



Lorenzo Petrantoni was born in Genoa in 1970.
After studying graphic arts in Milan, he moved to France
to work as a Art Director at Young&Rubicam.
After his return to Italy, he went on to work with some
of the greatest communication agencies.
He then moved away from the advertising world in order
to fully dedicate his time to his illustrating career.
His passion for graphic design and his fascination for the
19th century combine in his illustrations and videos.
He uses images from textbooks and dictionaries dating back to that period
which he discovered while browsing booksellers.
His distinctive and unmistakable illustrations give life back to words,
images, events and characters that would otherwise be forgotten.
He has worked as a designer and used his art to create
campaigns and videos for prestigious brands.
He has worked with major newspapers and international magazines and
he has had exhibitions all around the world.
He has won many prizes including V&A Illustration Awards,
London International awards, New York Festival, American Illustration,
Cresta International Advertising Awards, etc.
He now lives in Milan, he is a member of the 59ème Demi Brigade
de Ligne in Marengo and he positively loves Perrier.



LORENZO PETRANTONI

WAS BORN IN GENOA IN 1970.

AFTER STUDYING GRAPHIC ARTS IN MILAN,

HE MOVED TO FRANCE TO WORK AS AN ART DIRECTOR AT YOUNG&RUBICAM.

AFTER HIS RETURN TO ITALY, HE WENT ON TO WORK WITH SOME OF THE GREATEST COMMUNICATION AGENCIES.

HE THEN MOVED AWAY FROM THE ADVERTISING WORLD

IN ORDER TO FULLY DEDICATE HIS TIME TO HIS ILLUSTRATING CAREER.

PASSION FOR GRAPHIC DESIGN AND HIS FASCINATION

FOR THE 18TH CENTURY COMBINE IN HIS ILLUSTRATIONS AND VIDEOS

HE USES IMAGES FROM TEXTBOOKS AND DICTIONARIES

DATING BACK TO THAT PERIOD WHICH HE DISCOVERED WHILE BROWSING BOOKSELLERS.

HIS DISTINCTIVE AND UNMISTAKABLE

ILLUSTRATIONS

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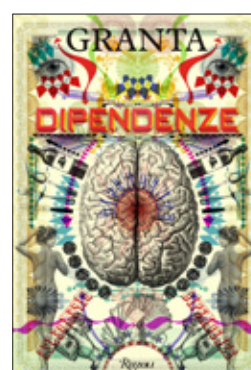
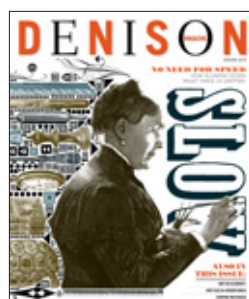
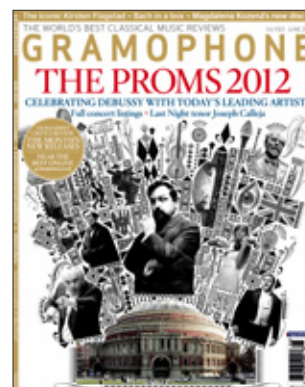
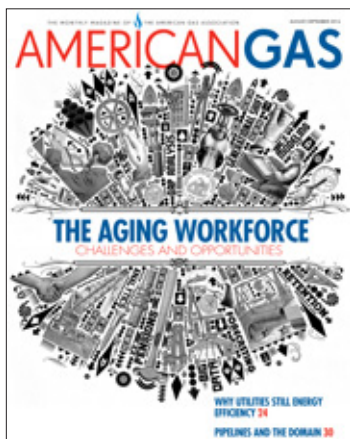
V&A ILLUSTRATION AWARDS, LONDON INTERNATIONAL AWARDS,

