



# BIOGRAPHY



Roberto Bruno born in Milan Master's degree in Modern Literature at the State University of Milan, specialization in History of Arts and Entertainment. Master's degree at the Polytechnic of Milan in Multimedia Languages. Freelance journalist registered with the National Order of Journalists with card number 136433. He began his journey of research in the visual arts fascinated by the digital aesthetics of the World Wide Web, giving life to a surreal language with existential implications that lead to estrangement and nonsense. He has created artistic installations for important international and national brands with a highly innovative character: Teatro alla Scala, Feltrinelli, Nike, Prada, miu miu, Toiletpaper. But not only. Iconic mirrors such as the "Pixel Mirror" designed for Seletti or the interactive mirrors for Dilmos "Talk to me" and "Speak to me",

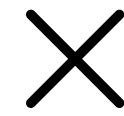
real objects between art and design, a reflection of our contemporaneity. Art Posters like "Fail" and "Try" mark the continuous comparison with the present and public places, especially the street as a true agora of communication and debate. Here provocation manifests itself as a spark capable of sparking reflections on places, society and global mass communication. The forays into digital art are countless and eclectic, always understood as a vehicle of exchange or as a means capable of making unexpected events happen and often devoid of a defined meaning other than that of underlining the precariousness and existential absurdity of the human being.

## ARTIST PROFILE

Roberto Bruno's works trace original perspectives in the art world. Innovative and unique, they reflect the artist's vision and poetics in form and content. Life understood as a form of art and art as a form of life. A constant dialogue between author and spectator which becomes an integral part of the artistic work. Hence the social and non-self-referential use of technology. Interactivity becomes language. It reveals the founding themes of the work and their stylistic signature. The absurd and non-sense become protagonists of the (rich) staging in a succession of theatrical coupés. Everything changes, nothing stays the same. Another founding theme of the works that change over time just like the author's life. An indissoluble common thread that continually evolves from moment to moment.

In this grasp of every moment as unique and unrepeatable, the work becomes a litmus test of contemporaneity. Mirror mirror of my desires who is the most beautiful of them all. A manifesto of the hedonistic and solipsistic era in which we live. Everything flows in an infinite swipe in search of an elusive meaning where the true meaning becomes the search itself. An intimate psychoanalytic navigation in which all phases of the author's life are crossed. From childhood to maturity through adolescence. Here a surreal world is established in complete antithesis with the society of contemporary images. The idea of the frustration of the image and of a revenge of the imagination finds its epilogue here. A language used in these imaginative excursions with strong existential implications that lead to estrangement and nonsense.

## AESTHETICS AND SYMBOLISM



All the elements of Roberto Bruno's works are as if they were bearers of an extreme experience and hence their deformation and multiplication. They are witnesses of a magical world where every illusion is possible. In this universe there is only room for the forms dear to the author. Human beings are banished from this circle to remind us of a single Japanese character who, not surprisingly, does not belong to the author's biographical life but is a face purchased from an image bank. Besides him, only the artist's father and mother are present in entirely manipulated photographs. But not only. Unrecognizable because they are blurred, there are companions from past life who no longer have defined traits in the present and at work. The passage of time is thus manifested in the work where the aesthetic treatment becomes symbolic.

The words become expressive metaphors of the author in which it is easy to read the literary references that have strongly influenced my way of conceiving and living life. From the poetic form and musical sense of Whitman, we move on to the beat world of Kerouac, crossing Henry Miller's conception of life as an art form and the profound humanity of John Fante up to Samuel Beckett's sense of the absurd. The text flows like images in an ever-changing infinite loop. The only thing that does not change is the domain name which guarantees the uniqueness and originality of the work as a non-falsifiable source of certification. The creation of designer mirrors for Seletti or interactive art mirrors maintains the same immersive and ironic flavour. Collaborations with international brands certify the universality of the language and above all its contemporaneity.

**SELETTI**

Pixel Mirror

[website](#) [gallery](#) [video](#)

SELETTI





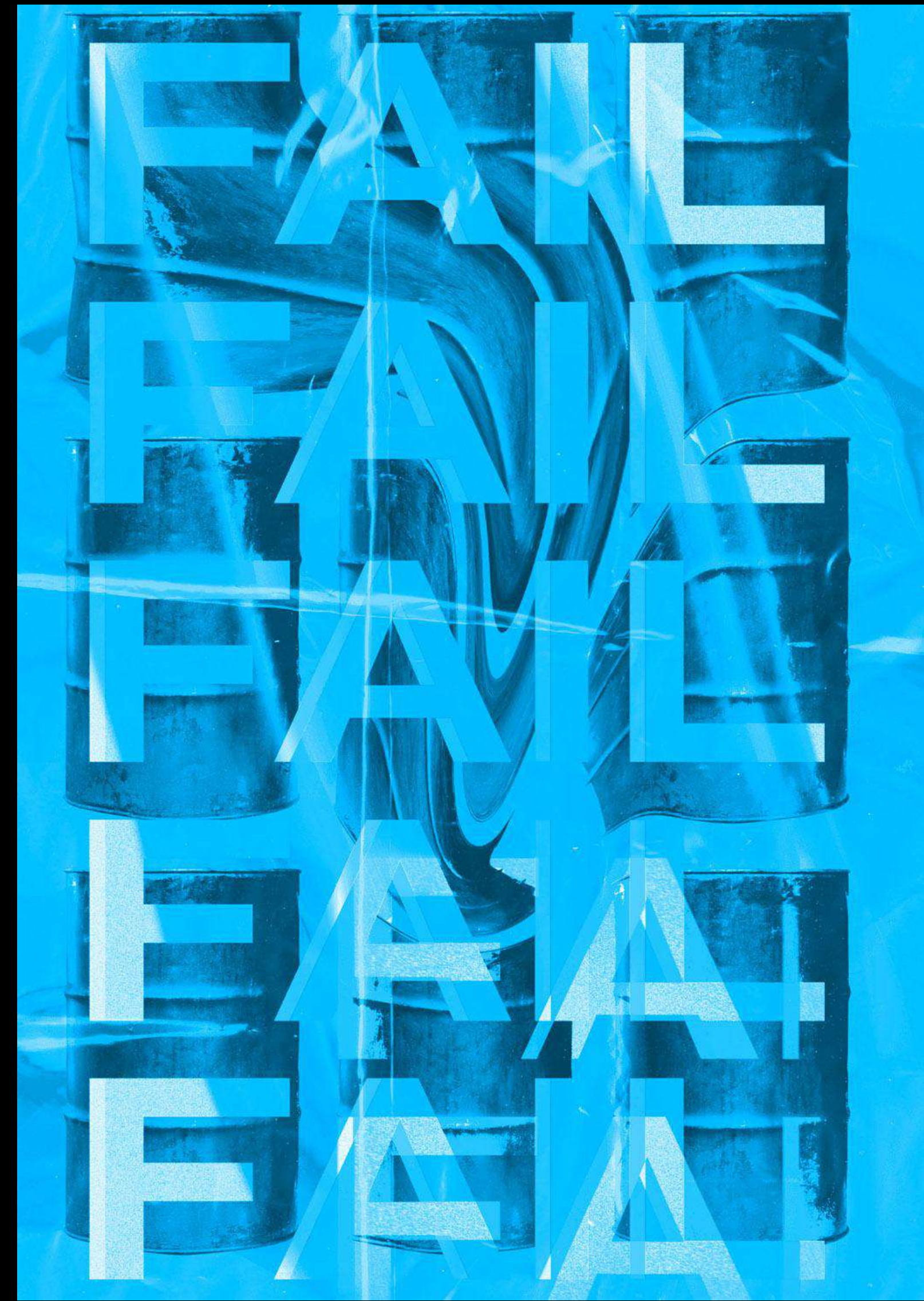
SELETTI

# FAIL

Art Posters

[website](#) [gallery](#) [video](#)

