

**FEDERICO
MARIANI**

Illustrator & Designer

KIDS

Portfolio

2024

ENGLISH



15
YEARS OF
Bright & Colorful
ILLUSTRATIONS
MASCOTS
CHILDREN BOOKS
TOYS APPS
GADGETS
CHARACTER DESIGN
GRAPHIC DESIGN
KIDS APPAREL



My name is Federico Mariani, I was born in 1974 in Carpi, where I live and work as an illustrator and toy-designer.

Drawing, comics and illustrated books have always been my passion since kindergarten. After years as a graphic designer and junior art director, I dedicated myself to editorial and children's illustration. For more than 10 years I have been creating bright and colorful illustrations, especially for very small and educational purposes.

I have worked for...

• **ILLUSTRAZIONE:** Usborne Publishing – Edizioni Erickson – Mondadori Ragazzi – EL Edizioni – Editoriale Scienza – Gribaudo/Feltrinelli – Giunti Editore – Editorial Santillana Mexico – Pearson Italia – Il Sole24Ore – Monocle – Aicod multimedia – MindthePop agency – Cucina Italiana/Quadratum Editrice • **TOYS:** Grani & Partners / Preziosi Collection – Big&Small peluches + Cadicapromotion • **GIOCHI:** Headu – Giochi Erickson • **ABBIGLIAMENTO:** Ellepi/Unitessile • **APPS:** Timbuktu Labs – Carpigiani + Spa Neosperience Agency

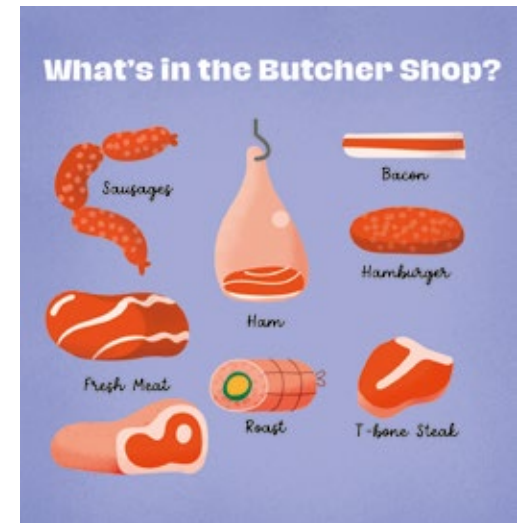
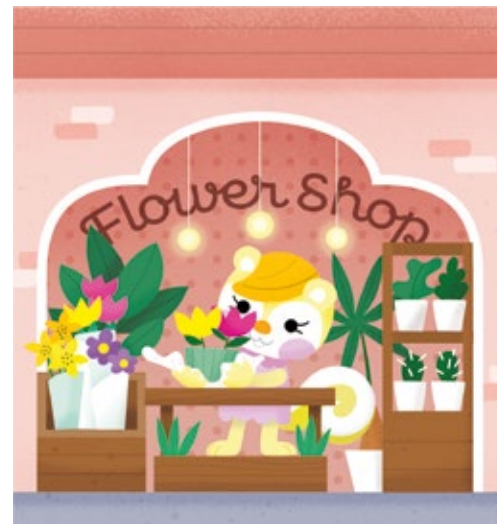
These are some of the things I did...

...all the others are on my site or on my social networks.



PERSONAL PROJECT
MARKET STREET

MARKET STREET is another personal project for a children's booklet from 18 months. A self-closing leporello in which each page represents a shop and on its back the products it sells. The actual project includes 10 shops. Made with illustrator and some Photoshop effects. Open to upgrades.





PERSONAL PROJECT
321..COUNTDOWN TO GOODNIGHT

321 Countdown to Midnight is a personal project for a book for toddlers. A countdown to goodnight, through animals, flowers and things from the daily life of children from 1 year. Made in vector with illustrator and some Photoshop effects.





PERSONAL PROJECT
FLIP & MATCH

FLIP & MATCH is another personal project for a children's matching game like Memory®. This version contains 25 double cards with many characters and colored object that could entertain kids and make them happy.

