

Digital Interactive
Experiences.

MONOGRID

Press kit





ABOUT

We are a crew of talents and innovators fueled by relentless curiosity and a drive to push boundaries who crave the thrill of crafting new worlds, platforms, and experiences.

DEOS
ET AVERS

WORK

We're **MONOGRID** A creative production company.



ENGLISH

Founded in 2016 in Florence, Italy, by Francesco Bernabei (CEO and Executive Creative Director), David Hartono (Technical Director), and Daniele Pelagatti (Technical Director), MONOGRID is a cutting-edge creative production company of more than 50 talented individuals who specialize in interactive digital outputs.

Our mission is to help bold brands in the luxury and fashion industry unleash their full potential and venture beyond the limits of reality. We do this by crafting immersive digital environments, engaging installations, and trailblazing content that push the boundaries of technology to make the unexpected happen at the intersection of the online and offline worlds.

ITALIANO

Fondata nel 2016, a Firenze, da Francesco Bernabei (CEO & Executive Creative Director), David Hartono (Technical Director) e Daniele Pelagatti (Technical Director), MONOGRID è una creative production company all'avanguardia composta da oltre 50 talenti specializzati in output digitali interattivi.

Lavorando tra mondo fisico e digitale, aiutiamo i brand più innovativi della moda e del lusso a esprimersi al meglio e a spingersi oltre i limiti imposti dalla realtà. E lo facciamo realizzando ambienti digitali immersivi, installazioni coinvolgenti e contenuti sorprendenti, che mettono a frutto una grande competenza tecnica e creativa per rendere possibile l'impossibile.

Our offices

Via Vittorio Emanuele, 35R
50129 Florence, IT
+39 342 5126242

Via Lecco, 18 20124
Milano, MI

MONOGRID S.R.L

Via IX Febbraio 7
50129 Florence, IT

VAT ID 06640500481
Cap. Soc. 60.000,00 €

What we do

MONOGRID can handle all creative production needs, from the initial concept to the final delivery, offering a comprehensive solution for online, offline, and hybrid projects. [Check out some of our work at this Link](#)



Our Clients


VALENTINO

NETFLIX

 *Loro Piana*

ENGINE

DUCATI

VOGUE

BVLGARI

★ Heineken

istitutomarangoni 
enhancing talent since 1935

WIRED

DOLCE & GABBANA




Maserati

BOSS
HUGO BOSS

Alexander McQUEEN

SAMSUNG

GUCCI

PRADA

Google


MONCLER



Awards

16x
FWE

28x
awwwards.

77x
CSSDesign
Awards

57x
DIGITAL DESIGN
AWARDS

TOP 10 WORLD BEST AGENCIES 2021/2022

Awwwards.
& CSS Design Awards

2021/2022 AGENCY OF THE YEAR

Digital Design Awards



Our Audience

AGE: 25-34

FOLLOWERS CITY BY: Florence, Milan, Rome, London

Instagram

(1 JAN- 31 DEC 2022)

500k
Reach

250k
Impressions

120k
Video views

8%
Engagement

5900
Followers (+25% VS 2021)

LinkedIn

(1 JAN- 31 DEC 2022)

+70k
Impressions

10k
Interactions

7%
Engagement

3344
Followers (+25% VS 2021)

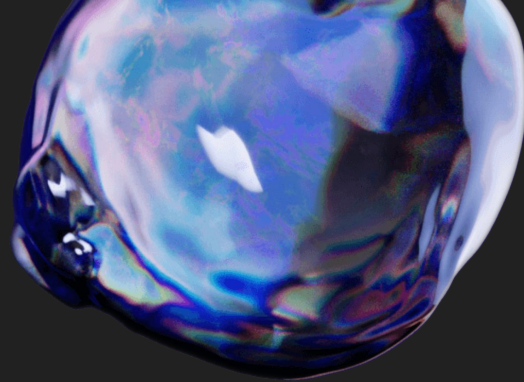
Newsletter

1300
Contacts

70%
Open rate

10%
Click rate





Events

MONOGRID has experience designing and delivering multisensory, interdisciplinary events for people to connect, experience, and have a memorable time. Like the newly-launched live format MESH – MONOGRID Experimental Sensory Hub, combining technology, music performances, art, and design. More info at mesh.mono-grid.com



over

800
Entries

over

3k
Social Interactions

over

14k
Instagram stories

over

53k
Engagement

over

20k
Reach

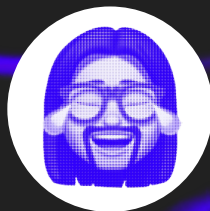


Our team

Since 2016, we've grown into a team of over 50 members.