# FAIL









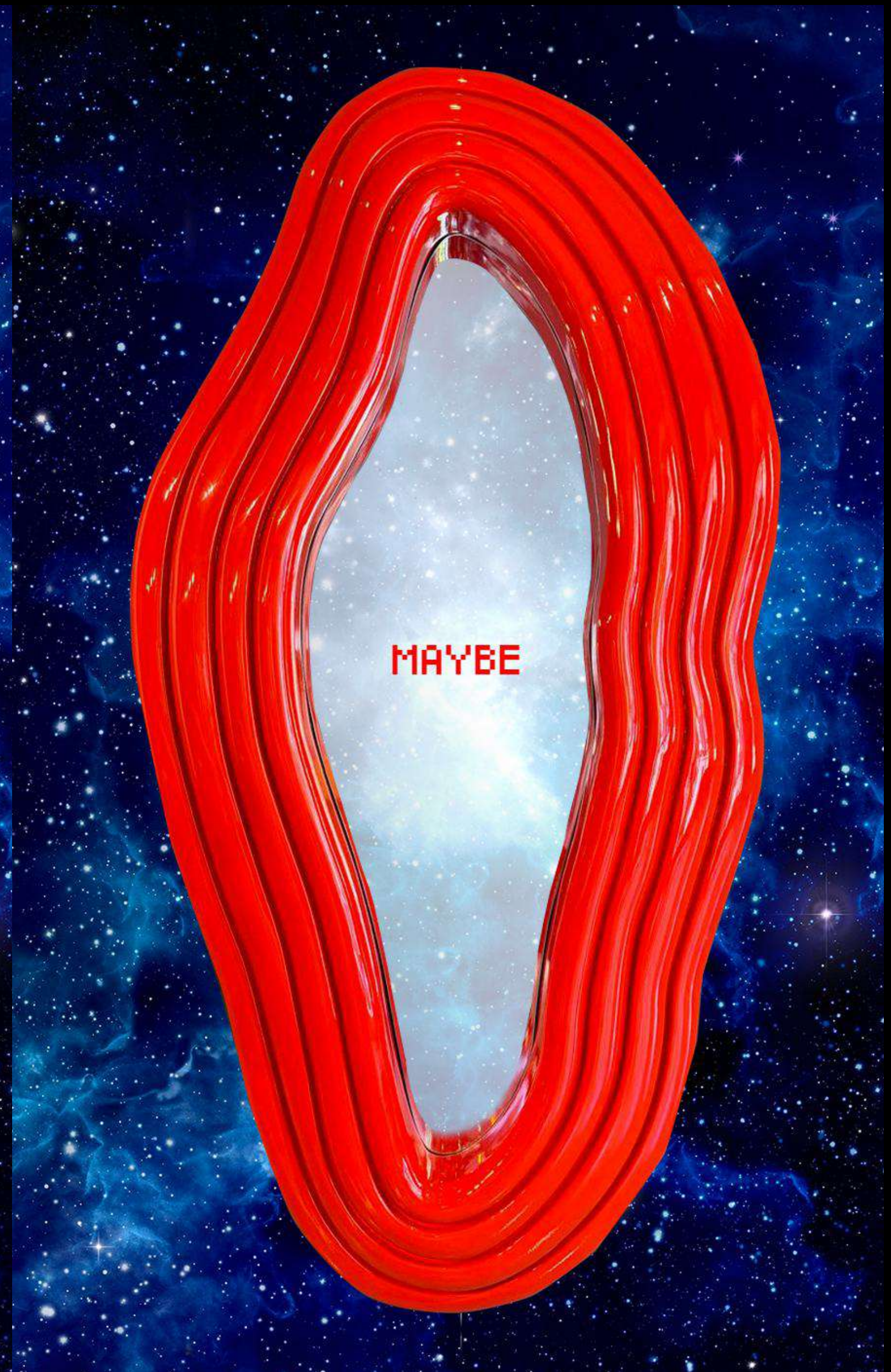


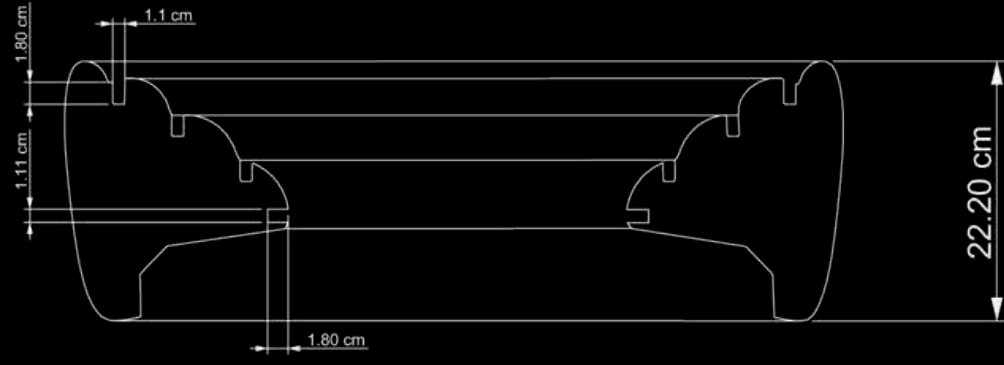
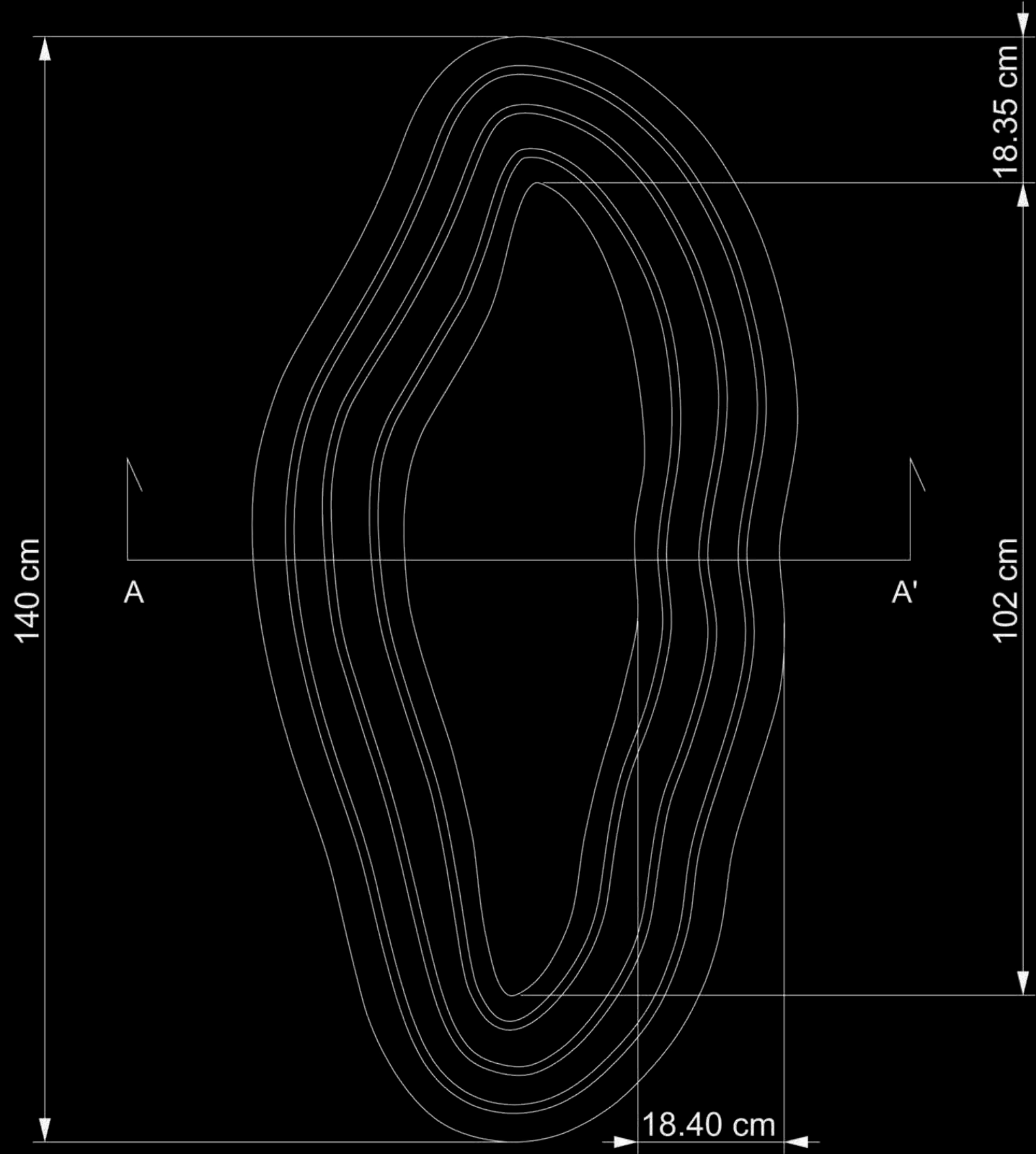
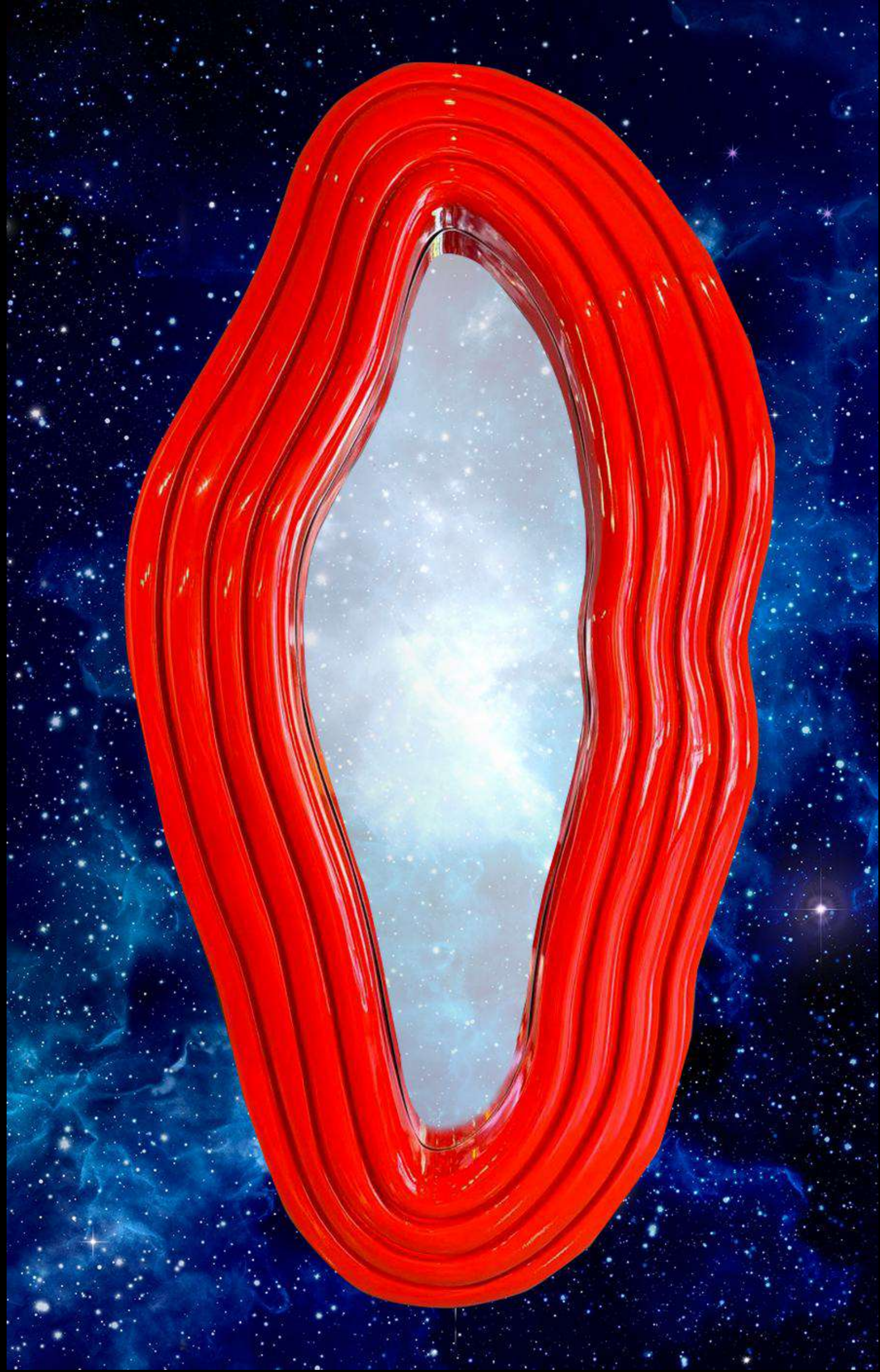
**FALL**

