



Piero Golfo

Instagram:
@letshowtime



Biography

There's a generation of creatives who learned design with a mouse. And then there's , who started out drawing Keith Haring on high school desks, back when the internet didn't exist, Google was still science fiction, and Adobe Photoshop was still at version 1.0. Before tutorials, templates, and "undo," he crafted logos by hand with Rapidographs, colored them with Pantone markers, and learned typographic composition directly from print media. An analog, physical, almost artisanal approach that still defines his way of thinking about communication today: fewer effects, more identity. Over the years, Piero has witnessed the complete evolution of digital creativity: from publishing graphics to web design, from social media marketing to creative direction for brands, companies, events, and institutions. He has worked as a designer, art director, instructor, and founder of Bisestyle.it, transforming a craft born of paper and Caran d'Ache into a continuous exploration of contemporary language. Today he uses artificial intelligence as a new creative tool, but with the mindset of someone who still knows how to draw before generating. Because those who started out without the internet don't use AI to replace ideas. They use it to push them further.