

MM Company srl © ALL RIGHTS RESERVED  
HQ MILAN: SPAZIO MM · VIA MARONCELLI 3 · 20154 MILAN (IT)  
OFFICE VERONA: VIA P. CALIARI 37 · 37131 VERONA (IT)  
STUDIO@MMCOMPANY.EU · T. +39 02 39219504  
MMCOMPANY.EU



# MM Company

Creative consultancy agency



# Profile

**MM Company is a creative consultancy agency founded by Manuel Barbieri and Marco Magalini that curates the creative direction of brands or individual projects: branding and graphics, communication and design.**

**The world of MM Company is made up of brands that are actually people: each one with its own conceptual and visual identity, a character, a tone of voice, a language. A real personality, to be conveyed in all phygital contexts.**

STRATEGY  
CONSULTANCY

BRANDING  
& GRAPHICS

COMMUNICATION

DESIGN

CONTENTS  
PRODUCTION

+  
mmcompany.eu

INSPIRED BY  
WGSN



# The creative duo

The creative duo of Manuel Barbieri and Marco Magalini deal with the conception and curatorship of creative projects for brands and realities in the fields of design, fashion, interiors and materials.

A mental and aesthetic synergy, cultivated and cherished in over ten years of working together, which converts into a kaleidoscopic and humanistic vision of the project, with a strongly design-oriented soul.

In addition, thanks to the work of their creative consultancy agency MM Company, creative ideas are produced and realised in the physical and digital dimensions: branding & graphics, communication and design.

+  
@magalinimarco

+  
@manuelbarbieri\_mm





# Special projects

The MM Company universe is also fuelled by special projects, aimed at better understanding the contemporary society in which we live and to develop interactions and networks.

In 2017, MM Company established **MM Award**, the international creative award created to discover, connect and support the next generation of talent in fashion, product and interior design.

In 2021, MM Company launched **caleido**, an innovative creative project, conceived as an Observatory, including a Diary of interviews, a brand of self-produced objects (Caleido Collection), an e-shop and Casa Caleido.

The agency has been honoured with **prestigious awards**, such as 'The Cleverest Award by AD' for product design, the 'ADCI Art Directors Club Italia Award' and 'ICMA' for graphic design and digital communication, and the 'IVIA' for brand identity.



# Working method

The definition of objectives (0) and analysis of opportunities (1) are preparatory to the elaboration of a strategic consultancy in the areas of branding, digital marketing, communication and design.

From strategy we move on to the conception (2) and development (3) of the project, which includes the management of all aspects related to it and the production of the content necessary to its realisation.

