



Niccolò Mineo

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Lorna on Niccolò: Niccolò was in a particularly strong post graduate group that included a leading senior government economist, successful freelancer and prolific blogger Ann Morgan, maverick Sardinian political blogger Luca Foschi, and Francesco Mandolini who was already getting published in the Italian press. I noticed that Niccolò always sat confidently in the centre, observing his talented fellow students as much as his lecturer. In his first tutorial I was stunned when he produced a copy of an email from the Evening Standard responding to a news story he sent them before it was even marked by me. Getting students to get their work out there can be a Herculean task. I asked what made him send it in. ‘You,’ he replied. ‘You told us in the group tutorial that we must do this. You lit a match in our brains, and I took this fire.’ For all the times I’ve asked myself ‘Why do I do this?’ when I’m frustrated with students, Niccolò gave me my answer: to light young talented matches.

Niccolò on Lorna: I remember during one tutorial session she took me by the shirt collar, pulled me towards her, and said: ‘You’ve got to grab the reader exactly like this: take him inside your work.’ Lorna’s mix of kindness, drive and passion was perhaps the best way for an Italian student to still feel at home while progressing along the necessary route to learn something more advanced. She taught me to connect my thoughts with my actions. Her drive led me to actively delve into a variety of articles, which helped me really understand the media field. And I am really appreciating the fact that her lessons definitely help in my work as a graphic and web designer. It’s proof of how cleverly she adapts her teaching role. Analysing the British media’s way of speaking, writing, and thinking with its ‘less is more’ attitude is a huge advantage because what you do becomes more fluid and catchy, just like music. It’s no accident that English music has groove, rhythm, and is so popular. I like to think of English as a glass body you can paint on, with very general features that you can later define and adapt.

Niccolò’s advice to Italians: London is a scary place for Italian journalists. The scene is so big, and you really are all by yourself. But this is what is exciting. You feel like a refugee, able to create your own path. Italians coming to Britain will be forced to put aside their national pride and ego as they realise they’re part of something bigger that can’t be seized. We Italians are used to feeling at the centre of the world because of what we were in the past. Our culture is based on the past, not on the future.

 Londra fa paura ai giornalisti italiani. Sono soli di fronte ad un panorama vastissimo. Ma è anche così che l’eccitazione sale: si sentono fuggiaschi, con l’opportunità di crearsi un loro proprio percorso. Gli italiani che approdino in Inghilterra metteranno da parte volente o nolente il proprio orgoglio ed ego culturale, nel momento in cui realizzano di essere parte di una comunità più grande, all’interno della quale la volontà individuale sfugge di continuo alla presa della mano. Noi italiani ci sentiamo come se fossimo al centro del mondo per via di ciò che il nostro Paese ha rappresentato culturalmente nei tempi passati. La nostra cultura è basata sul passato, non sul futuro.

An Italian web designer's view of Italian vs. British Press: The best British newspapers and magazines are not completely closed and élite environments. Instead the freelancer has the chance to play an important role.

There is almost no meritocracy in Italian mainstream journalism. Our journalism is based on a rigid training system that results in a professional title and the journalist's name going on a professional register. But even if you reach that stage, it's really difficult to actually get onto a national newspaper or magazine unless you have the right acquaintances, and, yes, even if you have them, it takes time.

Italy is a cradle of culture and this is really cool, but our intellectuals are too wrapped up in this. The media is no exception. The Internet, which for me is a place where magic is possible due to its anarchic nature, is an invaluable tool for young Italian freelancers who want to change the system. This is what will save the freelancer's profession in Italy. Online publications are using freelancers, so freelancers need to become masters of the Internet.

I've realised that web designers are seen as Messiahs in Italian / Mediterranean / non-Anglo-Saxon corporations because they can handle the Internet, which is a difficult beast. The key themes in international media have been change, innovation, dynamism, and youth, as well as the importance of making certain sacrifices for the sake of pushing ideas further. All these elements are part of a cultural change that is due to happen in Italy. It's just a matter of time.

It's not possible for anyone to steer the Italian culture to meritocracy if you're inside the Italian media. It's the Anglo-Saxon media that will change us. It will be inevitable and it's already slowly and silently happening. I'm glad our ground is shaking under our feet. An inner part of us will die, but it's thrilling to see what will happen.