

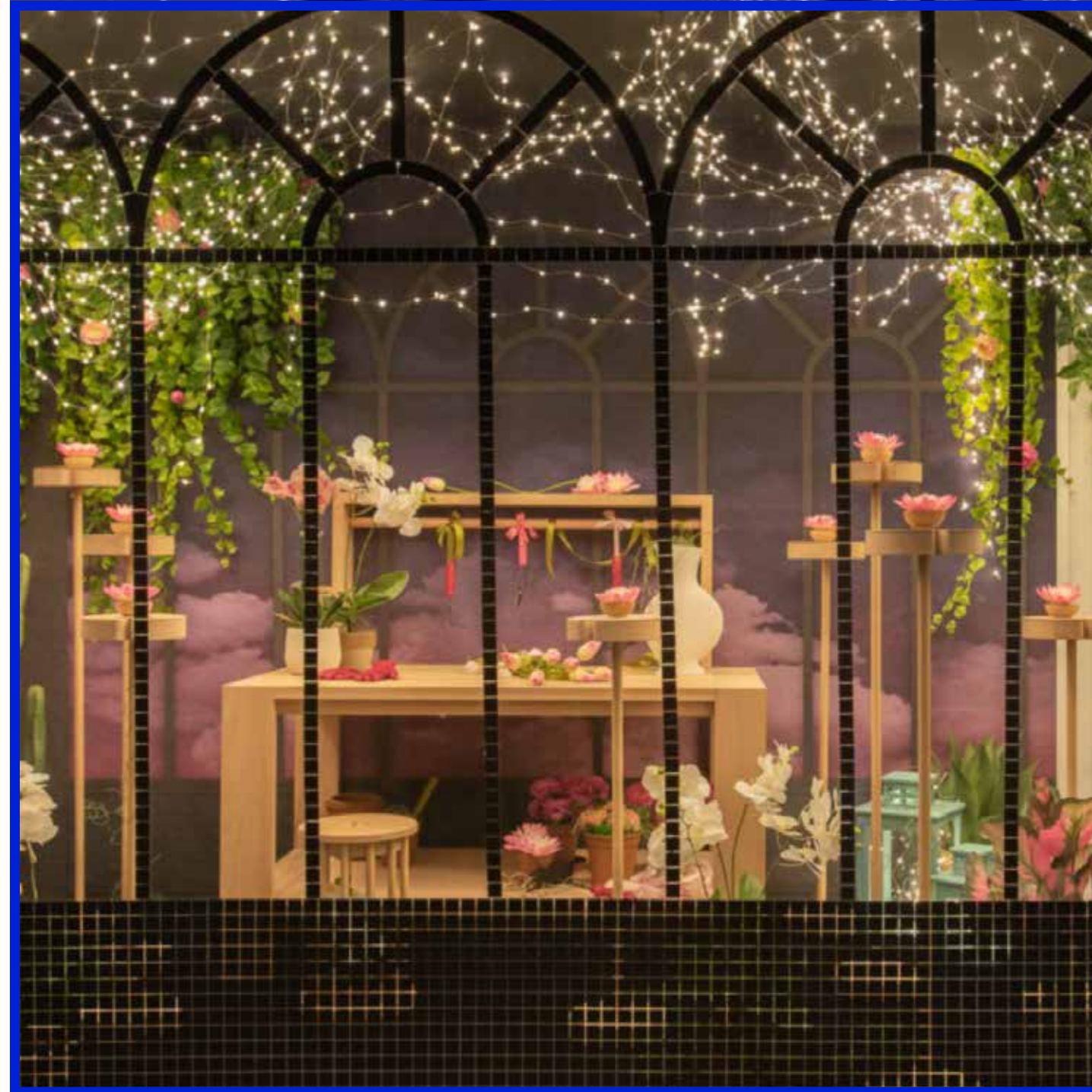
**I always design in team,  
with young people and seniors,  
with colleagues and clients.**



# professor career



Syntesis product lab  
Bachelor degree in product design



Event design course  
Master degrees



Design for kids and toys  
International master  
13th edition

# my teams

Many people have cooperated with me and others will cooperate with me.

## The Playful Living Team

Camilla Fraboni

Elvira Zhao

Alice Zecchin

Francesca Urli

Giadamaria Battiato



## Carretto Siciliano 3.0, 4.0, ...

with Lisca Bianca, Scalo B, Trenika

Palermo, IT

professional role **tutor, professor**

Design for Heritage innovation. The result of a long workshop for the renewal of the Sicilian Carretto.



## Sarrrpi

with Milan China Design Center, Zona Sarpi, DONT-STOP architettura

Zona Sarpi — Milano Design week  
Milano, IT

professional role **concept creator**

A bottom-up design project/competition to co-design with the communities of Zona Sarpi solutions to improve the quality of life in the neighbourhood starting with the issue of waste.



## Zona Sarpi

with Milan China Design Center, The Playful Living, DONTSTOP architettura, KEY!

Zona Sarpi — Milano Design week Milano, IT

professional role **director, initiator**

[link](#)

Design of a territorial project of second edition of Zona Sarpi, during Milan Design Week 2025, the collaborative platform on cultural hybridisation through design. 'Do it Better' is this year's claim.



## Pop Mart

with Zona Sarpi, Pop Mart, The Playful Living,  
DONTSTOP architettura

Zona Sarpi — Milano Design week  
Milano, IT

professional role **consultant**

Consulting for the event in Zona Sarpi in the space  
of oTTo Cose during Milano Design Week (April 25).



## Spread Magic not Hate

with Zona Sarpi, Rainbow s.p.a. (Winx) The Playful Living, Olivares, DONTSTOP architettura

Zona Sarpi — Milano Design week  
Milano, IT

professional role **consultant**

Creative and project consultancy for the Winx installations in Zona Sarpi during Milano Design Week (April 25).



## Auction Design for Save the Children

with Save the Children, Milano Kids Design Week,  
The Playful Living, CharityStars

Milano, IT

professional role **director, initiator**

[link](#)

Initiator of the auction on how the world of design can help in projects for children in the most at-risk urban areas, in cooperation with Puntì Luce of Save the Children.



## Wine Design School

with ASSOENOLOGI, ASPPI, The Playful Living, VINITALY, VINITALY DESIGN AWARD, POLI.design, Heritage International Institute, OMNIA TECHNOLOGIES, AMORIM CORK ITALIA, TONUTTI

professional role professor, interviewer

[link](#)

A series of lectures/interviews on "Wine Design" with specialists in the skills needed today to design and manage rituals, objects and territories to create a system around wine.



## Milano Kids Design Week

with Giadamaria Battiato

Milano, IT

professional role **co-founder**

[link](#)

Second edition with the coordination of 17 Playrooms, workshops with Save the Children, partnership with Città del Sole, communicating everything on Guide and Map, paper and digital.



## Next Place Hotel

with Roberto Cuneo from Medelhan, Giulio Cappellini

Via Savona 35 — Milano Design week  
Milano, IT

professional role **co-founder, concept co-creator**

[link](#)

A B2B event, entirely dedicated to high-end Hospitality, where the word "luxury" is not used but only experiences of high quality and real well-being are designed.



