

## “Imagination makes power do great things”

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**Marco Oggian is 25** (just turned), has an enviable curriculum vitae and a position as the head of the youth design department of one of the world's biggest clothing giants. Many would like to change places with **Marco**, originally from Laveno Mombello, who is **about to leave for the Spanish town of La Coruña**, with an **employment contract from Pull&Bear**, a brand that, together with Zara, Massimo Dutti and Bershka, is part of the Spanish clothing giant Inditex, in his pocket. But rather than having his new job, it would be nice to have his passion and his talent to do what he does: designer, creative mind, photographer, filmmaker, and lots more. Because he has got to where he is today, step by step, with the effort, the pleasure and the fruit of his labour.

**He contacted us shortly before leaving**, but (and we can say this on his behalf) it was certainly not to publicise himself; he really doesn't need it. He just wanted to leave a message for young people, like him, who, every day, cultivate their passions, without having reached success yet. "Ignore the complaints, and don't give up, because it's not impossible: try, try and try again," said Marco.

Marco **had already been appeared in the pages of local newspapers with an odd undertaking**, a cross between marketing and a Guinness World Record (see photo below). That time, he had got into a car, with a camcorder, and toured around half of Italy in a month, filming himself twenty-four hours a day, streaming his adventure. One small detail: throughout the journey, he never set foot out of the car. It was a very curious undertaking, which aroused interest in the general press, but not as much as **his graphics and design work** has aroused over the years **in specialist magazines**, interest that culminated in a two-page spread dedicated to him in Computer Art (a magazine that is a point of reference, in Italy

and the United Kingdom, for digital artists).

**And to think that it all started with an internship at Mascioni**, the company that deals in textiles. Marco has always had a passion for drawing and graphic art, and while attending art school, **at the age of 15**, he found a summer internship at **the company in Cuvio**, where he discovered the world of graphics programs for textiles. He played around a bit, and experimented a bit, and it was during that internship that he created a pattern that was **purchased, for exclusive use, by Zara, no less**.

From that moment, **he started doing graphics and design jobs**, combining the end of high school with a year at the Swiss university SUPSI, and working at a supermarket to pay for his holidays. Then, as the first jobs as the art director from some agencies arrived, he started experimenting all round. "My motto has always been to try to learn to do as many things as possible, and that's what I suggest in this field. I learned to be a photographer, to make videos, to produce advertising campaigns, from A to Z," **he said**. This was how he got his first result. Behance, the most important website for online portfolios, **declared his the second best portfolio in Italy**.

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Then the first interesting positions started coming: brands like **Brekka and Volcom**, casting experiences, agencies, and also some independent projects, created and carried out together with friends; the brand **Color Propaganda**, the company True Color Film, for the production and editing of videos about the world of snowboarding, jobs around the world: from graphic artwork for jeans in Canada, to American snowboard brands, to graphic characters in New Zealand.

Marc explained, “It didn’t all go smoothly; this is a world where you often earn little or get paid after a long time. But what was always important for me was to get experience. My dream was, and still is, to open an art studio with my best friends.”

This dream suffered a small delay, one afternoon, when Marco **received a Skype call directly from La Coruña**, with an offer to work for Pull&Bear. “It was a Friday, and I instinctively said that I couldn’t accept because I wanted to work on my dream of an art studio.” On the other end of the call, they could not believe it, because the offer they had made him was not one to be rejected so easily. And so, the following Monday, they called again: Pull&Bear had chosen him, and they gave him no choice. **They asked him if he wanted to move to La Coruña or to California**, and Marco accepted: **he will be leaving for Spain in April**.

“Before going, it was important for me to leave a positive message,” **said Marco**, “and I hope it can help. I’d also like to recommend some reading: *Let my people go surfing*, by Yvon Chouinard, the climber and founder of the Patagonia brand. It’s a lovely read, because it talks about a very deep man; Chouinard wanted to be the best, not the biggest, most important or most powerful, all of which I personally see as negative, but the most skilled. He wanted to transmit beauty and goodness, it was he who said that the best design doesn’t need design, and when something works, it doesn’t need advertising. And this is also my advice: today, we’re overwhelmed by fear. There’s only hatred of the next one, a desire to climb into in your shell and drive out the unknown. But, in fact, we must learn to look for the beauty of things. We must learn to follow beauty.”

di Tomaso Bassani traduzione di Campiglio & Basso H. (Reviewed by Prof. Rolf Cook)