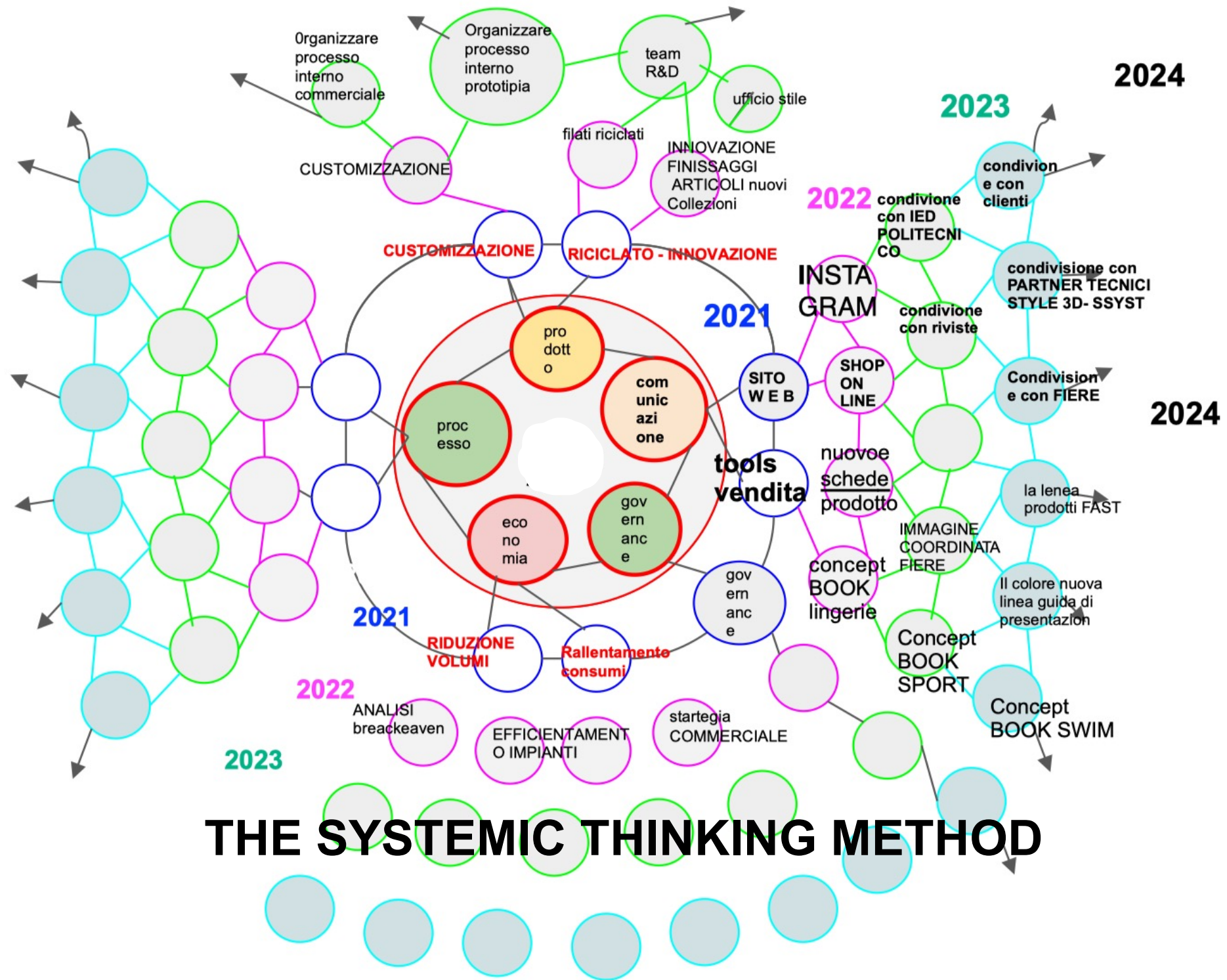
The methods to anticipate the future, the techniques of systemic thinking as tools to prepare us to face the future and be ready when it becomes present, have already been successfully applied by me in the company E.Boselli & C., these are knowledge that I introduce in the consulting activities.