## Jurnate del Design

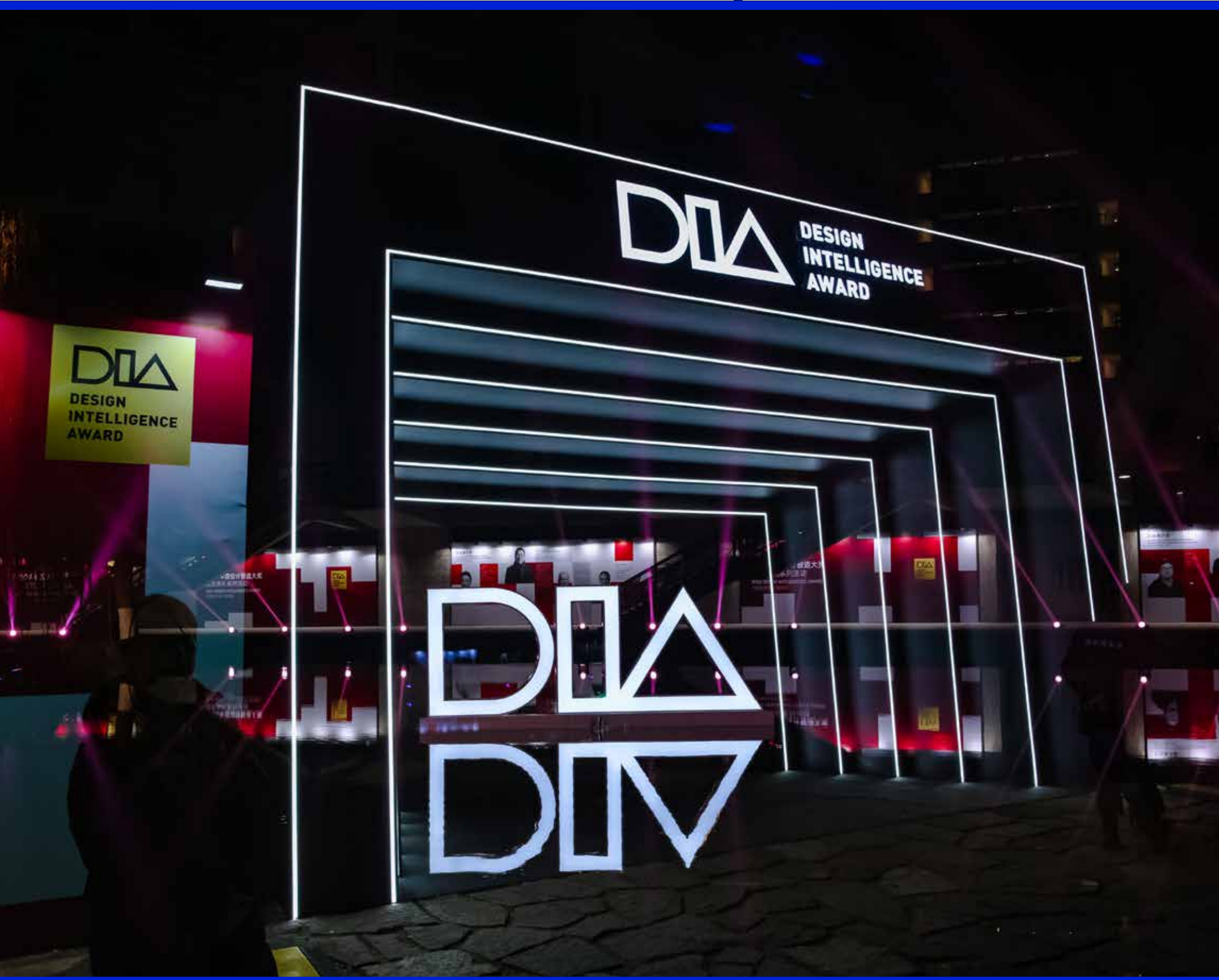
with The Playful Living

with Fondazione Me.S.S.In.a.

Messina, Mirabella Imbaccari, Novara di Sicilia,  
Roccalvaldina, Palermo, Salina, IT

professional role **co-curator**

Co-curation of the first edition of a 360° design event format active throughout the region of Sicily: 7 workshops in 6 locations.



## Design Intelligence Award

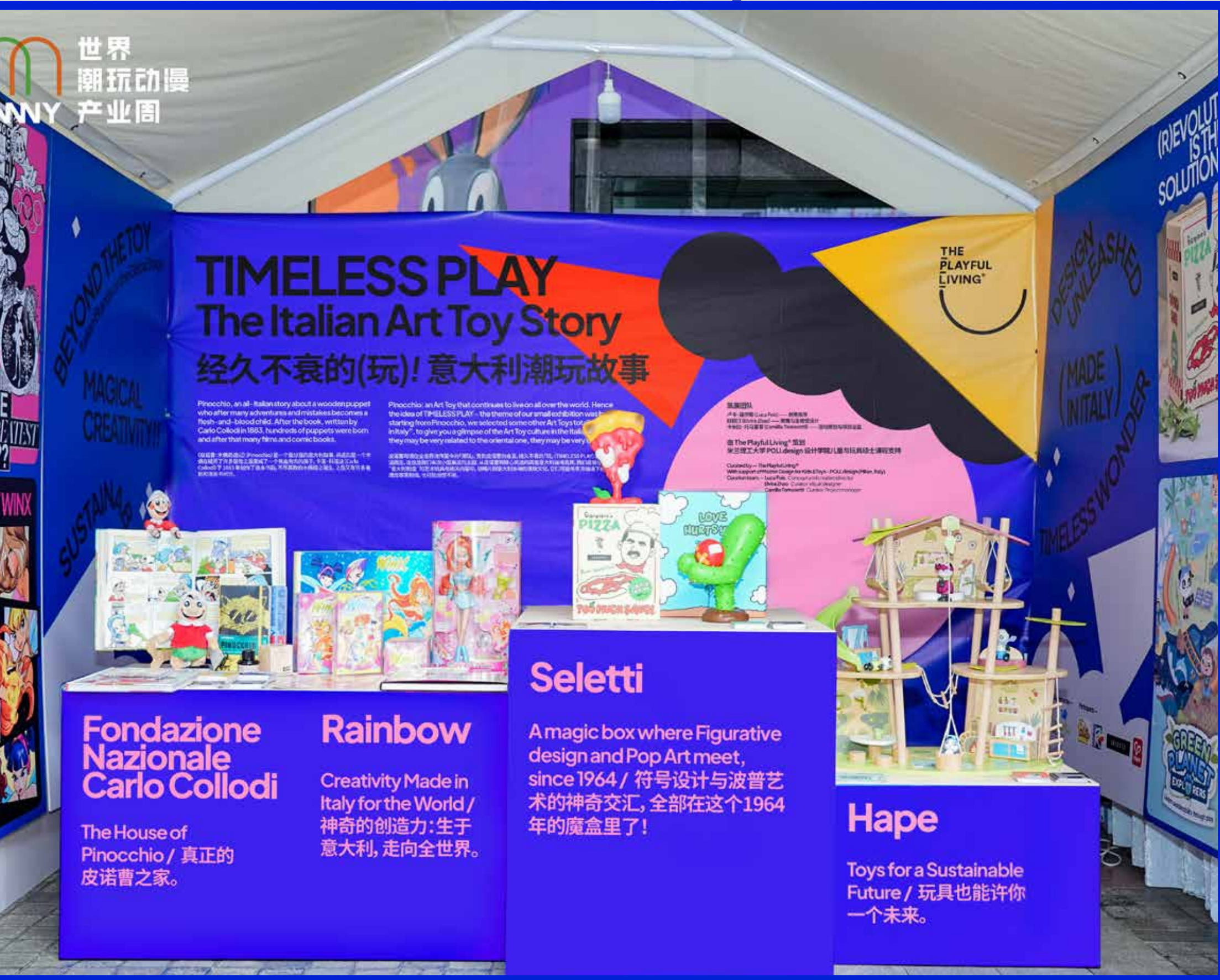
in collaboration with DIA

Xiangshan, CN  
Campus of China Academy of Arts

professional role **partner**

[link](#)

Italian ambassador for many years of this important international competition that rewards the world's best talents in Design sector.



# HI FUNNNY!

with Hape, Seletti, Rainbow and Fondazione Nazionale Carlo Collodi

Dongguan, Guangdong, CN

professional role curator of the booth

Curation of a stand with a selection of Italian art toys during the Art Toy and Animation Festival



## Bimbinfiera

an event by **Sfera Media Group**  
in collaboration with **The Playful living**

Superstudio MAXI  
Milano, IT

professional role **creative director**

Event design and art direction of the 58th edition of Bimbinfiera in the new venue of Superstudio MAXI.



## The land of creative blossoms

with The Playful Living

in collaboration with TBCA

Shanghai EXPO Culture Park  
Italian Pavillion, CN

professional role **co-curator**

A curatorial project for an exhibition about italian design where masters mixes with the new fronteers of design, joining product, fashion, kids&toys and heritage design.



Heritage  
International  
Institute

## Heritage International Institute

with Giadamaria Battiato

professional role chief of Design unit

[link](#)

Nominated Chief of Design Unit in 2024 and developing activities up until now.



## Milano Kids Design Week

with Giadamaria Battiato

Milano, IT

professional role **co-founder**

[link](#)

First edition with the coordination of events and workshops with Chinese Cultural Center and CipiLab, partnership with Città del Sole, communicating everything on digital Guide and Map.



## Zona Sarpi

with Milan China Design Center, The Playful Living, DONTSTOP architettura, KEY!

Zona Sarpi — Milano Design week  
Milano, IT

professional role **director, initiator**

[link](#)

Design of a territorial project for Zona Sarpi during Milan Design Week, a neighborhood with hybrid and active community, enhancing the glocal characteristics of the area in collaboration with designers, companies and institutions



## A casa ovunque

Human technology

with **The Playful Living**

in collaboration with **RCS - Divisione Sfera Media Group**

Via Savona 35 — Milano Design week  
Milano, IT

professional role **creative director**

[link](#)

Fourth event of the series for Fuorisalone showing the contemporary lifestyle and explaining how a well-designed environment make good businesses.



