MARTINO PIETROPOLI **ON** MARTINO PIETROPOLI
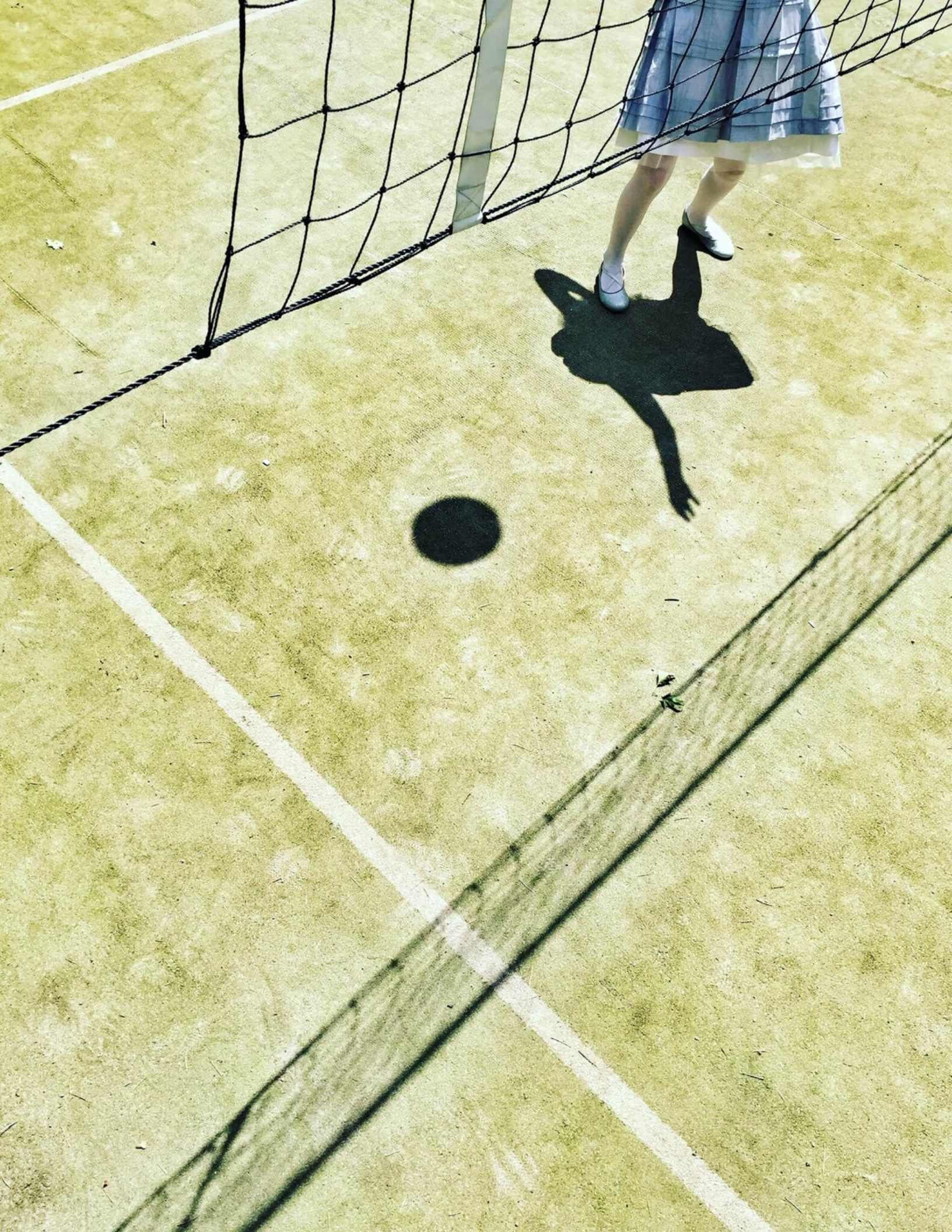
# MARTINO PIETROPOLI **ON** MARTINO PIETROPOLI