With the studies of future I have developed two papers: «Textile materials in 2035» and «BOSELLI FORESIGHT».

I'm member of the AFI Association of Italian Futurists.

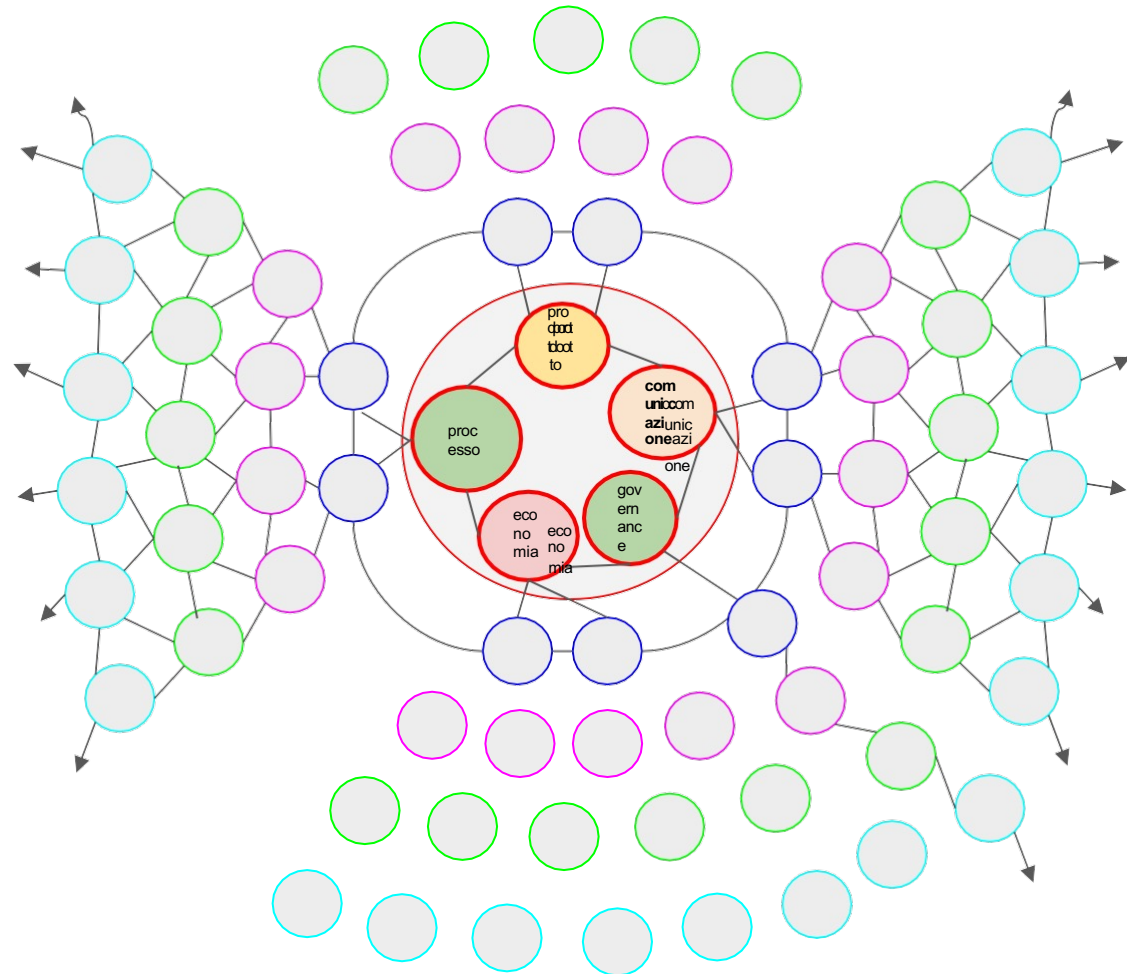


- My teacher: Prof Roberto Poli Unesco Chair, Professor University of Trento Department of Sociology Responsible and lecturer of the second level MASTER in SOCIAL FORECASTING



Application of Future studies in
E.Boselli & C.

