

## *Curriculum vitae*

### ***Donatella Bollani***

#### **In short**

I am currently working as a freelance journalist and web editor on the development of digital contents for special projects. I teach at the 24 Ore Business School in Milan and at the Milan Polytechnic School of Design.

From 2015 to 2018 I was the Deputy Editor of *Domus* magazine, a printed monthly review on architecture and design published by Editoriale Domus. I was also the Editorial Manager for Supplements and Special Issues there. With extensive experience in the fields of architecture and design, I have held positions and roles of increasing responsibility directing industry publications, both digital and printed (including Arketipo, Area, Come Ristrutturare la Casa, Archinfo.it). I have developed editorial products and services, first for the Il Sole 24 Ore Business Media Group and most recently for Editoriale Domus.

#### **PERSONAL INFORMATION**

<b><i>Name</i></b>	Donatella Bollani
<b><i>Address</i></b>	Via Ernesto Teodoro Moneta 6 20161 Milan, Italy
<b><i>Telephone numbers</i></b>	Mobile phones +39 335 5648477 and +39 3392374671
<b><i>E-mail</i></b>	<a href="mailto:donatella_bollani@libero.it">donatella_bollani@libero.it</a>
<b><i>Linkedin</i></b>	<a href="http://www.linkedin.com/profile/view?id=46092155&amp;trk=nav_responsive_tab_profile">http://www.linkedin.com/profile/view?id=46092155&amp;trk=nav_responsive_tab_profile</a>
<b><i>Twitter</i></b>	@darmalillac
<b><i>Citizenship</i></b>	Italian

<b><i>Date of birth</i></b>	20 October 1970
<b><i>Marital status</i></b>	Married
<b><i>Training</i></b>	<b>Master's degree in marketing and digital specialist</b> 24 Ore Business School, Via Monte Rosa, Milan
	2017 <b>Digital PR: social strategy and corporate reputation</b> 24 Ore Business School, executive course, Via Monte Rosa, Milan
	2013 <b>Project management</b> Training organised by Il Sole 24 Ore
	2012 <b>Marketing and digital communication</b> Training organised by Il Sole 24 Ore
	2005 <b>Cost analysis and cost control for business decisions</b> Training organised by Il Sole 24 Ore
	2004 <b>Foundations of Marketing</b> Training organised by Il Sole 24 Ore
	2003 <b>Project Management</b> Training organised by Il Sole 24 Ore
	1998 <b>120-hour course on the coordination of construction-site safety</b> Milan Polytechnic
	<b>CURRENT ROLE AND ACTIVITIES</b>
<b><i>Period</i></b>	<b>May 2018 - Currently</b>
	Web content editor Marketing specialist Freelance journalist Architect Tutor at the 24 Ore Business School full-time master's degree course in Design Management (bs.ilsole24ore.com)

	Tutor at the Milan Polytechnic School of Design course in Design Communication (www.design.polimi.it)
<b>Period</b>	<b>March 2015 – April 2018</b>
<b>Name and address of employer - type of company or sector</b>	Editoriale Domus Via Gianni Mazzocchi 1/3 20089 Rozzano, Milan, Italy  Publisher of periodicals
<b>Role</b>	Deputy editor of <i>Domus</i> magazine, a printed monthly review of architecture and design. Editorial manager of supplements and special issues of <i>Domus</i> magazine published by Editoriale Domus. Coordinator and editor of advertorials, both offline and online, special digital issues, content marketing projects and branded content. Curator, organiser and moderator of events.
<b>Main tasks and responsibilities</b>	Development of the Domus brand  Editorial responsibilities and coordination of the following supplements and special issues:  <i>Domus 1000</i> , March 2016, to celebrate the 1,000 <sup>th</sup> issue of the magazine, established in 1928. Special issue guest-edited by Fulvio Irace and art-directed by Italo Lupi. <a href="https://www.domusweb.it/en/news/2016/03/09/domus_1000_on_newsstands.html">https://www.domusweb.it/en/news/2016/03/09/domus_1000_on_newsstands.html</a>  Supplement <i>Innovation</i> , March 2017, guest-edited by Carlo Ratti and the Massachusetts Institute of Technology; and March 2018, in collaboration with the Harvard Graduate School of Design.  Supplement <i>Domus Moda III</i> , May 2017, guest-edited by Carlo Antonelli.  Special issue <i>Made by Italians</i> , May 2017, guest-edited by Fulvio Irace and art-directed by Leonardo Sonnoli.