**DILMOS**

website gallery video

**TALK TO ME**





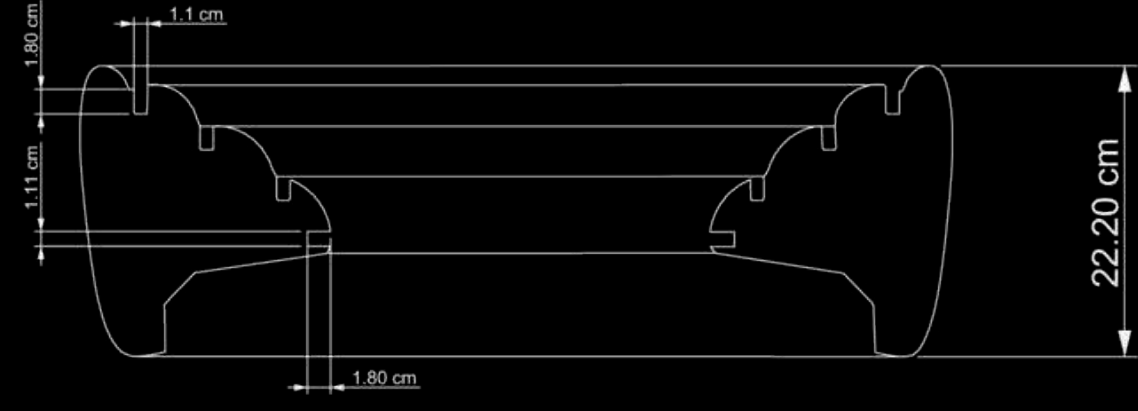
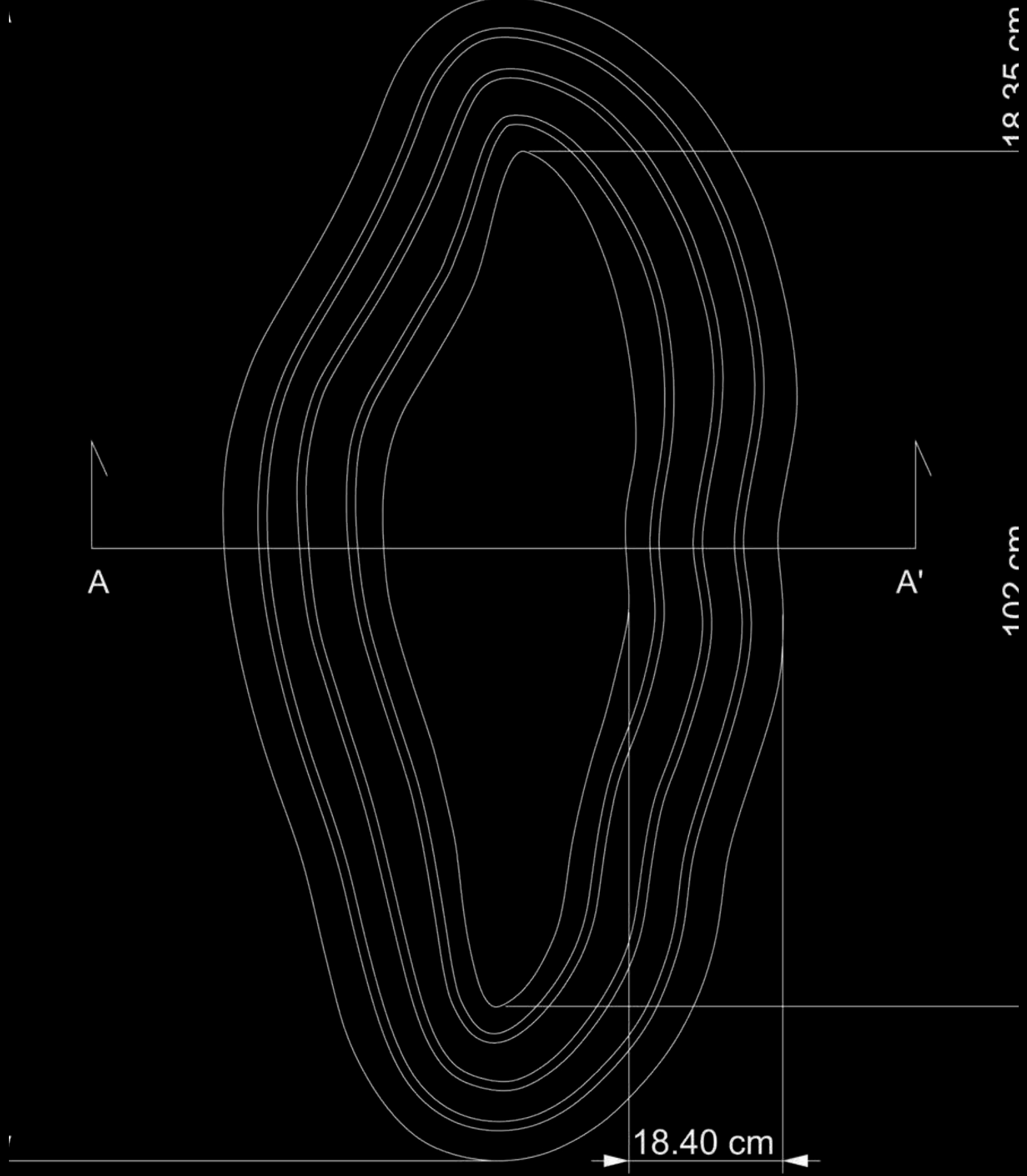
**TALK TO ME**

**DILMOS**

website gallery video

**SPEAK TO ME**





**SPEAK TO ME**







# STENCIL

Lato D

[website](#) [gallery](#) [video](#)

# STENCIL



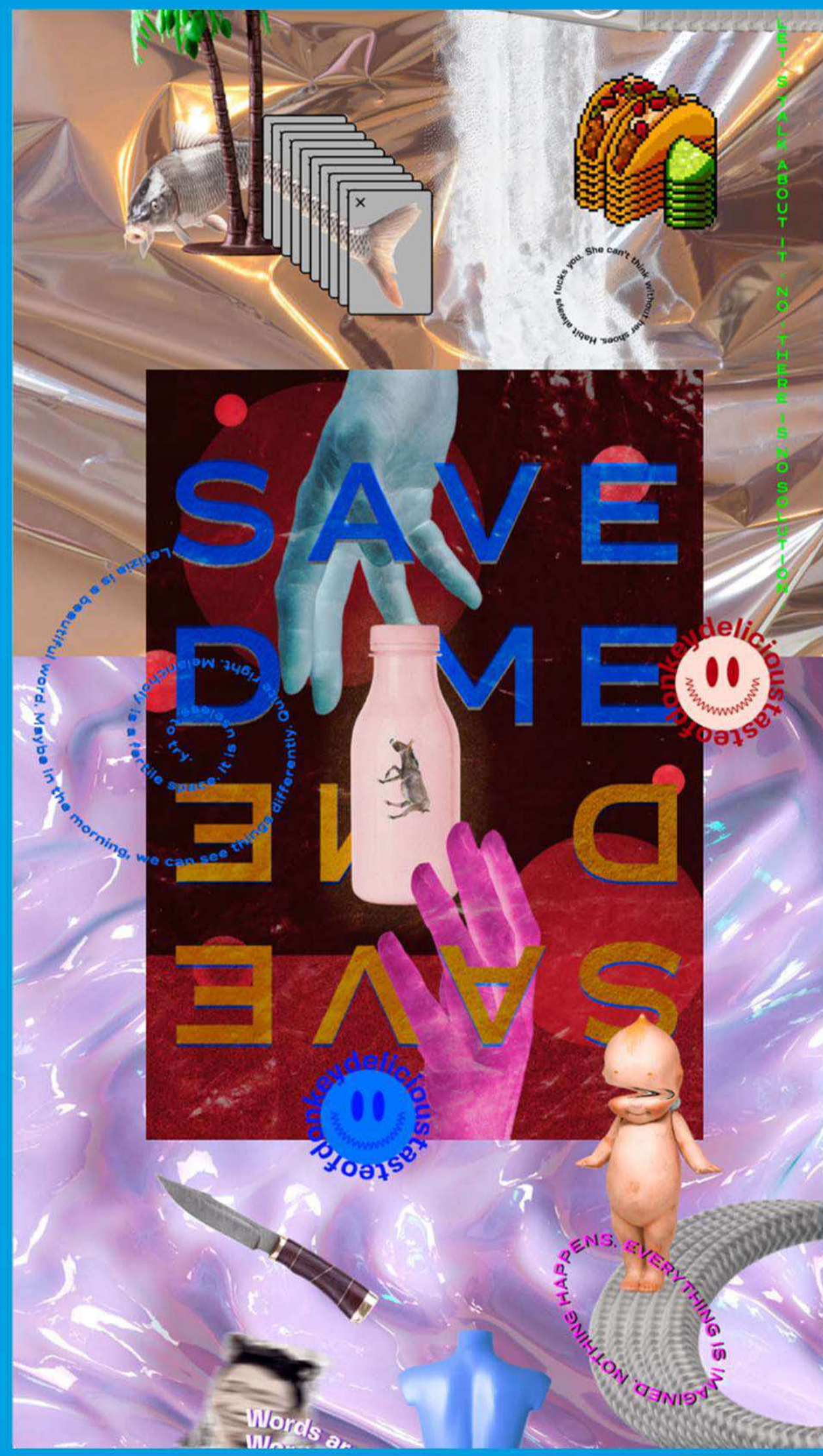
**INTERACTIVE  
INSTALLATION**  
[website](#) [gallery](#) [video](#)