BOSELLI foresights



Nello Marelli

activity

ARTIST

Artistic drawing and technical drawing have always been part of my life.

For many years I painted, mainly subjects from Lake Como, which I exhibited in Bellagio and Torno as I was a member of the GAT Gruppo Artisti Torno.

I have studied and I know the ancient and modern painting techniques, I know and apply the techniques of direct and indirect painting, the preparations of the Basics for painting: wood with natural priming, preparation of pigments and various mediums. The preparation of canvases with pre-industrial and modern techniques, the knowledge of the different types of paper.

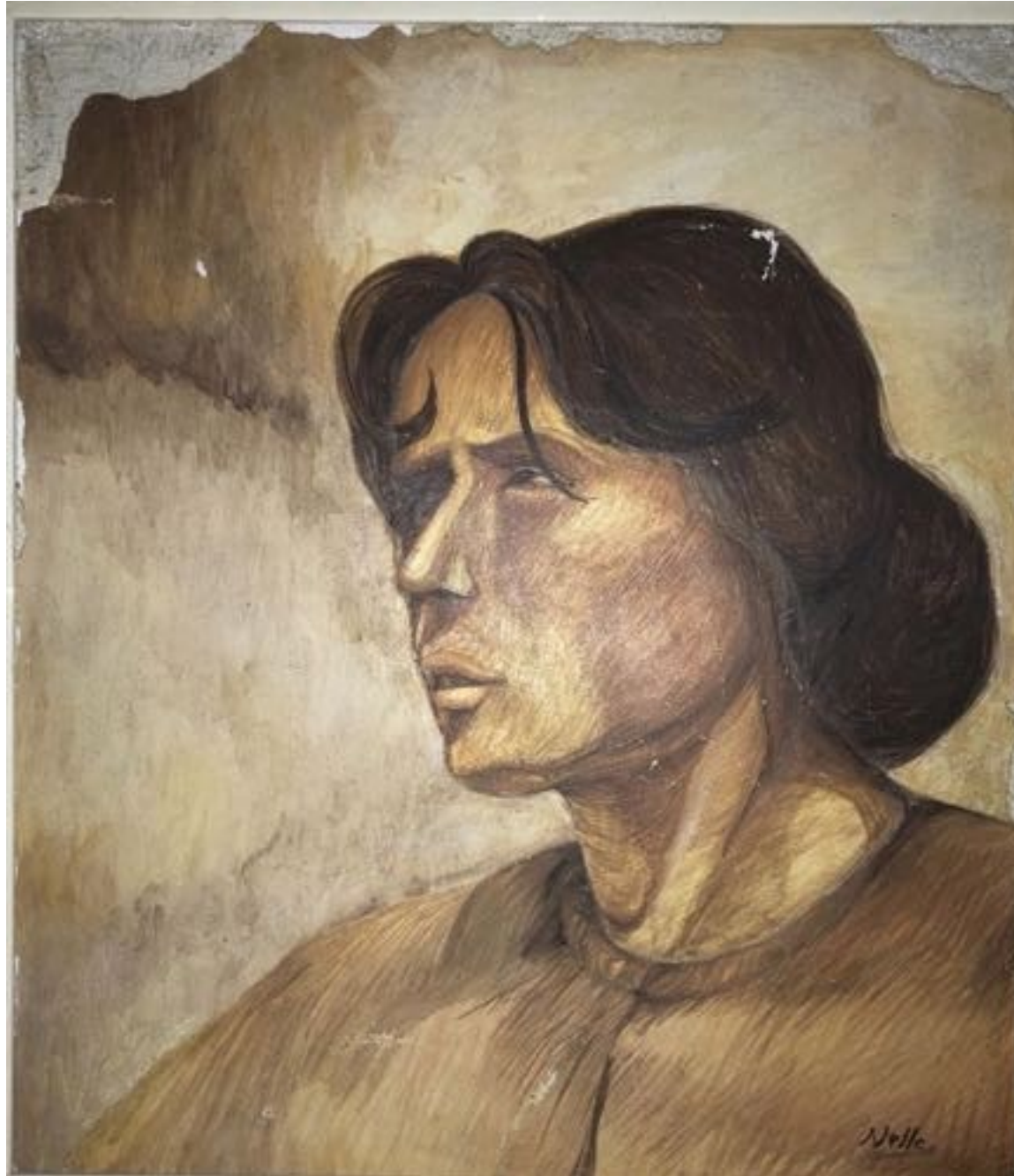
The technique of fresco, lacquer and decoration with gold leaf.