	<p><a href="http://www.ansa.it/lifestyle/notizie/societa/best_practice/2017/05/09/il-fare-italiano-le-eccellenze-del-made-by-italians_03e647c2-bfe1-4b71-a495-928ca29b6357.html">http://www.ansa.it/lifestyle/notizie/societa/best_practice/2017/05/09/il-fare-italiano-le-eccellenze-del-made-by-italians_03e647c2-bfe1-4b71-a495-928ca29b6357.html</a></p> <p>Supplement <i>Green</i>, September 2017, guest-edited by Arup.</p> <p>Supplement <i>Contract</i>, November 2017, guest-edited by Giulio Cappellini.</p> <p><b>Design and moderation of sponsored events</b>  <a href="https://www.domusweb.it/en/news/2016/03/30/a_tribute_to_domus.html">https://www.domusweb.it/en/news/2016/03/30/a_tribute_to_domus.html</a>  <a href="https://www.arper.com/ww/it/storie/eventi/digital-driven-design">https://www.arper.com/ww/it/storie/eventi/digital-driven-design</a>  <a href="https://www.domusweb.it/it/notizie/2017/05/03/florim_digital_design_creativity.html">https://www.domusweb.it/it/notizie/2017/05/03/florim_digital_design_creativity.html</a></p> <p><b>Coordination and editing of offline and online advertorial content – advertorials, digital specials and content marketing projects.</b></p> <p><b>Moderation of events</b>  <a href="https://www.domusweb.it/it/notizie/2018/01/23/domus-incontra-l-ordine-scuole-innovative.html">https://www.domusweb.it/it/notizie/2018/01/23/domus-incontra-l-ordine-scuole-innovative.html</a>  <a href="http://fondazione.ordinearchitetti.mi.it/it/notizie/dettaglio/9335">http://fondazione.ordinearchitetti.mi.it/it/notizie/dettaglio/9335</a>  <a href="http://archivio.fuorisalone.it/2017/it/eventi/1127/domus-urban-stories-milano-next">http://archivio.fuorisalone.it/2017/it/eventi/1127/domus-urban-stories-milano-next</a></p>
<b>Employment conditions</b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Middle Management
<b>Period</b>	<b>February 2014 - March 2015</b>
<b>Name and address of employer - type of company or sector</b>	New Business Media - Tecniche Nuove Group Via Eritrea 21, 20157 Milan, Italy <a href="http://www.newbusinessmedia.it">www.newbusinessmedia.it</a> Publisher of periodicals
<b>Role</b>	1. Digital and social media publisher  2. Editorial manager for the following editorial products - Arketipo (monthly);

	<ul style="list-style-type: none"> <li>- CRC - Come Ristrutturare la Casa (bimonthly)</li> <li>- <a href="http://www.archinfo.it">www.archinfo.it</a> (web portal)</li> <li>- Livinginterior.it (web portal)</li> </ul>
<b><i>Main tasks and responsibilities</i></b>	<p>I designed and coordinated the creation of digital editorial products and services:</p> <ul style="list-style-type: none"> <li>- Digital publications</li> <li>- Lead generation programmes</li> <li>- Content marketing projects</li> <li>- Webinars and webcasts</li> <li>- Sponsored initiatives: contests, events and workshops</li> </ul> <p>I designed and developed training programmes (e-learning, in-house, classroom).</p> <p>I developed special projects with institutional and commercial partners.</p> <p>I designed and moderated events and conferences.</p> <p>I designed and followed the development of digital and printed books and catalogues.</p> <p>I followed the editorial development of design publications (Arketipo and CRC) and of the Archinfo.it and Livinginterior.it portals.</p>
<b><i>Employment conditions</i></b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Middle Management
<b><i>Number of people managed</i></b>	Seven at the Milan office
<b><i>Period</i></b>	<b>April 2013 - February 2014</b>
<b><i>Name and address of employer - type of company or sector</i></b>	Gruppo 24 Ore Spa <a href="http://www.gruppo24ore.ilsole24ore.com/">http://www.gruppo24ore.ilsole24ore.com/</a> Architecture Area - Business Media Via Pisacane 1, 20016 Pero (Milan), Italy

