

# Rocco Piscatello

Award-winning poster series for Fashion Institute of  
Technology Visiting Artist Program.

# Rocco Piscatello

Rocco Piscatello, principal of Piscatello Design Centre, is a designer who specializes in the creation of design systems that integrate brand identity, digital experiences, and environmental signage for clients and cities around the world.

Piscatello worked with legendary designers Lella and Massimo Vignelli.

<https://www.tdc.org/event/exhibition-rocco-piscatello-poster-works-for-fit/>

<https://www.flickr.com/photos/typedirectorsclub/sets/72157695005025504>

<http://piscatello.com/projects/poster-works-for-fit-collection/>

<http://posterworks.piscatello.com/#posters>

# Rocco Piscatello

## Five Core Design Principles

Strategic Intent

Clarity Of Message

Brand Reinforcement

Enhanced Functionality

Lasting Sustainability



f 03



F 04



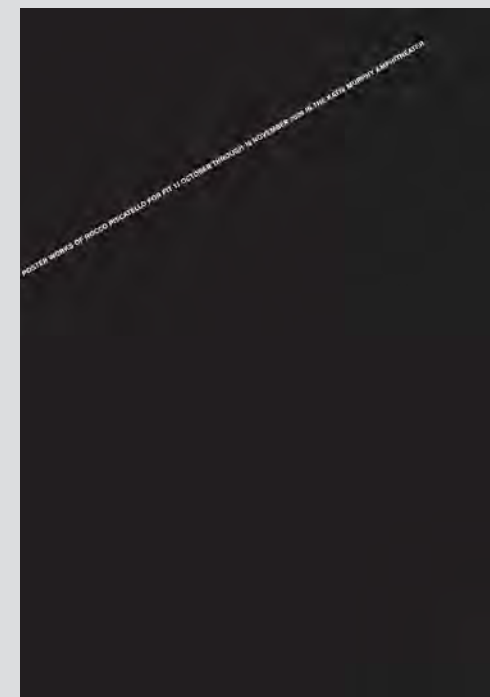
S 04



S 05



F 05



F 06



F 06



S 07



S 08



F 08



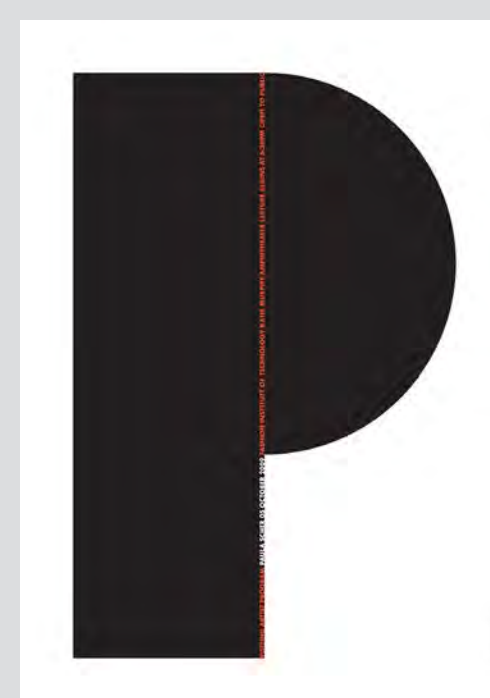
S 09



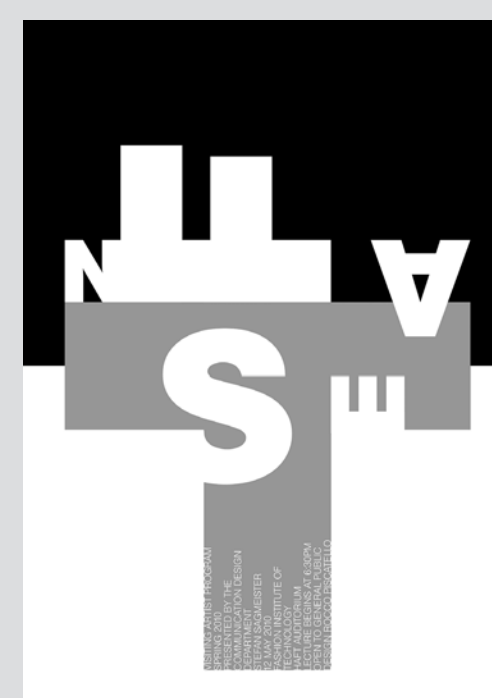
S 09



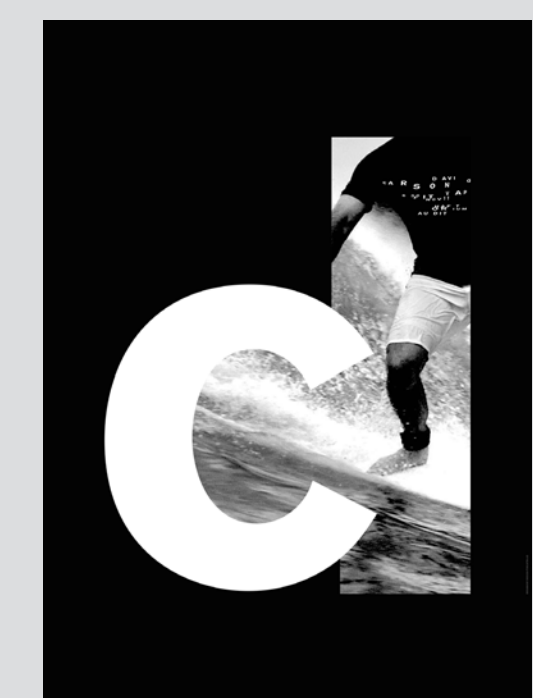
S 09



F 09



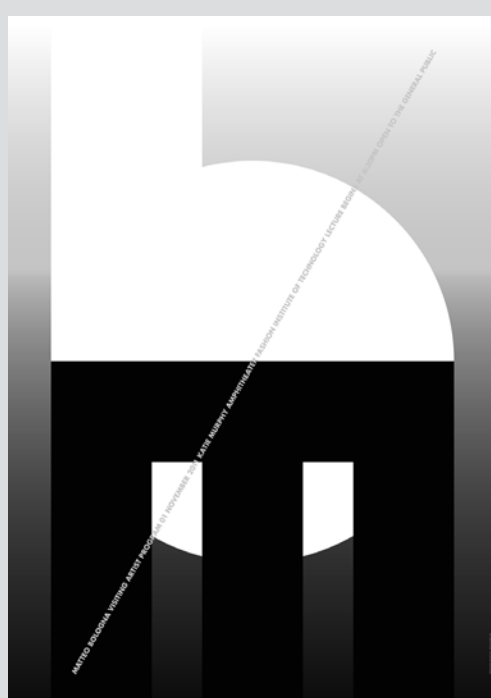
S 10



F 10



S 11



F 11



S 12



F 12



S 13



F 13



S 14



F 14

VISITING ARTIST PROGRAM  
LISA STRAUSS FELD 17 SEPTE  
MBER STEVEN HELLER 16 OC  
TOBER MILTON GLASER 13 N  
OVEMBER ALL LECTURES BE  
GIN AT 6:30 PM KATE MURPH  
