

Giulio Ceppi, architect and designer, also studied Visual Design at the Scuola Politecnica di Milano and took a PhD at the **Politecnico di Milano** about new perceptions modes coming from the technological merge. His activities are focused on sensorial design, development of new materials and technologies, and on design strategy.

He's professor and researcher at Politecnico since 1995 and member of MADEC, Research centre on design material culture.

Since 1993 he's professor of Design Strategy at **Domus Academy** in Milano and in 2004 founder and first director (till 2007) of the new Master in Business Design.

He was contract professor at the Faculty of Architecture of Genova, Politecnico di Torino and visiting professor at Interaction Design Institute in Ivrea, La Sapienza in Rome, Università Cattolica in Milan.

From 1990 to 1997, as coordinator of the **Domus Academy Research Center** he has designed among the others for Abet Laminati, Assoplast, BFAutomobile, Bracco, Enichem, Eternit Belgium, Mitsubishi, Montell Polyolefins, Philips Lighting, Pitti Immagine, Reggio Children, Swatch, 3M Italy.

Promoter of exhibitions on sustainable design, design of materials and concept design at the Triennale di Milano (1992, 2005 ,2017) and Salone del Mobile (1995-1999), at the Mole Antonelliana in Torino (1994), Sacks in New York (1999), Intel in Milan (2000), Yokohama and Kobe (2001).

From 1998 to 2001 he's senior design consultant at **Philips Design**, a research and design network counting 400 members and 25 different locations worldwide: the Milano branch was a think-tank working on concept and vision design, design of convergencies and experience design.

Together with **Paolo Bodega** he realized architectures and environmental systems for Biorad, Giugiaro Architettura, Grafiche Cola, Imec, Levi's, Philips Italia, Sony, Silea, including the Light Obelisk in Rome for the Jubilee 2000. Since 1992 he has been member of the National Association for Bioarchitecture and today he's delegate of Fondazione Bioarchitettura for Lombardy Region.

In 1999 he founded **Total Tool Milano**, a design network with offices in Milan, **Buenos Aires, Tokyo** consulting and designing new business ideas for 3M, Albatros, Auchan, Autogrill, Bhartyia Group, Comune di Milano, Comune di Venezia, Confartigianato, Coop Italia, FederLegno, Festo, Illy Caffè, Instituto Tecnológico de Canarias, Lamborghini Motors, Mitsubishi, Mercuri Urval, Motorola, Nestlè, Nikkei, Nissan-Renault, Ikea, PepsiCo, Pirelli RE, Piquadro, Qfree, Saporiti italia, Torino 2006, Unilever, Versace, Viacom...

Total Tool has also been partner in many European Commission projects, such as the evaluation for the Grand San Bernardo tunnel (CH) and the new sustainable Green Port of Las Palmas de Gran Canaria (E).

Total Tool gained the Compasso D'oro prize (special mention) for the design of new siliconic materials (2005), the decongestion charge systems in London (2008), brands caper for PepsiCo (2016) and it is included in ICSID Hall of fame.

In 2013 the Autogrill building in Villorese Est won the National Prize for Innovation in Service Design from the President of Italian Republic, the *Design for all* award and the Dedalo/Minosse prize.

He holds several conferences and project workshops in universities and design centres in more than 25 countries among Europe and United States, Latin America and Asia.

He's author of many books on design and innovation practice: *Children, space, relationship* (1997), *Oggetti esistibili* (2005), *Design epigenetic* (2009), *Design Storytelling* (2011), *Awareness Design* (2012), *Made4Ceramics* (2013), *Biogenie* (2014), *Giorgio De Chico: una gita a Lecco* (2015), *Nutrirsi per immagini* (2016) and he's director of Fausto Lupetti Design publishing.

He lives in between Milan and the Lake of Como.