

LORENZO BALDO ZANNELLI

Designing spaces
that hold a story.



I shape interiors through narrative, atmosphere and technical control.

I am an interior designer working across custom furniture, residential environments, premium retail and 3D visualisation. Trained at IED Milano, I follow projects from survey and concept through production, delivery and final styling.

My practice moves between the precision of drawings and the emotional potential of images — including AI-assisted visual storytelling when it strengthens the concept.

Three fields. One evolving practice.

01

PROFESSIONAL WORK

Nursery · Residential interiors · Penthouse outdoor · Event identity

02

ACADEMIC PROJECTS

Eterna (Thesis) · Oltre la Gabbia (Paolo Stella) · Mediterranean House · Diesel Seoul

03

PERSONAL EXPLORATIONS

Atmospheric Study · After Hours

01 / PROFESSIONAL WORK

Built spaces. Client stories.

From concept and visualisation through technical
resolution and delivery.



A playful landscape of books, colour and made-to-measure joinery.

A nursery and study conceived as a continuous piece of architecture. Perimeter bookcases, house-shaped niches and a central tree-like structure turn storage into an intuitive environment for learning, play and discovery.

SCOPE

Concept · visualisation · technical development · production support

TOOLS

3ds Max · Corona · AutoCAD



DESIGN VISUALISATIONS

The central element organises circulation while the perimeter becomes inhabitable storage.



LIBRARY WALL



CENTRAL TREE



COLOUR NICHES

BUILT OUTCOME

From digital model to an installed, tactile environment.



COMPLETED ROOM



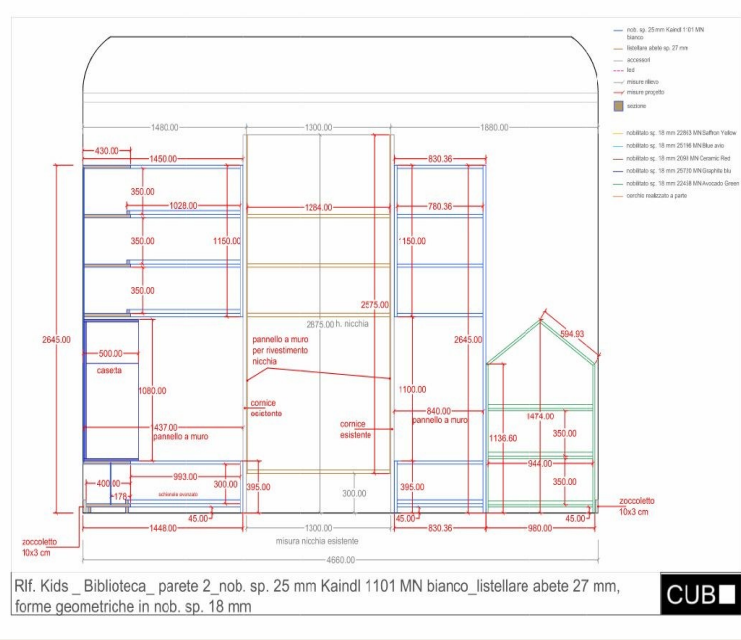
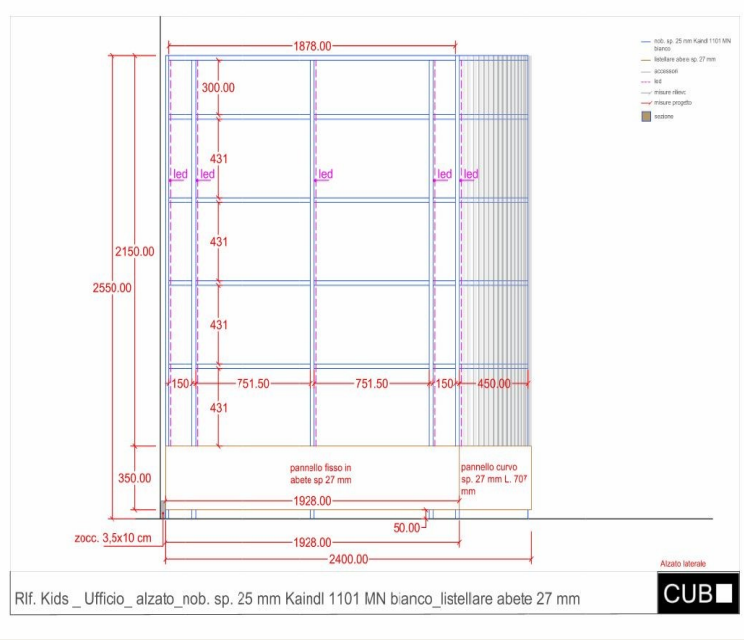
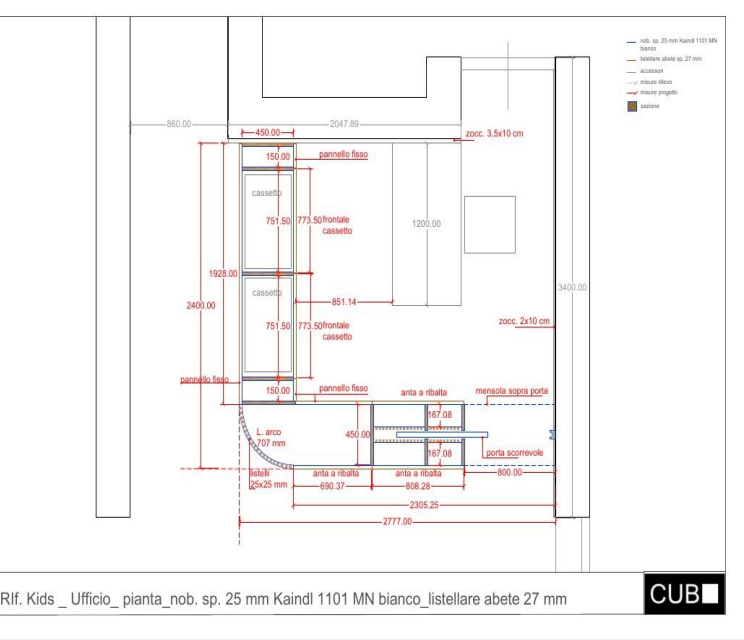
JOINERY DETAIL