architecture, a font and a dog

I was born in 1974 in Rovigo, Italy. I graduated in architecture in Ferrara in 1999 and have been doing this job ever since. A few years after graduation I became interested in the digital world. At that time there were no blogs, but you had to compile boring html pages to get published. In those times I founded my first magazine on art, culture, cinema, society and music. It was called Metafluxus, in honor of Metaplus - a font designed by Erik Spiekermann - and Fluxus, the community of graphic artists and musicians from the 1960s. I liked the name. I invented fake names and wrote under different pseudonyms, pretending that there was some kind of editorial staff behind me. I later discovered that Giò Ponti also did something similar - albeit with slightly more triumphant results - with Stile, the magazine he founded and directed from 1941 to 1947. Moreover, as one New Yorker cartoon wisely observed, "On the Internet, nobody knows you're a dog".

Penthouse, Padua
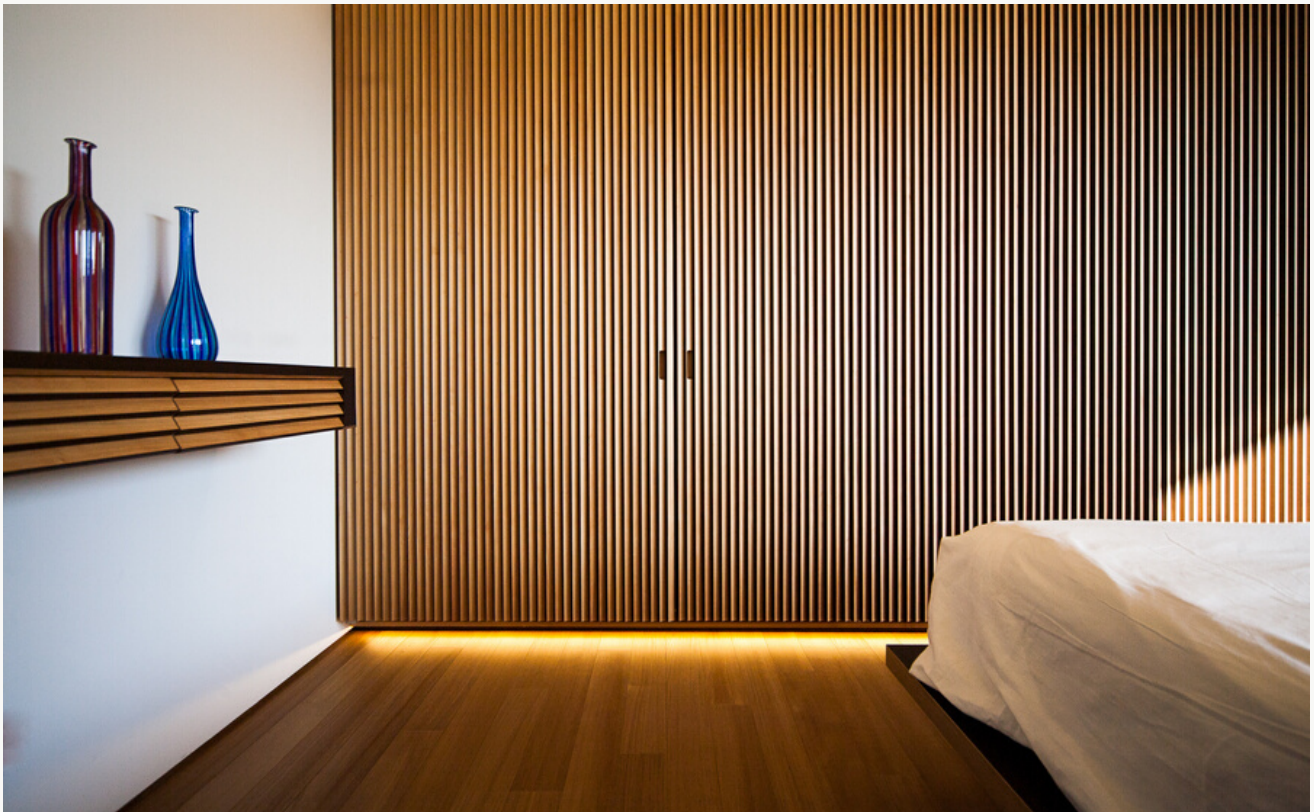
Twin House, Padua

Twin House, Padua

My main job has always been architecture. I have myself designed or contributed to designing private houses, apartment complexes, holiday homes and hotels, as well as factories and exhibitions. Architecture is a job that wields a balance between pure creativity and technique. Over time I realized that there was also a third element in the equation: bureaucracy. Combined with the element of technique, they both have the ability to limit and harness pure creative expression. This is perhaps why, alongside my career, I have always cultivated other passions as side projects (though some of them later became jobs as well): photography, graphics and writing. Speaking of which, they also go very well with architecture, because you have to tell, photograph and show it somehow.

I never intended these different expressions as aimed only at the narration of architecture, but rather as disciplines in their own right and I cultivated them as such. I have been a photographer since I was 11 and started to write a few years later. Over time the passion for photography has expanded to that for art and graphics and all together they have merged into the expressive possibilities that the digital revolution has made possible.

Digital has brought different expressive forms into dialogue. For me, it meant the possibility of applying the languages I used for a long time to create new objects made of images and words.

New stories.

In the mid-2000s I returned to the academic world, first as a tutor in the Faculty of Architecture of Cesena and then as a lecturer in the English course of History of Italian Design at the Ca' Foscari School For International Education. I have been teaching Advanced Design - Service Design at the Department of Engineering and Architecture of the University of Bologna for three years. The relationship with young students gently forced me to keep up to date and curious and I always draw interesting ideas from the dialogue with them. The enthusiasm of young people keeps the mind plastic. What's more, to transmit the passion for the study of architecture and for the resolution of compositional, formal or technological problems is an excellent mental exercise.