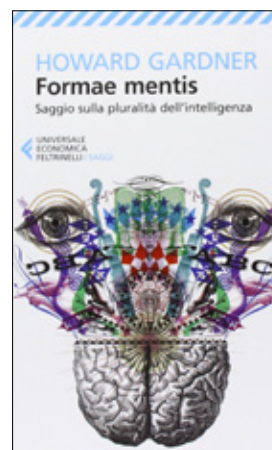
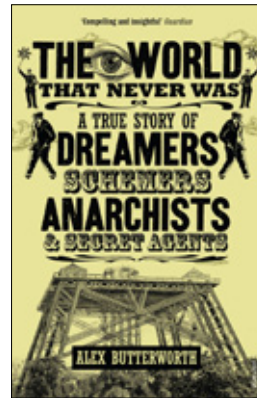
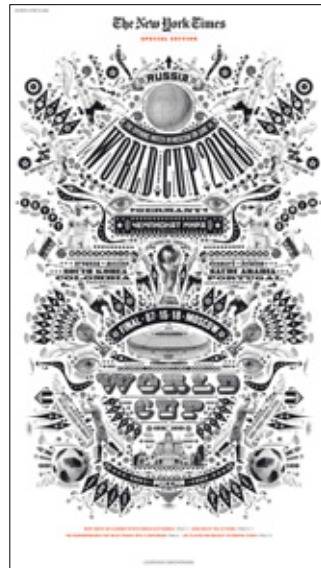
NEW YORK FESTIVAL, AMERICAN ILLUSTRATION, CRESTA INTERNATIONAL ADVERTISING AWARDS, ETC.

NOW LIVES IN MILAN

HE IS A MEMBER OF THE 59^{ÈME} DEMI BRIGADE DE LIGNE IN MARENGO

AND HE POSITIVELY LOVES PEPPER.





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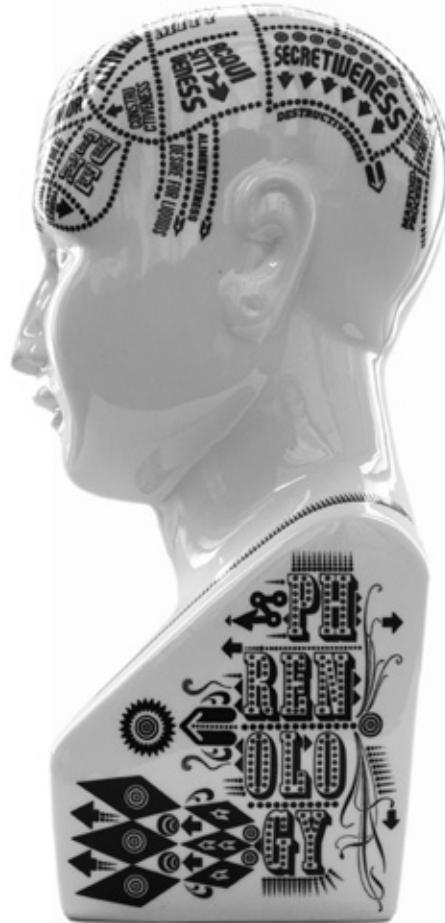
Le Bon Marché

Exhibit in Paris
made from 2,000
9x13cm pieces of paper
attached by hand





Piggy bank and Phrenology for Seletti





5 designs for Swatch in 2012 featuring 19th Century motifs.