Daily
Maze

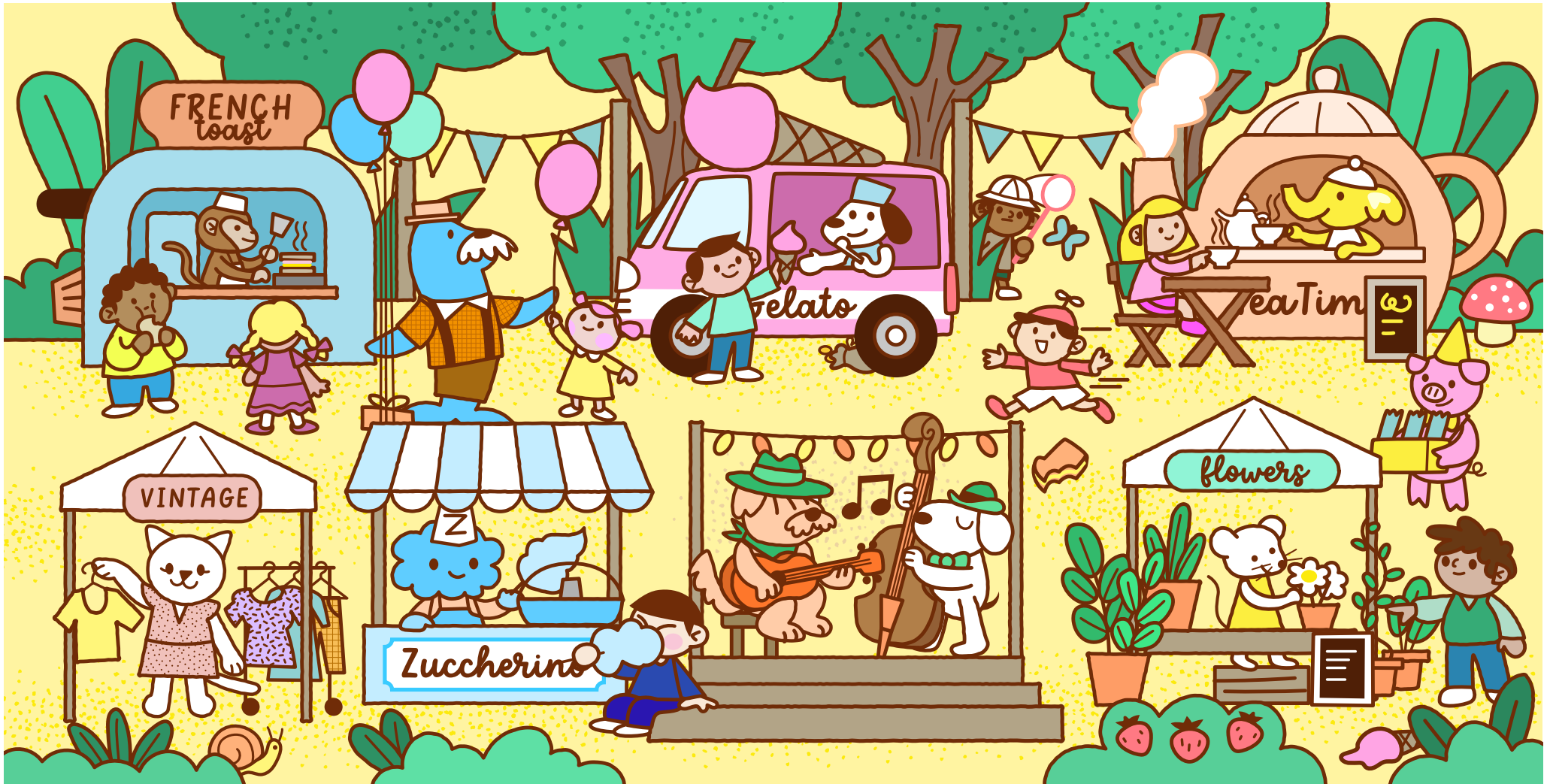


FIND THE
WAY TO...

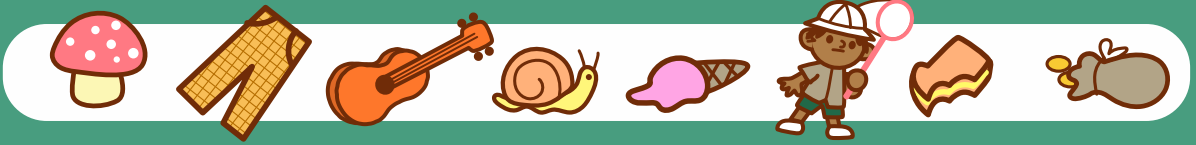


...HOME!

