



PERSONAL INFORMATION

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 Nationality Italian
 Date of birth 04/09/76

WORK EXPERIENCE

Date (from – to) 2000 - 2001
 Name and address of employer Panasonic/Matsushita, Osaka, Japan
 Type of business or sector Consumer electronics
 Type of employment Industrial design
 Main activities and responsibilities Lighting design

Date (from – to) 2001 - 2004
 Name and address of employer Kora, Milan, Italy
 Type of business or sector Communication & Web design
 Type of employment Human-computer interaction specialist
 Main activities and responsibilities Interface design, interaction design

Date (from – to) 2005 - current
 Name and address of employer Habits, Milan, Italy (www.habits.it)
 Type of business or sector Innovation, design, venture
 Type of employment Founder, chairman, and creative director
 Main activities and responsibilities Concept design, project management, client management, business development

CLIENTS AND PROJECTS

Last projects	COMPANY	ACTIVITIES
	Haier Consumer Electronics, Qingdao, China	Concept design, Research and development, Innovation
	Panasonic Consumer Electronics, Osaka, Japan	Concept design, Research and development, Innovation
	Minotti Cucine Luxury Kitchens, Verona, Italy	Product strategy and design of products' collections for two new industrial sectors for the company (bathrooms and hoods)
	Piscine Castiglioni Sports pools and residential, Mantova, Italy	Design and engineering of an innovative lighting system under patents and other underwater accessories
	Elementi di LucePlan Architectural lighting, Milan, Italy	Design of the products' collection, design of the company's image and identity, Art Direction, Technical Direction
	Luceplan Lamps, Milan, Italy	Product design, Research and development, Innovation
	Bugatti Italia Households and small appliances, Brescia, Italy	Product design, design of products' collections
	Comelit Home automation and videophones, Bergamo, Italy	Creation of a new brand, product conception and design, design of the identity and communication, research and development, innovation
	TaiYu ltd Small appliances, HongKong, China	Designing collections of products, creation of the identity of new business units, research and development, innovation
	DVR Capital Financial advising, Milan, Italy	Corporate identity, brochures and web
	Alitalia Customer relationship department, Rome, Italy	Corporate Merchandising
	Nestlè Chocolate and bakery products, Milan, Italy	Food design, Packaging design, brochure and printed communication

Lancome
Beauty care division, Milan, Italy
Vortice
Home appliances, Milan, Italy

Brochure, catalogues, packaging design, visual merchandising

Product design, Interaction design

Main clients

Armani	Hosana Inti	Nuvò consulting
Alpa salotti	Hugo Boss	Officine di Energia
Alitalia	I Santi	Orizzonti
BabyBelle	Kwantis	Pallucco
BBR Balfour Beatty	Labissascudlera	Pinetti
Bianco appliances	Lacoste	Piscine Castiglione
Bugatti Italia	Lancome	Politecnico di Milano
Byografia	Landa Illuminotecnica	Politecnico di Torino
Castaldi Lighting	LetteraG	Protua
Comelit	Luceplan	Poli.design
Daken	Mantova, Camera di Commercio	Rayban
Domus Academy	Marc Jacobs	RideTek
DVR Capital	Marchon	Safilo
ESA, European Sapce Agency	Marcolin	SolarIddea
EyeOn	Matsushita/Panasonic	Subway
Fendi	Mexus	SUPSI
FIAM Italia	Mini Italia park	Swarowski
Frog Design	Minotti cucine	Tai Yu ltd
Generali Banca	NABA Nuova Accademia di Belle Arti	Triennale di Milano
Gewiss	Milano	Vortice
Giovanardi	Nestlè	Wenjin Hotel Chain
	Norlight	Ycami

Date (from – to)

2011 - current

Name and address of employer

Digital Habits, Rovereto, Italy (www.digitalhabits.it)

Type of business or sector

Open design, digital fabrication, natural interface

Type of employment

Founder, chairman, and creative director

Main activities and responsibilities

Concept design, project management, client management, business development, found raising

TEACHING AND RESEARCH EXPERIENCE

Date (from – to)