The artistic and pictorial ability gave me the opportunity to collaborate for years with LA GRAFICA, a photographic and advertising studio in Cantù for the creation of scenographies that were used for the creation of photographs then published in various editions in the dedicated AD magazine

architecture and interiors.

Fresco PAINT

in three DAYS





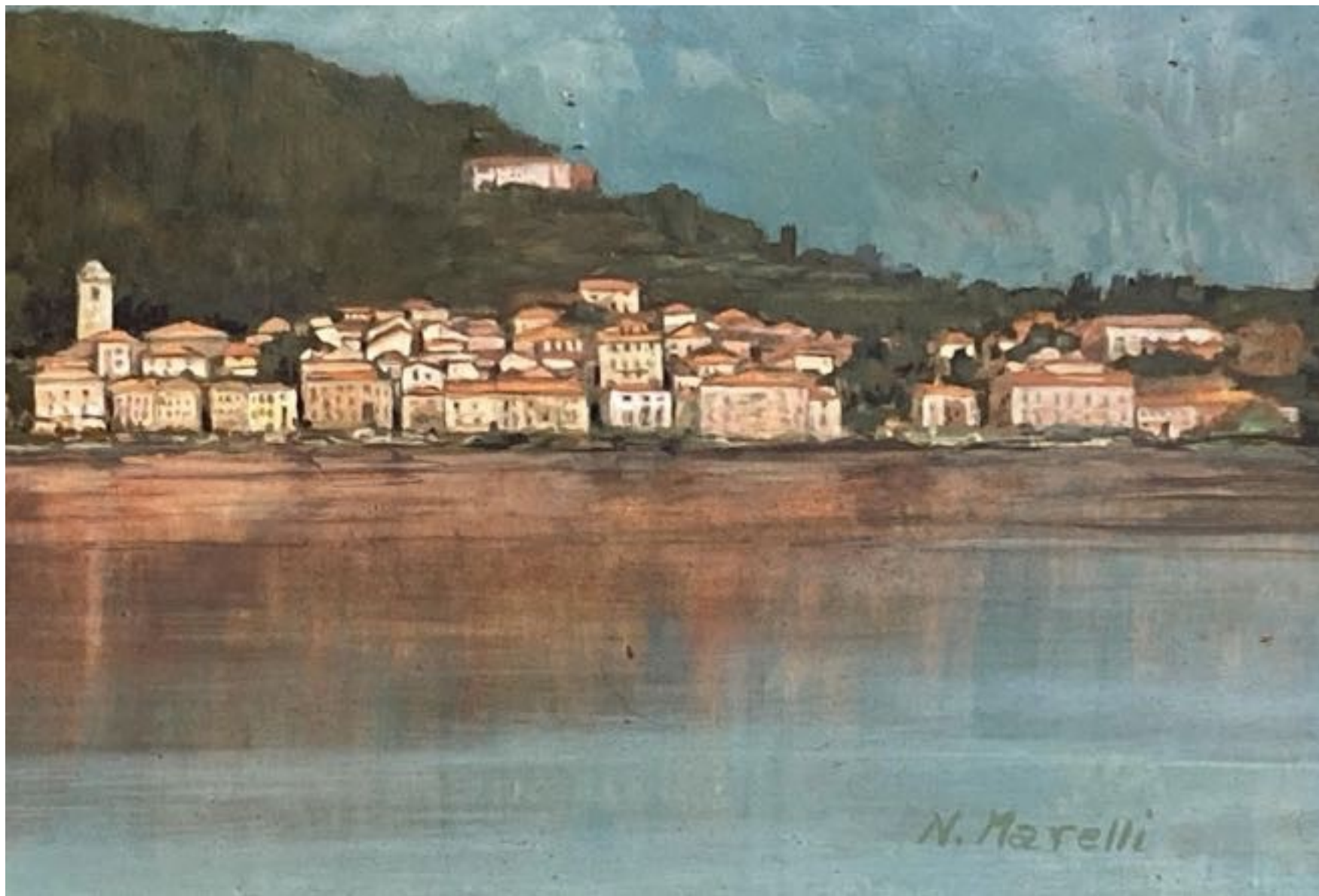
ACRILIC PAINT
Scenes



OIL PAINT

Direct technique oil painting on wooden board prepared with natural priming. Wooden frame, decorated with lacquer, lacquer tones made with pigments in armine with the colors of the painting.





Technique Oil on wooden panel

Activity

PROJECT TEACHER

I like to dedicate myself to teaching and sharing my knowledge.

For 9 years I have been a project lecturer for the course "Screen printing course" at the Polytechnic University of Milan, in English, for the students of FIT (Fashion Institute of Technology of New York in Italy).

As an on-call lecturer I have lectured on color and trends at CaFoscari University in Venice, La Sapienza University in Rome and again at the Polytechnic University of Milan.

I teach color physiology at IACC Italy Seminars.



dico

Nello Marelli

Visiting lecturer

Trends Forecasting for Fashion
Prof.ssa Chiara Colombi
Prof. Alessandro Manzi

"Social trend forecasting
as value driver
in competitive markets"

Milano, 22 ottobre 2020

Il preside della Scuola del Design
Prof.ssa Luisa Collina

Each of us has his own sense of color



Nello Marelli