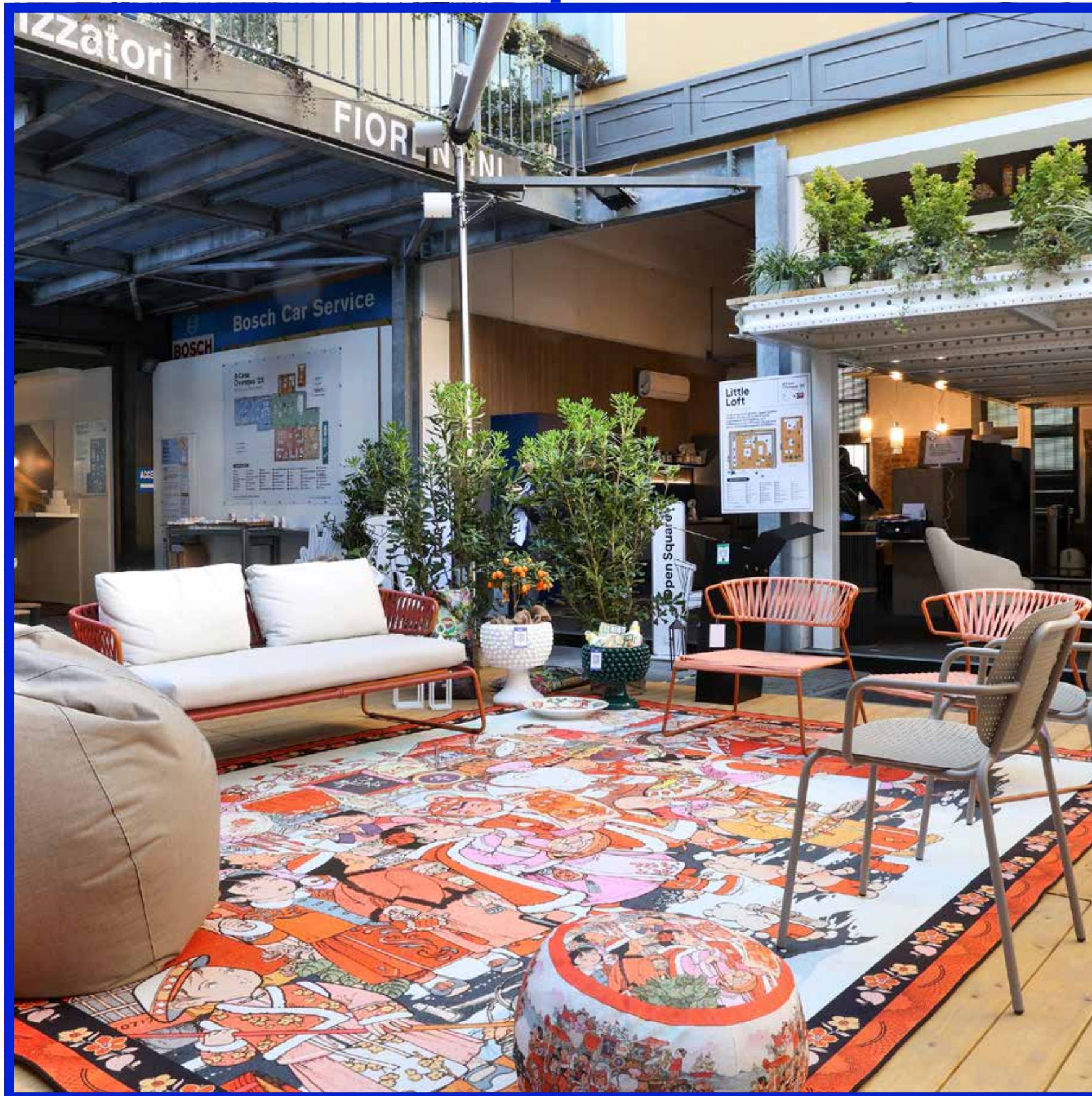
## The design show

invited by Dolato

Cairo, EG

professional role **speaker**

Seminar about marketing and design relationship on the 1st of June, organized by Dolato.



## A casa ovunque

MetaVero. MetaVerso.

with **The Playful Living**

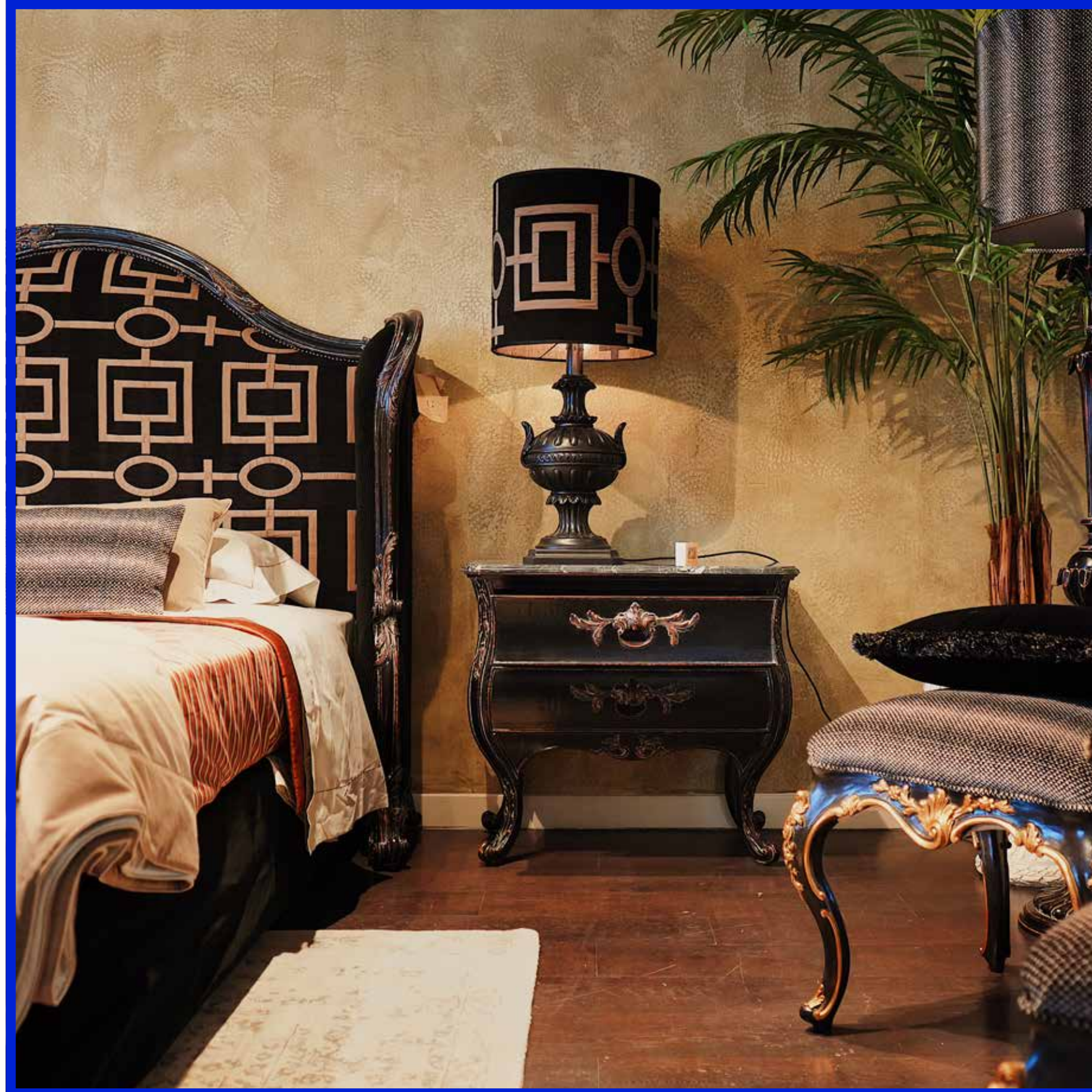
in collaboration with **RCS - Divisione Sfera Media Group**

Via Savona 35 — Milano Design week  
Milano, IT

professional role **creative director**

[link](#)

Third event of the series for Fuorisalone showing the contemporary lifestyle and explaining how a well-designed environment make good businesses.



## Cleopatra&Antonio

with Il Salotto di Milano

Il Salotto di Milano — Milano Design week  
Milano, IT

professional role **creative director**

[link](#)

First event of a phygital format, a programme of physical and digital bilateral events. The event explores contemporary lifestyles and travel creating a narrative tool to develop business opportunities between Italy and Egypt.



## Il carretto siciliano 4.0

TrinacriaBikeWagon project

organized by Lisca Bianca

Palermo, IT

professional role **creative advisor**  
and **member of scientific Committee**

Workshop to innovate heritage culture with  
the aim of making a contemporary carretto siciliano  
both in terms of design and usage.



## Il regalo giusto

Stecca3 e Biblioteca degli Alberi  
Milano, IT

professional role **creative director**

[link](#)

A multiproduct and multibrand space, both physical and digital, that becomes to life around Christmas time. It is an experience to find present ideas for yourself and others.



## HAWA Expo

Exhibition display design & installation

an event by Handicraft & Wood Industry Association

Ho Chi Minh, VN

professional role **speaker**

Open lecture for the furniture associate entrepreneurs of Vietnam, about the design week in view of a future participation.



## Bimbinfiera

an event by Sfera Media Group  
in collaboration with The Playful living

Superstudio MAXI  
Milano, IT

professional role **creative director**

[link](#)

Event design and art direction of the 57th edition of Bimbinfiera in the new venue of Superstudio MAXI.



## A casa ovunque

with **The Playful Living**

in collaboration with **RCS - Divisione Sfera Media Group**

Via Savona 35 — Milano Design week  
Milano, IT

professional role **creative director**

[link](#)

Second edition of the event made for Fuorisalone,  
with the aim of find solution and inspirations  
to satisfy the need of feeling good.



## Not to be missed

Milano, IT  
Shanghai, CN

professional role speaker

WeChat online lectures for Italian  
and Chinese professionals.