<b>Role</b>	<p>Digital and social-media publisher</p> <p>Editor-in-chief of</p> <ul style="list-style-type: none"> <li>- Il Sole 24 ORE Arketipo (monthly)</li> <li>- CRC - Come Ristrutturare la Casa (bimonthly)</li> <li>- <a href="http://www.archinfo.it">www.archinfo.it</a> (web portal)</li> </ul>
<b>Main tasks and responsibilities</b>	<p>I designed and coordinated the creation of digital editorial products and services:</p> <ul style="list-style-type: none"> <li>- Digital publications</li> <li>- Lead generation programmes</li> <li>- Content marketing projects</li> <li>- Webinars and webcasts</li> <li>- Sponsored initiatives such as contests, events and workshops</li> </ul> <p>I designed and developed training programmes (e-learning, in-house, classroom): full-time and part-time master's course. Click on the link below to view the programme of the master's course in design management  <a href="http://www.formazione.ilsole24ore.com/business-school/LA6154-master-design-management.php">http://www.formazione.ilsole24ore.com/business-school/LA6154-master-design-management.php</a></p> <p>I developed special projects with institutional and commercial partners.</p> <p>I designed and moderated events and conferences.</p> <p>I designed and followed the development of digital and printed books and catalogues.</p> <p>I followed the editorial development of design publications (Arketipo and CRC) and of the Archinfo.it portal.</p>
<b>Employment conditions</b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Middle Management
<b>Number of people managed</b>	Seven at the Milan office and one at the Rome office.

<b>Period</b>	<b>May 2010 - April 2013</b>
<b>Name and address of employer - type of company or sector</b>	Gruppo 24 Ore <a href="http://www.gruppo24ore.ilsole24ore.com/">http://www.gruppo24ore.ilsole24ore.com/</a> Architecture Area - Business Media Via Pisacane 1, 20016 Pero, Milan, Italy
<b>Role</b>	Head of the architecture editorial office at Business Media 24 Ore
<b>Main tasks and responsibilities</b>	<p>Director of the monthly <i>Il Sole 24 Ore Arketipo</i> <a href="http://www.arketipo.ilsole24ore.com">www.arketipo.ilsole24ore.com</a></p> <p>Coordinator of editorial development and production flow for the following publications:</p> <ul style="list-style-type: none"> <li>- Area;</li> <li>- Materia;</li> <li>- Il Sole 24 Ore Arketipo.</li> </ul> <p>I coordinated the editorial development of the portals <a href="http://www.archinfo.it">www.archinfo.it</a> and <a href="http://www.living24.com">www.living24.com</a></p> <p>I developed special projects with institutional and commercial partners.</p> <p>I designed and moderated events and conferences.</p> <p>I designed and followed the development of digital and printed books and catalogues.</p> <p>I managed the business plans of new initiatives and monitored the costs of the publishing products managed by my business unit.</p>
<b>PREVIOUS WORK EXPERIENCE</b>	
<b>Employment conditions</b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Level AS