# BALLO BALLO

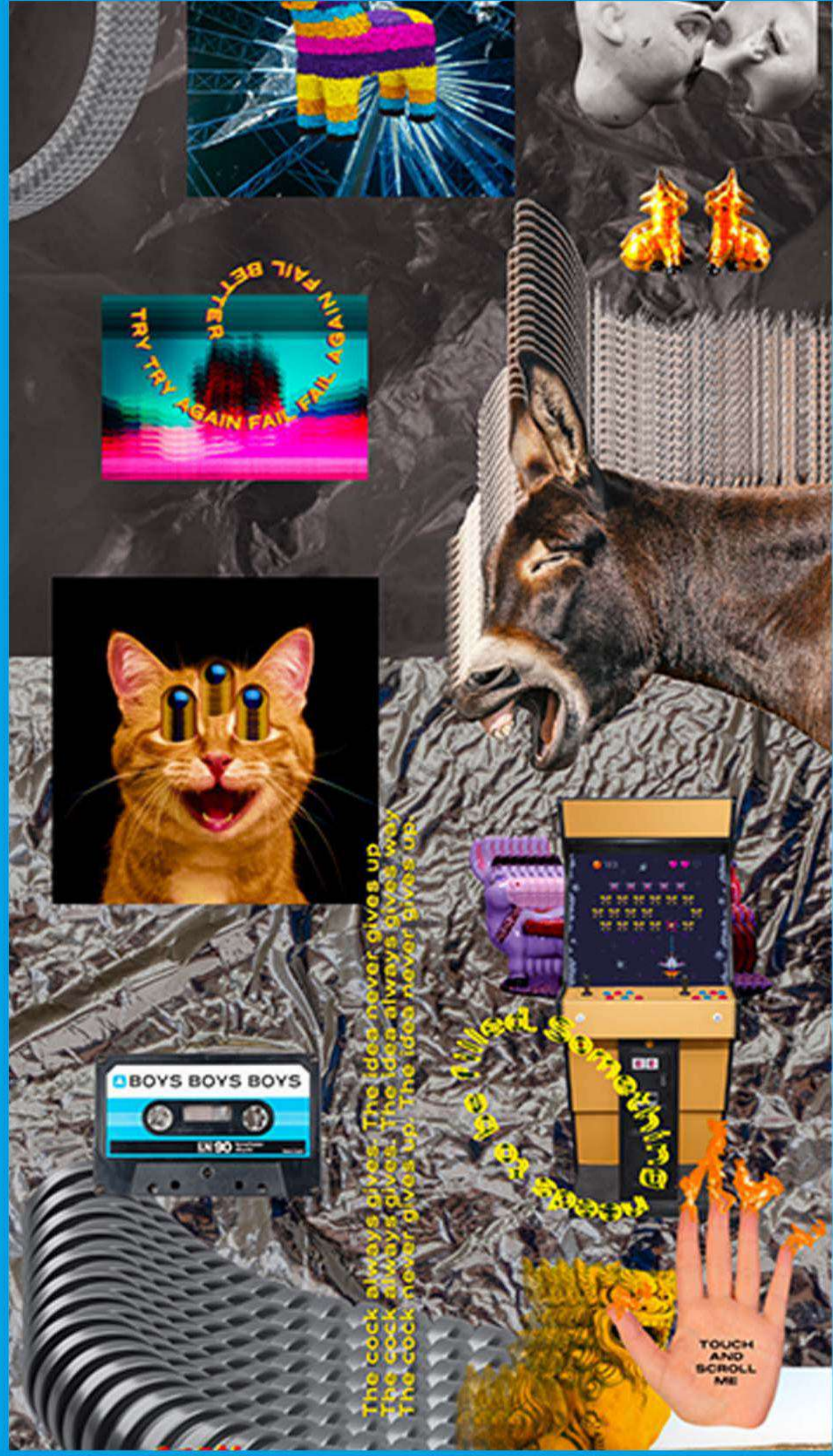
listening to your voice. Sometimes disorder generates order. Let's talk about it. Balloballo. The world is full of toothpicks, but no one give them their right meaning. Listen. The imagination exists only on tuesday, the rest is just fiction. Try. Try again. Fail again. Fail better. I love



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# BALLO BALLO

**INTERACTIVE  
INSTALLATION**  
website gallery video

# LIMONATA CHA CHA

**VIDEO**

temptation is to give in. Evil is underestimated. Pain is underestimated. Limonatachacha. Turn up the music. Go dancing. Turn off. What is left?

not give up. Don't be trivial. The only way to resist

What did you hear? Watch out. Be honest. Be a liar. What you give is yours forever. Do

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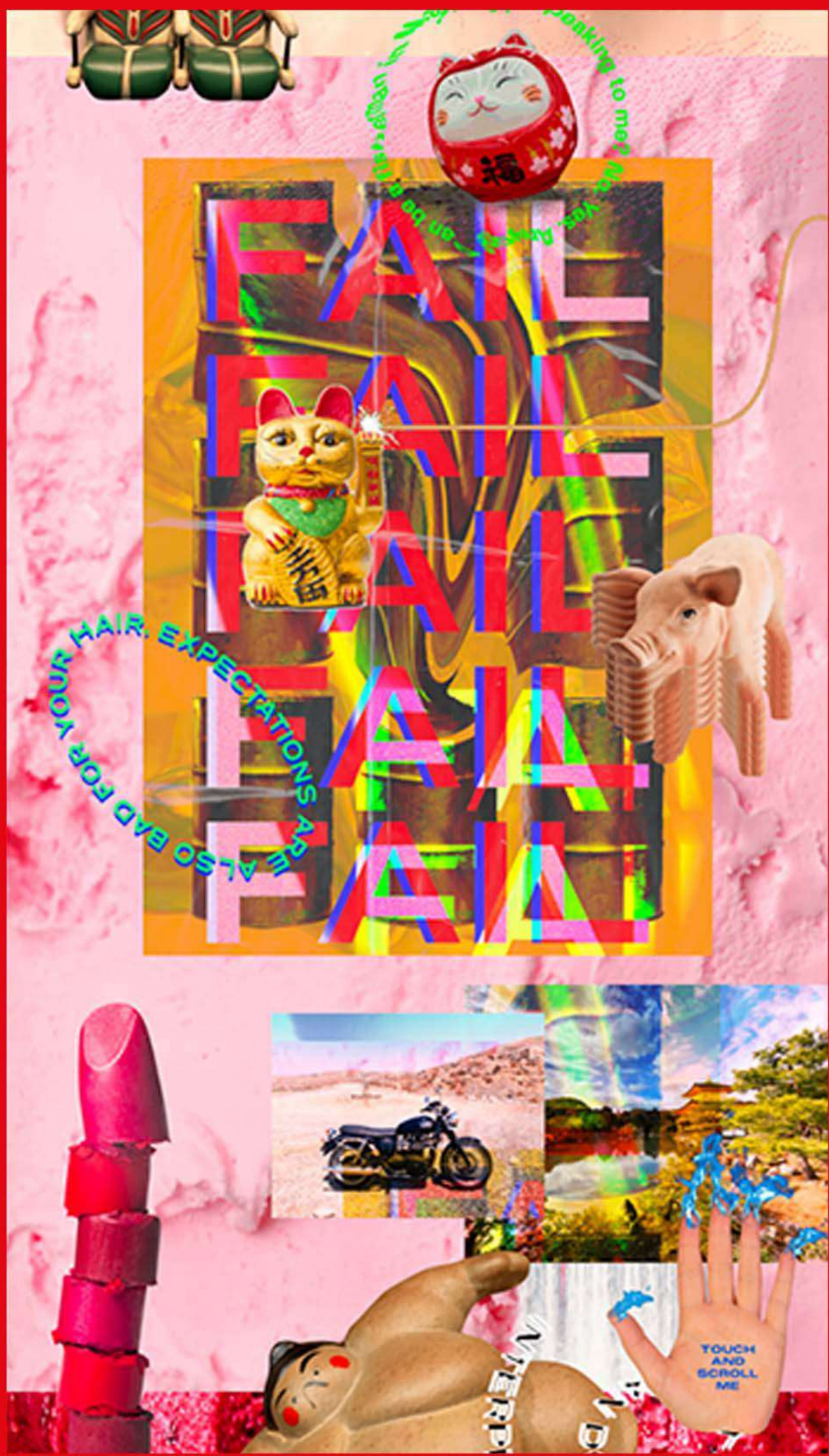
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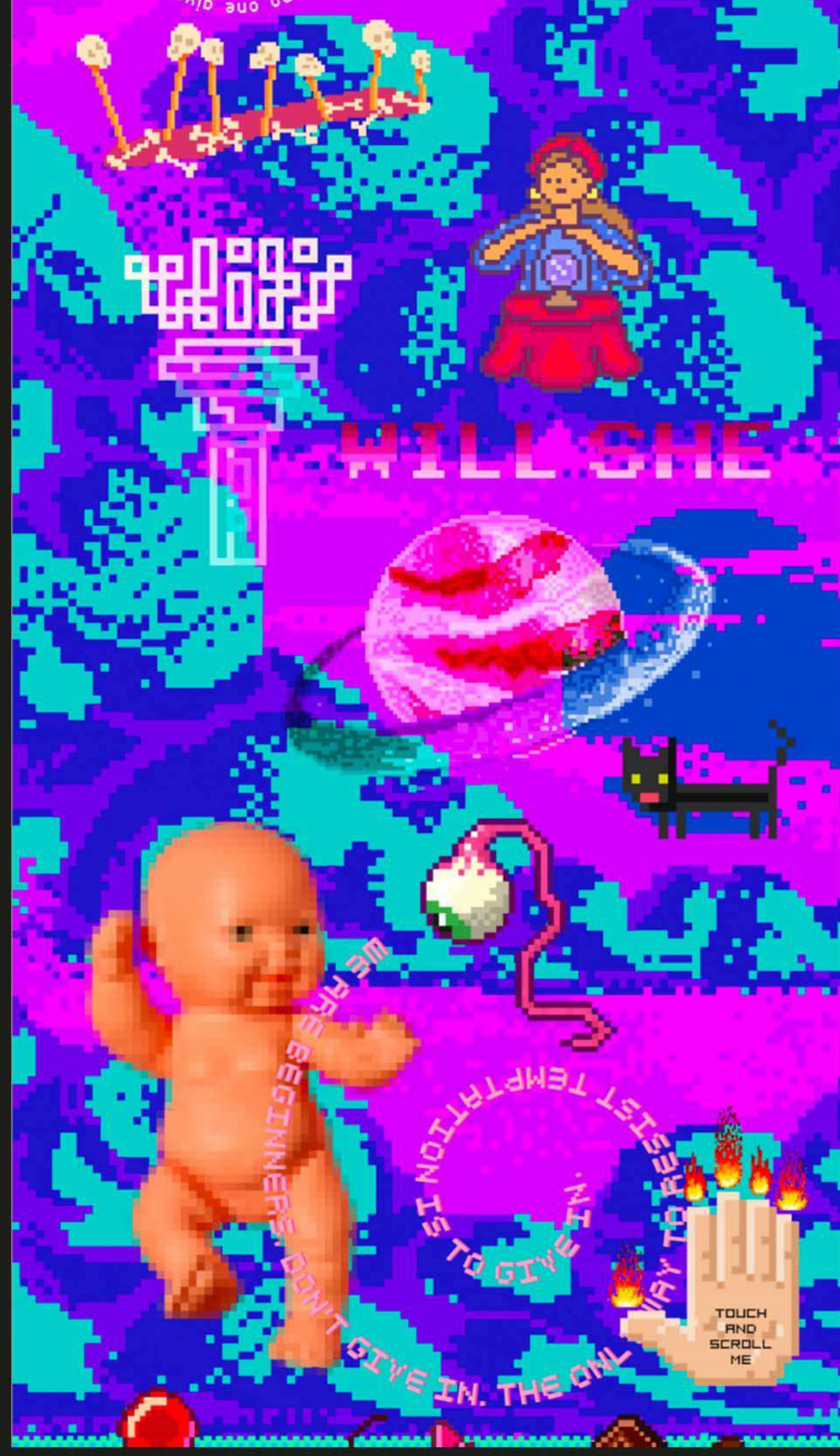