## Bioplastics research and production

from beer production waste

with Fondazione Me.S.S.In.a. and Birrificio Messina

Roccalvaldina e Messina  
Messina, IT

professional role **creative advisor**  
and **member of scientific Committee**

A project of design for social and natural environment to transform the beer threshers in bioplastics which first destination is toys production.

from 2021



# I Parchi della Bellezza e della Scienza

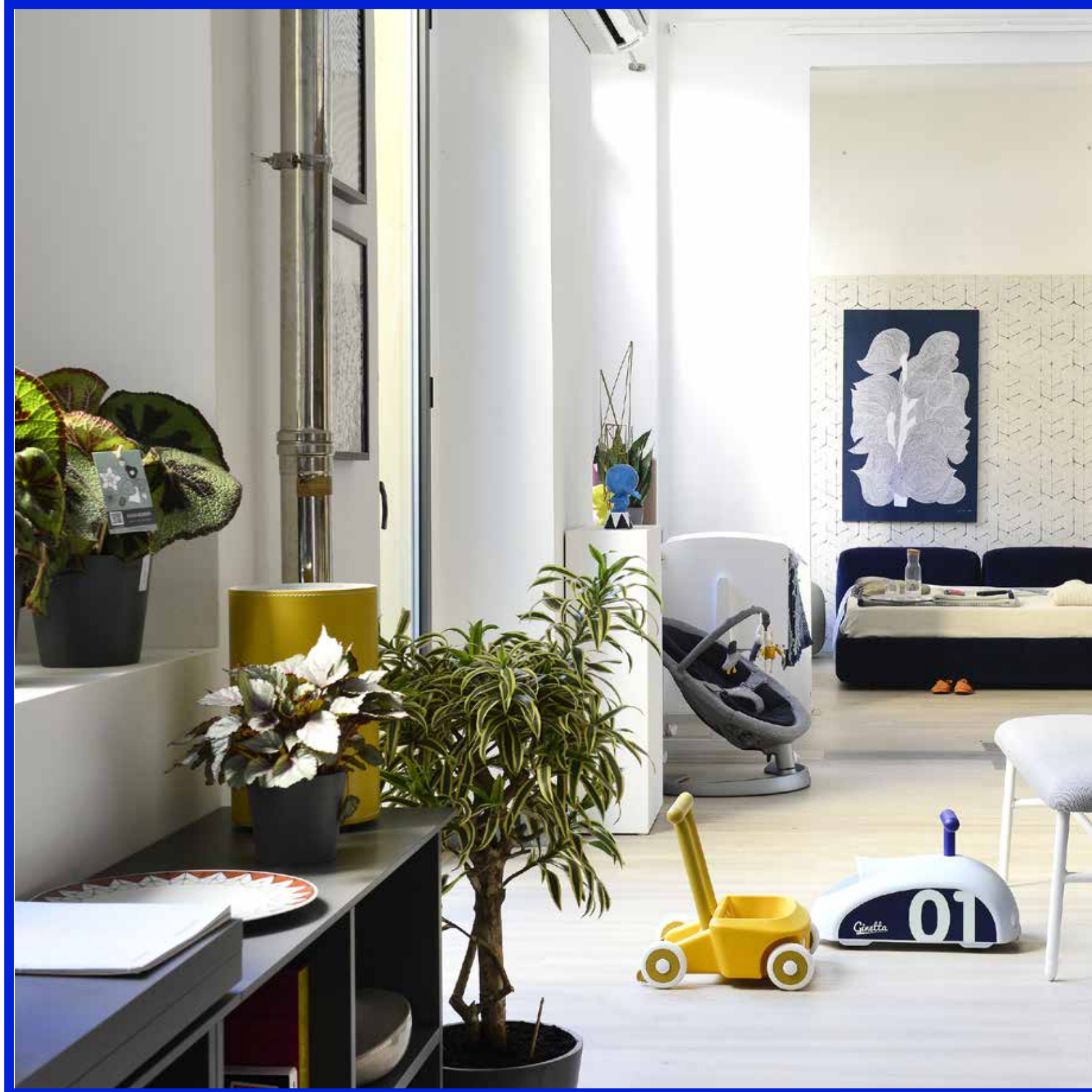
for the school of tombolo

with Fondazione Me.S.S.In.a.

Mirabella Imbiccari  
Catania, IT

professional role **creative advisor**  
and **member of scientific Committee**

Strategic Consultancy for revaluation  
and enhancement of the area by innovating  
traditional educational systems by proposing  
original paradigms that can modernize customs  
and traditions.



# The Playful Home

with **The Playful Living**

Via Savona 35 — Milano Design week  
Milano, IT

professional role **creative director**

[link](#)

Event made for Fuorisalone which consisted in the creation of a flexible and at the same time concrete vision of living, between furnishings, accessories, and services. The founding values of the project are sustainability, well-being, biophilia, creativity and aptitude for irony.



## Pitti bimbo '90

with The Playful Living and RCS Sfera Media Group

Fortezza da Basso  
Firenze, IT

professional role **creative director**

[link](#)

A transversal event touching themes as the planet defense and children education.



## Guangxi design week

for the organizing company Croya

Guangxi, CN

professional role **art director**

Art director of the Guangxi design week.



## Chicco future stories

Milano, IT

professional role **creative coordinator**

Creative workshop with Poli.design to renovate the retail experience of the physical store.

2009 -2012  
2019



## G! come Giocare

by The Playful Living

collaboration with CILAB

Fieramilano  
Milano, IT

professional role **creative director**  
of the format "La casa per giocare"

[link](#)

A project that has offered audiences of all ages a new and engaging experience with a series of creative activities, with continuous access, in such a way as to maintain a constant "flow of playfulness."



## Milano film festival

with The Playful Living

The Space Cinema Odeon  
Milano, IT

professional role **creative director of the format**

[link](#)

Creative laboratories for kids about movies.



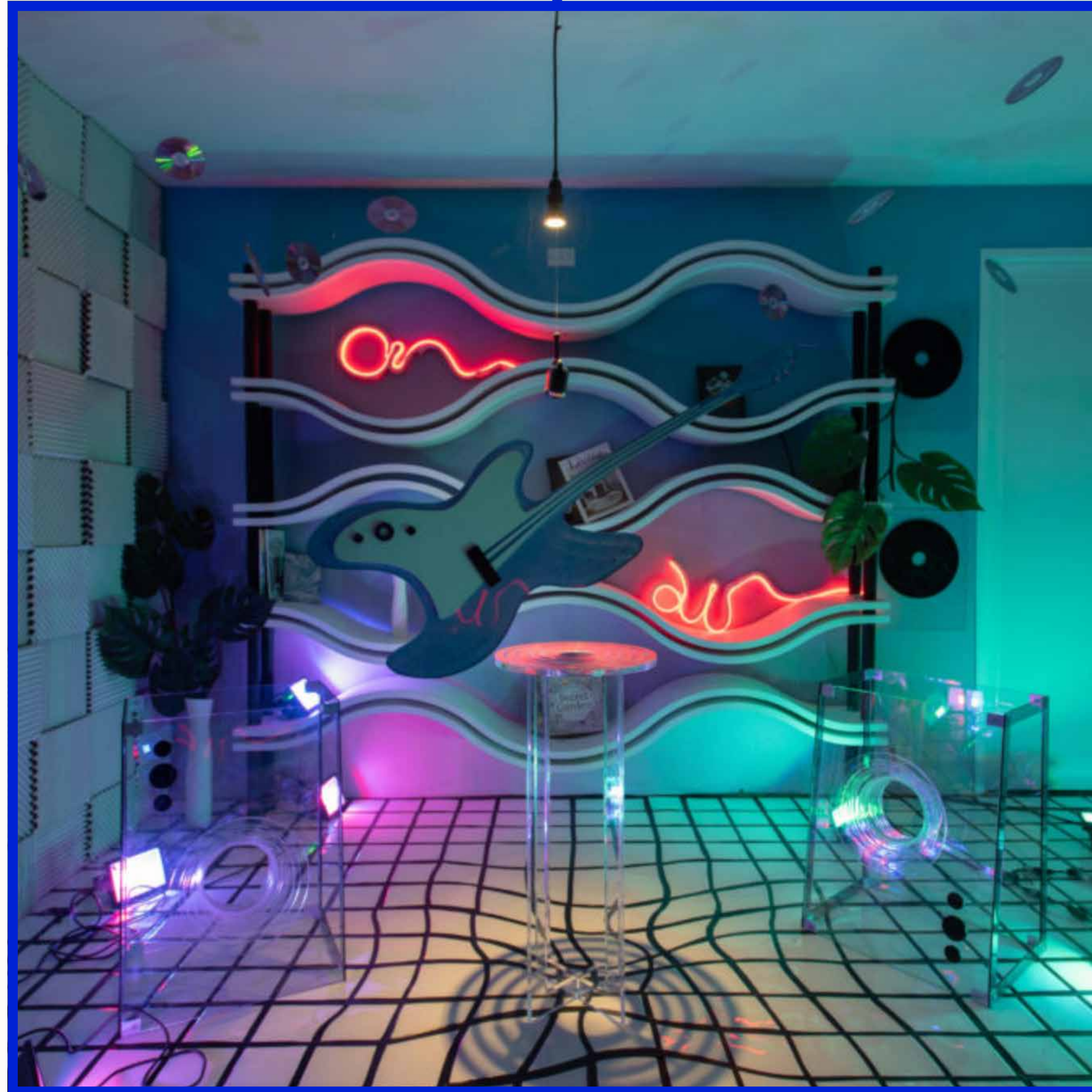
## Pitti bimbo '89

with The Playful Living

Fortezza da Basso  
Firenze, IT

professional role **creative director**

The traditional store space had been redesigned to offer to the visitor a new idea of shopping experience made of speeches and projects developing around a changing retail space.