Y AMPHITHEATER FASHION  
INSTITUTE OF TECHNOLOGY

bridget de benguiat  
oioos cooke  
kenneth

Visit our Artist Program  
Spring 2004  
March 17 - 18, 11 AM - 5 PM  
April 11 - 12, 11 AM - 5 PM  
May 11 - 12, 11 AM - 5 PM  
June 11 - 12, 11 AM - 5 PM  
July 11 - 12, 11 AM - 5 PM  
August 11 - 12, 11 AM - 5 PM  
September 11 - 12, 11 AM - 5 PM  
October 11 - 12, 11 AM - 5 PM  
November 11 - 12, 11 AM - 5 PM  
December 11 - 12, 11 AM - 5 PM



**Visiting  
Artist  
Program**

**Fashion  
Institute of  
Technology**

**Marshall  
Arisman  
10.5**

**Scott  
Stowell  
11.10**

Printed on 100% Recycled Paper  
with Soy-based Inks  
and Vegetable Oil-based  
Inks. All other materials  
used in the production  
of this book are  
recycled.



Design: Bruce Pincus/S&P Paper: Smart Paper® Printing: Road Graphic Arts Inc.

Stock2No.  
Schultz11Oct

Stock2No.  
Schultz11Oct  
Poster Works of Rocco Piscatello  
Admission is Free  
Faculty  
Institute of  
Technology  
Visiting  
Artist  
Program

F 05

POSTER WORKS OF ROCCO PISCATELLO FOR FIT 11 OCTOBER THROUGH 16 NOVEMBER 2006 IN THE KATIE MURPHY AMPHITHEATER

Design: Rocco Piscatello. Poster: Schultz11Oct. Printing: Stock2No. © 2006

F 06

michael bierut  
11 october  
massimo vignelli  
16 november

visiting artist program  
celebrating five years  
communication design department  
fashion institute of technology  
katie murphy amphitheater  
lectures begin at 6:30pm



