

Rosso Michele Ciro Franzese

Michele Ciro Franzese, also known as **Rosso**, is an Italian visual artist (born on January 3, 198, in Naples).

Biography

2000s

In the early 2000s, his creative work was based on the fusion of experimental graphic languages and video art.

In 2004, he created the artwork for the album "Dada Danzè" by the indie rock group [El-ghor](#), inspired by Dadaism. He directed the music videos for the singles "Danzè"^[b] ^[6] ^[7] and "Sans Lumiere"^[c]. "Danzè" was a finalist for the Italian Videoclip Prize (PVI) ^[1] ^[3] in the independent category in 2006 and was featured on [Rai Uno](#), an Italian television channel. "Sans Lumiere" also participated in the 2008 Independent Videoclip Prize ^[2] ^[4] ^[5] and other short film festivals.

Starting in 2004, he performed as a VJ under the pseudonym "Rosso" with artists like [Tarwater](#) ^[9], [Matmos](#), [Tujiko Noriko](#) ^[8], [Ulan Bator](#), , often alongside musician Muhe (Luigi Cozzolino). The electronic music duo Muhe vs. Rosso^[1] was active until 2007.

In 2005, he won an international competition held by [MTV](#) and [Motorola](#) called "U-Load" ^[11] ^[12].

In April 2006, he started working at [MTV UK](#) in [Londra](#), where he created promo videos for the television program [Barrio19](#) ^[d] which was broadcast worldwide.

In May 2006, the music video for the single "My Winter Vacation" by Populous feat. [Doseone](#) ^[e] ^[13] ^[14] was released under [Morr Music](#), gaining popularity and significant airplay in Italy. It also participated in numerous competitions ^[15] ^[16] ^[17] and was featured in international books and magazines, including [IdN Magazine](#) (V.11, N.4.).

The music video for the rapper [Paura](#)'s song [Tutto è Fermo](#) ^[f] was released on November 19, 2006. It was one of the first videos in Italy to use motion graphics, allowing it to be featured on music channels like [Mtv Italia](#) and [All music](#) despite its less mainstream audio-video genre.

The project was cited in Basement Magazine's issue number 6.

In 2006, he directed the music video for "Frammento di sole"^[18] for the hip-hop group I Fluxer, founded by DJ and producer [Tayone](#).

From March 2006 to April 2007, he had his own column titled "Web" in the Italian magazine Kult Magazine (Pem Editions).

Throughout this decade, his illustrations, videos, and interviews with Michele Ciro Franzese appeared in various international magazines, books, and exhibition catalogs, including IdN Magazine, Los Logos 2 by [Gestalten](#), Basement Magazine, Grafuck Book vol 2, [GQ](#), Fashion Wonderland, and World One Minute.

His first publication dates back to 1993 when, at the age of 12, one of his illustrations was published in the official [Swatch](#) magazine.

In the March 2007 issue (V14n3)^[19] of the international design magazine IdN, two pages were dedicated to Michele Ciro Franzese, aka The Red Is Love. The interview discussed the influence of fashion on graphics and vice versa.

In 2006, he began a creative partnership with musician [Neffa](#), designing the cover for the single *La notte* the third single from the album *Alla fine della notte*.

In February 2007, [Neffa](#) invited him to create the cover for *Passione* the soundtrack of [Ferzan Özpetek](#)'s film *Saturno Contro*.

From September 2007, he became the creative and artistic director for various international fashion brands, creating advertising campaigns e marketing strategies..

In 2008, for [GQ](#) Italy, he designed a promotional page for [Nike](#) featuring American BMX athlete [Nigel Sylvester](#).

In the same year, he created promotional videos for the [Alcantara](#) brand and the [Mercedes](#)^[9] automotive brand. His work was also mentioned in the [One Minute Foundation](#)'s publication (Amsterdam) with the video "Onirico."

In 2008, he was selected by [BMW](#) for the OneVision ^{[26] [27] [28]} creative project, curated by architect [Fabio Novembre](#) for the launch of the [Bmw Serie 1](#). He created a motion graphic video titled "DejaVu: MyDay

MyDay" for the project.

In the August 2008 issue of [GQ Italy](#), Michele was presented as one of the most promising designers on [MySpace](#).

On June 19, 2009, [Neffa](#) released his sixth album, [Sognando Contromano](#), with cover art created in collaboration with Luigi Cozzolino.