SAN MARINO UNIVERSITY



DESIGNER & COLOR CONSULTANT -
iacc italy

For 12 years I have been Vice President of the IACC Italia Association (Italian Association of Colour Designers/Consultants), which is the Italian branch of IACC INTERNATIONAL (International Association of Colour Consultants)

IACC International is the oldest international organization, with offices in America, Asia, Europe, and is recognized among the top four schools in the world for the quality of teaching, cultural heritage and dissemination of color culture.

As a color designer and consultant, in addition to the textile field, I have collaborated on projects in Team IACC Italia such as the REDEVELOPMENT of the city of Lanciano, the redevelopment of the Fondazione Istituto Madonna della Croce Onlus Viggiù.

My projects are the creation of stands, corporate exhibition spaces, at the fairs of Interfilier, Premier Vision, Mare di Moda; consultancy in the design of websites for IACC Italia, E.Boselli & C and the latest SPADACINI ARCHIVE.



20. EXTERIOR AND INTERIOR ENTRANCE DESIGN

THE IDEA OF THE PROJECT IDENTIFIES THE EXTERNAL ENTRANCE THAT ENTERS THE "COMPASS" AND IS FOUND IN THE RECEPTION THROUGH AN ORANGE THAT RECALLS THE OFFICIAL LOGO OF THE STRUCTURE, TO CREATE GREATER IDENTITY BETWEEN THE EXTERNAL COMMUNICATION AND THE PRESENTATION OF THE PLACE

THIS REFERENCE TO THE INSTITUTIONAL IDENTITY IS ALSO REFLECTED IN THE CONCIERGE, WHICH IS THEREFORE EXALTED AS A POINT OF REFERENCE AND WELCOME AT THE FIRST ENTRANCE