F 06



**IVAN  
CHER**  
MAY 2  
EFF

VISITING ARTIST PROGRAM  
SERIES 2011 BY THE  
COMMUNICATION DESIGN DEPARTMENT

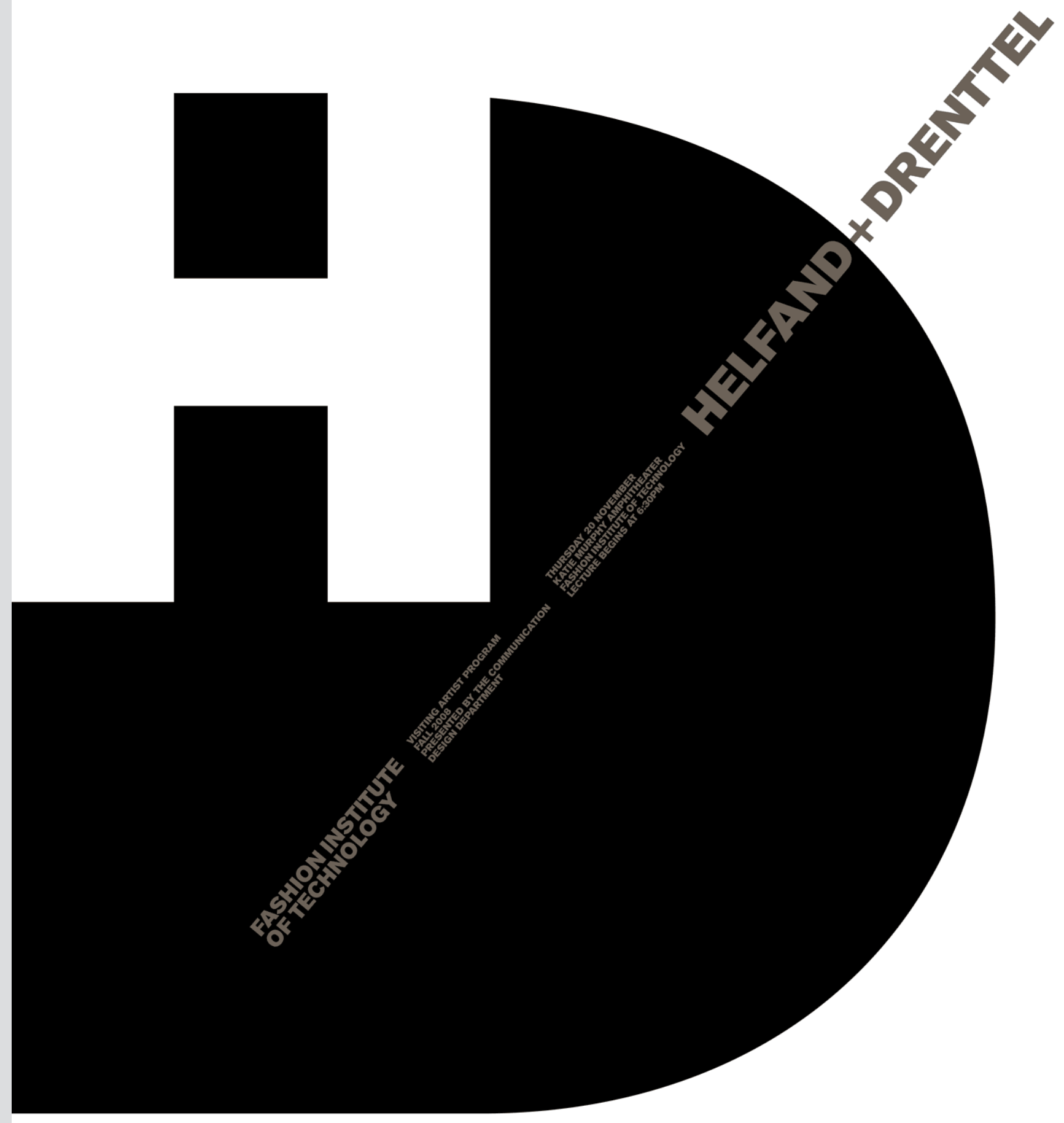
LECTURE BEGINS AT 6:30PM  
KATIE MURPHY AMPHITHEATER  
FASHION INSTITUTE OF TECHNOLOGY  
ADMISSION IS FREE

S 07



VISITING ARTIST PR  
OGRAM PRESENTED BY  
THE COMMUNICATION  
DESIGN DEPARTMENT  
CELEBRATING FIVE Y  
EARS WITH JAN WILKE  
RAN DHU JALTI KARLSS  
ON FROM KARLSSON WI  
LKER WEDNESDAY FEB  
RUARY 22 AND PHILIP  
PEAPELO IGT HURSDA  
Y MARCH 16 ALLLECTU  
RES BEGIN AT 630 PM I  
N THE KATIEMURPHYA  
MPHITHEATER AT THE  
FASHION INSTITUTE  
OF TECHNOLOGY 2006

