

BIOGRAPHY LORENZO MARINI

Lorenzo Marini is an Italian artist and creative director, founder of TypeArt, an artistic movement that places the letter at the center of contemporary visual research. After a long international career in the field of advertising communication, he gradually shifted his practice toward a radical reflection on language, transforming the alphabet into an autonomous expressive medium.

In 2016, he theorized the *Manifesto per la Liberazione delle Lettere*, marking a fundamental turning point in his research and defining the principles of TypeArt. His work lies at the intersection of art, design, and semiotics, in a territory where the sign emancipates itself from its linguistic function to become form, rhythm, and space. In this sense, his work ideally dialogues with the thought of Roland Barthes, questioning the nature of the sign and the possibility of a language that exists beyond meaning.

Through TypeArt, Marini reinterprets the Western alphabet, traditionally phonetic and linear, restoring its visual and perceptual dimension, moving conceptually closer to the pictographic origins of writing. Letters, freed from the need to communicate, become constructive elements capable of generating environments, installations, and immersive compositions.

His works have been exhibited in numerous cities worldwide, including Milan, Rome, Venice, Paris, London, New York, Los Angeles, Dubai, Shanghai, and Beijing, consolidating an international presence that spans diverse cultural contexts and exhibition languages.

At the same time, his design activity has contributed to redefining the relationship between art and communication, bringing an artistic sensibility into contemporary visual language. Today, Lorenzo Marini continues his research by developing works and installations that explore the spatial and sensory potential of the sign, constructing a universal language that transcends cultural and linguistic barriers.

His works are held in the following museums and institutions:

Galleria Nazionale d'Arte Moderna e Contemporanea, Roma.

Complesso Monumentale della Pilotta, Parma.

Complesso monumentale Santa Maria della Scala, Siena.

Archivio Centrale dello Stato, Roma.

Yindi Art Museum, Beijing.

Palazzo Montecitorio, Roma.

Galleria Borghese, Roma.

Musei Civici Palazzo Buonaccorsi, Macerata.

Palazzo del Pegaso, Firenze.

Museo della Permanente, Milano.

Fondazione Bevilacqua La Masa, Venezia.

Galleria Civica Guzzini, Recanati.

Museo Acqua Franca, Milano.