THE OTHER SPACES (CORRIDOR, SNACK ROOM) ARE IDENTIFIED BY THE CONTRAST OF LIGHT-DARK AND WARM-COOL, TO RETURN AN ENVIRONMENT THAT IS BALANCED, WELCOMING AND "SCENTED", ARTICULATING THE DIFFERENT ENVIRONMENTS IN THE BEST POSSIBLE WAY, SUPPORTING THEIR FUNCTIONS AND ENHANCING THE ARCHITECTURAL FORMS PRESENT

COMPENSATORY ASSOCIATIONS TO SOUNDS AND SMELLS: lavender, mint, citrus

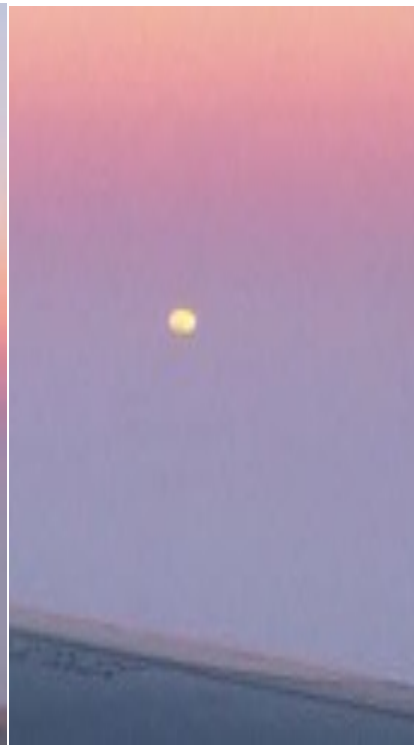
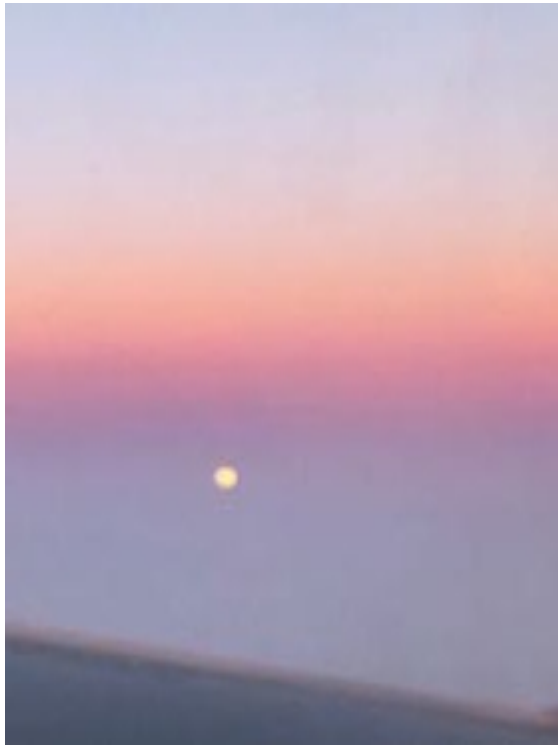
Shrill and high-pitched noises are reinforced by yellow and offset by olive green. Muffled noises are reinforced by dark colors and compensated by light colors. (...) Heavy, soporific smells are reinforced by red-brown and purple and offset by yellow-green and orange-yellow. (...) The afrrous smells are reinforced by the greyish brown and offset by the light blue.