## Winx lifestyle

collaboration with Rainbow SpA and Politecnico di Milano

Milano Design Week  
Milano, IT

professional role professor and creative director

Six rooms inspired by the famous fairies, as emotional spaces and characterized by the furniture and the graphics. They had been presented also as a moment in which to talk about the excellence of made in Italy.



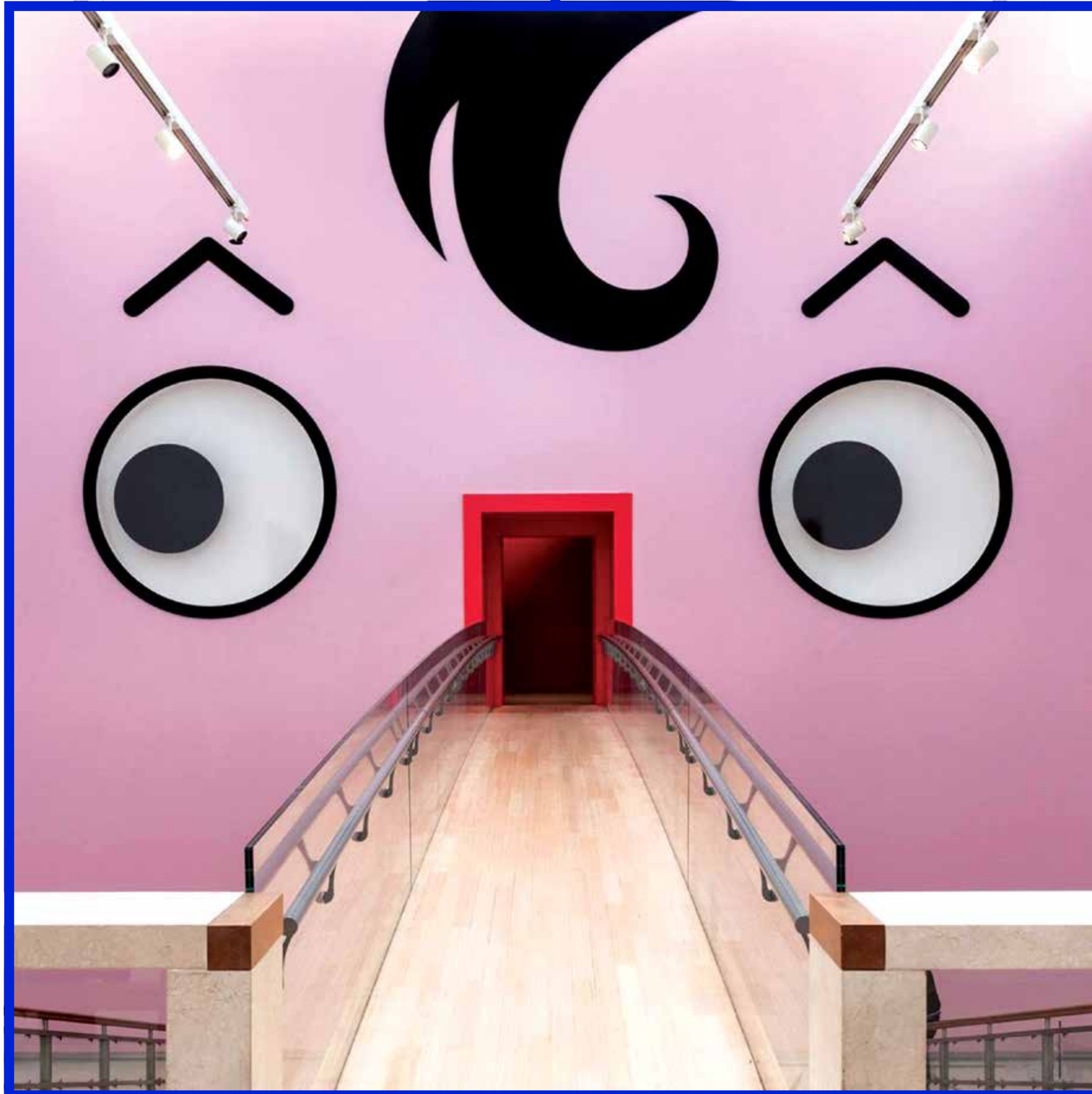
# The Playful Home

with The Playful Living

Milano Design Week  
Milano, IT

professional role **creative director**

Event made for Fuorisalone where playing becomes a fundamental part of everyday life, a place where emotions, imagination and creativity are free to express themselves.



## Giro giro tondo

with The Playful Living

with Bernardo Corbellini e Bice Dantona

Museo della Triennale  
Milano, IT

professional role **co-art director**

An exhibition where the story of the Italian toys is showed, as well as the companies that led the innovation in this sector and which are the new tendencies.



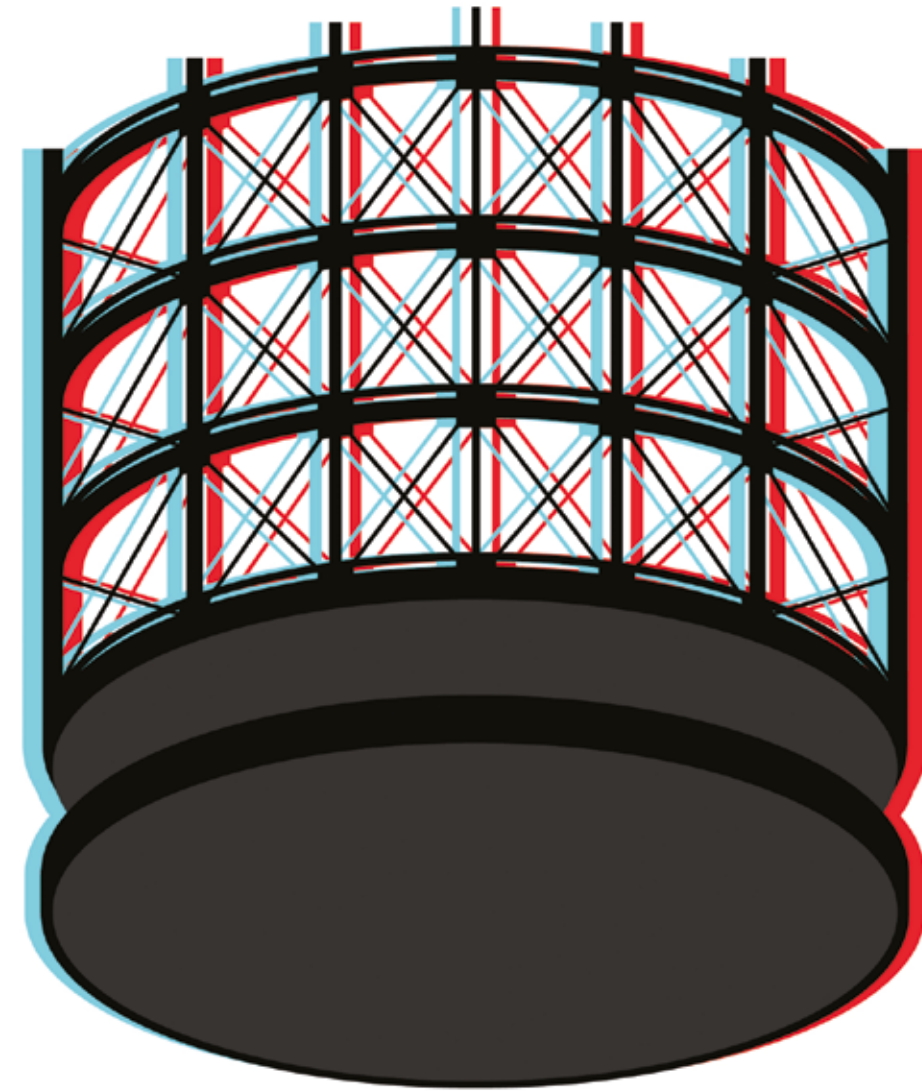
## CUUNION concept fair

Shanghai, CN

professional role **speaker**

Host to the event to take open lectures about event design.

from 2017



# IN/BOVISA

Dove nasce la creatività e l'innovazione

## IN/Bovisa

Milano Design Week  
Bovisa district, Milano, IT

professional role **coordinator** and **creative**

The coordination of a series of events in order  
to create the Bovisa district during the Fuorisalone.



# Kids and toys manifesto

publication (ITA/ENG/CHN)

Milano, IT

with **Francesco Schianchi**

professional role **author**

Book written with Francesco Schianchi containing the 96 thesis and 20 directories for the good kids and toys design.



## Furnex

organized by Efec, Expolink

with Giulio Cappellini

Cairo, EG

professional role creative director

Creative direction for Furnex, a great platform where to Egyptian companies can display the best of their products.



# Beijing kids design week

and Kids design week

Beijing, CN

professional role creative advisor and speaker

Creative direction for KDW promoting a series of interactive experiences and activities to improve relationships between children and parents.