<b><i>Number of people managed</i></b>	Seven at the Milan office, one at the Rome office and one at the Faenza office.
<b><i>Period</i></b>	<b>May 2007 - November 2010</b>
<b><i>Name and address of employer - type of company or sector</i></b>	Gruppo 24 Ore Business Media Via Girardo Patecchio 2 20141 Milan, Italy
<b><i>Role</i></b>	Head of the architecture editorial office Business Media, 24 Ore
<b><i>Main tasks and responsibilities</i></b>	<p>Director of the monthly <i>Il Sole 24ORE Arketipo</i>.</p> <p>Editorial coordinator and operational supervisor of the publications:</p> <ul style="list-style-type: none"> <li>- Area</li> <li>- Costruire in laterizio</li> <li>- D'Architettura</li> <li>- Frames</li> <li>- Materia</li> <li>- Parametro</li> </ul> <p>I coordinated the editorial development of the portal <a href="http://www.archinfo.it">www.archinfo.it</a>.</p> <p>I developed special projects with institutional and commercial partners.</p> <p>I designed and moderated events and conferences.</p> <p>I designed and followed the development of digital and printed books and catalogues.</p> <p>I managed the BPlans of new initiatives and monitor the costs of the publishing products managed by my business unit.</p>



<b><i>Employment conditions</i></b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Level AS
<b><i>Date</i></b>	<b>January 2006 - May 2007</b>
<b><i>Name and address of employer - type of company or sector</i></b>	Il Sole 24 Ore Via Monte Rosa 91, Milan, Italy Construction and building procurement department
<b><i>Main tasks and responsibilities</i></b>	<p>Head of the editorial office of the monthly <i>Il Sole 24 Ore Arketipo</i> on architectural design. Magazine for building contractors. (<a href="http://www.arketipo.ilsole24ore.com">www.arketipo.ilsole24ore.com</a>). Staff composed of three in-house employees and an external work group.</p> <p>I coordinated relations with the editorial board and the directors of the publication.</p> <p>I defined and developed the magazine's editorial line, working both on the issues of the magazine and on related products (supplements, branded content, the new website, yearly CD-ROMs with materials archives and book series).</p> <p>I maintained relations with the advertising department to develop special themes and other sponsored editorial initiatives, and with the marketing department to create promotional and subscription campaigns and to define the questionnaires to be submitted during surveys of customer satisfaction.</p> <p>I moderated institutional and sponsored conferences.</p> <p>I planned and coordinated special initiatives to be implemented at the same time as and in collaboration with the most important trade fairs (Saie, Cersaie, Build Up/Made Expo, Expo Comfort, Expo Italian Real Estate, Klimahouse, Marmomacc and Restruttura), as well as with some of the leading companies and manufacturer associations</p>

	<p>specialising in components, systems and products for the building industry.</p> <p>In particular, I devised the original concept of the magazine (2004), following the development of contents and the marketing test phases. I conducted this activity while still holding my previous role (Head of Content for the Safety section of the fortnightly <i>Ambiente&amp;Sicurezza</i>).</p>
<b>Employment conditions</b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Level A
<b>Date</b>	<b>January 2001 - May 2005</b>
<b>Name and address of employer - type of company or sector</b>	<p>Il Sole 24 Ore Via Monte Rosa 91, Milan, Italy Uda Edilizia e Appalti</p>
<b>Main tasks and responsibilities</b>	<p>Head of content for the safety section of the fortnightly <i>Ambiente&amp;Sicurezza</i> and of its website <a href="http://www.ambientesicurezza.ilsole24ore.com">www.ambientesicurezza.ilsole24ore.com</a></p> <p>Conception and moderation of institutional and sponsored conferences.</p> <p>Editing of a safety-themed book series.</p> <p>Realisation of customised products and services related to safety and construction.</p> <p>Coordination of content activities for the portals of partner bodies and companies (<a href="http://www.edilio.it">www.edilio.it</a>, <a href="http://www.sicurweb.it">www.sicurweb.it</a>).</p> <p>Collaboration with the editorial staff of the financial newspaper <i>Il Sole 24 Ore</i> for the production of in-depth articles for the Monday section entitled <i>Norme e Tributi</i> (<i>Ambiente&amp;Sicurezza</i> page).</p>