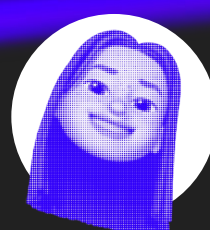
Francesco Bernabei
Co-Founder / CEO
francesco@mono-grid.com



David Hartono
Co-Founder / Technical Director
david.hartono@mono-grid.com



Guglielmo Gori
Business Developer
guglielmo.gori@mono-grid.com



Stefania Facciorusso
Marketing Strategist
stefania.facciorusso@mono-grid.com



Founders Bios

[PHOTO DOWNLOAD](#)



Francesco Bernabei
Co-Founder / CEO

ENGLISH

Francesco Bernabei is a creative professional with a wealth of experience in digital communication, photography, and interactive direction. He honed his skills as Interactive Director for a renowned digital production company based in London. He currently serves as the CEO and Executive Creative Director of MONOGRID, the creative production company he co-founded in 2016, where he is responsible for guiding and overseeing the company's creative output. Francesco is also an educator, working as a lecturer in Creative Direction at several universities within the fashion and design industry.

ITALIANO

Francesco Bernabei è un professionista creativo con una vasta esperienza in comunicazione digitale, fotografia e direzione interattiva. Ha affinato le sue competenze lavorando come Interactive Director per una nota digital production company con sede a Londra. Attualmente è CEO ed Executive Creative Director di MONOGRID, la creative production company di cui è co-founder, dove si occupa di guidare e supervisionare l'intero processo creativo dell'azienda. Francesco è inoltre docente di Creative Direction in diverse università del settore della moda e del design.



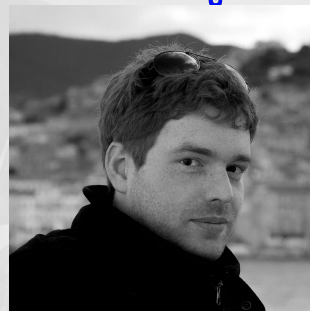
David Hartono
Co-Founder / Technical Director

ENGLISH

David Hartono is a creative programmer who seamlessly blends visual art and technology. He boasts extensive experience in creating animations, graphics, and special effects for web-based projects, as well as interactive installations for both commercial and cultural purposes. David honed his expertise in digital experiences working for one of the most prominent international agencies, ultimately achieving the role of Tech Lead. In 2016, he co-founded MONOGRID, where he leads, supervises, and actively participates in all projects involving interactive and multimedia installations as the Tech Director.

ITALIANO

David Hartono è un programmatore creativo che unisce nel suo lavoro arte e tecnologia. Ha grande esperienza nella realizzazione di animazioni, grafiche ed effetti speciali per il web e installazioni interattive per progetti commerciali e culturali. David ha perfezionato le sue competenze in digital experiences lavorando per una delle più importanti agenzie a livello internazionale, dove è arrivato a ricoprire il ruolo di Tech Lead. Nel 2016 ha co-fondato MONOGRID, dove in qualità di Tech Director è coinvolto in tutti i progetti che prevedono installazioni interattive e multimediali.



Daniele Pelagatti
Co-Founder / Technical Director

ENGLISH

MONOGRID co-founder and Tech Director Daniele Pelagatti is a seasoned interactive developer with over a decade of experience. He began his career in 2007, working for one of the world's most highly respected international digital production companies. Daniele is known for his ability to bring innovative and cutting-edge solutions to the projects he works on and is an expert in a variety of technologies and tools including HTML5, CSS 3, Web3, Javascript, Unity, Node.js, WebGL & GLSL Shader Programming, Autodesk Maya, Blender, and XSI.

ITALIANO

Daniele Pelagatti, co-founder e Tech Director di MONOGRID, è uno sviluppatore interattivo con oltre dieci anni di esperienza. Ha avviato la sua carriera nel 2007, lavorando per una delle digital production company internazionali più rispettate al mondo. Daniele è noto per trovare soluzioni innovative e all'avanguardia e ha competenze in una varietà di tecnologie e strumenti tra cui HTML5, CSS 3, Web3, Javascript, Unity, Node.js, WebGL & GLSL Shader Programming, Autodesk Maya, Blender e XSI.