DESIGN: MICCO INCATELLO



FASHION INSTITUTE  
OF TECHNOLOGY

VISITING ARTIST PROGRAM  
FALL 2005  
PRESENTED BY THE COMMUNICATION  
DESIGN DEPARTMENT

THURSDAY 20 NOVEMBER  
7:45 PM AMPHITHEATER  
FASHION INSTITUTE OF TECHNOLOGY  
LECTURE BEGINS AT 6:30PM

HELFAND + DRENTTEL

DESIGN: MICCO INCATELLO

VISITING ARTIST PROGRAM PAULA SCHER 05 OCTOBER 2009 FASHION INSTITUTE OF TECHNOLOGY KATIE MURPHY AMPHITHEATER LECTURE BEGINS AT 6:30PM FREE AND OPEN TO PUBLIC

DESIGN BY BOCCO PISCATELLO

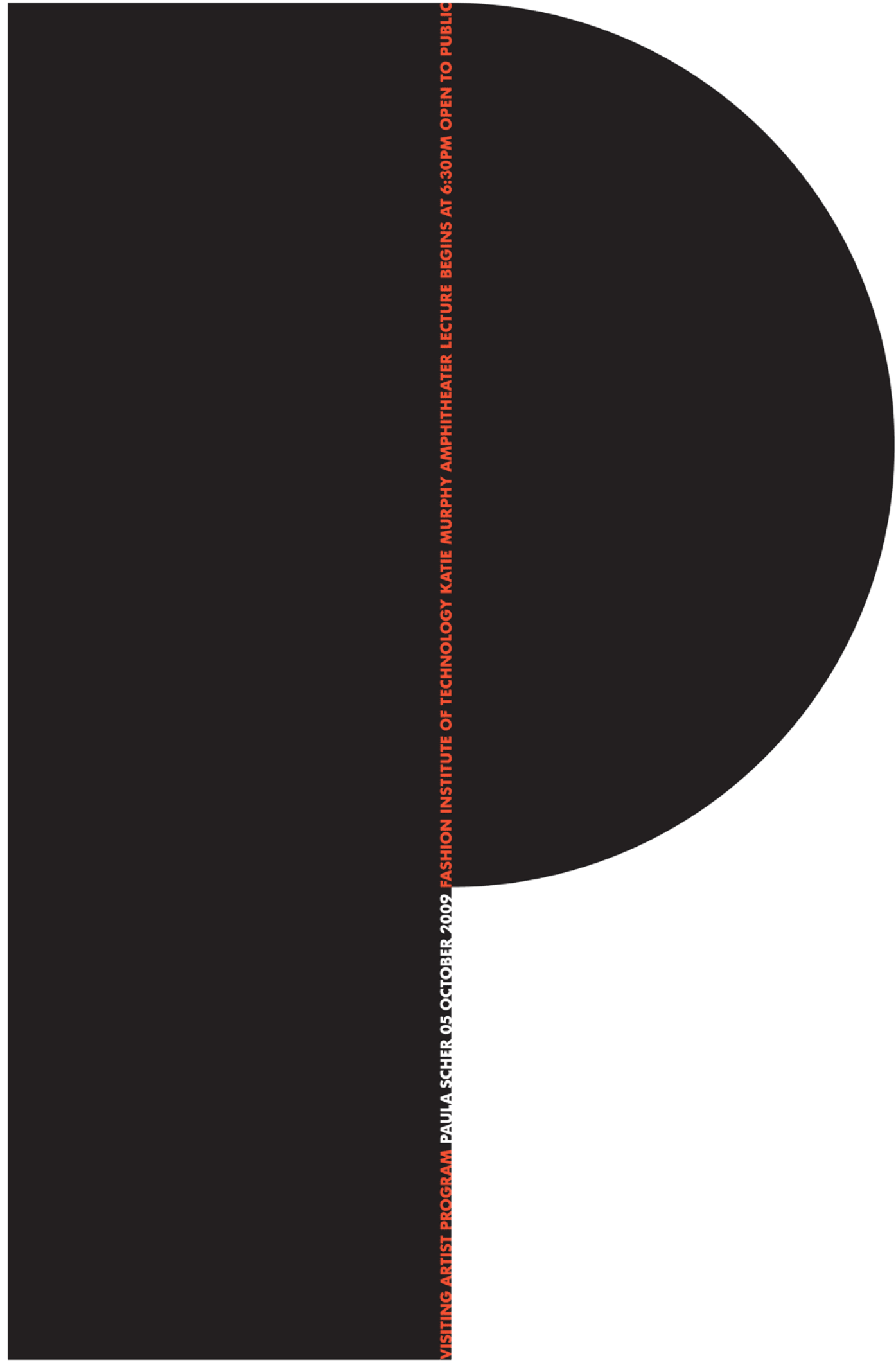
TAKAKIMATSUMOTO

VISITING ARTIST PROGRAM  
SPRING 2009  
PRESENTED BY THE  
COMMUNICATION DESIGN  
DEPARTMENT  
TAKAKI MATSUMOTO  
15 MAY 2009  
FASHION INSTITUTE OF  
TECHNOLOGY  
KATIE MURPHY AMPHITHEATER  
LECTURE BEGINS AT 6:30PM  
OPEN TO GENERAL PUBLIC  
DESIGN BOCCO PISCATELLO