I have always seen all these various languages - architectural, photographic, artistic or literary - as different ways of communicating. Architecture speaks of space and movement, photography shows slices of reality not visible to the eye, writing unravels and explains concepts. These are different ways of communicating and in my mind they all belong to the highest need to say and express something.
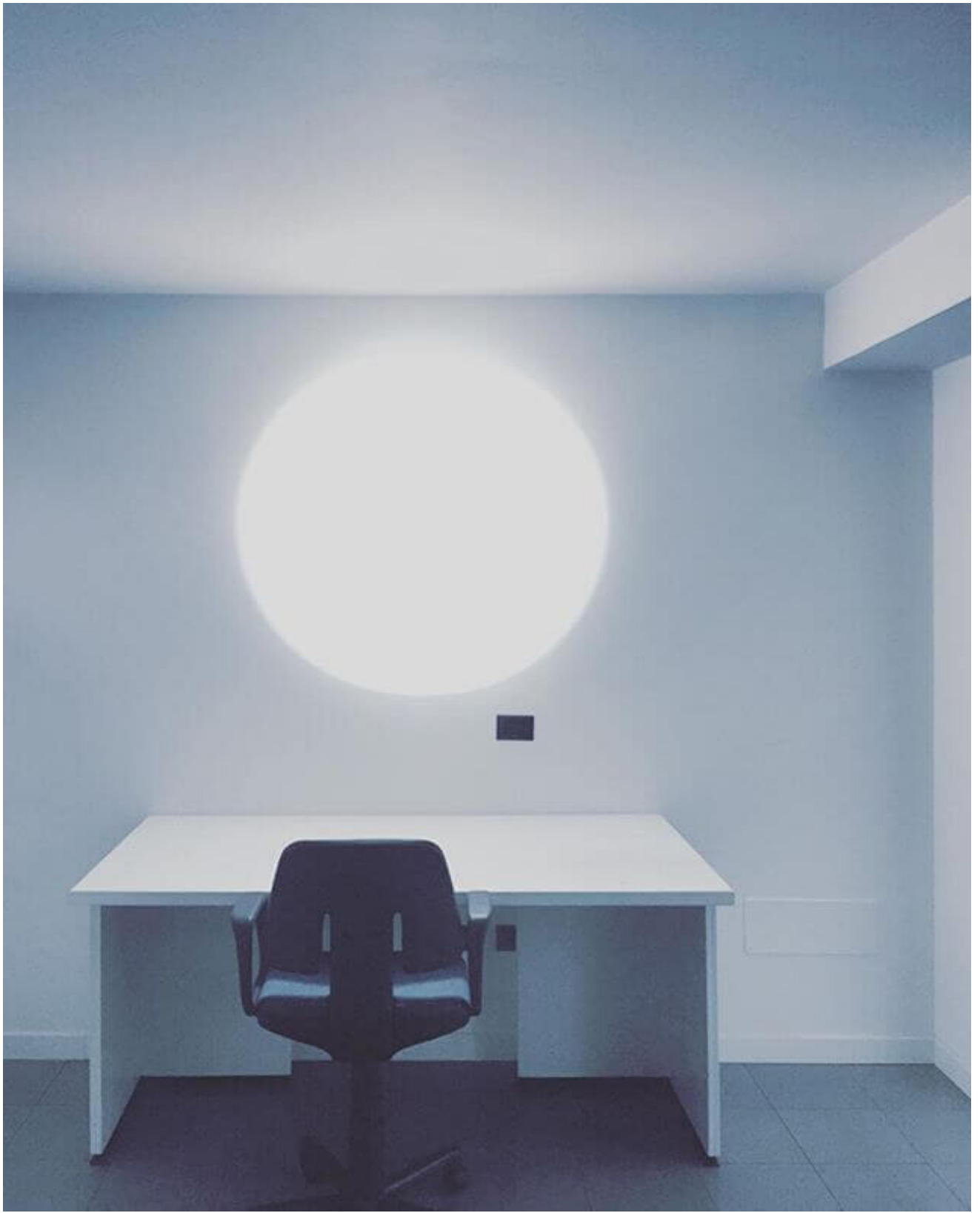
Communicating means transferring a message from a sender to a receiver. In the media it means saying something interesting using the language most suited to the readers. For this reason I use different languages and techniques: because there are many ways of saying things.