F. H. Mahnke, Colour in Design, UTET, 1996 (chap. II, p. 176)

THE ENHANCEMENT OF THE SHAFT ALSO WANTS TO RECALL A SMALL GARDEN BY BRINGING INSIDE A "NATURAL GREEN" THAT CAN GIVE AN IDEA OF FRESHNESS AND OPEN AIR ILLUSTRATIVE SCHEME OF THE CHROMATIC PATH FOR THE EXTERNAL ENTRANCE AND THE INTERNAL ENTRANCE BELOW: IMAGES SYNESTHETIC RESEARCH



Progetto di riqualificazione cromatica Fondazione Istituto Madonna della Croce Onlus - Via Ospedale 1, 21059, Viggiù (VA) - Arch. Laura Sangiorgi, Silvia Bellani, Nello Marelli



*COLOURS OF INSPIRATION FOR THE
PROJECT - SENSATIONS AROUSED:
LIGHTNESS, NATURAL HARMONIES,
COLOURS OF LIGHT*

*THE AIM OF THE PROJECT IS TO RETURN:
IDENTITY TO THE STRUCTURE
IMAGE OF PROFESSIONALISM AND TRUST
PERSONAL CARE
WELL-BEING OF THE GUEST
WORKERS' WELL-BEING
DIALOGUE AND MEETING WITH GUESTS'
RELATIVES*

*ORDER AND
ORIENTATION: TO FACILITATE THOSE WHO
LIVE THERE, THOSE WHO WORK THERE AND
THOSE WHO COME TO VISIT - REASONED
STUDY OF THE SEMANTIC COLOR IN THE
AREAS OF THE ELEVATORS AND OTHERS
USEFUL FOR THE PURPOSE, STARTING
FROM THE EXISTING HANDRAILS
CLEANLINESS & FRESHNESS*

*CREATE BALANCED
AND COMFORTABLE ENVIRONMENTS
THROUGH THE USE OF COLOR AND
NATURAL AND ARTIFICIAL LIGHT,
SUPPORTING THE VARIOUS NEEDS
COLLECTED*

- INGRESSO INTERNO:
NCS S 0510-R70B – *VERSAILLES CHIARO*
NCS S 0525-R70B – *VERSAILLES SCURO*
- RECEPTION:
NCS S 0530-Y60R – *FLOWER CORAL CHIARO*
- CAVEDIO:
NCS S 0505-Y40R – *NEUTRO*
- SALA SNACK:
NCS S 0530-Y90R – *PESCA*
NCS S 0520-R50B – *LILLA*



FASE 1 – FASE 2

Chromatic redevelopment project Fondazione Istituto Madonna della Croce Onlus - Via Ospedale 1, 21059, Viggiù (VA) - Arch. Laura Sangiorgi, Silvia Bellani, Nello Marelli



Viggiù Chromatic Redevelopment Project Fondazione Istituto Madonna Della Croce



Redevelopment project of the city of Lanciano







Liceo Artistico BOCCIONI – Milan---Chromatic redevelopment work – Detail of the entrance before the intervention of IACC Italia

Liceo Artistico BOCCIONI – Milan---Chromatic redevelopment work – Project detail





THE POLYCHROME CEILING EMPHASIZES THE MULTICULTURAL APPROACH
OF THE ART SCHOOL, HELPING TO MAKE THE ENTRANCE TO THE TEACHING
PLACES MORE LIVELY

IACC ITALIA © 2018

Liceo Artistico BOCCIONI – Milan---Chromatic redevelopment work – Detail of the entrance after the intervention of IACC Italia.

VIRTUAL REALITY

3D. Digital Twin -textile

I have been working on digital technologies for several years.

I have created two projects: TREND FORECAST IN VIRTUAL REALITY and CLOTH 3D ROOM.



Project
CLOTH 3D ROOM

presented at the MAREDIMODA fair
in Cannes in November 2022

This project combines the
technologies of digital twins of
fabrics, 3D modeling of garments,
the new immersive technologies of
virtual reality, all managed and
coordinated with skilful use of color

FABRIC + PIXEL + DIGITAL TWINS



The digital twin is a gap that opens onto a parallel reality,
an enlargement of the world and its perceptive
and interpretative possibilities.