2004 - present

Name and address of employer

Milan Politecnic, Design Faculty, Milan, Italy

Type of business or sector

University

Type of employment

Professor

Main activities and responsibilities

Product and industrial design courses, Lighting design course, Workshops and laboratories, Thesis supervisor

Date (from – to)

2004 - 2010

Name and address of employer

Turin Politecnic, Faculty of Architecture II, Turin, Italy

Type of business or sector

University

Type of employment

Professor

Main activities and responsibilities

Interaction design course, Workshops and laboratories, Thesis supervisor

Date (from – to)

2011 – present

Name and address of employer

SUPSI, Professional University School of the Italian Switzerland, Lugan, Faculty of Architecture

Type of business or sector

University, Post graduate master

Type of employment

Professor

Main activities and responsibilities

Interaction design course, Workshops and laboratories

Date (from – to)

2011

Name and address of employer

Domus Academy, Milan, Italy

Type of business or sector

University, Post graduate master

Type of employment

Professor

Main activities and responsibilities

Interaction design course, Workshops and laboratories

Date (from – to)

2006 - 2012

Name and address of employer

NABA, New Academy of Fine Arts, Milan, Italy

Type of business or sector	University
Type of employment	Titular professor
Main activities and responsibilities	Coordination of Lighting discipline and afferent professors, Lighting design course, Workshops and laboratories

EDUCATION

Dates (from - to)	September 1990 - June 1995
Organization providing education	High School, Liceo Scientifico Statale "Federico II di Svevia", Altamura, Italy
Main theme object of the study	Education of general culture mainly scientific oriented
Title of qualification awarded	High school diploma
Dates (from - to)	November 1995 - June 2000
Organization providing education	Milan Politecnic, Faculty of Architecture, Milan, Italy
Main theme object of the study	Industrial and strategic design
Title of qualification awarded	Master of Science degree - 100/100 cum laude
Dates (from - to)	January 2008 - March 2012
Organization providing education	Milan Politecnic, Doctor of Philosophy school, Milan, Italy
Main theme object of the study	Industrial design and Multimedia communication
Title of qualification awarded	Doctor of Philosophy

PERSONAL SKILLS

NATIVE LANGUAGE Italian

OTHER LANGUAGES English
Reading, Writing, Verbal and speaking skills Excellent

SOCIAL SKILLS AND COMPETENCES

Leadership, team leading, team building,
Dissemination of knowledge, conferences and public presentations,
Accounting, industrial and commercial relations, engagement management

ORGANIZATIONAL SKILLS

Art direction and technical direction of companies, management and coordination of multidisciplinary teams
Managing projects with a large number of participants, management of highly complex project,
Budget management, economic management of a professional activity
Management and development of new customers,
Management of working groups in various foreign countries

ENTREPRENEURIAL SKILLS

New branches for already well established companies; this activity was carried out for LucePlan spa and Comelit spa for the beginning of subsidiaries, respectively, Elements of LucePlan and EyeOn.
Starting of start-up; this activity was and still carried out for Digital Habits, new company for digital devices production and commercialization.
Examples of activities carried out: analysis of positioning of the products' collection, product design, engineering, industrialization, production start-up; analysis of brand positioning, invention of the name, logo, identity, communication, presentation of initiatives to lenders, industrial partners, agents and buyers research

TECHNICAL SKILLS

Knowledge of all major formats and software applications useful in product design,
Knowledge of industrial material processing and handicraft techniques,
Knowledge of application and design techniques of interactive media

ARTISTIC SKILLS

Chiaroscuro drawing, Still life pencil drawing, Music playing (knowledge of flute), Photography

AWARDS, EXHIBITIONS, AND OFFICIAL POSITIONS

Achievement of major international awards (4 Design Plus, 2 Red Dot, 2 Red Dot honor mention , 1 Compasso d'Oro honor mention)
Participation in exhibitions (The New Italian Design Triennale, Milan; Luxury in Living, Presidency of the Italian Republic and ICE Italian National Institute for Foreign Trade)
Participation in exhibitions at institutions of international importance (Louvre, Paris; Triennale, Milan; Today Art Museum, Beijing; Shanghai Duolun Museum of Modern Art)
Councilor in the board of directors of the alumni association of RUI foundation's colleges

DRIVING LICENCE

Italian, B

Milan, 29 October 2015