In 2012 I co-founded Runlovers, a website which in a few years has become a driving success in Italy in terms of traffic, as well a benchmark for brands and thousands of enthusiasts who animate its communities on Twitter, Facebook and Instagram. It was and still is one of the experiences I'm most proud of, because it allowed me to use a different and simpler written and visual language, even when talking about technical topics and quasi-scientific dissemination. This experience has also allowed me to develop skills in building brand awareness and in creating and managing its communities as social media manager. At the same time I learned to see the editorial product as a set of different practices that converge towards a single purpose and express themselves in different languages: words, videos, stories, pictures. Once again it was a matter of saying the same thing using different means.
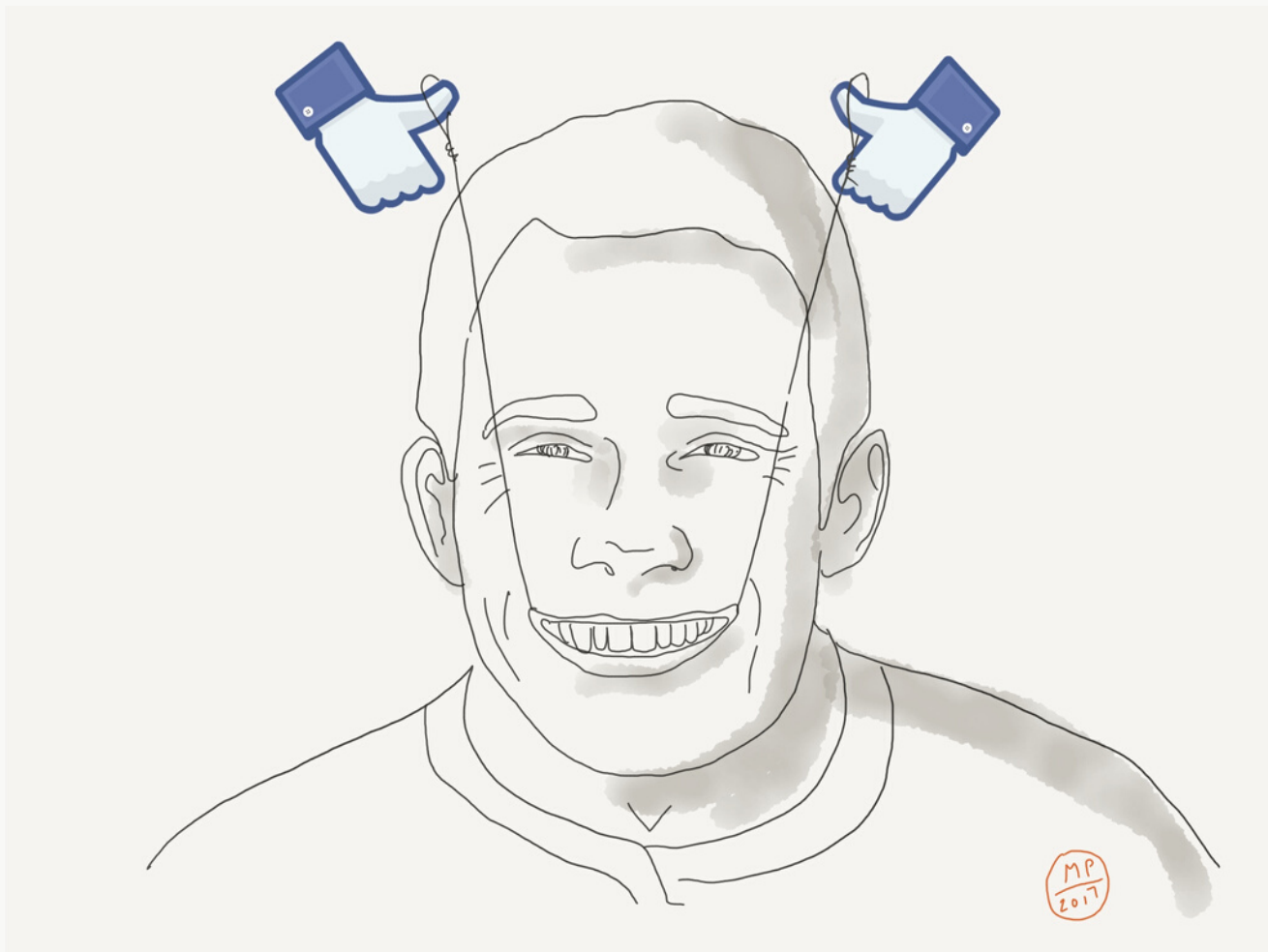
From 2015 until today I have become more and more interested in publishing and new media. In 2015 I was one of the editors of Medium Italia and I founded L'Indice Totale, a magazine that reviews everything.