HOUSE NICHES

TECHNICAL DEVELOPMENT

Drawings coordinate proportions, modules, colour and fabrication.



D.N. Residence

Warm timber, integrated storage and sculptural moments form one domestic language.



RESIDENTIAL SEQUENCE

Curved slatted walls conceal function, while mirrors and display elements amplify light.



ENTRANCE STORAGE



DINING ROOM



WARDROBE DRAWING

S. LF Residence

Contemporary furniture is inserted with care inside a richly decorated historic shell.

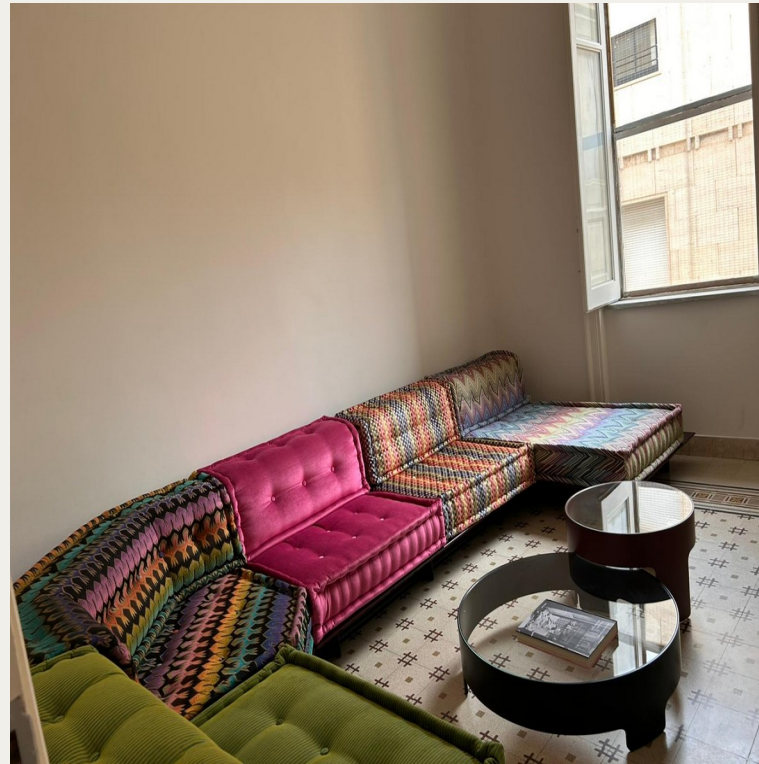


HERITAGE + FURNITURE

Decorated floors and ceilings remain active while custom storage and selected furniture add a new layer.



BEDROOM PROPOSAL



LIVING INSTALLATION



DINING PROPOSAL

OUTDOOR LIVING / DAY—NIGHT

Roche Bobois outdoor pieces upholstered in Missoni fabrics create an open-air Mediterranean living room.