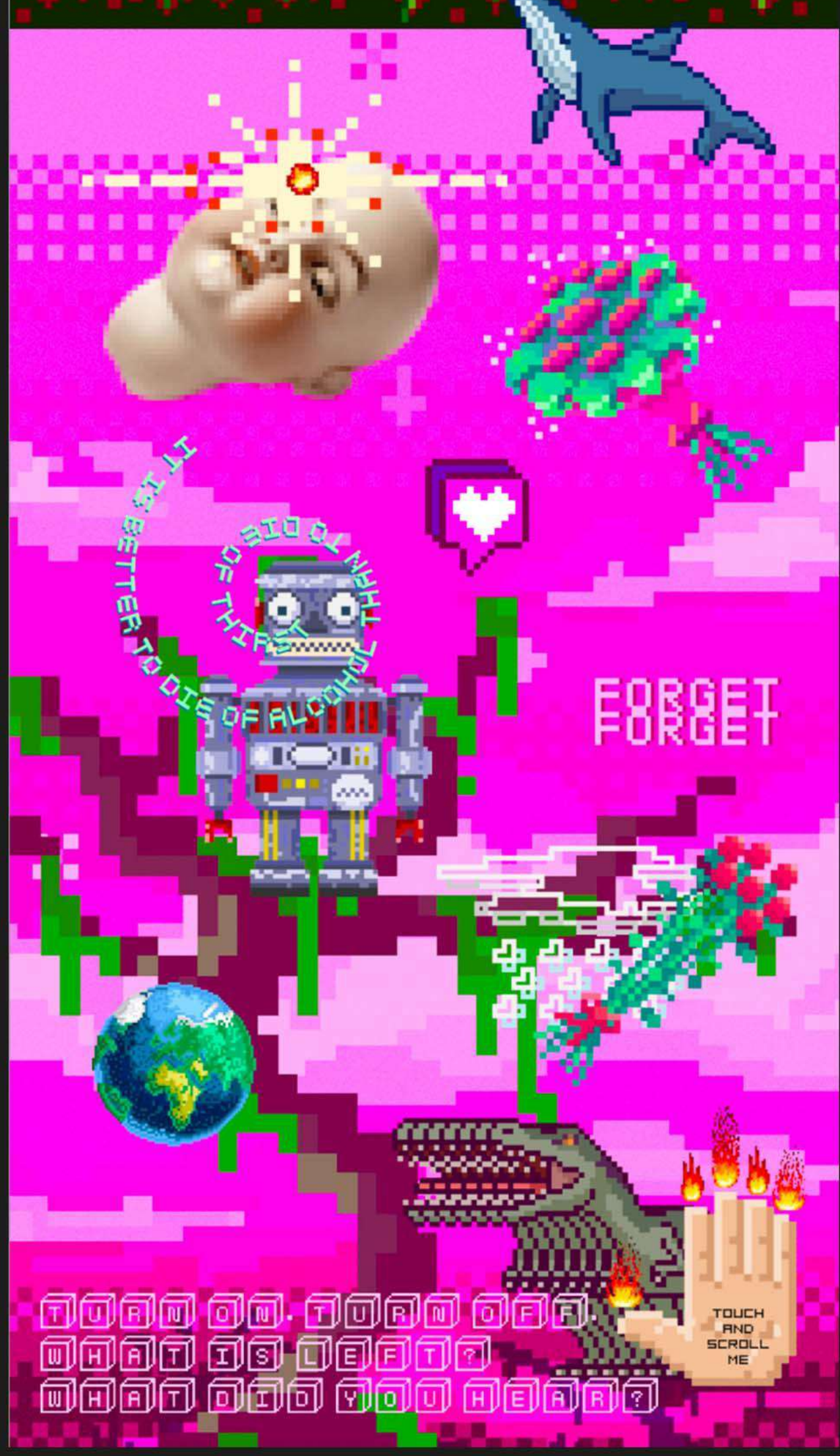
Perhaps the disorder is an undefined order. My heart is shaking. Try again fail again. Can you hear me? Do you remember me? Yes, I remember, I remember. Today I count the stones. They are too many. I love listening to your voice. Sometimes disorder generates order.