**UniKL**  
UNIVERSITI  
KUALA LUMPUR

**dD**

**ITALIAN DESIGN DAY 2021**

PROJECT AND MATTER: NEW CHALLENGES FOR THE SUSTAINABLE  
RESTART OF THE MADE IN ITALY

**DATE** 8<sup>th</sup> July 2021 **TIME** 3.30 PM

**f LIVE** EMBASSY OF ITALY IN KUALA LUMPUR

UniKL PAGE UniKL MIDI

Under The Patronage of:

Organized By UniKL Malaysia Italy Design Institute (MIDI)

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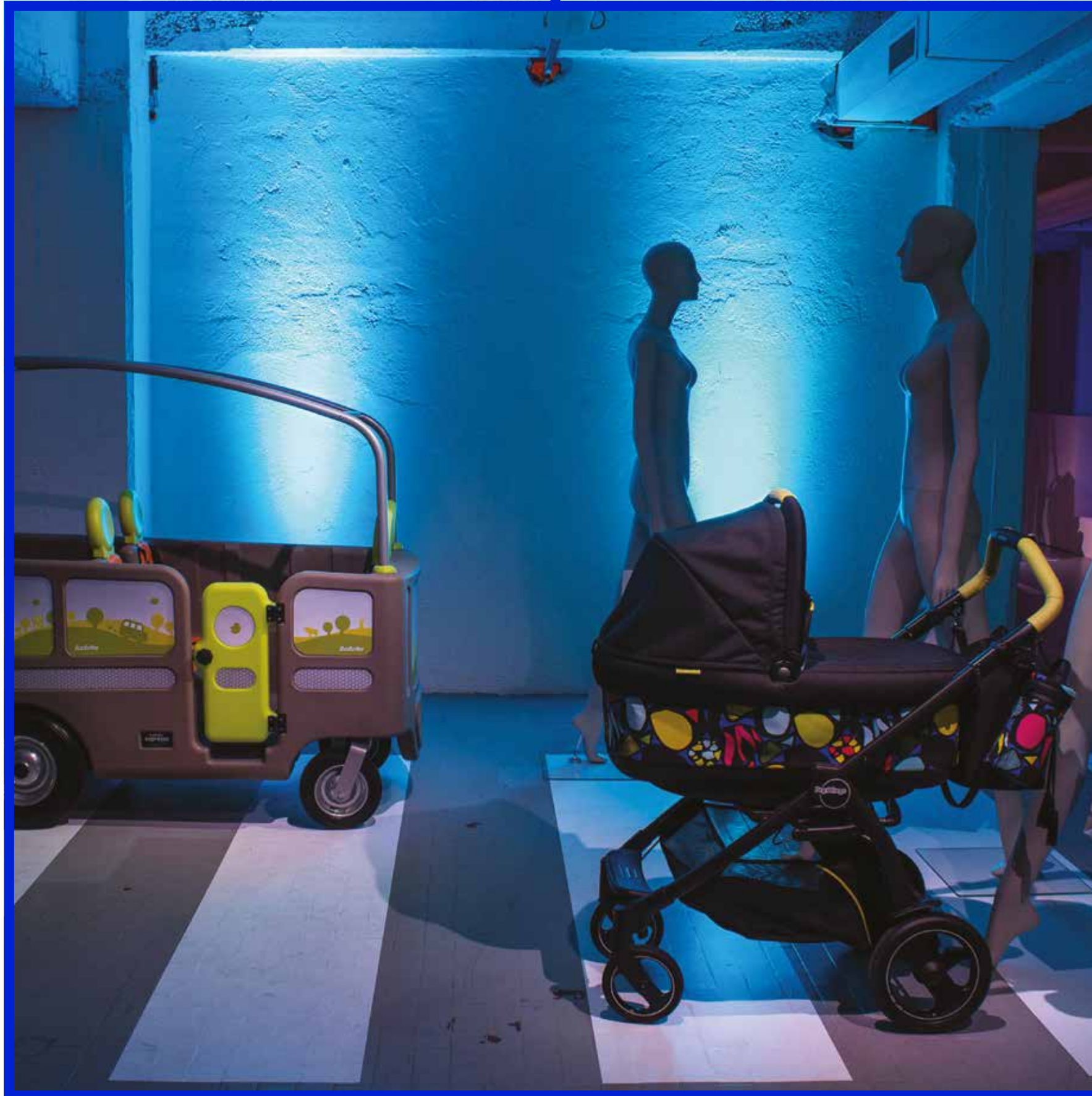
MARA Education Group

# Italian design day

Kuala Lumpur, ID

professional role speaker

Italian ambassador doing open lectures.



## Let's go kids

organized by Assogiocattoli

with **Bernardo Corbellini**

Superstudio, Milano Design Week  
Milano, IT

professional role **creative advisor**

Strollers' exhibition telling the union of aesthetics and sociological functionality. Products from selected companies present innovative solutions in design meet the needs of parents.



## Design In toys

organized by Assogiocattoli

with Bernardo Corbellini

quartiere Bovisa, Milano Design Week  
Milano, IT

professional role **co-creative director**

First Assogiocattoli exhibition with a selection  
of the best design products made  
by their associates.



# Design tribune

magazine

Milano, IT

professional role **writer** and **content creator**

Production of design-based contents within a collaboration to the editorial staff of the digital magazine.

from 2013

# URBAN NEST

Landscape & Urban Felicity



## Urban nest

project with **Stefano Giovannoni**

made for **Unionland**

Seoul, KR

professional role **strategic advisor**

Strategic consultancy to developing a single cell of modular interior product that can be assembled to solve distinct functions.



## Wine system design

high training course  
and Wine Landscape web platform

with Poli.design

Milano, IT

professional role professor and course coordinator

A project that spoke about rituals, projects  
and territories to create a system around  
the production and communication of wine.

from 2012



## C.M.C.2.0

with C.M.C.2.0

Adria, IT

professional role **creative and strategic advisor**

Project of communication and event system made during Fuorisalone Milano Design week.



## Planning events course

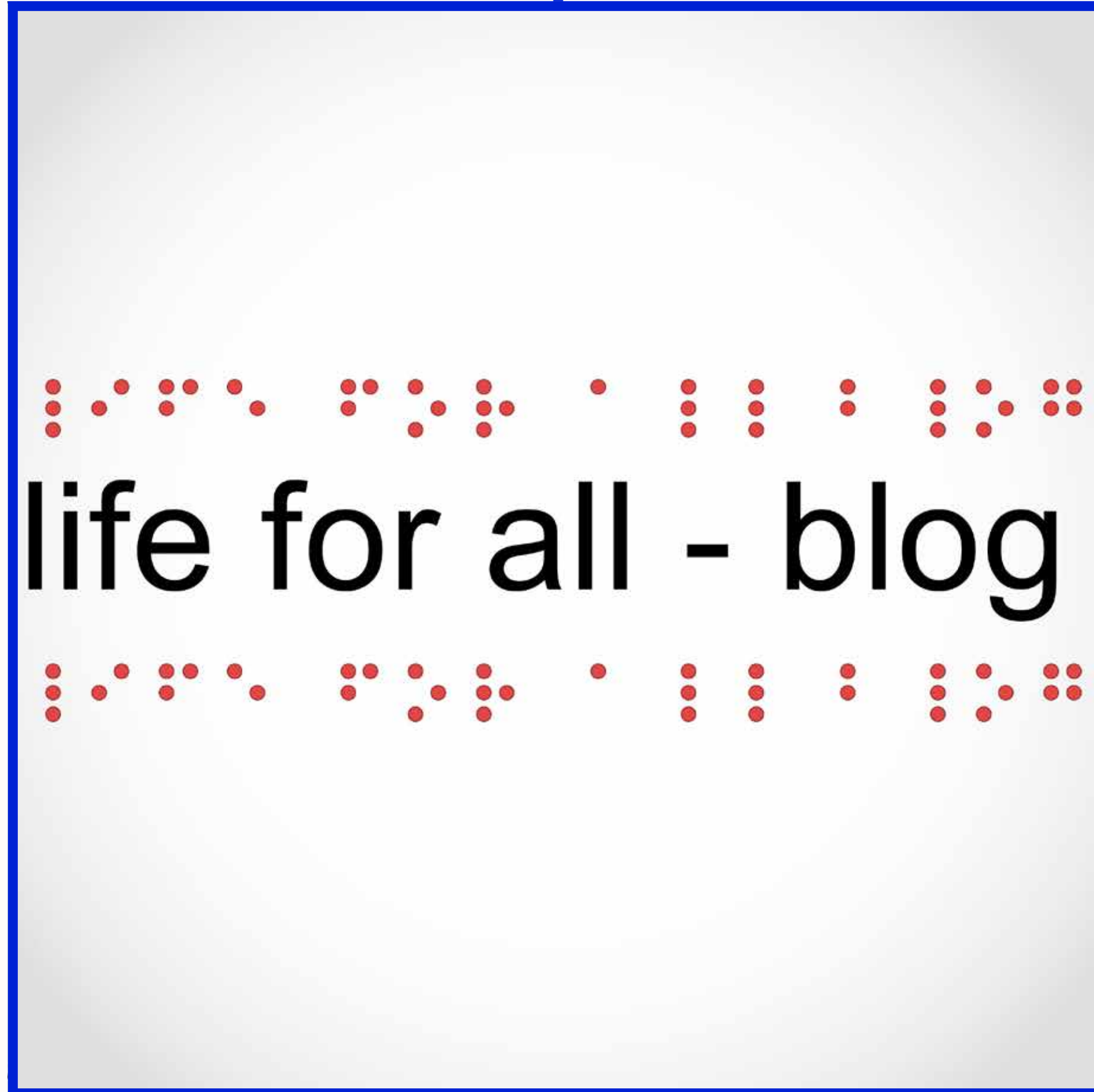
Touch Fair architecture & Exhibit Space master

with IUAV

Venezia, IT

professional role professor

Lessons about culture and method for event design applied to designing innovative structures.