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Cherche et Trouve











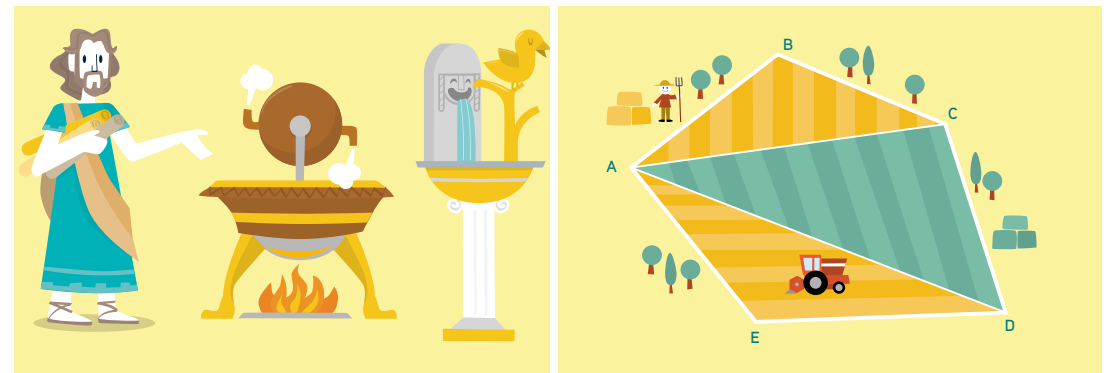


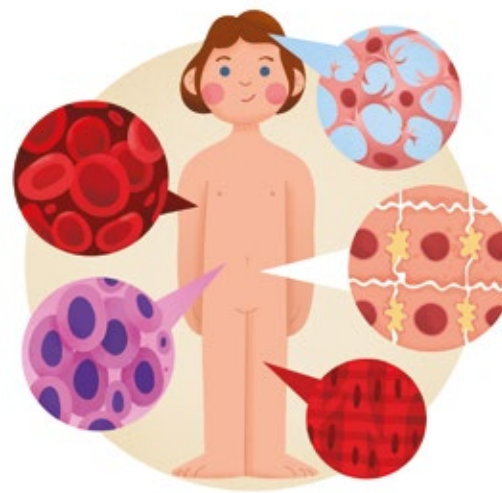
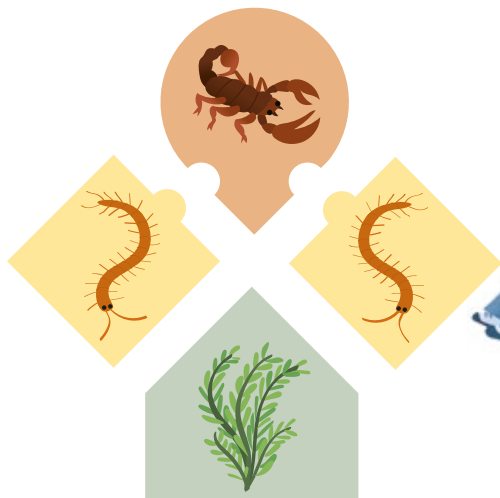




Ed eccoli tutti insieme, in fila indiana, alla ricerca di un posto accogliente dove mettere su casa. Cammina cammina cammina, arrivano su un'altura. Che panorama! E che fortuna: laggiù, tra alberi maestosi, c'è una vecchia fattoria!