From 2016 onwards, I've been collecting / storing my graphic and illustration works in the online publication The Fluxus, which over the years has gained a large following. In 2018 my passion for podcasts spawned an online magazine (in English) called I LOVE PODCASTS, reporting the best podcasts and the most interesting productions.
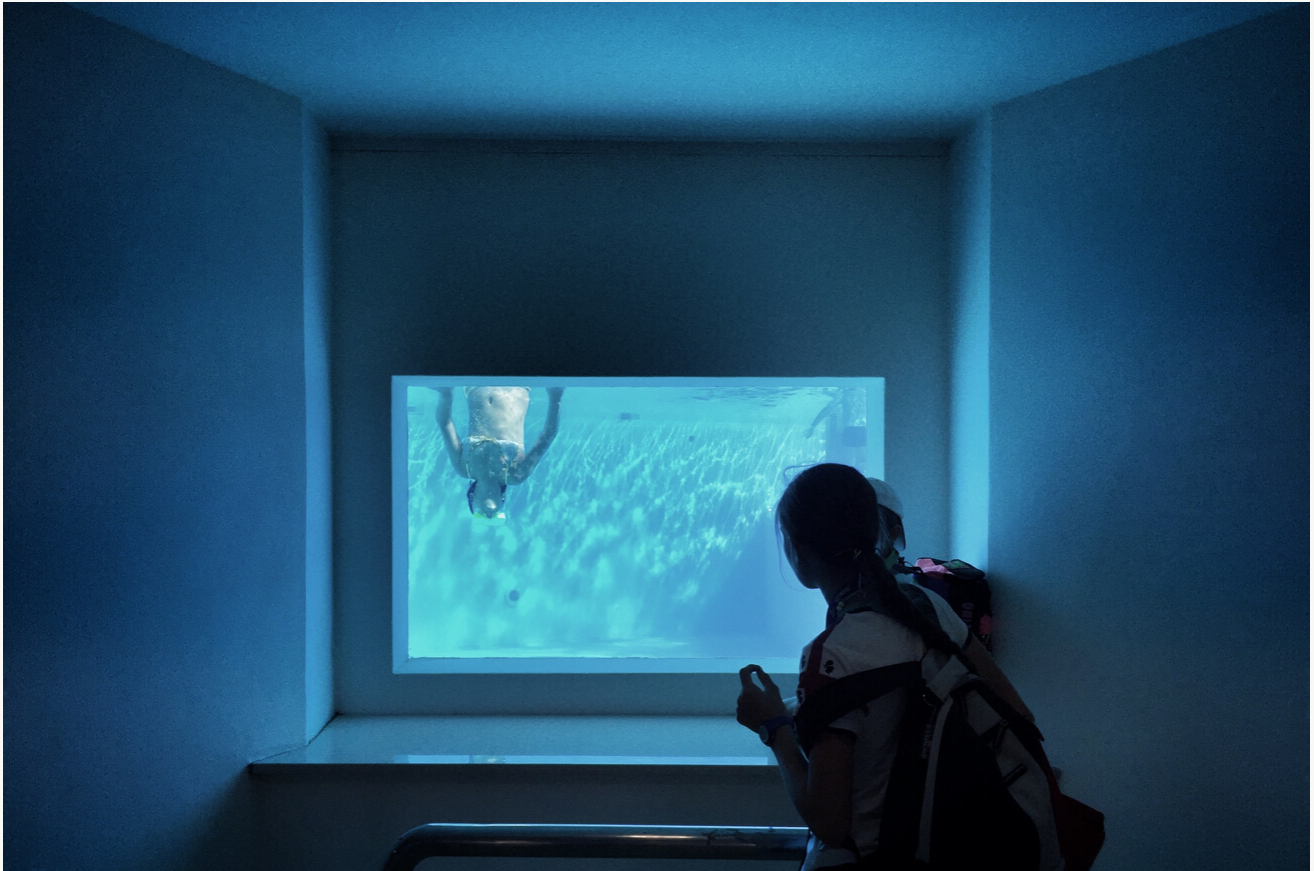
Using different languages all at the same time allows for interesting hybridizations. Sometimes I face a new architectural project in which I describe in words the physical experience of moving in a space, only later to be drawing and visualising it.

Photography teaches the importance of having multiple points of view and how the same thing can appear different depending on the eyes used to look at it. The media has taught me how to convey a message in the most effective and economical way, investigating the readers and trying to predict their interests while stimulating discussion. Design and graphics have brought me even closer to the ground-zero of communication: to say something with very few signs.

From the complexity of the architectural work - which
is choral, expensive, complicated - to the simplicity of
graphics and drawing, that are more immediate,
solitary but equally communicative.

All these disciplines, cultivated in parallel, hybridize
each other and leave something behind, becoming
meaningful by enriching themselves.