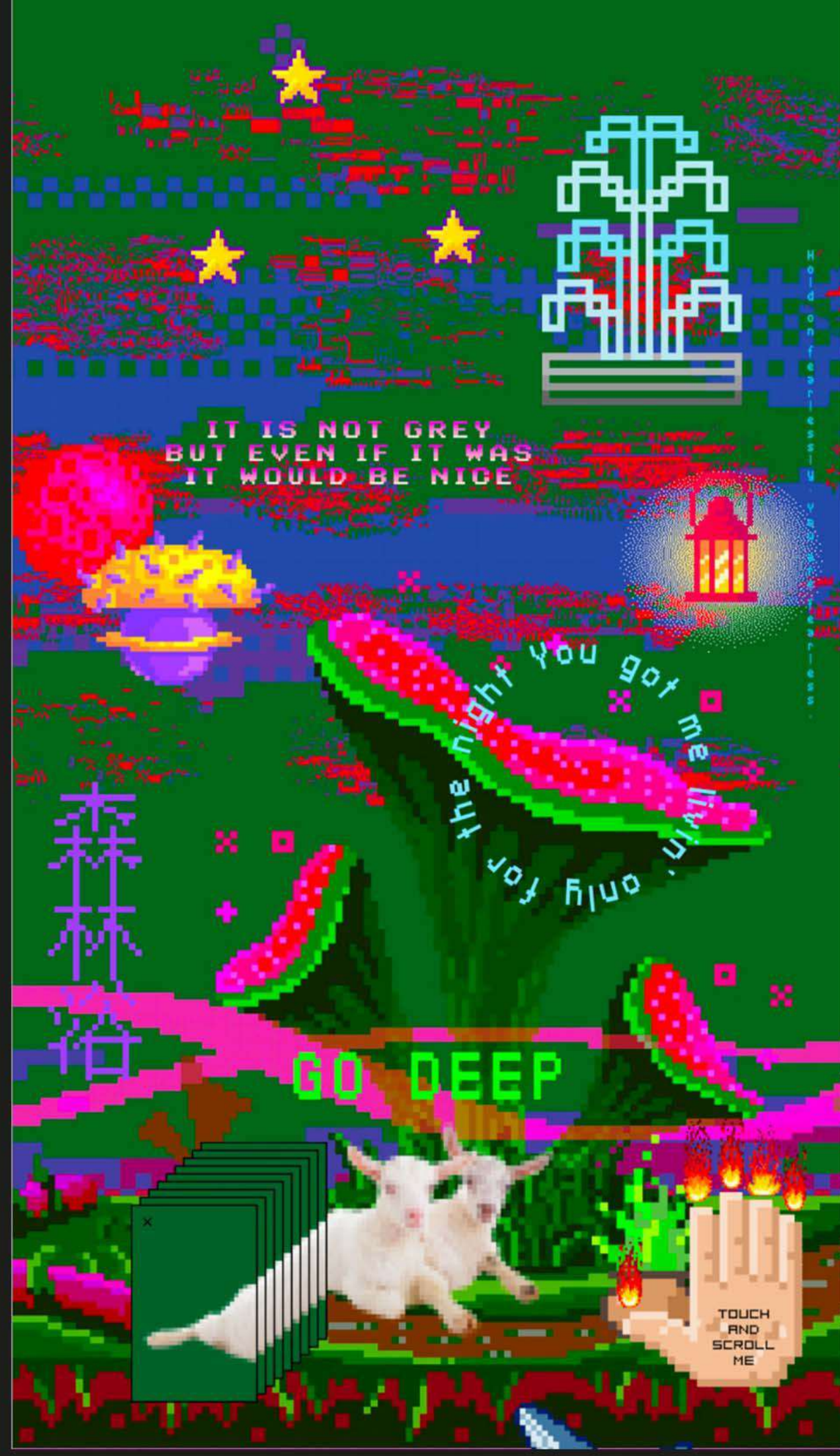
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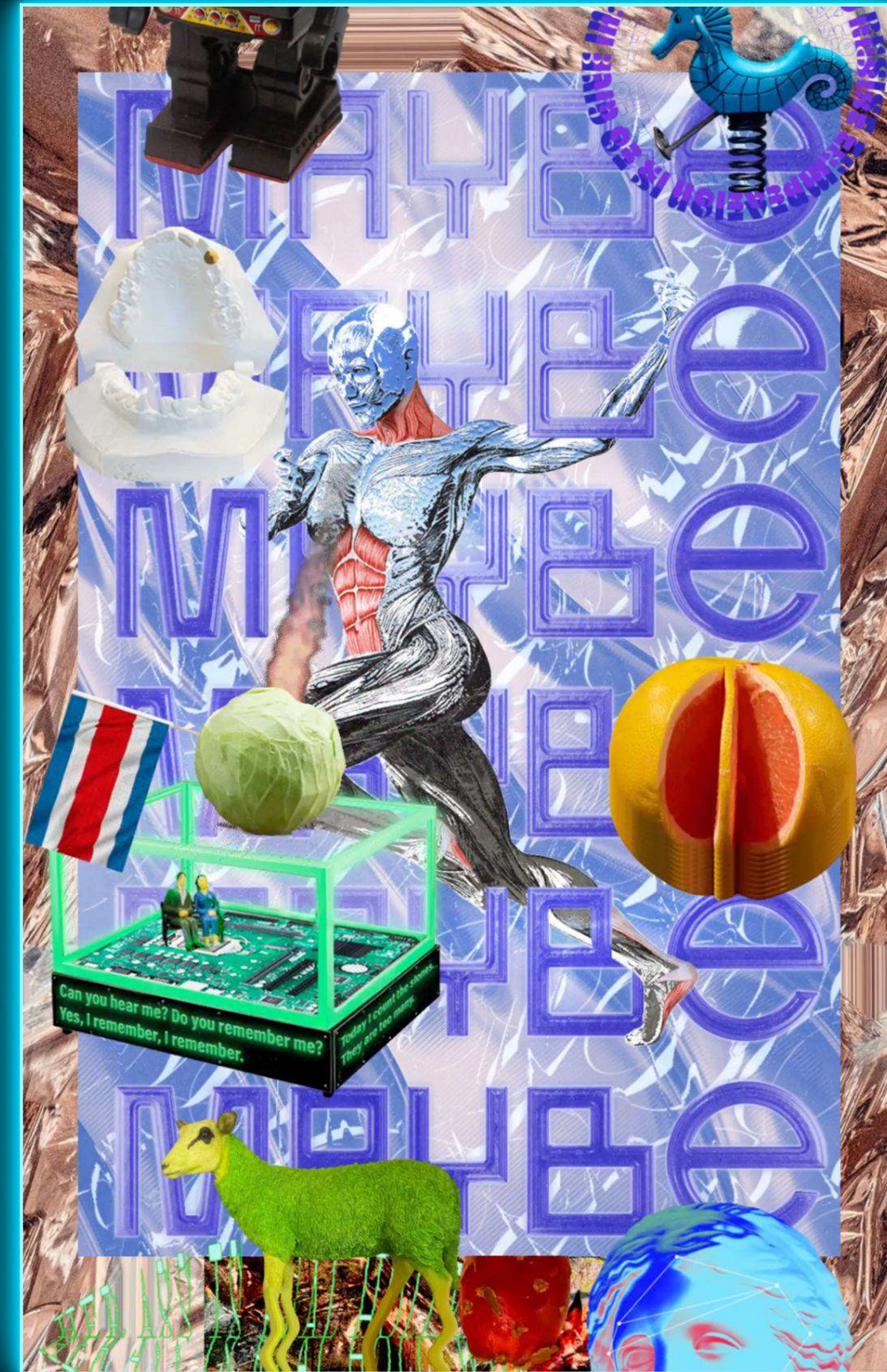
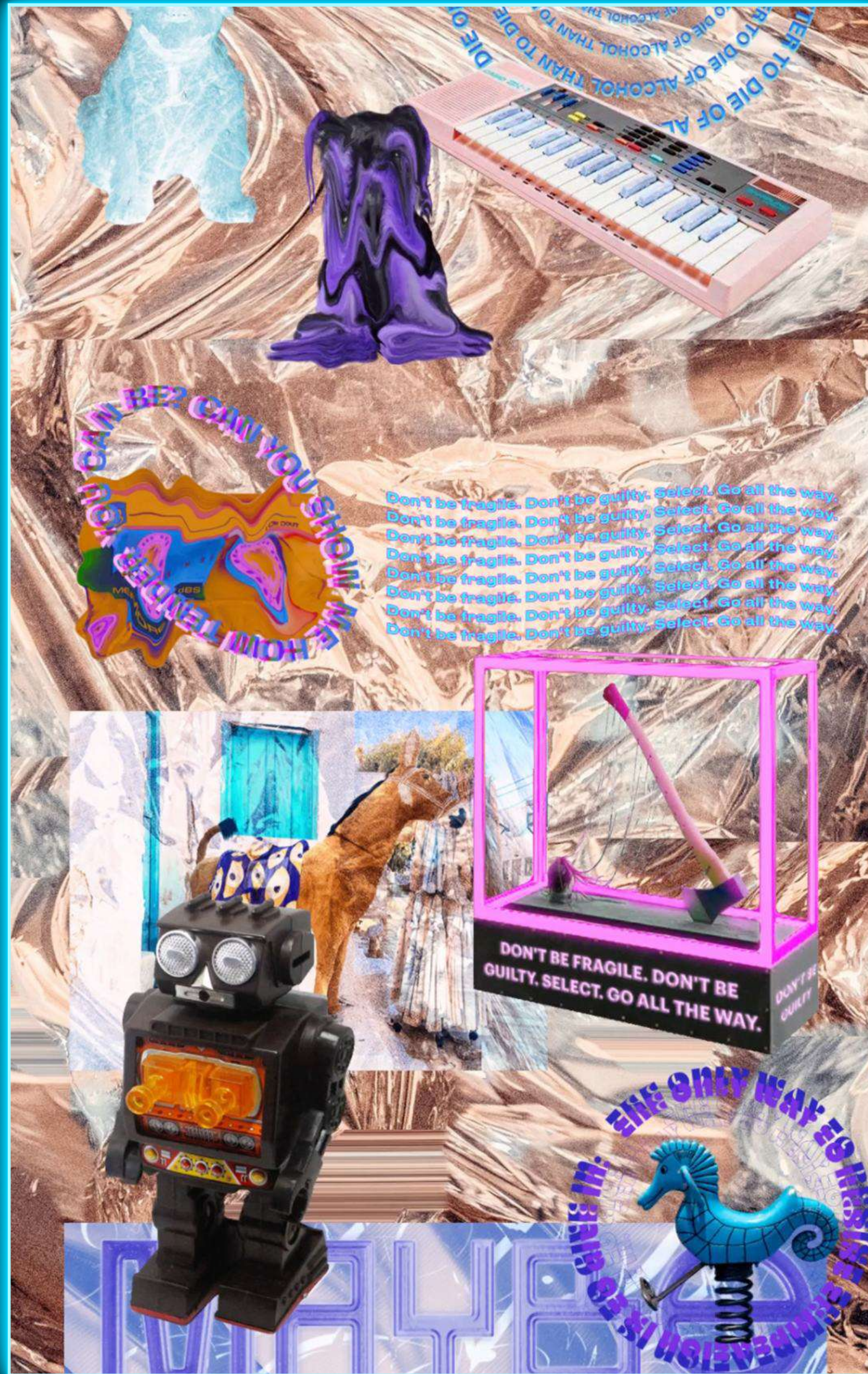


**TRY AGAIN  
FAIL AGAIN**

**INTERACTIVE  
INSTALLATION**

[website](#) [gallery](#) [video](#)

**UN'ESTATE  
ALMARE**











UNW'ESTATE  
ALMARE

**INTERACTIVE  
INSTALLATION**

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# RHYTHM IS A DANCER





WHAT'S  
HAPPENING IN  
THE CITY?



WHAT YOU  
GIVE IS  
YOURS



**RHYTHM IS  
A DANCER**

# SWEATSHIRT & T-SHIRT

SWLAG

[website](#) [gallery](#) [video](#)

# SWWLAG



# SWEATSHIRT

Semprebello

[website](#) [gallery](#) [video](#)