In 2009, Rosso directed his last music video, "TU' te 'iettà," for rapper ShaOne, a member of the historic hip-hop group [La Famiglia](#). The video was produced in collaboration with Michele Pesce (We Like the Fish) and Vincenzo Onnembo.

All productions from the early 2000s were characterized by the pseudonyms "The Red Is Love" and "Rosso."

2010s

In October 2010, the Hong Kong publishing house IdN™ celebrated its 15th anniversary by releasing a commemorative book titled "What do you love?". Rosso created the opening title [\[1\]](#) [\[29\]](#) [\[30\]](#) video for the DVD included in the volume.

In March 2011, during the 24th Advertising Grand Prix, [Piero Chiambretti](#) awarded him for the television commercial "Ten Seconds" [\[s\]](#) [\[t\]](#) for which he served as an art director alongside Rino Sorrentino. The TV commercial took first place in the "Un giro avanti" (One Lap Ahead) category and was directed by [Maki Gherzi](#), with music by [Stylophonic](#). "Ten Seconds" also won first place at the Key Awards in the Luxury & Beauty category.

In 2013, the hip-hop crew Funky Pushertz commissioned Rosso to create the artwork for their album "La grande abbuffata."

In 2013, his collaboration with [Neffa](#) solidified with the creation of the covers for the single [Quando Sorridi](#) and the album [Molto Calmo](#) [\[34\]](#)

In his role as creative director and marketing manager for international fashion and cosmetics brands, Rosso produced and designed advertising campaigns featuring top models like [Simon Nessman](#), [Marlon Teixeira](#), [Luke Worrall](#), [Josh Beech](#), [Dudley O' Shaughnessy](#) e [Tobias Sorensen](#). Inoltre organizza eventi con la partecipazione di nomi

come [Albertino](#), [Radio DeeJay](#), [Benny Benassi](#), [Skin](#), [Martin Solveign](#), [Cassius](#), [Pete Tong](#), [Paola Maugeri](#) e [Francesco Sarcina](#).

In February 2014, he moved to Boston, USA, to study American [street art](#) up close.

In December 2015, two personal exhibitions were held: "We are all migrants" in San Giuseppe Vesuviano (Rosso's hometown) and "Helping Hands #1" in Castellammare di Stabia.

In 2016, he designed the covers for [Neffa](#)'s single [Sigarette](#) and the album [Resistenza](#) which the singer would take to the [66° Festival di Sanremo](#). Through the cover of Neffa's single [Colpisci](#) Michele Ciro Franzese, known as Rosso, officially introduced his [street art](#) project called "Crapitalism."

With **Crapitalism**, he explores themes such as integration and consumerism. The choice of a pop style and the juxtaposition of iconic subjects are both attractive and thought-provoking. Rosso creates sticker art and street collages in various locations, including Milan, Ferrara, Venice, Verona, Sorrento, and Naples in Italy; London, Bristol, Edinburgh, Berlin, Amsterdam, Copenhagen, and Frankfurt in Europe; and Miami, New York, and Boston in the United States.

The exhibition of Crapitaleaf canvases took place in Seiano on May 19, 2018.

2020s

He served as a lecturer for "Graphic Design for Fashion" at the Istituto Superiore di Design (ISD) in Naples and conducted masterclasses on "Editorial Graphics and Typography" at the Faculty of Architecture of the [Università degli studi di Napoli Federico II](#). In February 2020, he held a workshop at Heriot Watt University in Edinburgh, Scotland, on the topic of "Music Merchandising & Fashion Business."

Rosso designed the graphics for [Livio Cori](#)'s second album, [Femmena](#) which was released in two parts in September and October 2020. This project reignited his creativity in service to music, as he went on to create album covers and handle communication for various artists from 2021 to 2023. The list includes Heir, Santachiara, Mike Lennon, Naska, Simone Panetti, Andrea Blanc, Benny the butcher, Coast Contra e

Muschio Selvaggio the podcast by Fedez and Luis Sal.

On February 12, 2021, the single [Aggio Perz o Suonno](#) by [Neffa](#) featuring [Coez](#), produced by [Tayone](#), was released. Rosso designed both the single's artwork and the album [AmarAmmore](#) released on March 23. A limited edition vinyl of the album featured his surreal-themed illustrations.

Michele Ciro Franzese has created various brands over the years. On November 24, 2020, the restaurant [Re Santi e Leoni](#), for which he designed the corporate identity, was awarded a Michelin star.