TAKAKIMATSUMOTO

VISITING ARTIST PROGRAM  
SPRING 2009  
PRESENTED BY THE  
COMMUNICATION DESIGN  
DEPARTMENT  
TAKAKI MATSUMOTO  
25 MAY 2009  
FASHION INSTITUTE OF  
TECHNOLOGY  
KATIE MURPHY AMPHITHEATER  
LECTURE BEGINS AT 6:30PM  
OPEN TO GENERAL PUBLIC  
DESIGN ROCCO PISCATELLO

S 09



VISITING ARTIST PROGRAM PAULA SCHER 05 OCTOBER 2009 FASHION INSTITUTE OF TECHNOLOGY KATIE MURPHY AMPHITHEATER LECTURE BEGINS AT 6:30PM OPEN TO PUBLIC

DESIGN BY Rocco Piscatello

F 09

# NEWS AW

# S

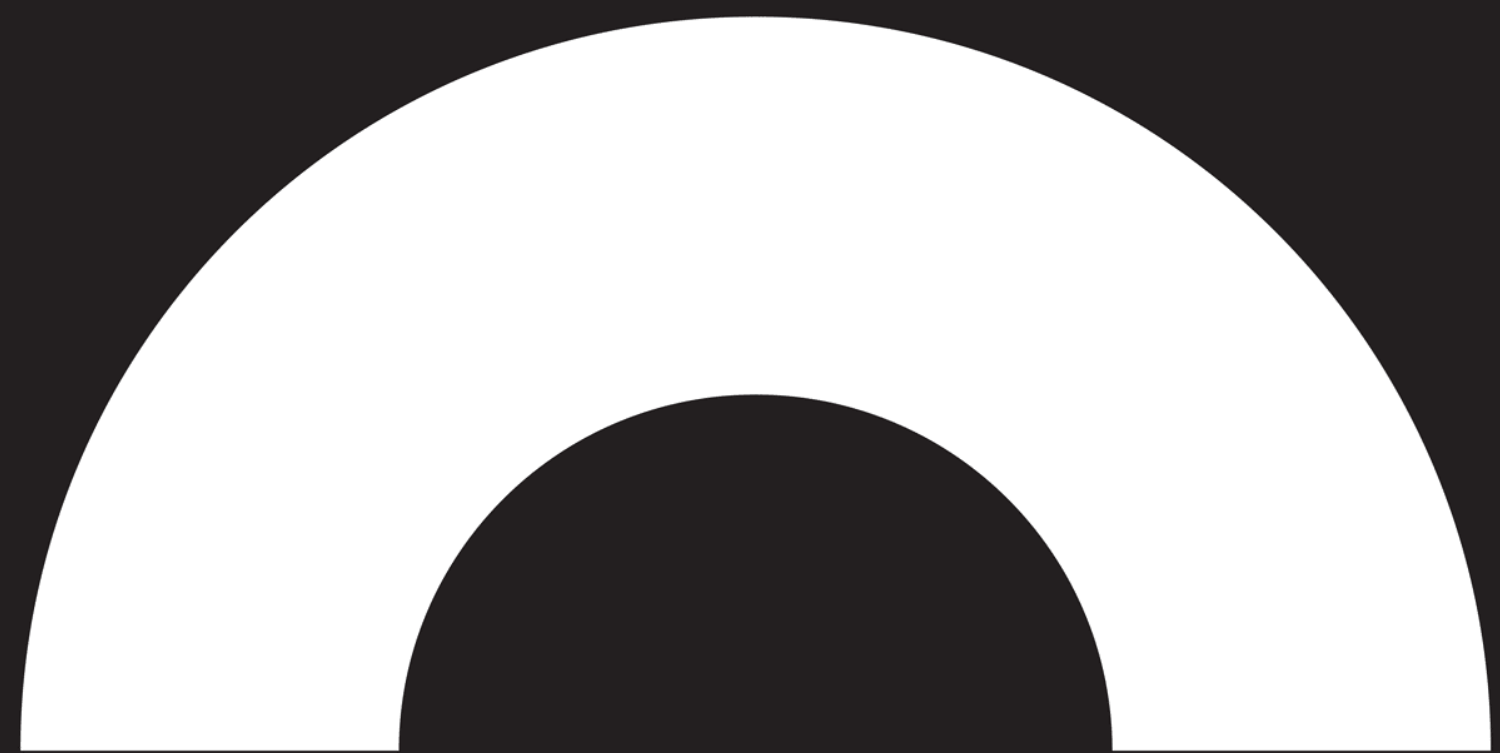
VISITING ARTIST PROGRAM  
SPRING 2010  
PRESENTED BY THE  
COMMUNICATION DESIGN  
DEPARTMENT  
STEFAN SAGMEISTER  
12 MAY 2010  
FASHION INSTITUTE OF  
TECHNOLOGY  
HAFT AUDITORIUM  
LECTURE BEGINS AT 6:30PM  
OPEN TO GENERAL PUBLIC  
DESIGN ROCCO PISCATELLO