GRID MONOGRID MONOGRID MONOGRID



Leaders Bios

[PHOTO DOWNLOAD](#)



Marco Trevisani
Design Lead

ENGLISH

Marco Trevisan is an experienced professional in communication and interaction design. He began his career as a UX designer and quickly expanded his skills to include User Interface, Visual Design, 3D, Augmented Reality, and Virtual Reality. As a team lead at MONOGRID, Marco manages and mentors a team of UX/UI designers working on innovative digital projects. He also shares his expertise as a lecturer and assistant in digital experience design courses.

ITALIANO

Marco Trevisan è un professionista della comunicazione e dell'interaction design. Ha avviato il suo percorso professionale come UX Designer, ampliando poi rapidamente il suo skillset per abbracciare User Interface, Visual Design, 3D, Realtà Aumentata e Virtuale. Come team lead, a MONOGRID gestisce e supporta un team di designer UX/UI impegnati in progetti digitali all'avanguardia. È inoltre docente e assistente in corsi di progettazione di esperienze digitali.



Valentina Trevisanello
Creative Lead

ENGLISH

Valentina Trevisanello is a creative force in the digital communication world. Armed with a degree in multimedia communication and a Master in Creative Direction, she has harnessed her passion and honed her skills as a Creative Lead at MONOGRID. Her expertise in the field has also been recognized as a judge for the digital award competition AWWWARDS and the Italian ADCI Awards 2020.

ITALIANO

Valentina Trevisanello è una creativa della comunicazione digitale. Con una laurea in comunicazione multimediale e un Master in Creative Direction, ha coltivato la sua passione e perfezionato le sue competenze ricoprendo il ruolo di Creative Lead a MONOGRID. La sua esperienza sul campo è stata riconosciuta anche entrando a far parte della giuria del premio digitali AWWWARDS e ADCI Awards 2020.



Rudy Faletra
3D & Video Lead

ENGLISH

With a background in product design, Rudy Faletra has fine-tuned his craft as a 3D modeler and animator, delving into video and visual production for brand communication. As the leader of MONOGRID's 3D team, Rudy brings his expertise to various projects, from mesmerizing animated videos to immersive web-based 3D environments and interactive installations.

ITALIANO

Con un background in product design, Rudy Faletra ha affinato le sue capacità di modellista e animatore 3D, lavorando nel mondo della produzione video e visual per la comunicazione di brand. Come leader del team 3D di MONOGRID, Rudy porta la sua esperienza e competenza in progetti che spaziano dalle video animazioni, agli ambienti 3D navigabili sul web ai visual per installazioni interattive.



Media Coverage

[Click here to read some article about us](#)

If you are writing about us, please keep a few things in mind:

- MONOGRID should be written in uppercase, if possible.
- Please always use one of our official descriptions.
- Before sharing any materials about us, especially if it includes quotes from our team members, we kindly request that you send the text for approval.

Thank you in advance for your understanding and cooperation!



Brand kit

Logo

MONOGRID
MONOGRID
MONOGRID

If you want to recreate our logo, please use the Monument Extended extra bold font otherwise you can download it.

[DOWNLOAD](#)



Brand kit

Logo permitted uses

MONOGRID



MONOGRID

MONOGRID

MONOGRID

MONOGRID



MONOGRID

MONOGRID



MONOGRID



Brand kit

Logo forbidden uses

MONOGRID



MONOGRID

MONOGRID

Never use the logo in his outline mode or in a colour that does not fit with our palette.

MONOGRID



MONOGRID

MONOGRID

Never stretch or deform the logo.

MONOGRID



MONOGRID

MONOGRID

Never apply a logo too close to the margins or on a background that hides the logo itself.



Brand kit

Fonts

These fonts are used in all the official communications related to MONOGRID's identity such as our logo, our social media and our website.

[DOWNLOAD](#)

TITLE

Monument Extended Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 . , ! ?

SUBTITLE

Titillium Web Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 . , ! ?

COPY

Titillium Web Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 . , ! ?



Brand kit

Colors

These are the colors associated with the MONOGRID identity.
Please use them by entering the correct color code.

BLACK

R:0 G:0 B:0
#000000

DARK GRAY

R:34 G:34 B:34
#222222

ICE GRAY

R:233 G:233 B:233
#e9e9e9

WHITE

R:255 G:255 B:255
#ffffff

ELECTRIC BLUE

R:0 G:0 B:225
#0000ff



We Love to promote
emotions with

Get in touch

MONOGRID

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number: 39 342 5126242



FRANCESCO BERNABEI

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number: 39 3331385127