During these years, his artistic activity related to the "Crapitalism" project intensified with the creation of limited editions and urban guerrilla activities. Notable is the "C3LEBRATION" series, dedicated to the third Serie A championship victory of the Italian football team [SSC Napoli](#).

Musical Curiosities

Under the pseudonym [RossoRosso](#), he independently produced and released two EPs between 2003 and 2004, "Demo Scfiammato" and "Brivido." The first work incorporated influences from artists like [J Dilla](#), along with sounds from projects like [Cinematic Orchestra](#), [Nitin Sawhney](#) and [Roni Size](#). The second EP, "Brivido," was more mature and focused, exploring [Glitch Music](#). Both works featured the vocals of [Dy Darshan](#).

In 2010, he sponsored the first tour of the album [Afertparty](#) by [Videomind](#), a group composed of [Clementino](#), [Paura](#) and [Tayone](#).

In October 2012, he sponsored the [dubstep](#) remix of "Fa' Ammore Cu'mme" by [Almamegretta](#) and [Raiz](#), produced by [Tayone](#).

Musical Covers

Albums

- 2004 - [Dada Danzè](#) - [El-ghor](#), Seahorse records
- 2009 - [Sognando Contromano](#) - [Neffa](#), [Rca](#)
- 2013 - [La grande abbuffata](#) - [Funky Pushertz](#), [Suonivisioni](#)
- 2013 - [Molto Calmo](#) - [Neffa](#), [Sony](#) / [Best Sound](#)
- 2016 - [Resistenza](#) - [Neffa](#), [Sony Music](#)
- 2020 - [Femmena](#) - [Livio Cori](#), [Magma](#)

- 2021 - AmarAmmore - [Neffa](#), [Sony Music](#)
- 2022 - Blu [Verano Ep](#) - [Livio Cori](#), Magma
- 2022 - Rebel - Naska, Thamsanqa
- 2022 - Rebel Deluxe - Naska, Thamsanqa
- 2022 - Profondo Rosa - Simone Panetti, Thamsanqa
- 2022 - Itasian - Mike Lennon, Carosello Records
- 2022 - 12 - Andrea Blanc, Thamsanqa
- 2023 - La mia stanza - Naska, Thamsanqa
- 2023 - La mia Deluxe - Naska, Thamsanqa

Singles

- 2007 - [Sigarette](#) - [Neffa](#) included in [Alla fine della notte](#), [Sony Music](#)
- 2007 - [Passione](#) - [Neffa](#) included in [Saturno Contro](#), [Ariola](#)
- 2013 - [Quando Sorridi](#) - [Neffa](#) included in [Molto Calmo](#), [Sony / Best Sound](#)
- 2016 - [Sigarette](#) - [Neffa](#) included in [Resistenza](#), [Sony Music](#)
- 2016 - [Colpisci](#) - [Neffa](#) included in [Resistenza](#), [Sony Music](#)
- 2020 - [Pusher Love](#) - [Livio Cori](#) feat. Enzo Dong included in [Femmena](#), Magma
- 2021 - [Aggio Perz o Suonno](#) - [Neffa](#) feat. [Coez](#) included in AmarAmmore, [Sony Music](#)
- 2021 - Amo di te - Andrea Blanc feat. SVM included in 12, Thamsanqa
- 2021 - Non ho colpa - Andrea Blanc included in 12, Thamsanqa
- 2021 - Verano - [Livio Cori](#) included in Blu [Verano Ep](#), Magma
- 2021 - Vieni con me - Andrea Blanc feat. Mayomi included in 12, Thamsanqa
- 2022 - Spazio di un secondo - Andrea Blanc included in 12, Thamsanqa
- 2022 - Profonda e blu - Andrea Blanc feat [Livio Cori](#) included in 12, Thamsanqa
- 2022 - Bisogno di te - Andrea Blanc included in 12, Thamsanqa
- 2022 - La mia testa è un postaccio - Santachiara included in La strada più bella per tornare a casa, Carosello Records
- 2022 - Vertigo - Heir, [Sony Music](#)
- 2022 - Se non hai le ali - Andrea Blanc included in 12, Thamsanqa
- 2022 - Isola - Andrea Blanc feat. Leslie Sackey included in 12, Thamsanqa
- 2022 - Il mio inferno - Andrea Blanc included in 12, Thamsanqa
- 2022 - Rasoi - Andrea Blanc feat Tommy Dali included in

- 12,Thamsanqa
- 2022 - Morsi - Andrea Blanc feat David Blank included in 12,Thamsanqa