S 10

# C



F 10

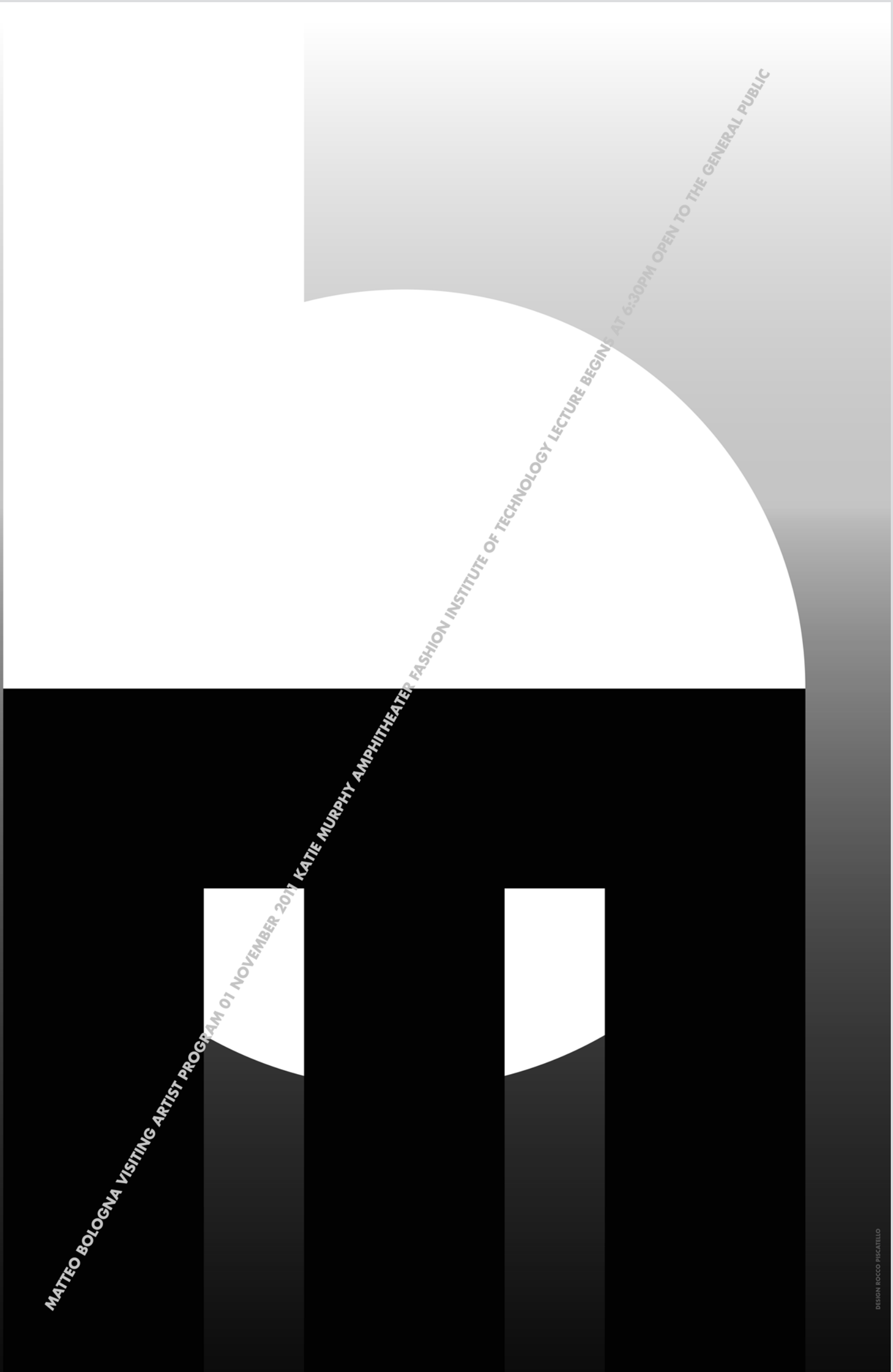


**David  
Gibson  
30 March  
FIT**

Visiting Artist Program  
Spring 2011  
Presented by the Communication  
Design Department