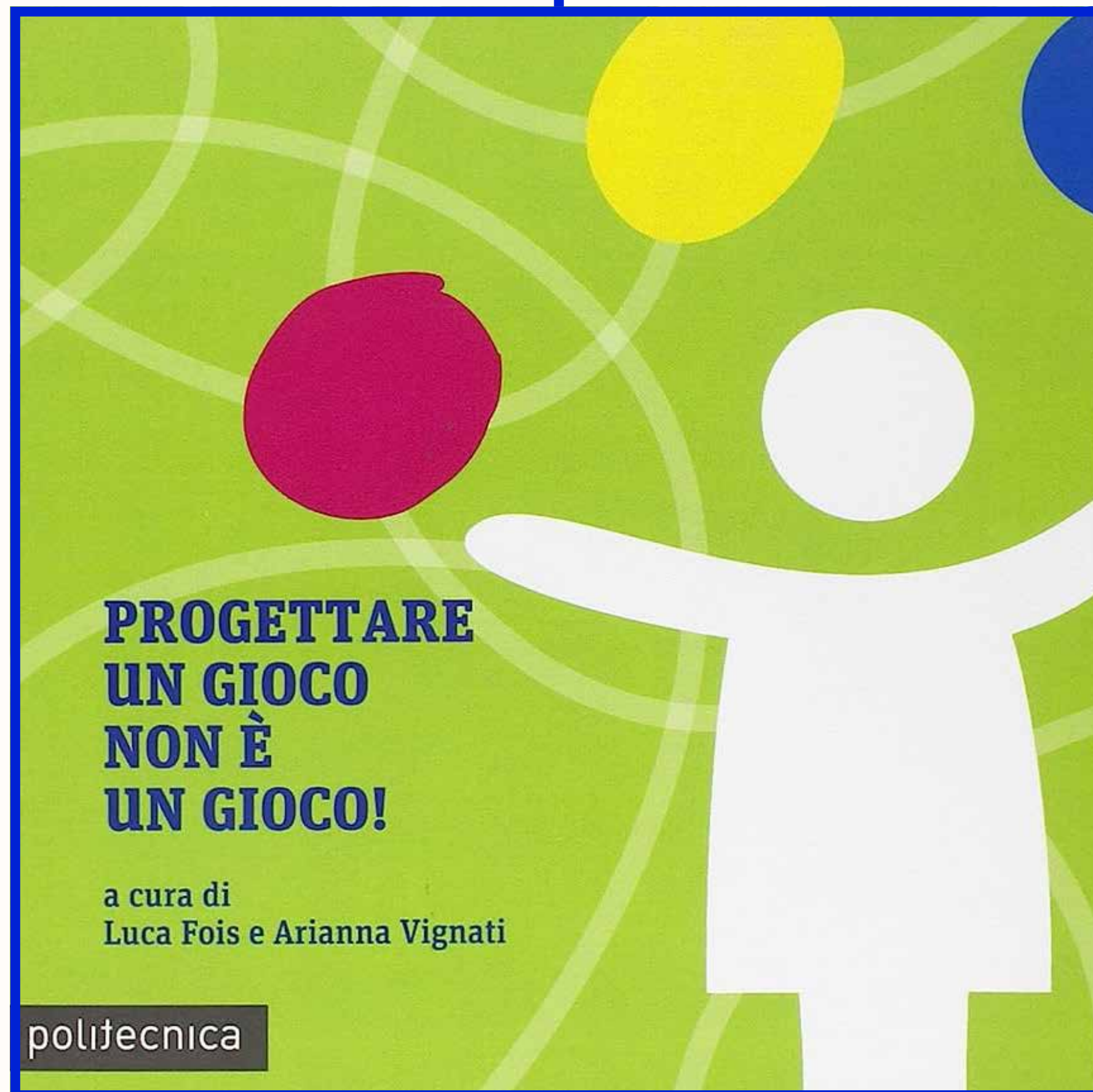


## Lifeforall

blog for network

professional role creative director

A platform of events dedicated on inclusivity design that dialogues with both physical and mental disabilities.



## Designing a toy is not a game

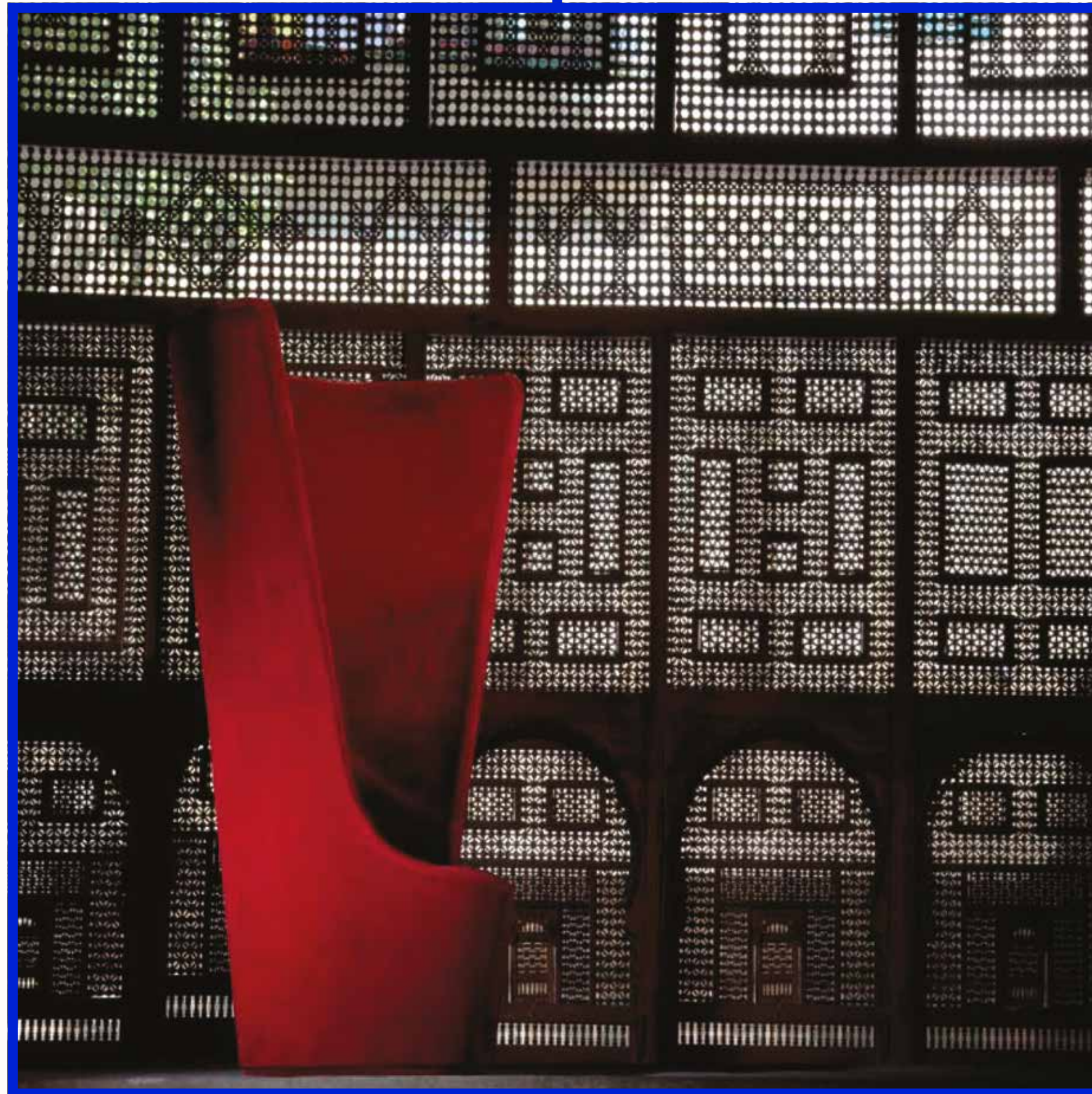
publication

with Arianna Vignati

Milano, IT

professional role **author**

Text that combined for the first time the words of design, kids, and toys, and which lays the foundations for the subsequent international master "kids&toys design" by Poli.design.



## +20EgyptDesign

Cairo, EG

professional role **event director** and **concept creator**

Event director and creator of the concept "the Egyptian way" with the aim of promoting the Egyptian design and furniture companies.



## Design in the city

Milano, IT

professional role **creative director** and **project manager**

A format of B2C events in October with more than 70 Milanese showrooms presenting their finished products to consumers, after having previously exhibited them as prototypes at the Salone del Mobile (a typical B2B event) in April.



## Floating chairs

project by Fabio di Bartolomei

made for Italian Chair district

Naviglio Grande canal  
Milano, IT

professional role **creative director**

Creative director for a floating installation that wants to represent the Friulan chair as an impressive combination of craftsmanship handed down through generations, design research and technological innovation.