<b>Employment conditions</b>	National collective bargaining agreement for Graphic Design and Editorial Staff - Level A
<b>Date</b>	<b>July 2000 - January 2001</b>
<b>Name and address of employer - type of company or sector</b>	Il Sole 24 Ore Via Castellanza, 11, Milan, Italy Publishing company Uda Edilizia e Appalti
<b>Main tasks and responsibilities</b>	Editing of a book series created in collaboration with SAIE (international trade fair in the construction sector, Bologna) presented at the 2000 SAIE trade fair. Construction of the website of the fortnightly <i>Ambiente&amp;Sicurezza</i> .
<b>Type of collaboration</b>	External collaborator
<b>Date</b>	<b>July 2000 - December 2000</b>
<b>Name and address of employer - type of company or sector</b>	Ordine degli Architetti, Pianificatori, Paesaggisti e Conservatori della Provincia di Milano Via Solferino 19, Milan, Italy <a href="http://www.ordinearchitetti.mi.it/crediti.html">www.ordinearchitetti.mi.it/crediti.html</a> <a href="http://www.ordinearchitetti.mi.it/servizi/concorsi">www.ordinearchitetti.mi.it/servizi/concorsi</a> Professional association of architects in the province of Milan
<b>Main tasks and responsibilities</b>	Editing part of the competitions section of the website of the professional association of architects. The Web pages state the results of some of the latest Italian and foreign architecture competitions; the world websites dedicated to international competitions; and in-depth information on particularly interesting competitions, meaning attention for the context of the location, the use of innovative technology, and specific content for public or private constructions.

<b>Type of collaboration</b>	External collaborator
<b>Date</b>	<b>April 1999 - December 2000</b>
<b>Name and address of employer - type of company or sector</b>	Tecniche Nuove Via Eritrea 21, Milan, Italy Publishing company <a href="http://www.tecnichenuove.com">www.tecnichenuove.com</a>
<b>Main tasks and responsibilities</b>	Freelance editor for the construction-themed publication <i>Imprese Edili</i> .
<b>Type of collaboration</b>	External collaborator
<b>Date</b>	<b>April 1999 - December 2000</b>
<b>Name and address of employer - type of company or sector</b>	EDI-CEM Via Morosini 22, Milan, Italy Publishing company <a href="http://www.stradeeautostrade.it">www.stradeeautostrade.it</a>
<b>Main tasks and responsibilities</b>	Drafting of articles and editing of some sections of the bimonthly <i>Strade e Autostrade</i> : news and comments on reference standards for the transport and road construction sector; news from the Regional Authorities and from Europe; high-speed train lines.
<b>Type of collaboration</b>	External collaborator
<b>Date</b>	<b>April 1999 - June 2000</b>
<b>Name and address of employer - type of company or sector</b>	Edizioni Unisco Via Pestalozza 31, Milan, Italy Publishing company

<p><b>company or sector</b></p> <p><b>Main tasks and responsibilities</b></p> <p><b>Type of collaboration</b></p>	<p>Editorial coordination of two monthly magazines <i>Collettività Convivenze</i>, about social welfare and healthcare, and <i>Ristorazione Collettiva-Catering</i>, about the public catering industry.</p> <p>External collaborator</p>
<p><b>Date</b></p> <p><b>Company</b></p> <p><b>Main tasks and responsibilities</b></p> <p><b>Type of collaboration</b></p>	<p><b>November 1997 - March 1999</b></p> <p>Axios Group Publishing company</p> <p>Editorial coordination of the fortnightly <i>Professione Progetto</i>, a technical magazine about design, construction and public works. In January 1999, I was also the editor-in-chief of two issues of the bilingual (Italian-English) bi-monthly <i>TSport</i> about sports equipment and facilities, coordinating all editorial aspects and defining the graphic layout.</p> <p>Editorial coordinator on a collaboration contract</p>
<p><b>Date</b></p> <p><b>Name and address of employer - type of company or sector</b></p> <p><b>Main tasks and responsibilities</b></p>	<p><b>October 1996 - October 1997</b></p> <p>Studio Michaelides Ingegneria e Architettura Via Ampère 112, Milan, Italy Engineering company</p> <p>Implementation of a number of projects (working plans and detailed drawings), drafting job descriptions and tender specifications. Drafting of safety plans (under Legislative Decree 494/1996) of both building sites and industrial systems.</p>