Lecture begins at 6:30pm  
Katie Murphy Amphitheater  
Fashion Institute of Technology/  
Open to the general public

Design Rocco Piscatello



**MATTEO BOLOGNA VISITING ARTIST PROGRAM 01 NOVEMBER 2011 KATIE MURPHY AMPHITHEATER FASHION INSTITUTE OF TECHNOLOGY LECTURE BEGINS AT 6:30PM OPEN TO THE GENERAL PUBLIC**

DESIGN ROCCO PISCATELLO

Jessica  
Hische

VISITING ARTIST PROGRAM

7<sup>th</sup>  
OF  
March  
2012

at the

KATIE MURPHY AMPHITHEATER

Fashion Institute  
OF  
Technology

LECTURE BEGINS AT

6:30 pm

OPEN to the  
GENERAL  
PUBLIC

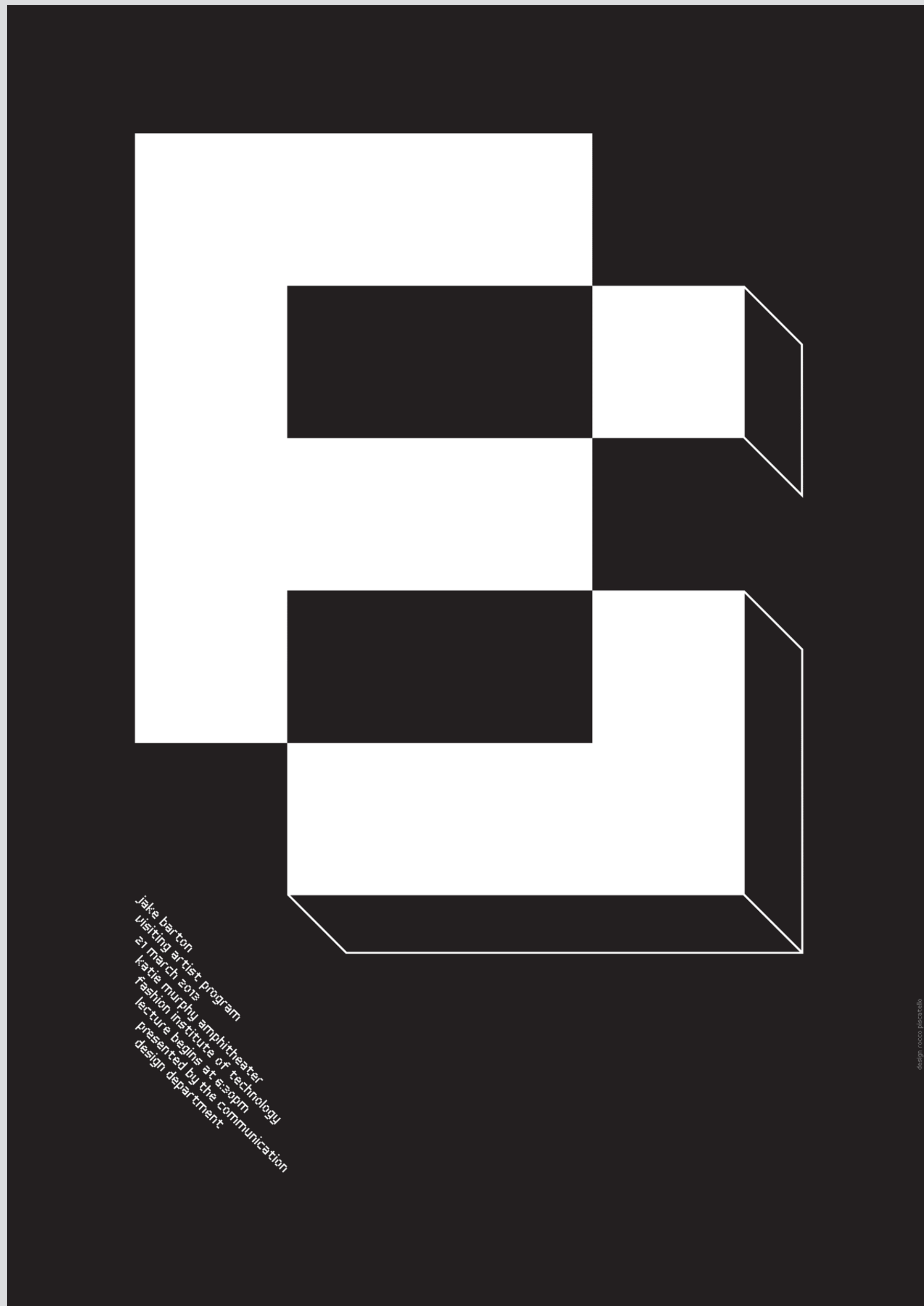
DESIGN: ROCCO PICCATILLO WITH JESSICA HISCHE