DAYLIGHT SETTING



EVENING ATMOSPHERE

Palermo Design

A shared identity for a local design encounter.



IDENTITY SYSTEM

The symbol translates Palermo's Mediterranean skyline — shaped by Arab-Norman domes — into a modular sign.



PRIMARY MARK



VISUAL SYSTEM



URBAN APPLICATION

02 / ACADEMIC PROJECTS

Research made spatial.

Academic proposals developed through IED Milano, from yacht interiors to retail and exhibition design.



Eterna

IED thesis project developed with Sanlorenzo: a four-deck yacht interior shaped around a fictional British collector and his automotive culture.



MAIN DECK / SALON

Automotive references are translated into handles, furniture and light rather than literal decoration.



ENTRANCE VIEW



NIGHT ATMOSPHERE

PRIVATE + GUEST SPACES

Three atmospheres calibrated around privacy, hospitality and the fictional owner's passion for cars.



OWNER SUITE



VIP CABIN



COLLECTOR LOUNGE

DECKS + TECHNICAL

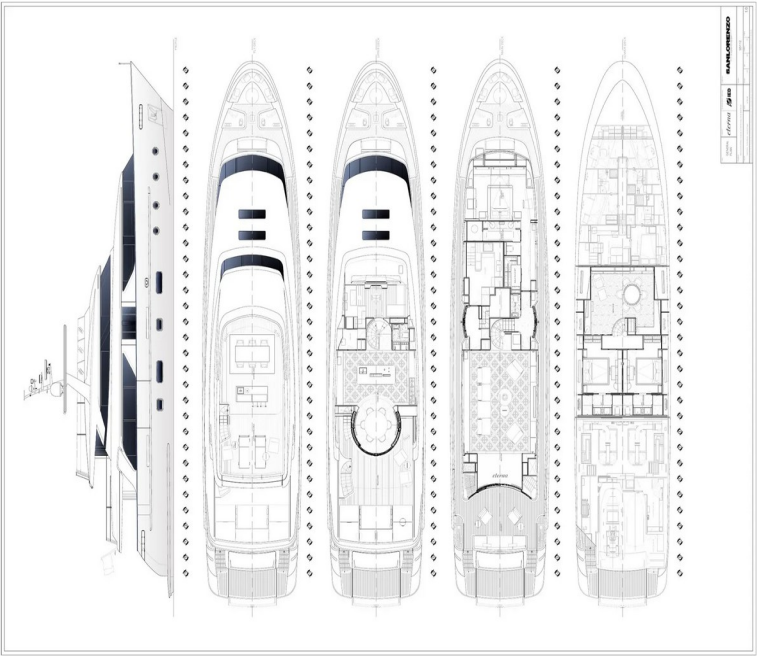
Rhinoceros · 3ds Max · Corona · AutoCAD



UPPER DINING



JACUZZI DECK



GENERAL PLANS

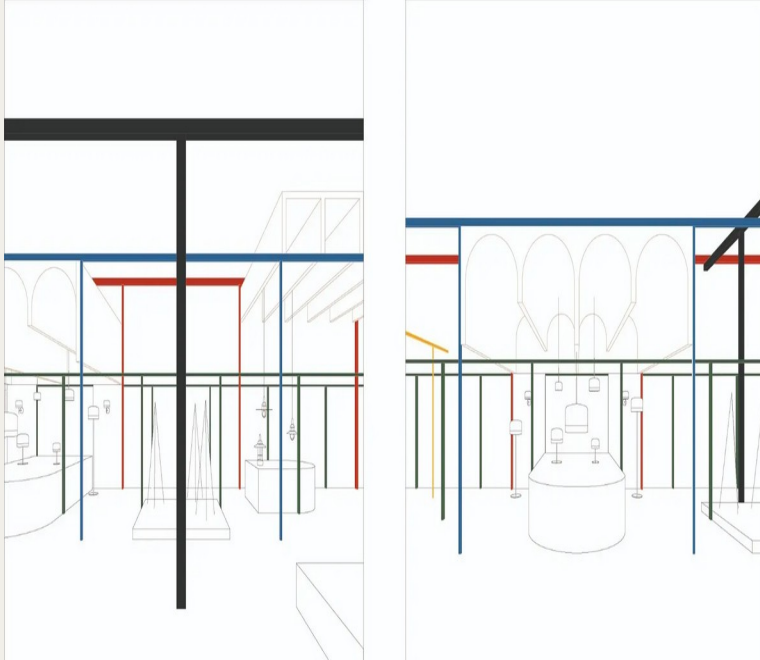
Oltre la Gabbia

Developed for Paolo Stella within Suonare Stella, the project translates his home into a permeable installation across the Salvioni showroom windows.