Nello Marelli



I manage The VIRTUAL REALITY show room project



I manage The VIRTUAL REALITY show room project



NELLO MARELLI


MODELLAZIONE 3D e poi creazione di presentazione in VR



I manage the FABRIC. DIGITAL TWINS project


Mare Di Moda 2023 Library > Resources > Fabrics > Mare Di Moda 2023

10 items ☐ Select All + New Import Purchased Fabric Export All E




Introduction


Internal Code: GHISALLOJACQ
Product Name: T2112 DIS 7749
Supplier: Boselli
Composition: 78%Polyester,22%Elastan (EA)
Width: 109CM
Width Unit: CM
Weight: 134G/M²
Weight Unit: G/M²

☐ 


GHISALLOJACQ



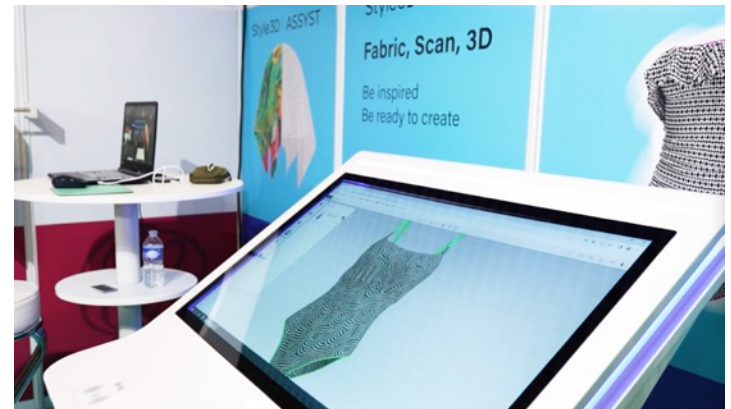
GHISALLO



GHISALLO



73559



I manage The VIRTUAL REALITY project



Trend Forecast in Virtual Reality

Mondi tridimensionali da esplorare come in presenza, per un'esperienza immersiva che guida gli operatori alla scoperta dei trend moda di domani. Fantascienza? No: realtà... virtuale! E, con Stardust VR by Nello Marelli, la tecnologia si prepara a trasportare il trend book in una nuova dimensione: quella della realtà virtuale.

Ideato e realizzato da Nello Marelli in collaborazione con Digital Mosaik, il progetto Stardust VR – Trend Forecast in Virtual Reality nasce per presentare in modo innovativo e coinvolgente i nuovi fashion trend. Alle tre caratteristiche minime del design – colore, forma e materia – Nello aggiunge un nuovo livello: l'emozione. Come? Grazie all'uso di un nuovo linguaggio d'espressione artistica: la realtà virtuale. Vediamo di cosa si tratta.



La genesi del progetto...

Nello Marelli, consulente tessile e del colore, trend forecaster, si è specializzato in "previsione sociale" - "future studies" con un master di secondo livello presso l'Università di Trento. A Trento, Nello ha iniziato il suo nuovo percorso, applicando i metodi degli studi futuri alla sua professione di consulente, con una chiara visione di come il "futuro digitale" avrebbe potuto svilupparsi in quell'ambito. La sfida? Presentare i fashion trend colore con la realtà virtuale. Il nuovo traguardo? "Vivere" i trend colore e non più "vedere" i trend. In collaborazione con Digital Mosaik, che ha sviluppato il progetto, Nello ha dunque ideato e dato vita a Stardust VR: un concept innovativo in cui la barriera, le distanze fra il contenuto e l'osservatore si dissolvono nella nuova dimensione della realtà virtuale, nell'ambito della quale si crea un legame emotivo potente con ciò che viene "vissuto".

... e la sua realizzazione

Studio italiano specializzato nella creazione di esperienze immersive e mondi tridimensionali, capaci di unire, emozionare, insegnare e migliorare il lavoro delle persone e le performance aziendali, Digital Mosaik ha realizzato un potente strumento che utilizza un visore per immergere l'utente all'interno di un mondo tridimensionale e creare un nuovo livello di percezione. Grazie alla realtà virtuale, con Stardust VR il trend book non è più solo un oggetto fisico da sfogliare e toccare, ma si trasforma in una vera e propria esperienza

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Best regards