10
MESSI



Estrella
Damm

FC BARCELONA
BARCELONA 1876

Estrella
Damm

AUGUST

LIONEL MESSI: 10

Estrella
Damm



Estrella
Damm

FC BARCELONA
DAMMO

Estrella
Damm

LIONEL MESSI 10

10 70 Estrella
Damm



MESSI

10 70



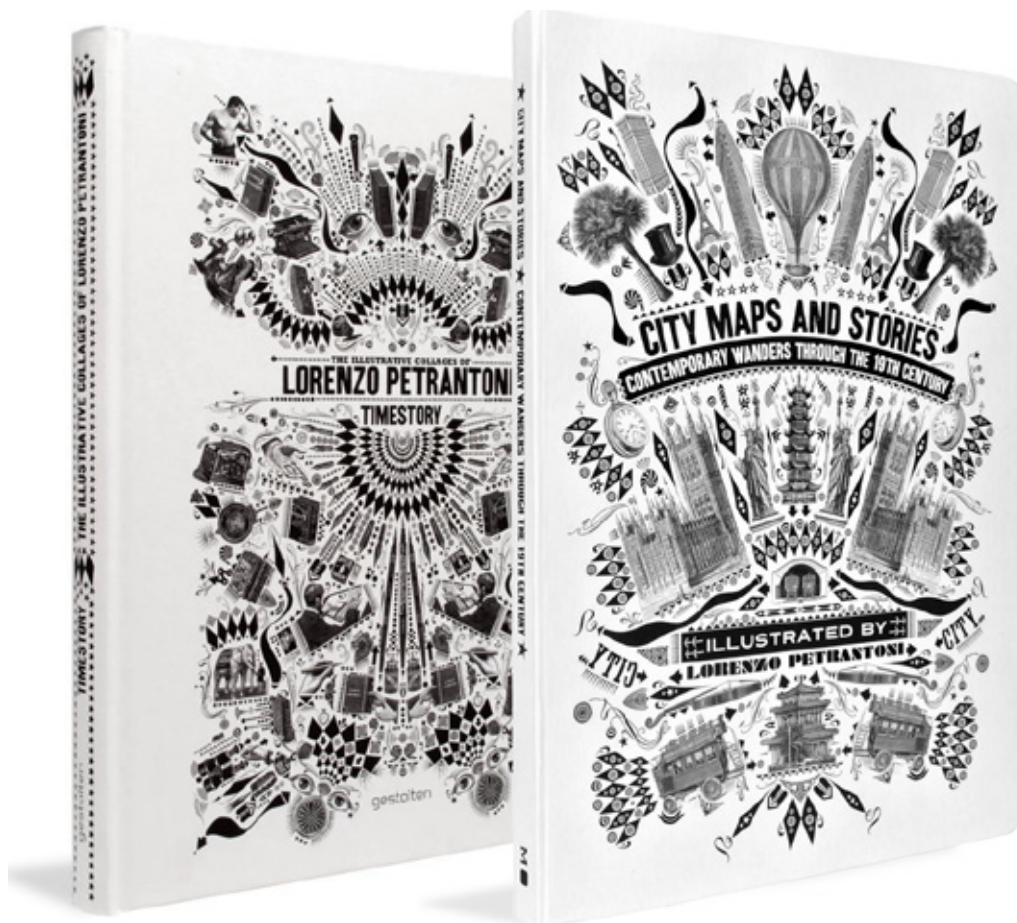
BARCELONA 1876

The New York Times

SPECIAL SECTION





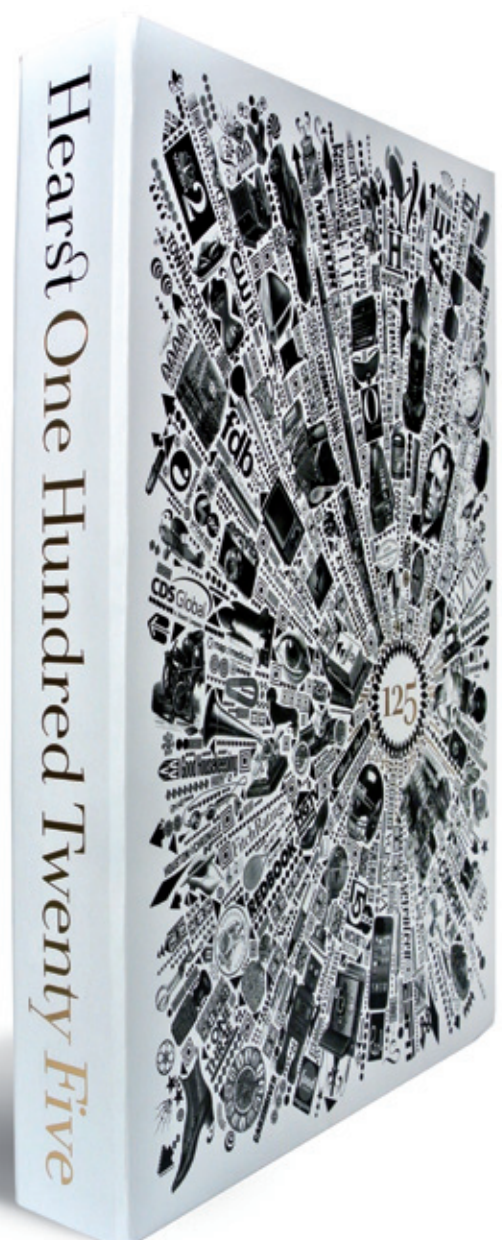


Lorenzo Petrantoni
Timestory
Published by Gestalten

19th Century City Maps and Stories
Illustrated by Lorenzo Petrantoni
Published by Moleskine



Lorenzo Petrantoni
Title: The Encyclopedia of Misinformation
Publisher: Rex Sorgatz



Limited edition book
for the 125th anniversary
of Hearst Publications.