SYSTEM + STOREFRONT

A wireframe and light curtains allow rooms to expand, overlap or disappear before moving into the storefront.



DETACHED FRAME



CURTAIN ENCLOSURE



WINDOW TRANSLATION

Mediterranean House

Mediterranean light becomes an architectural material.

SCOPE / CONCEPT · SPATIAL PLANNING · FURNITURE SELECTION
TOOLS / 3DS MAX · CORONA



Diesel Seoul

Retail imagined as an underground cultural signal.

SCOPE / RESEARCH · RETAIL CONCEPT · DISPLAY DESIGN · VISUAL STORYTELLING
TOOLS / AUTOCAD · 3D MODELLING · PHOTOSHOP



03 / PERSONAL EXPLORATIONS

Atmosphere in motion.

Compact studies in light, moving image and emerging tools.



LIGHT / DAY—NIGHT

Personal · 2025 · 3ds Max + Twinmotion



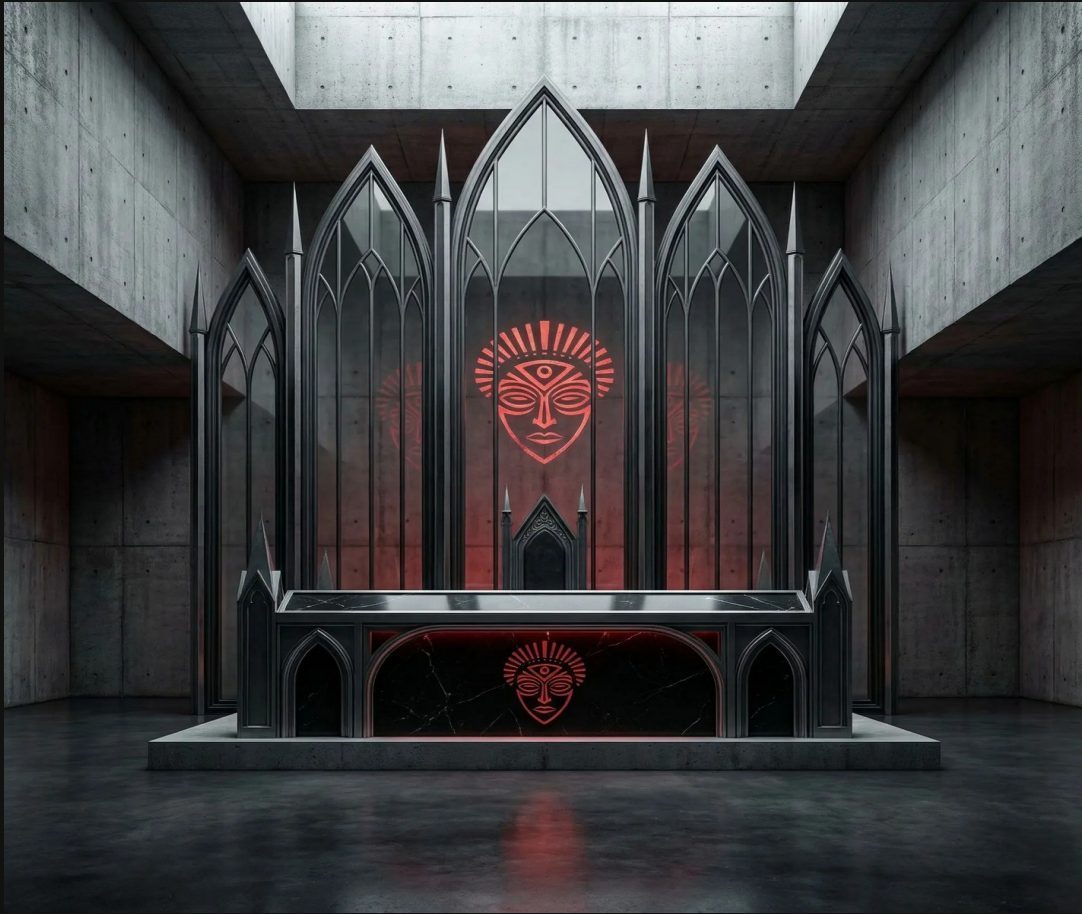
DAYLIGHT STUDY



NOCTURNAL STUDY

AI ART DIRECTION

A speculative after-party staged in a dark, avant-garde fashion register.



KEY VISUAL



FILM STILL

Designing spaces that hold a story.

INTERIOR · SPATIAL · VISUAL DESIGN

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PALERMO · ITALY