<p><b>Type of collaboration</b></p>	<p>Organisation of training and qualification courses for Safety Coordinators, 120 and 60 hours (under the same legislative decree), taking place in Milan with the support of a trade union.</p> <p>Collaborator/Safety coordinator</p>
<p><b>Date</b></p> <p><b>Name and address of employer - type of company or sector</b></p> <p><b>Main tasks and responsibilities</b></p> <p><b>Type of collaboration</b></p>	<p><b>October 1997 - January 2001</b></p> <p>Milan Polytechnic Via Bonardi 3, Milan, Italy Faculty of Architecture - Course in Architectural Technology (Professor Guido Nardi)</p> <p>Assistant for courses in architectural technology and technological design culture</p> <p>Research project for the Milan Polytechnic on the design of doors and windows in the work of major 19<sup>th</sup>-century architects, entitled <i>Dettagli d'autore</i> (Designer details), published on the CD-ROM <i>Banca dati Multimediale per l'Architettura</i>, published by Editoria Elettronica Multimediale issue 4, 1997</p> <p>Subject expert Co-supervisor of dissertations</p>
<p><b>Date</b></p> <p><b>Companies</b></p> <p><b>Main tasks and responsibilities</b></p>	<p><b>July 1994 - July 1996 (during university)</b></p> <ul style="list-style-type: none"> <li>- Telepiù</li> <li>- Europe Assistance</li> <li>- Omnitel</li> </ul> <p>Telephone-based customer management with regard to administrative and/or technical services.</p>

**Professional qualification achieved**

Telephone operator with fixed-term employment contract

## EDUCATION AND TRAINING

**Name and type of education or training institute**  
**Qualification achieved**

Degree in Architecture at the Milan Polytechnic, 8 July 1996  
Overall score 100/100  
Dissertation title: *Architecture of exhibition pavilions. Examples of experimentalism, techniques and culture found in ephemeral architecture*  
Supervisor: Guido Nardi, professor of architectural technology and technological design culture  
Co-supervisor: Marisa Bertoldini

An excerpt of my dissertation was published by Tiziana Poli in *Progetti didattici 5. Lavori dei laboratori di progetto e di laurea dei Corsi di Guido Nardi e Anna Mangiarotti*, Grafiche Pinelli, Milan, 1996, pages 115-119.

**Awards/Specialisations**

*Graduation prize attributed by the Augusto Rancilio Foundation - FAAR - Research Section 1997-1998.*  
The research carried out at the Foundation focused on the analysis of construction technologies defined as temporary (flexible, dismountable and dry-mounted), investigating their origins and current applications in the field of small residential buildings. The research project was published (March 1999) in a collective essay published by the FAAR Foundation.

**Qualification to practice the profession**

I was licenced to practice the profession of architect in 1997.  
Registered in the Order of Architects of Milan in 1997 under no. 10925.

**Training courses**

**PERSONAL  
SKILLS AND  
COMPETENCES**

***Mother tongue*** Italian

***Other languages:*** Good reading, writing and speaking skills.  
***English***

***Interpersonal  
and  
organisational  
skills*** I possess a natural aptitude for developing and consolidating lasting interpersonal relationships and a collaborative spirit with colleagues and superiors.  
I have good analytical skills, an excellent ability to summarise information accurately, and top-rate organisational, coordinating, and problem-solving skills.

***Computer skills*** Windows and Macintosh: Word, Excel, PowerPoint, Adobe Acrobat, Photoshop and Quark X Press.

***Driving*** I hold an Italian B-category driving license.