Creativity is boosted by all these different approaches
and occurs in the intersections between images, words,
spaces and voids.

Curiosity is in the eyes of the creator. It's always on,
always scanning the reality for ideas and suggestions,
finding matches, coincidences, hidden meanings and
what is surreal.

Magic happens when there's something slightly out of
place. Something that suggests that there's something
more beyond the veil of reality

Capturing the particular that few notice and
transmitting complex concepts immediately
and concisely.
I realized this is what I tend to do: to subtract as
much as I can in order to get the essence of
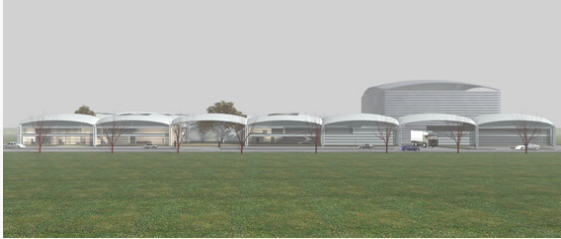things. That is what the journey is worth,
always.

works.

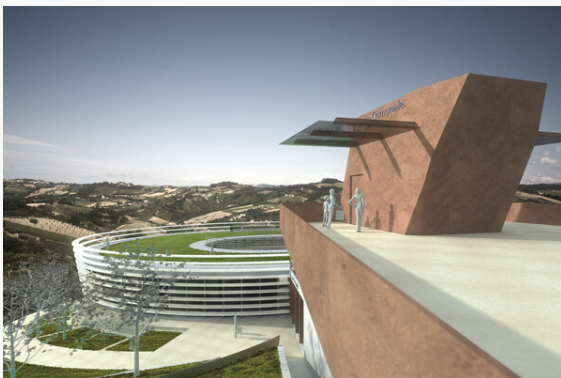New Hotel Capo Nord, Albarella island

Civil Architecture

Textile Factory in Mantua

New Hotel Capo Nord, Albarella island

Kindergarten, Roncofreddo, Forlì-Cesena

2002
Textile Factory in Mantua (P=project)

2003
Restoration project, Abbazia della Vangadizza
Badia Polesine (P)

2005
Valstar Factory, a Bagnolo S. Vito, Mantua (B=built)
Urban redesign of Corso del Popolo street, Rovigo (B)

2006
Urban Redesign, Piazzale Europa,
Rosapineta, Rovigo (P)

2007
Tombstone for Aldo Businaro, Monselice (B)
Funeral chapel, Padua (P)
Hypogeal Hall at Villa Venier, Sommacampagna (P)
New Hotel Capo Nord, Albarella island (B)
Restoration project of Villa Venier
Sommacampagna, Verona (B)

2008
Offices addition to an urban villa, Treviso (B)
Building project of Villa Venier
in Sommacampagna, Verona (B)
Competition for a New Agriculture School, Siena (P)

2009
Project for the area surrounding
the San Vito di Altivole church (P)
Competition for a kindergarten, Roncofreddo, Forlì-
Cesena (P)
Project of the Rovigo Hospital Entrance (P)

2011
Redesign of Piazzetta Oberdan, Adria (RO) (P)
Aula Magna, University of Turin at the
Maneggio Chiablese (B)

2019
Redesign of the coffee area at the Gallerie
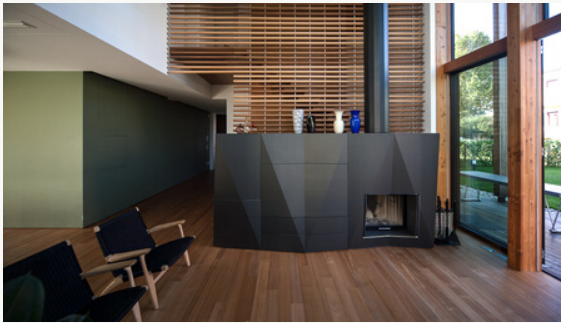dell'Accademia, Venice (P)

Twinhouse in Padua

Penthouse in Bassano del Grappa

Penthouse in Padua

Twinhouse in Padua

House for two musicians

Houses

1999-2005
Holiday Resort in Bibione, Venice (B)

