

ABOUT

Hand Made Group is an international, multi-disciplinary creative studio. The studio was created in 1992 by Alessandro Esteri out of the desire to have close relationships with clients, and to work projects that he cared about. Hand Made Group is about the materialization of emotions and communication with a multi sensory approach. We do not believe in one form of communication and we pride ourselves in our ability to express the needs

of our clients through so many different mediums and techniques. In a world that has become very one dimensional, we have become increasingly manual and tactile in the way we express the needs of our clients, and the things that we love. We have been known to do: graphic design, branding and packaging, web design, copy writing, interior and furniture design, photography and art.

WHERE

Tucked into the hills of Tuscany, away from the mass media channels is an abandoned wool factory, now the lead design studio of Hand Made Group. It is here where many of the creative ideas and experimentation take place. However Hand Made group is made up of associates around the globe, constantly feeding us with different perspectives and talents. We have secondary offices in London, Bologna, Paris and Milano.

WHY

Hand Made Group is made up of a satellite structure of associates all around the world. We like this approach because everyone sees different things, speaks a different language, and therefore we have various perspectives. This unique melange of identities means that the client will benefit from a cross disciplinary approach, an intermix of view points that keep the design and communication work original and evolving.

