

Profile:

Luca Fois, after a long-time experience as a product designer-maker, mainly in wood, for big global brands and an intense commitment in planning and managing important communication projects in the design and territorial enhancement fields, both in Italy and abroad.

He is today Creative Advisor in strategic and special communication projects and Contracted Professor at Politecnico di Milano, Faculty of Design, Events Design class.

At PoliDesign he is co-director, with Francesco Zurlo professor in Strategic Design Master, of two High Training Courses, the first in ToyDesign and the last in WineDesign.

Design conceived as creative planning, serving corporate and territorial strategies of growth and enhancement.

Curriculum vitae:

Luca Fois was born in Milan in **1949**

From the **end of the Sixties** he attends the Faculty of Philosophy at the Università Statale.

From **1976 to 1995** he establishes and develops the company **Coruna**, dealing with concept and design of wooden objects. At the same time, he engages himself in the design and production of objects meant to strengthen communication and PR campaigns of important Italian brands, such as Fiat, Alitalia, Ansaldo, Barilla, Gucci, Momo Design, just to mention a few.

In the beginning of the **Nineties**, he starts an activity of product consultancy, collaborating with the Calvin Klein Home collection, Hermes Paris, and other companies.

In **1998**, together with 4 business partners, he establishes **Recapito Milanese**, a communication company focused on planning, coordinating and organizing events, and offering consultancy from concept to practical realization of communication projects.

This venture marks the beginning of his experience in the events world, that starting from **2000** goes under the name of **Zona Tortona**, a project of territorial marketing which soon became the most important international circuit of events in the Milan's design week. Zona Tortona is numbered today among the most interesting and innovative case-histories of urban regeneration and improvement.

In february **2006**, together with a number of partners coming from the University, students and professionals active in the district, he develops a project that leads to the birth of the **Associazione Zona Bovisa**, whose aim is to redevelop a former industrial building named BaseB-**metriquadricreativi**. A space to foster and promote young creative and professional initiatives, offering exhibition areas and related services. The first bottom-up "incubator for creative companies" in Milan.

Still in **2006** Fois works together with Arch. Giulio Cappellini as advisor in the plan of revitalization of the **MACEF** trade fair, for 3 edition.

From **2006 up till now** he is Contracted Professor at the **Politecnico di Milano, Faculty of Design**, where he teaches in the **Events Design** class.

From 2007 to 2010 he chairs **Design Partners**, an umbrella company merging Recapito Milanese, Pressgate, Design Italia, Design Library, Be361°, established as a service company in marketing, communication and media for the design sector.

During this period he develops the concept "**Design In the City**", a B to C event with the participation of over 60 milanese showrooms of the main international design brands, and "**+20Egypt Design**", the first event focused on local and international design, held in Cairo and organized for EFEC (Egypt Furniture Industry Association).

In **2007** he art-directs and coordinates "**Progetti & Paesaggi**", (Projects & Landscapes)) International In-Outdoor trade show by Bologna Fiere.



From 2009 to 2012, he develops with Arch. Marta Meda the concept “**A house to play**”, a themed exhibition concept, as part of the trade fair “G come giocare”, organized by AssoGiocattoli. He is now a creative **advisor** for the same association of Italian toy companies

From 2011, as a free lance professional, he collaborates as consultant with several companies and trade show organizations in the field of **marketing and communication, events and territorial improvement**.

In **2011** he organizes and coordinates for Polidesign the workshop “**Designing a toy is not a game**”, and subsequent exhibition and publication.

In **2012** he participates in the contents development and implementation of Blog d’O, Opinions in colours, and establishes the blog “**lifeforall-blog**”.

In **2012** he goes to Chendu – China, on behalf of Polidesign, where he teaches a **master class** at the **Landau School**.

In **2012** he organizes, coordinates and teaches with Professor Francesco Zurlo professor in Strategic Design Master, the **High Training Course, in ToyDesign**, “Designing a toy is not a game”, (in 2014 the 3rd edition) aimed at giving multidisciplinary and specific skills to graduates in Design and akin faculties. The students after the course are able to enter in **The ToyDesigners List** of Assogiocattoli, the association of Italian toy companies.

In **2013** he organizes, coordinates and teaches with professor Francesco Zurlo the first **High Training Course, “Wine Design”**: rites, products, cultures, stories and territories around the wine.

With the same team he creates **Wine Landscapes**, a platform to connect good Wine and good Design, organizing special events in different countries in Italy.

In **2013** he creates and coordinates the social-professional project **WWOOD**, a new brand as signer of wooden toys designed by the Toy Designers of the Toy Designers List and produced by the joiners of a Milanese House of Detention in a re-educable program.

The most important partners involved in this project are : Assogiocattoli (Italian Toys Company Association), PoliDesign (The Politecnico Design School agency) and Adi (Industrial Design Association).

In **2013** he founded with other partners **Design &Trips**, a cultural association organizing special incoming trips for foreign people, around Italian design to meet companies, designers and to visit the backstage of Italian creativity and knowhow.

In **2013** he collaborates with **Synchronia.com** a web platform to connect architects and designers with materials and furniture companies.

From 2013 he is professor in the annual Master in “Design Management” of the GruppoSole 24.

From 2013 he collaborate as Creative Advisor with **UnionLand**, a south-corean company, leader in thematic park, collaborating with the Italian designer Stefano Giovannoni.

From the end of **2013** he start a collaboration with **Design Illustrated** and from **2014** with **Design Tribune** a web magazine.

In **2014** he was in **Beijing** to teach a **master class** for architects at the **Landau School**.

In **2015** he is co-curator of “**Design in Toys**” the first exhibition focused on “toydesign” organized by Assogiocattoli, the Association of Italian toy’s companies.

Now he continue to be a Creative Advisor and a Professor, in Event Design, ToyDesign, Wine Design, Design Management and Territorial Valorization.



Luca Fois
Creative Advisor

lucafois49@gmail.com
+393667207173
Milano