S 12



DESIGN: ROCCO PICCATILLO

F 12



jake barton  
visiting artist program  
21 march 2012  
katie murphy amphitheater  
fashion institute of technology  
lecture begins at 6:30pm  
presented by the communication  
design department

design: rocco paschella

S 13



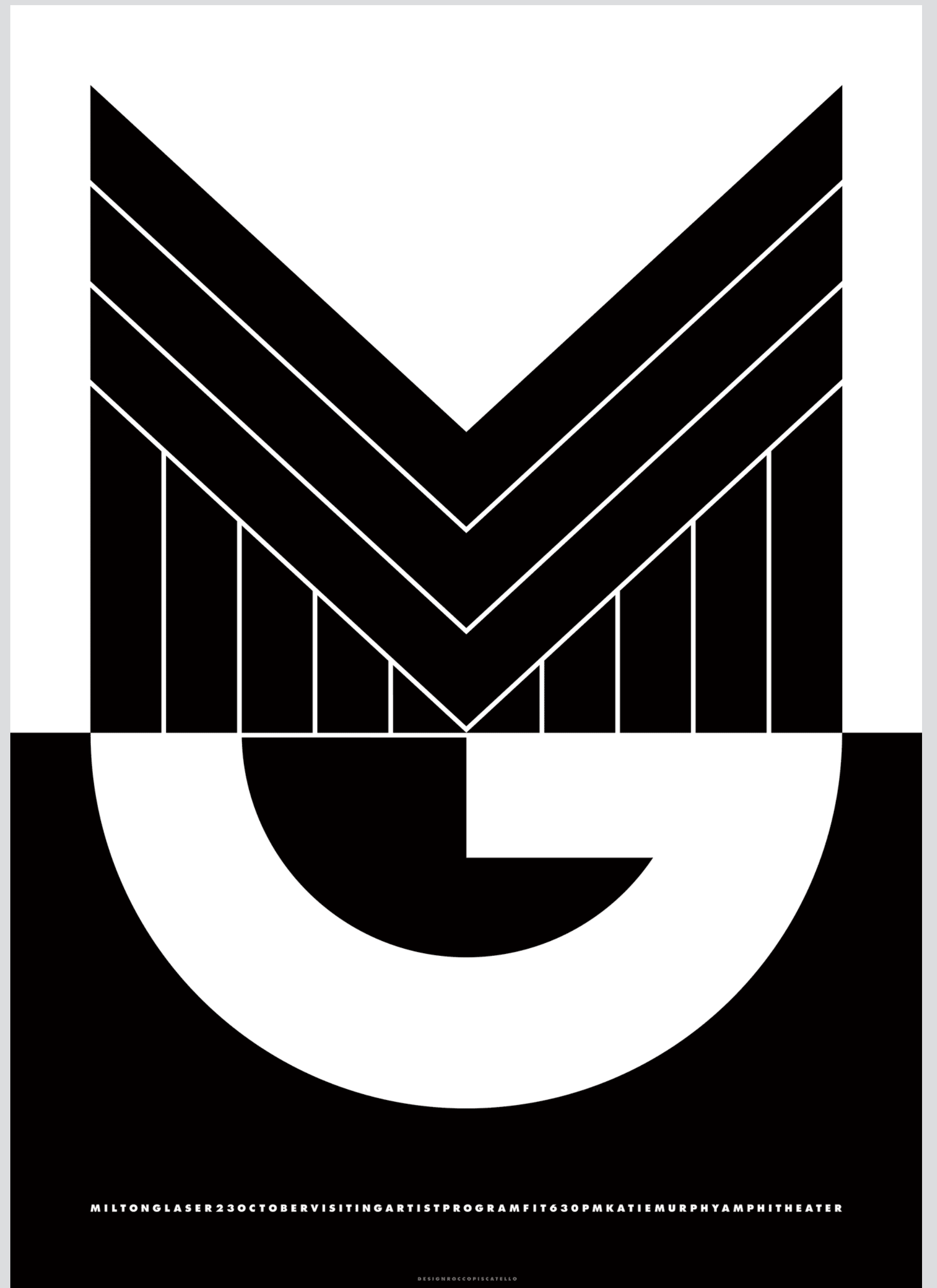
24  
PROJECT  
JESSICA  
WALSH  
VISITING ARTIST  
BEGINS AT 7PM  
KATIE MURPHY FIT  
COMMUNICATION DESIGN

design: rocco paschella

F 13



S 14



F 14