The Water Tank Project, New York



Permanent installation at Bocconi University in Milan



Exhibit in Milan
(Galleria Gruppo Credito Valtellinese, Refettorio delle Stelline)
made of 22,000 9x13cm pieces
of paper attached by hand to compose
the word "Timestory" 60x4mt







Ducal Palace, Genoa

Exhibit at Spazio Tenoha, Milan





Mural for Montenegro, NYC



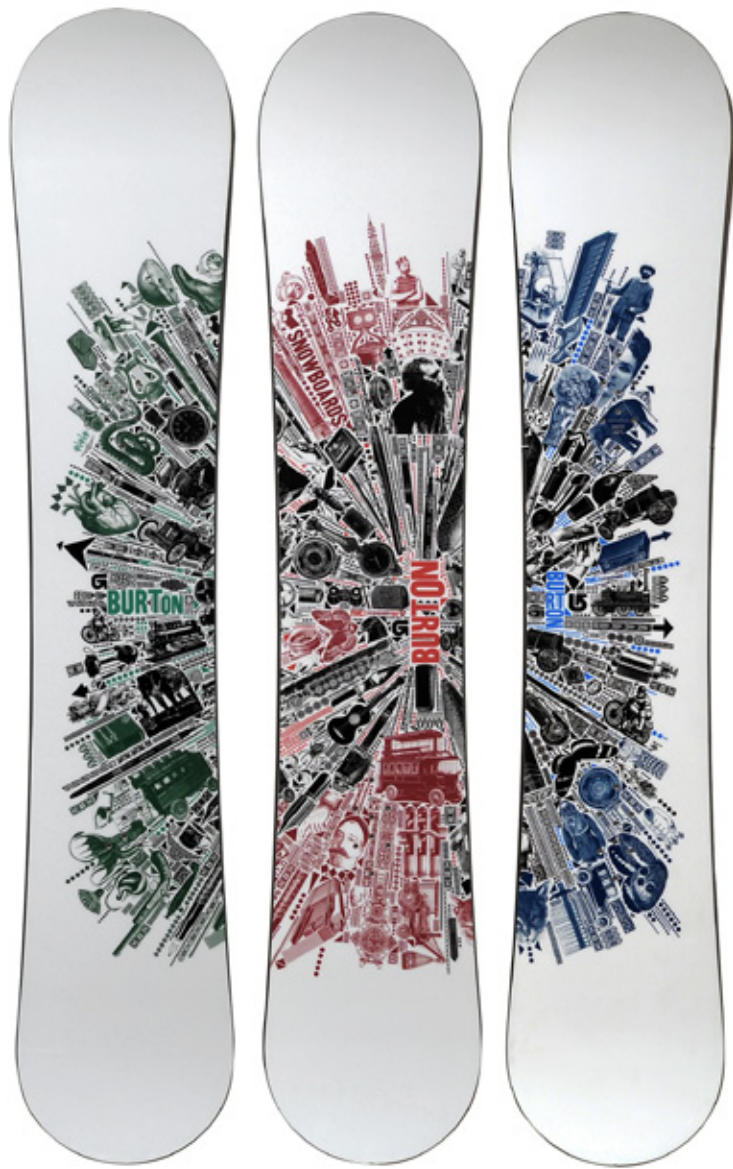


Illustration for Burton snowboards



Illustration for Samsonite



**“LORENZO PETRANTONI USES TYPE, ICONOGRAPHY,
AND AN EXTREMELY WELL HONED
SENSE OF DESIGN TO CREATE VITAL,
EXPLOSIVE, AND UNIQUE IMAGES ...
{HIS} WORK IS TRULY REMARKABLE.”**

Chris Curry, art director of The New Yorker

The Italian illustrator and graphic designer Lorenzo Petrantonì handcrafts bold contemporary collages using imagery from an era long gone. Breathing new life into lettering and images taken from textbooks and dictionaries that date back to the nineteenth century, his distinctive style is both beautifully sophisticated and edgily rock ‘n’ roll.

Timestory is the first comprehensive collection of Lorenzo Petrantonì’s striking illustrative collages for publications such as Newsweek, the New York Times, the Washington Post, the Wall Street Journal, La Repubblica, and Libération, and as well as for brands including Coca Cola, Urban Outfitters, Nespresso, Burton, Swatch, and Bosch.

This work is supplemented by installation views of key international exhibits and select personal projects.