



## Max Falsetta Spina DAZZLING WINDOW DISPLAYS: VISUAL DESIGN FOR A NEW VISUAL EXPERIENCE

Text by Alberto Moioli

Max Falsetta Spina, owner of OVER THE RAINBOW SRL, a brilliant young professional and all-round creative talent has succeeded in just a few short years, despite his young age, in making his mark in a working environment that for many proves prohibitive. High-end projects for the design of models, prototypes and concepts for store-front window displays has enabled him to work at the highest level for companies internationally recognized as market leaders. In twenty years of business activity, he can boast among his clients names the calibre of Giorgio Armani, Bikkembergs, Just Cavalli, Les Copains, Fay, Ferrero, Alberta Ferretti, Ralph Lauren, Lg Electronics, Missoni, Nike, Marc Jacobs, Juventus Store, Piaggio, Pinko, Pomellato, Ricoh, Sony Europe, Swatch Group, Tod's Hogan, Ermenegildo Zegna and countless others.

Max Falsetta Spina's creativity springs from an innate artistic sensibility. His training as a set designer has enhanced his creative talents, which also find expression through designs and completed projects of a top-notch theatrical bent such as Pulp by Charles Bukowski, Venere e Adone by William Shakespeare and musicals of international reach such as "Toc toc a time for musical" with Manuel Frattini, and "Alice nel paese delle meraviglie" with the illusionist Antonio Casanova.

The creative expression that characterizes his professionalism as a scenographer derives from a sincere passion for his work, his expertise coupled with determination enables him to experiment and delve into environments that to him by now are broadly explored and also tried and tested. The

application of constant rigorous research on materials and the borderline obsessive attention to every detail renders each project an authentic masterpiece of creation by which any concept for scenic display can become reality.

OVER THE RAINBOW SHOW & DESIGN represents the expert implementation of his skills as a highly respected and successful scenographer, designer and photographer. It is worth mentioning in particular the important recognition of his many achievements received in 2010 and 2011 when short-listed for the best 100 enterprises in the Province of Monza and Brianza, and awarded the Best to Brianza (BtoB) trophy in the “Best to the next generation” category, an award given for the design of the celebrated Evangeluario, created for the ceremonial beatification of Pope John Paul II, which took place on 1 May 2011, an event of global importance.

In that same year Max Falsetta Spina, in recognition of his highly developed entrepreneurial skills and acumen honed throughout his career, receives an important honour: The Order of Merit for Labour Under 40, bestowed by the President of the Republic of Italy. What constitutes great value however is the awareness that the facts that I have stated here are not the end of the story but simply an important stage during which Max Falsetta Spina and his team prepare to face new and increasingly high professional challenges, for many years to come, in the name of quality and excellence.

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