2001
Penthouse in Bassano del Grappa (B)

2003-2007
Penthouse in Padua (B)

2004
Terraced Houses in Treviso (P)

2007-08
Maisonnettes Capo Nord, Albarella (B)

2008-09
House for two families in Conselve, Padua (B)
Flat renovation in Milan (B)
Redesign of a courtyard, Mantua (P)

2010
Apartment building, Rovigo (B)

2011-12
Apartment building 2, Rovigo (B)
Flat in Milan (B)
House for two musicians (P)
Flat renovation in Bologna (P)

2014
House F in Monselice (PD)
Project of a twin house in Conselve (PD)

2015
Flat in Ferrara (B)
Twin house in Padua (B)
Redesign of an historical flat in Padua (P)

2015-17
Twin House in Rovigo (B)

2017-18
Flat in Rome (B)

2018-19
Flat in Milan (B)

Teaching, lectures

History of Italian Design at SIE / Ca' Foscari, Venice

"I don't understand Contemporary Art" - Lecture at the Venice Biennale (Italy), with SIE/Ca' Foscari and Harvard

2005-06
Assistant professor of "Teorie della Composizione Architettonica" course, professor Andreina Maahsen-Milan, University of Bologna, Faculty of Architecture (Cesena)

2007-09
Assistant professor of "Qualità del Progetto Architettonico" course, professors Andreina Maahsen-Milan, Marco Boscolo and Adalberto Ivaldi University of Bologna, Faculty of Architecture (Cesena

Assistant professor of "Qualità del Progetto Architettonico" course, professors Massimiliano Casavecchia, Marco Boscolo and Adalberto Ivaldi, University of Bologna, Faculty of Architecture (Cesena)

2015
"Storytelling on Medium" - Lecture in Cagliari (Italy) - November 28th

2017
"I don't understand Contemporary Art" - Lecture at the Venice Biennale (Italy), with SIE/Ca' Foscari and Harvard - June 23rd 2017

2017-18
Lecturer of "History of Italian Design" at SIE - School for International Education, Ca' Foscari University, Venice

"Instagram is not about photography" - Lecture at FIOF (Festival Internazionale della Fotografia) - April 3rd 2018, Orvieto

"The language of Contemporary Architecture" - Lecture at the Venice Biennale (Italy), with SIE/Ca' Foscari and Harvard - June 20th 2018

2017-20
Lecturer of "Advanced Design" at the Department of Engineering and Architecture, Alma Mater University, Bologna, Italy

Media&digital

RUNLOVERS

2008
Dimensioni Blog: editor, writer (topic: design)

2012-
RunLovers, Co-founder, editor, writer, social media and community manager (topic: running)

Granta Italia: selected as emerging photographer and printed for the work "RETRATTI" - May 2012

2015
Medium Italia - editor, writer (topic: politics, culture)
L'Indice Totale, founder, editor, writer (topic: basically anything)

2016
"The Fluxus" - founder and illustrator (topic: art, illustrations, cartoons)

2018
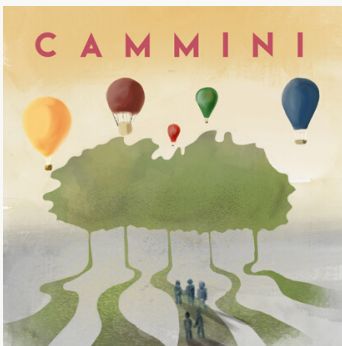"We are Runlovers", four episodes of the original podcast for Audible (writer)
"I LOVE PODCASTS" - founder and editor (topic: podcast)

2019
Illustrator of some podcast covers for Storielibere.fm

2020
Podcaster for RunLovers ("Fuorisoglia", a podcast on running with Sandro Siviero)

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