# SWEATSHIRT







# T-SHIRT

Semprebello

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T-SHIRT











NFT

Ninfa Gallery

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WTF



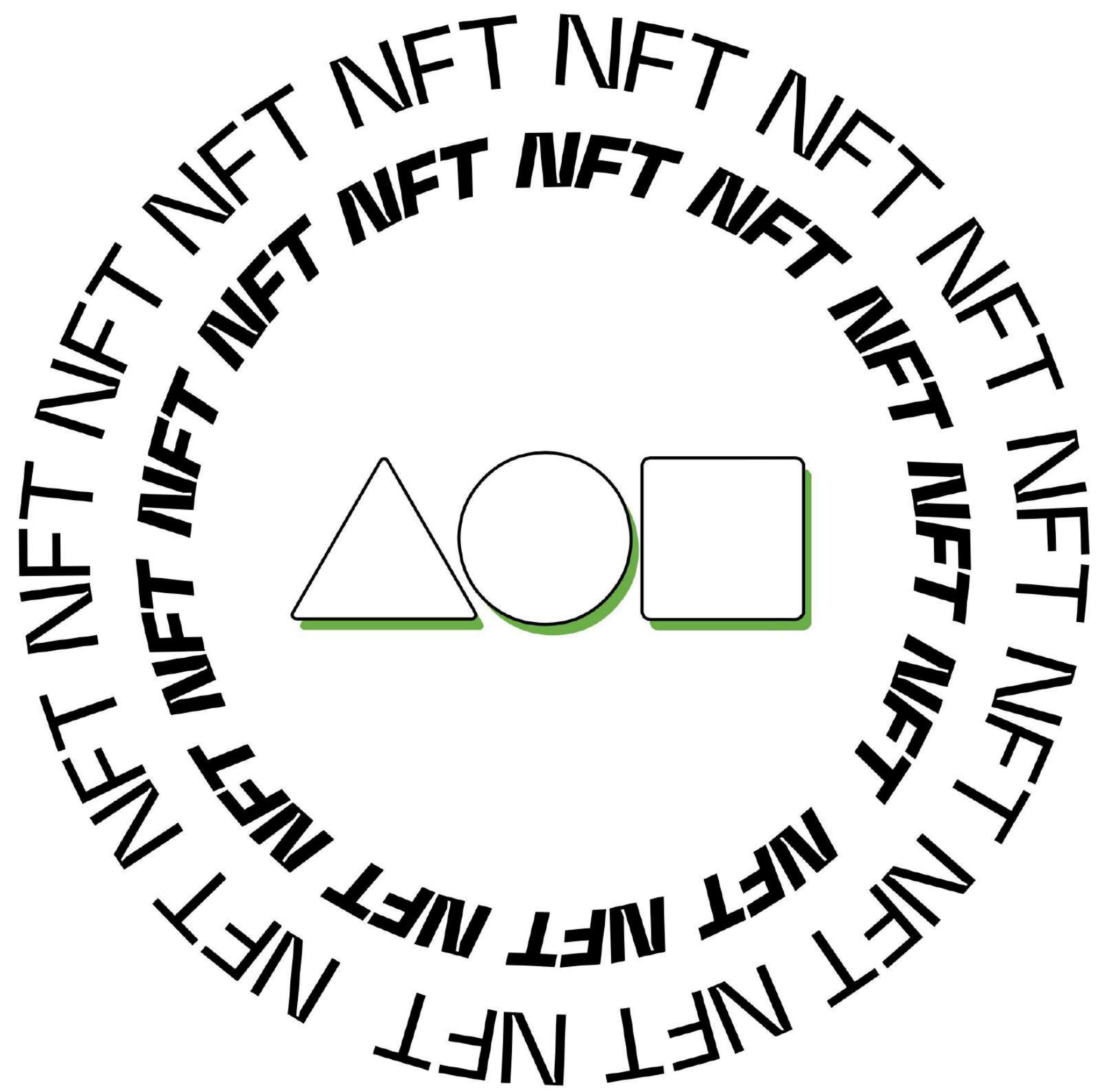


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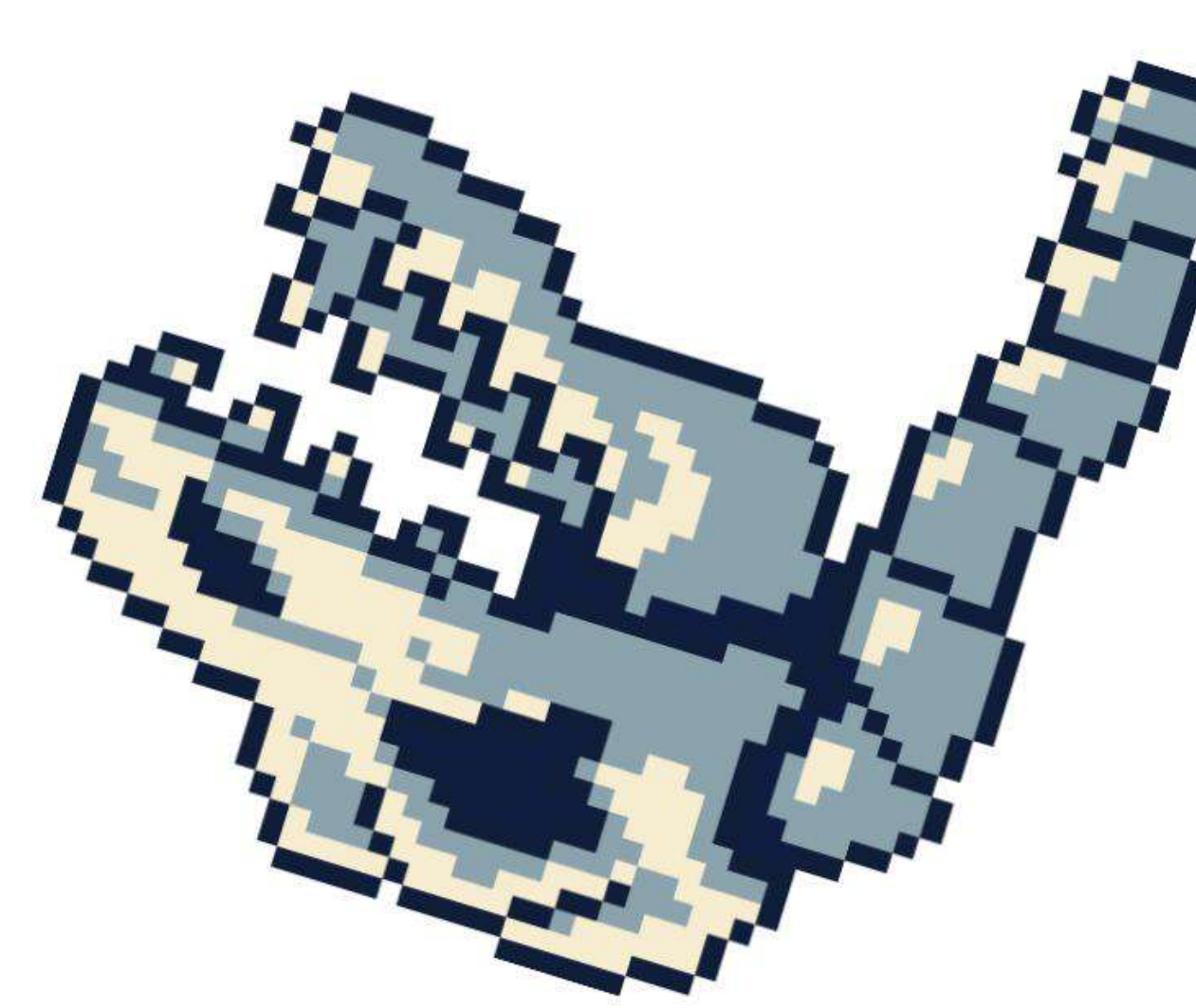
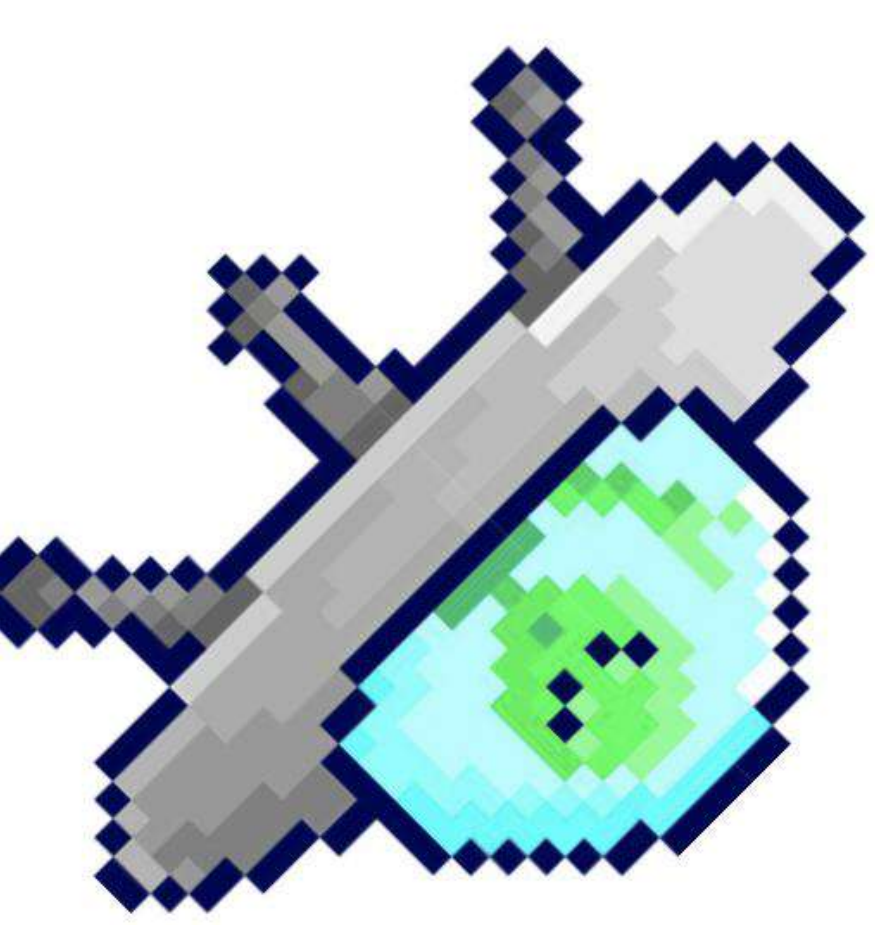