0  
Definition  
of objectives

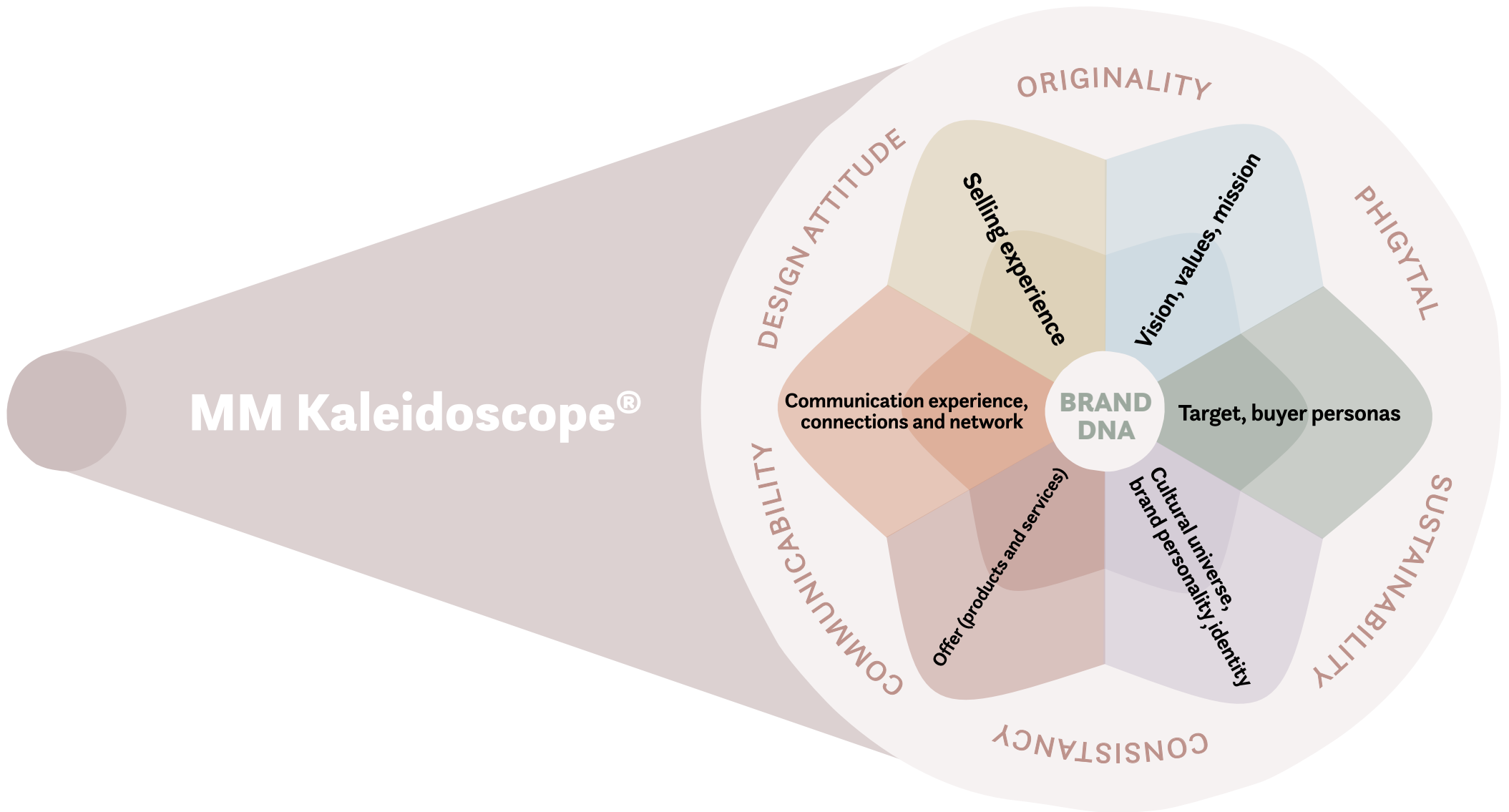
1  
Analysis  
of opportunities

2  
Project  
conception

3  
Project  
development



# Working method





# Why rely on MM Company

1

## Strategic approach

We approach projects with a strategic and phygital-oriented approach. We are used to dealing with the comprehensive and ramified management of a brand's creative activities, with a multifaceted and comprehensive vision.

2

## Uniqueness of projects

We interpret the client's needs and turn them into projects that are both creative and pragmatic. While applying a codified working method each project is unique in that it is the result of a kaleidoscopic process of study and analysis of the brand universe and the context in which it operates.

3

## In-house team and widespread agency

We are a rational and focused creative performer. Our in-house team is the client's sole point of contact and is responsible for designing and implementing projects, defining the strategy, managing the workflow and coordinating the specialised partners involved.

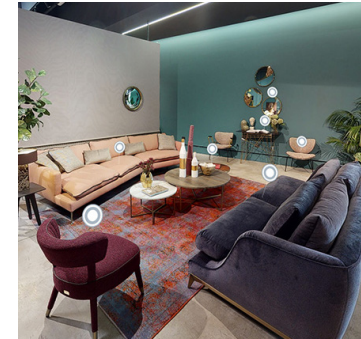
4

## Boutique approach

Curatorship, method and a spirit of excellence characterise our approach. In every expression and relationship, our mindset strives for perfection in consultancy, work, organisation, budget optimisation and workflow management, striving to continuously refine what has already been achieved.



# Projects







# Projects

PRADA

סוּוּ סוּוּ

cc-tapis.

J  
JACOB COHEN

MICAM  
MILANO

PRADA Group



NATUZZI  
ITALIA

smeg

HENGE®

sitia®



MARCOLINI MARMI

cc-foreducation  
ONLUS

TUBES

LE  
LUXURY LIVING ENGINEERING

BONOTTO



giacopini  
BRIGHT METAL OBJECTS

fragiacomò  
MILANO

LU<sup>oo</sup>  
murano

Kartell • LAUFEN



SCANDOLA  
MARMMI

HYPO TIROL BANK



nIMU  
ROMA

Linea Tors

ASSOCALZATURIFICI

CAMERA ITALIANA BUYER MODA

ADI  
ADI ASSOCIAZIONE  
PER IL DISEGNO  
INDUSTRIALE

MOHEBBAN  
MILANO



arjowiggins

San Andrés  
MILANO





**Thank you!**