Videography

Videoclip

- 2006 - Danzè - [El-ghor](#), seahorse records ^[b]
- 2006 - My Winter Vacation - Populous feat [Doseone](#), [Morr Music](#) ^[e]
- 2006 - [Tutto è Fermo](#) - [Paura](#), [Relief Records](#) ^[f]
- 2006 - Frammento di sole - I Fluxer, [Relief Records](#) ^[g]
- 2008 - Sans Lumiere - [El-ghor](#), seahorse records ^[c]
- 2009 - *TU' te 'iettà* - ShaOne, NUT records ^[h]

Tv Spot / Retail

- 2005 - [MTV](#) - [Barrio19](#) / Tv Promo ^[d]
- 2008 - [Alcantara](#) / Retail Video
- 2008 - [Mercedes](#) / Retail Video ^[o]
- 2008 - [BMW](#) - *DejaVu: MyDayMyDay* / Motion Graphic ^[i]
- 2009 - Antony Morato - *Seven Seconds* / Tv Spot ^{[p],[q],[r]}
- 2010 - Antony Morato - *How to wash* / Tv Spot
- 2011 - Antony Morato - *10 Seconds* / Tv Spot ^{[s][t]}
- 2012 - Antony Morato - *The Only Reason* / Tv Spot

Publications

Books

- 2005 - **De05**, p.25. IdN Network, *Singapore*
- 2006 - **Grafuck vol. 2**, p.57. Me Me, *Londra*
- 2006 - **Tres Logos**, p. 32, 33, 38, 80, 237,283, 312, 352, 356, 424,447. [Gestalten](#), *Berlino*
- 2008 - **Fashion Wonderland**, p.248. Victionary, *Hong Kong*
- 2008 - **World One Minute**, p.151. Vice Versa, *Amsterdam*
- 2010 - **What do you love? IdN 15th Anniversary**, p.393, Dvd (Video content), IdN™, *Hong Kong*

Magazines

- 1993 - **Collectors' Magazine** [Swatch](#), N.23, p.73, Edizioni Eden (*Illustrazione*)
- 2006 - **Kult Magazine**, N.3, p.65, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2006 - **Kult Magazine**, N.4, p.77, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2006 - **IdN Magazine**, V.11, N.4, Dvd, International Design Network (*Dvd video content*)
- 2006 - **Defrag**, N.1, p.128, Defrag (*Illustrazione*)
- 2006 - **Kult Magazine**, N.8, p.26, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2006 - **Kult Magazine**, N.9, p.39, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2006 - **Basement**, N.11, p.36,37,38, Move Editore (*Citazione intervista*)
- 2006 - **Kult Magazine**, N.11, p.121, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2007 - **IdN Magazine**, V.14, N.1, p.124, Dvd, International Design Network (*Dvd video content*)
- 2007 - **Kult Magazine**, N.1, p.53, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2007 - **IdN Magazine**, V.14, N.3, p.22-23, International Design Network (*Interview*)
- 2007 - **Kult Magazine**, N.3, p.69, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2007 - **Kult Magazine**, N.4, p.77, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2008 - **Kult Magazine**, N.1, p.25, Edizioni Pem (*Rubrica / Articolo redatto*)
- 2008 - **GQ**, N.8, p.54, [Condè Nast](#) (*Presentazione con ritratto*)
- 2011 - **I'M Magazine**, N.22, p.59, Edizioni I'M srl (*Citazione con foto*)
- 2012 - **Pambianco Magazine**, N.11, p.64, Pambianco (*Intervista breve*)
- 2013 - **Chi**, N.51, p.33, [Mondadori](#) (*Citazione con foto*)

Awards

- 2005 - **U-Load** - [MTV NETWORK](#) / Primo posto
- 2011 - **Gran Prix della Pubblicità** - Un giro avanti / Primo posto
- 2011 - **Key Awards** - Luxury & Beauty / Primo posto

Discography

- 2003 - Demo Scfiammato, Autoproduzione
- 2004 - Brivido, Autoproduzione

Exhibitions

Personal

- 2015 - *We are all migrants* - [San Giuseppe Vesuviano](#), 26.12
- 2015 - *Helping Hands #1* - [Castellammare di Stabia](#), 27.12
- 2018 - *Crapitaleaf* - [Seiano](#), 19.5

