



Lucia Chrometzka

Born 09/03/1973 in Corfu (Greece)

LINKEDIN <https://it.linkedin.com/pub/lucia-chrometzka/3/a41/334>

PROFILE

Senior Researcher in Future Concept Lab, holding the position of advanced concepts designer and coordinator of international network of correspondents (coolhunters), since 1999

EDUCATION

MA Degree in Design, Corporate Vision thesis
Domus Academy, Milan
Graduated in 1998

BA (Hons) Degree in Furniture and Related Product Design
validated by Royal College of Art,
Ravensbourne College of Design and Communication, London
Graduated in 1997

EXPERIENCE

Project manager, cultural research, brand and design innovation strategy development for international companies, including Accenture, Coca Cola, illy, Ferrero, Havaianas, LG Electronics, Moleskine, Nokia, P&G, Samsung, Thai Ministry of Culture (OKMD & TCDC), Veuve Clicquot and Whirlpool.

Workshop coordinator for Design Thinking methodologies and trend forecasting applied in business for identifying new opportunities regarding products, distribution and communication strategies

Steering Committee and Project Partner for User Driven Innovation in DESMA Initial Project network funded by the European Commission's Marie Curie Actions (FP7)

MBA Lecturer, Elective Design Management, MIP Politecnico di Milano

Lecturer in post-graduate courses, and workshop coordinator for working professionals in Navarra University in Spain and Milan Polytechnic in Italy

Master thesis mentor in Domus Academy (Milan), Master Degree courses in Business Design and MILD

SKILLS Design research, brand positioning, creative briefing and project development
Global/ local trend tracking and consumer insights application
Frequent conference speaker and discussion moderator
Creative workshops coordinator and training facilitator

LANGUAGES English, Italian, Greek, German and French

PUBLICATIONS Co-author of the following bilingual books, edited by Libri Scheiwiller (Milan):

Body Visions, the 6 trends of well being and beauty in the world (2005)

Living Trends, the 5 scenarios and 10 trends of domesticity (2006)

Real Fashion Trends, the cool hunter guide (2007)

MAJOR INTERNATIONAL CONFERENCES

Jammer: **DESMA Vibes design management event**, 3rd November 2015, Gothenburg University, Gothenburg

Key Note Speaker and Panelist: **Open Design Hub**, 25th-26th November 2014, Shenkar College of Engineering, Design and Art, Tel Aviv

Workshop Leader: Coolhunting, Seminario de Comunicación y Moda, 25 March 2011, **Navarra University**, Pamplona

Co-Chair: **Design Management Europe 13 (DMI)**, 1st-3rd March 2009, La Triennale di Milano, Milan

Moderator: **Interni Design Energies**, Green Living, 23rd April 2009, Università Statale, Milan

Speaker: The Changing Role of Design and Design Management, **Design Management Institute**, 23rd-26th September 2007, Virginia

Speaker: Retail Trends, Anticipate the Future, **Asemble**, 29th-30th May 2007, Istanbul

Workshop Leader: "Moda: antecipar o futuro, promover a mundança", **AESE Business School**, 12th-13th March 2007, Lisbon

Speaker: "Creativities Unfold" Symposium, **TCDC Creative Design Center**, 6th-7th October 2006, Bangkok

Speaker: "WorldFuture 2005: Foresight, Innovation, and Strategy
"Annual Conference, **World Future Society**, July 29-31, 2005, Chicago

PERSONAL INTERESTS

Contemporary arts, independent films, gastronomy, on-line shopping, tennis, travelling and sailing