## Exhibition

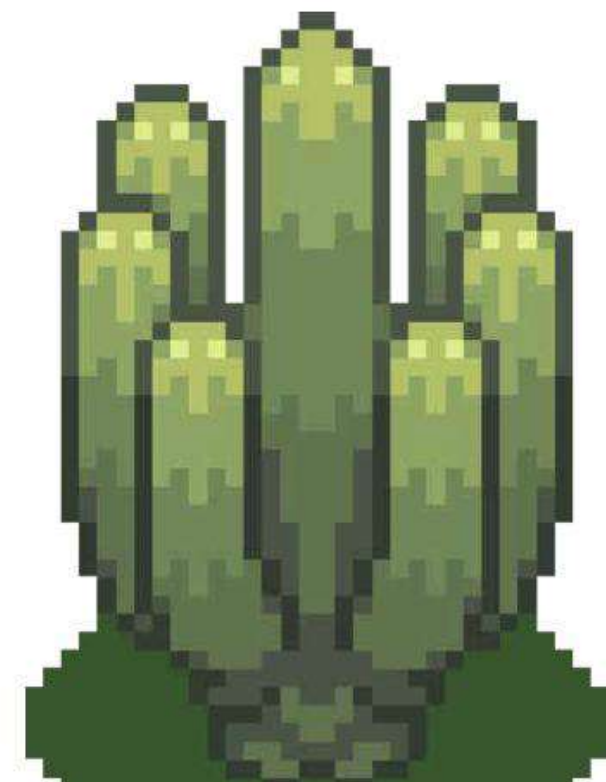
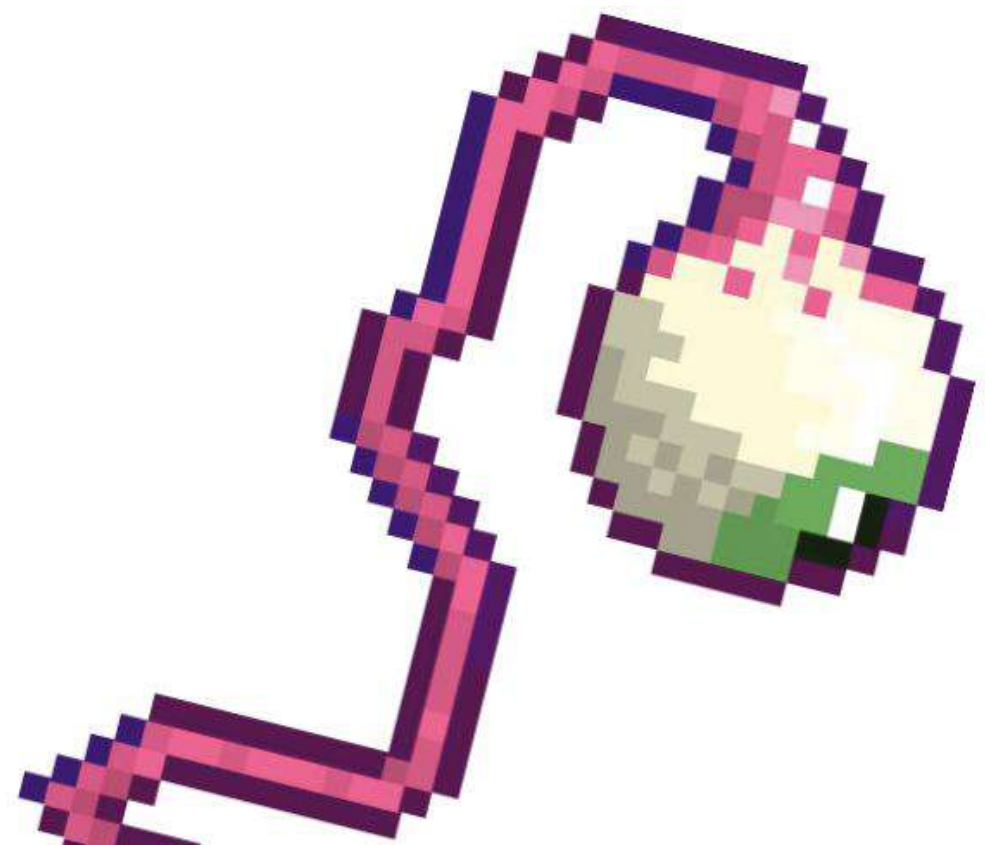


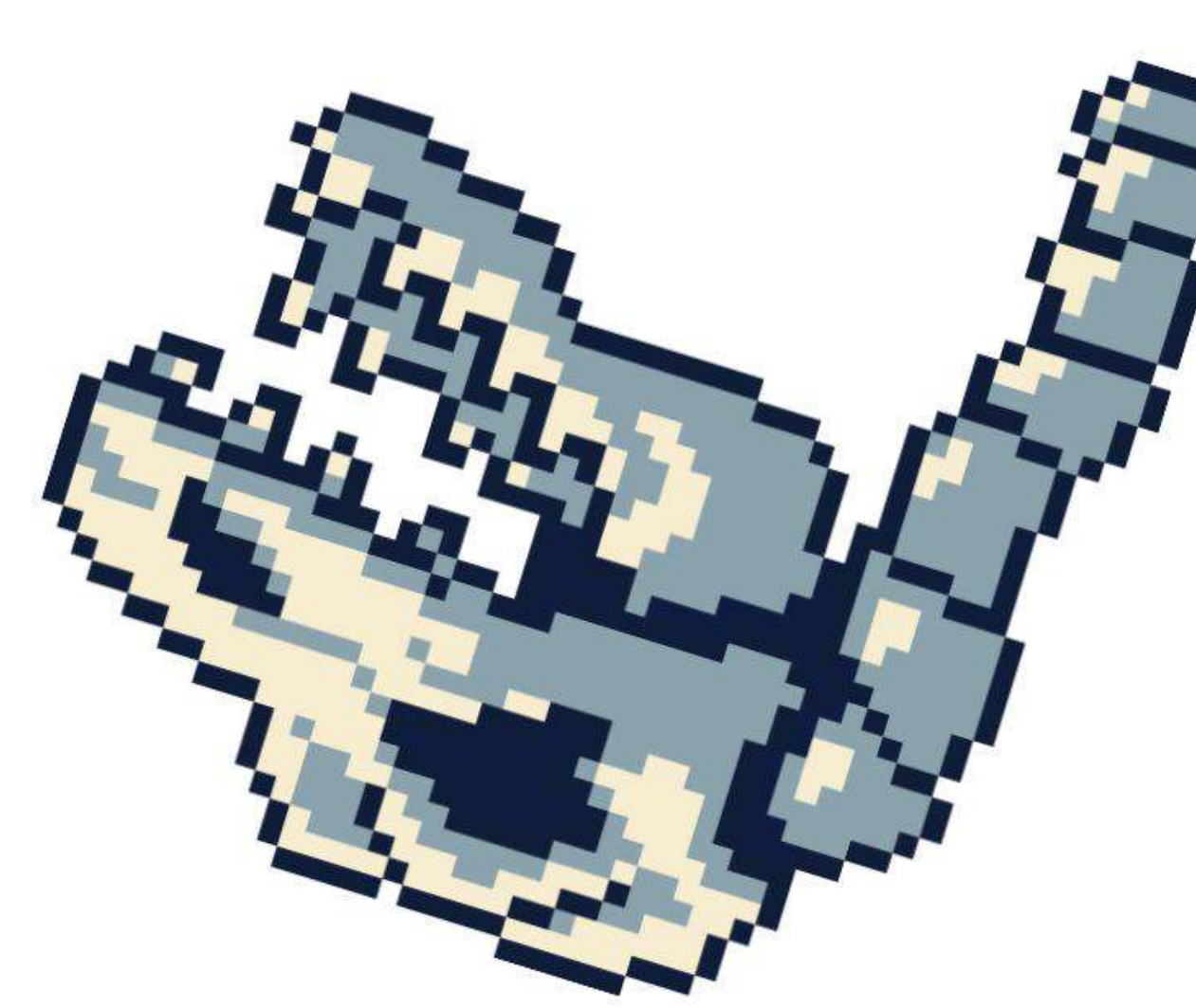
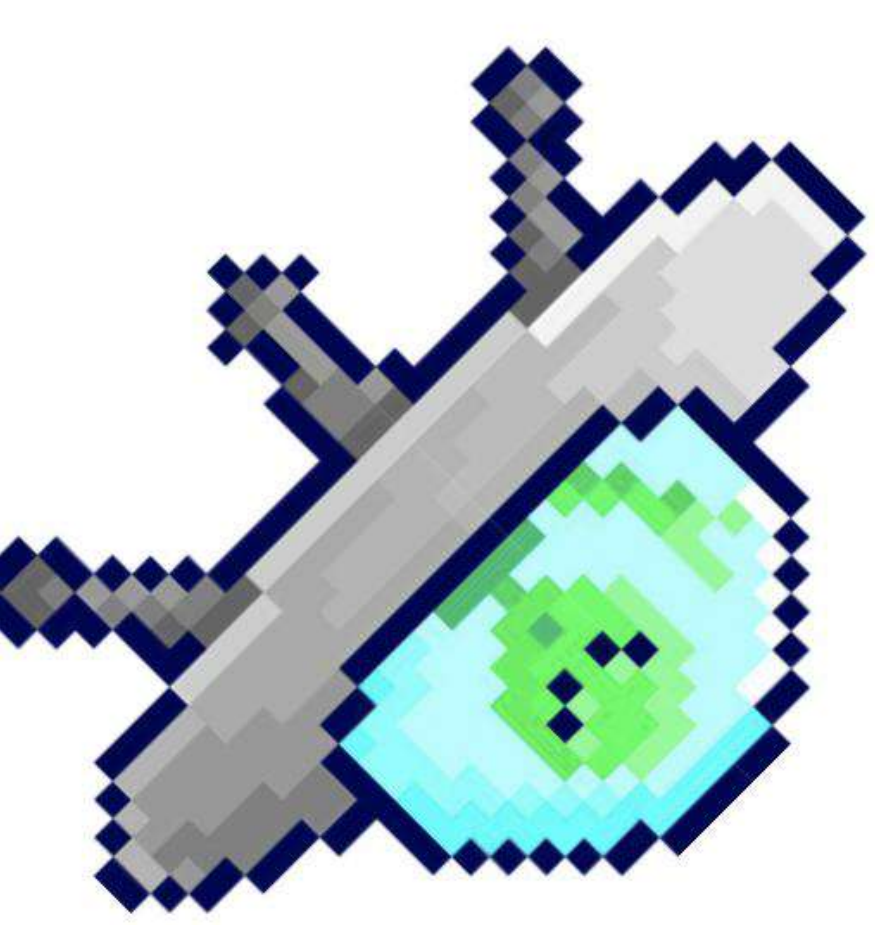
In the late 1990s and early 2000s he began his research in the visual arts fascinated by the digital aesthetics of the World Wide Web, giving life to a surreal language with existential implications that result in estrangement and nonsense. He has created digital applications for major international and national brands with a highly innovative character: Teatro alla Scala, Feltrinelli, Nike, Prada, miu miu, Toilet paper. In recent years his conceptual research has also been applied to interactive design objects. But not only. Also on applications on paper and recycled materials.





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