Collettive

- 2005 - Design Edge - [Singapore](#), 10.11 / *Pubblicazione nel catalogo*
- 2006 - Creatives Are Bad ^[31] - [Salerno](#), 28.7 / *Pubblicazione nel catalogo*
- 2007 - Attraversamenti - [Trevi](#), 1.9 / *Pubblicazione nel catalogo*
- 2007 - Videominuto Pop Tv - [Prato](#), 6.9 / *Pubblicazione nel catalogo*

Notes

1. ^ [Premio Videoclip Italiano 2006](#), Cinespettacolo.
2. ^ [Videoclip Indipendente Italiano 2008](#), Campania Rock.
3. ^ [O' Curt Rassegna 2007](#), Caserta News.
4. ^ [Rassegna O' Curt 2009](#), Cinema Italiano.
5. ^ [Festival O' Curt 2009](#), Freakout Magazine.
6. ^ [Intervista: El-Ghor 2007](#), Freakout Magazine.
7. ^ [Selezione video rassegna corto 2007](#), Freakout Magazine.
8. ^ [Biografia Muhe 2005](#), Rockit.
9. ^ [Tarwater + Muhe vs Rosso, Live @velvet 2005](#), Freakout Magazine.
10. ^ [Intervista El-Ghor 2007](#), Rock Lab.

11. ^ [MTV Motorola U-Load - Spot Tv 2004](#), Youtube.
12. ^ [MTV Load contest 2004](#), Arcstreet.
13. ^ [Intervista Populous 2005](#), RapManiacZ.
14. ^ [Intervista Populous 2005](#), Freakout Magazine.
15. ^ [Comunicato stampa 'O Curt 2005](#), Rockol.
16. ^ [Speciale O'Curt 2005](#), Freakout Magazine.
17. ^ [Tam Tam Digifestival 2007](#), Positano News.
18. ^ [Rassegna del cortometraggio 'O Curt 2007](#), Freakout Magazine.
19. ^ [IdN v14n3: Fashion Graphics Issue 2007](#), Idnworld.
20. ^ [Attraversamenti Festival 2007](#), Exibart.
21. ^ [Attraversamento Programma 2007](#), Parmadaily.
22. ^ [Videominuto Pop Tv Comunicato Stampa 2007](#), Exibart.
23. ^ [Videominuto Pop Tv Programma 2007](#), Yumpu.
24. ^ [Videominuto 2007](#), Nove Firenze.
25. ^ [VideoMinutoPopTv 2007](#), UndoNet.
26. ^ [OneVision Serie 1 2007](#), Bmw Group.
27. ^ [OneVision Autori 2008](#), Bmw Group,
28. ^ [OneVision Digital Art Prize 2008](#), Idranet.
29. ^ [Opening for IdN 15th Anniversary 2010](#), Idnworld.
30. ^ [IdN 15th Anniversary Edition 2009](#), Issuu.
31. ^ [Creatives are bad - Intervista 2006](#), Spot and web.
32. ^ [Michele Franzese - Fashion Specialist 2013](#), Idnworld.
33. ^ [La nuova moda napoletana 2012](#), Pambianco.
34. ^ [Esce oggi "Molto calmo" 2013](#), Sony Music.

External Links

- a. official website, on www.michelefranzese.com
- b. video Danzè - El-ghor, on youtube
- c. video Sans Lumiere - El-ghor, on youtube
- d. video Barrio19 - Mtv Network, on youtube
- e. video My Winter Vacation - Populous feat Doseone, on youtube
- f. video Tutto è Fermo - Paura, on youtube
- g. video Frammento di sole - I Fluxer, on arcoiristv
- h. video Tu t'e 'ittà - ShaOne, on youtube
- i. video Onirico , on youtube
- j. video DejaVu: MyDay MyDay - Bmw, on youtube
- k. video VideominutoPopTv, on youtube
- l. video Fortune - Muhe vs Rosso, on youtube
- m. video Fashion is my profession, on youtube
- n. video Idn 15th Anniversary, on vimeo

- o. [video Mercedes Retail Spot](#), on [youtube](#)
- p. [video Seven Seconds - Daisuke](#), on [youtube](#)
- q. [video Seven Seconds - Vincent](#), on [youtube](#)
- r. [video Seven Seconds - Marcelo](#), on [youtube](#)
- s. [video Ten Seconds Final 1](#), on [youtube](#)
- t. [video Ten Seconds Final 2](#), on [youtube](#)
- u. Discogs page, on [discogs.com](#)
- v. Profilo Instagram, on [instagram.com](#)
- w. Profilo TikTok, on [tiktok.com](#)
- x. Profilo LinkedIn, on [linkedin.com](#)