LE REGOLE DEL GIOCO

- 1**
Nello **sci alpino** si gareggia su percorsi in pendenza, lungo i quali ci sono delle porte che si deve superare. In 4 specialità: discesa libera, slalom speciale, slalom gigante e supergigante. Si scende una volta e vince chi impiega meno tempo.
- 2**
Nella **discesa libera**, la gara più veloce (fino a 150 km/h!), le curve sono molto ampie e il percorso è delimitato da porte doppie che gli sciatori non possono saltare.
- 3**
Lo **slalom speciale** si corre su un percorso più ripido e corto, delimitato da tanti paletti singoli vicini che segnano curve molto strette. Non si possono saltare, ma si possono toccare. Lo **slalom gigante** è simile, ma le porte sono doppie e più distanti.
- 4**
Il **supergigante** si corre sulle piste della discesa, ma con le porte da slalom gigante, anche se più lontane tra loro.
- 5**
La **supercombinata** è una gara che unisce 2 specialità: si gareggia nella discesa e nello slalom speciale.
- 6**
La specialità più famosa dello sci nordico è lo **sci di fondo**. Gli sciatori percorrono molti chilometri sciando in una sorta di camminata o pattinata. Vince chi arriva primo al traguardo.
- 7**
Il **salto** è una delle discipline più spettacolari dello sci nordico. Lo sciatore si lancia giù per un trampolino a tutta velocità: vince chi ottiene un punteggio più alto dai giudici che votano in base alla lunghezza del salto e allo stile dell'esecuzione.



the big Usborne's serie
“100 Things to Know”
and the last book about **“the Unknown”**

*SPORTS next in the serie. Out in July 2024



USBORNE PUBLISHING
ILLUSTRATIONS FROM VARIOUS BOOKS

90 To feel friendlier... go for a jog.

When you do sport or exercise, even for a short time, it triggers a swifty rush of chemicals in your body and brain. This can have big effects - including making you calmer, happier and even friendlier.

Here are some of the chemicals that increase in your brain while you're exercising.

DOPAMINE	SEROTONIN	NOREPINEPHRINE	OXYTOCIN
			
This feel-good hormone gives your brain a reward and makes you feel great.	This is a messenger in your brain that makes you feel less worried and more happy.	This chemical helps you deal with stress and improves your mood and concentration.	A type of chemical called a hormone. It makes you feel more trusting, kind and calm.

ADRENALINE
This hormone prepares your body for the most extreme situations, for example if you have to escape danger. These are some of the things it does inside your body...

- THINK!** Produce sweet! Cool the runner down!
- Boost focus. This race is all that matters!
- Turn off feelings of pain! These legs are starting to hurt and we don't want that slowing us down.
- Get their heart beating faster. We need so much oxygen in the muscles as possible.
- Digest sugars now! We need all the energy we can get.

PAIN SWITCH

When adrenaline wears off the athlete feels completely exhausted. But in the heat of a race it helps athletes to achieve far more than they can in training.



HOW TO MAKE A BOOK

- 1 Wash, soak, stretch and scrape animal skin to make parchment.
- 2 Fold parchment to make 8 pages (a quire) and rule lines ready to write on.
- 3 Add words by hand using a quill (a sharpened feather) and ink (this is done by a monk, known as a scribe).
- 4 Paint pictures around the words and add decorated letters, known as illuminations.
- 5 Sew the book together and bind in leather. Each quire is sewn to cords that make up the spine and pressed down.

Books were very valuable. In Europe, they were only found in the homes of wealthy people, in churches, and in the libraries of monasteries, and, later, universities.

One day in 1374, in the streets of the European city of Aachen, someone began dancing – and was unable to stop. Soon, hundreds of others joined in, infected by the dancing plague. They danced wildly, by day and night, stopping only when they collapsed or died from exhaustion.

It was a popular belief that *more* dancing could cure the dancing plague, so people hired professional musicians to accompany the afflicted. The dancers simply staggered on – some groaning in pain, some beset by strange hallucinations. The plague spread gradually to other cities throughout Europe and then, after several weeks, it just petered out.

No one knows what caused the outbreaks of choreomania. At the time, people blamed saints or evil spirits. Today, some historians believe they were caused by a toxic fungus, called ergot, that infected crops. Others think these were cases of mass hysteria, where frightened, superstitious people slipped into a trance-like state.

GAMES



ERICKSON GIOCHI
BATTI E RIBATTI

A beautiful board game project from Erickson Giochi, for which I made the packaging and card illustrations. The game is based on body percussion techniques, which consist in creating rhythmic-musical figures by playing one's body.



TOYS



GRANI&PARTNERS
CALAMITI-CAR MONSTERS

Toycars with unique design and attractive, distributed by vending machines and kiosks in 2011. I created the character design of these 12 cars, technical views for production, illustrations for packaging, illustrations for inlay books with characters, educational pages and comic strips.

**Thank you for your
Attention!**

**This is some of my
work, if you like it
please get in touch!**

FEDERICO MARIANI

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