## REDesign

Campari Red Passion

powered by Campari Soda

project by Markus Benesch

Milano Design Week - Fuorisalone  
Milano, IT

professional role **creative director**

Art direction of the exhibition that reinterprets the essence of the brand: playing with the form-color relationship it was created a striking scenographic impact of the single-serve symbol of the Italian aperitif.



# Surfacin'

with **Material Connexion**

Milano Design Week - Fuorisalone  
Milano, IT

professional role **creative director**

Project of a format of urban installations made  
with prefabricated profiles.



## REDesign

### Campari Red Passion

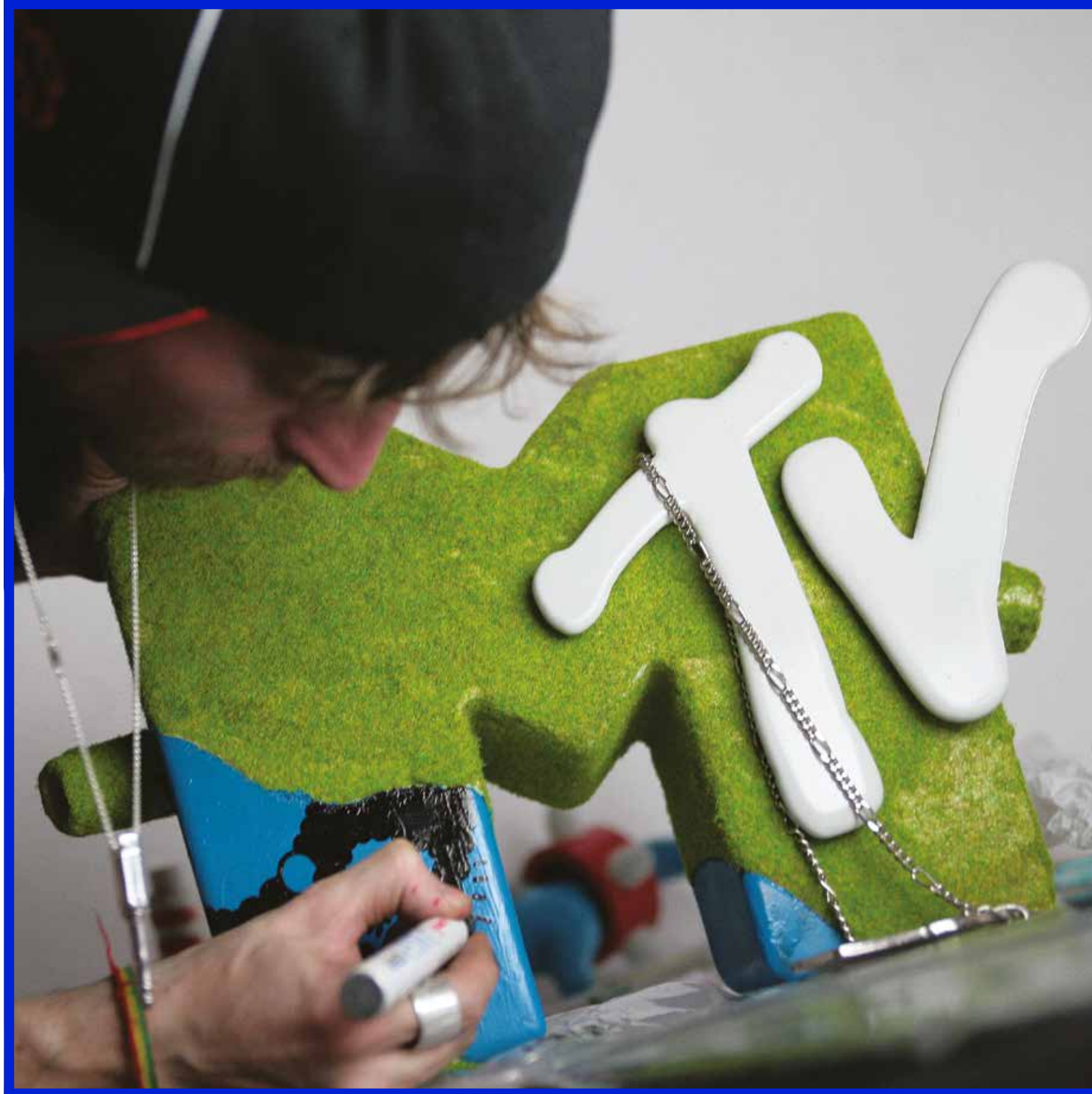
powered by Campari Soda

project by Matteo Ragni

Milano Design Week - Fuorisalone  
Milano, IT

professional role **art director**

Concept creator of the idea that the little Campari bottle could create a whole new experience: the set defines a lounge space with a central lighted up bar counter that is the beating heart of the project.



## That's design

with Domus Academy, Politecnico di Milano  
and Recapito Milanese

Milano Design Week - Fuorisalone  
Milano, IT

professional role **co-creative director and coordinator**

Collaborative platform with Domus Academy,  
Politecnico di Milano, and Recapito Milanese creating  
a format of events to promote, through arts and design  
schools, young international talents.



## Progetti&Paesaggi

the tree dimensions of the project

with projects by Stefano Boeri, Giulio Cappellini,  
Aldo Cibic, Topotek

BolognaFiere  
Bologna, IT

professional role creative and art director

Art director and coordinator for the international fair  
of in and outdoor design.



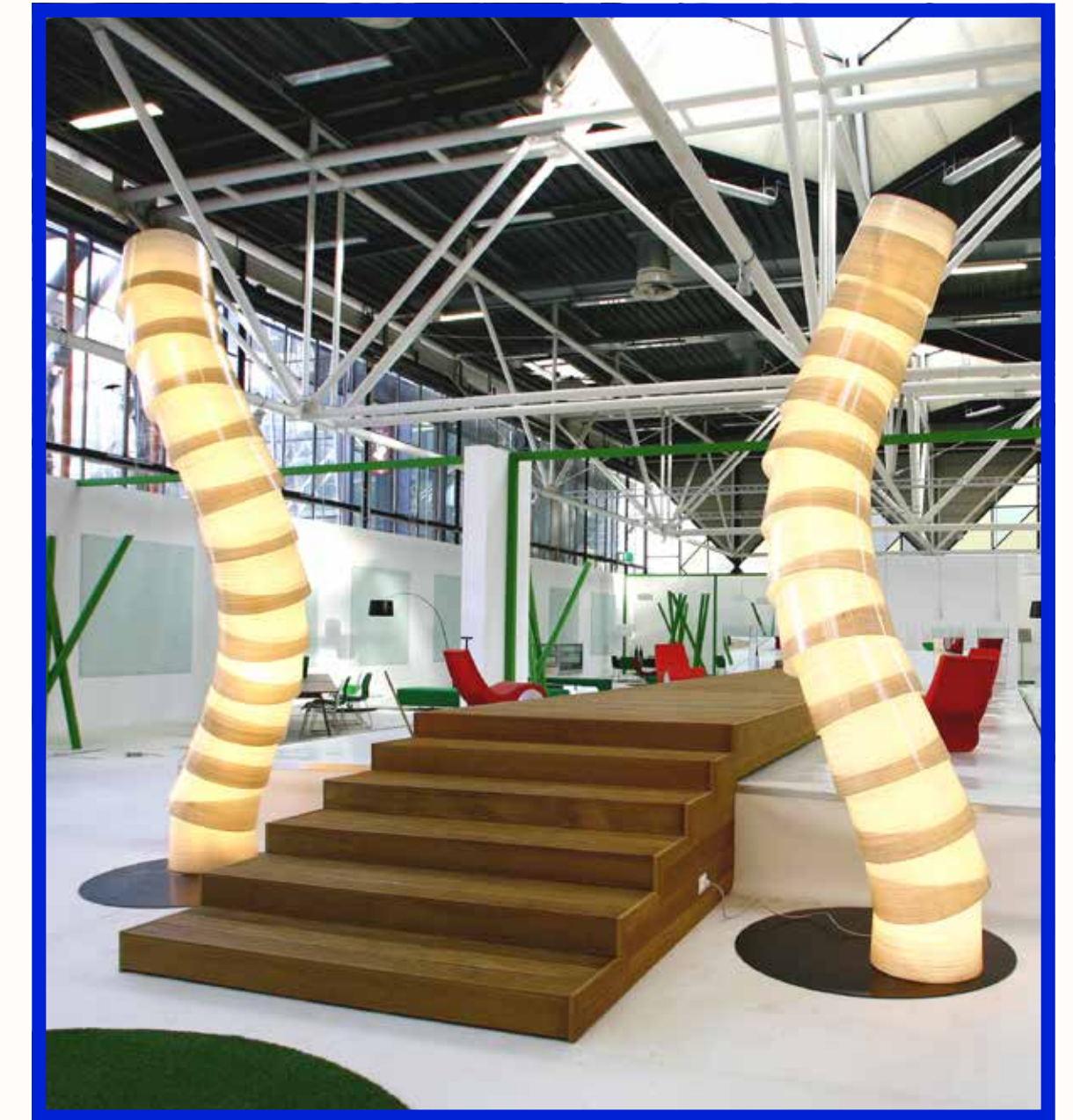
Luoghi e non luoghi - Topotek 1



La città degli orti - Aldo Cibic

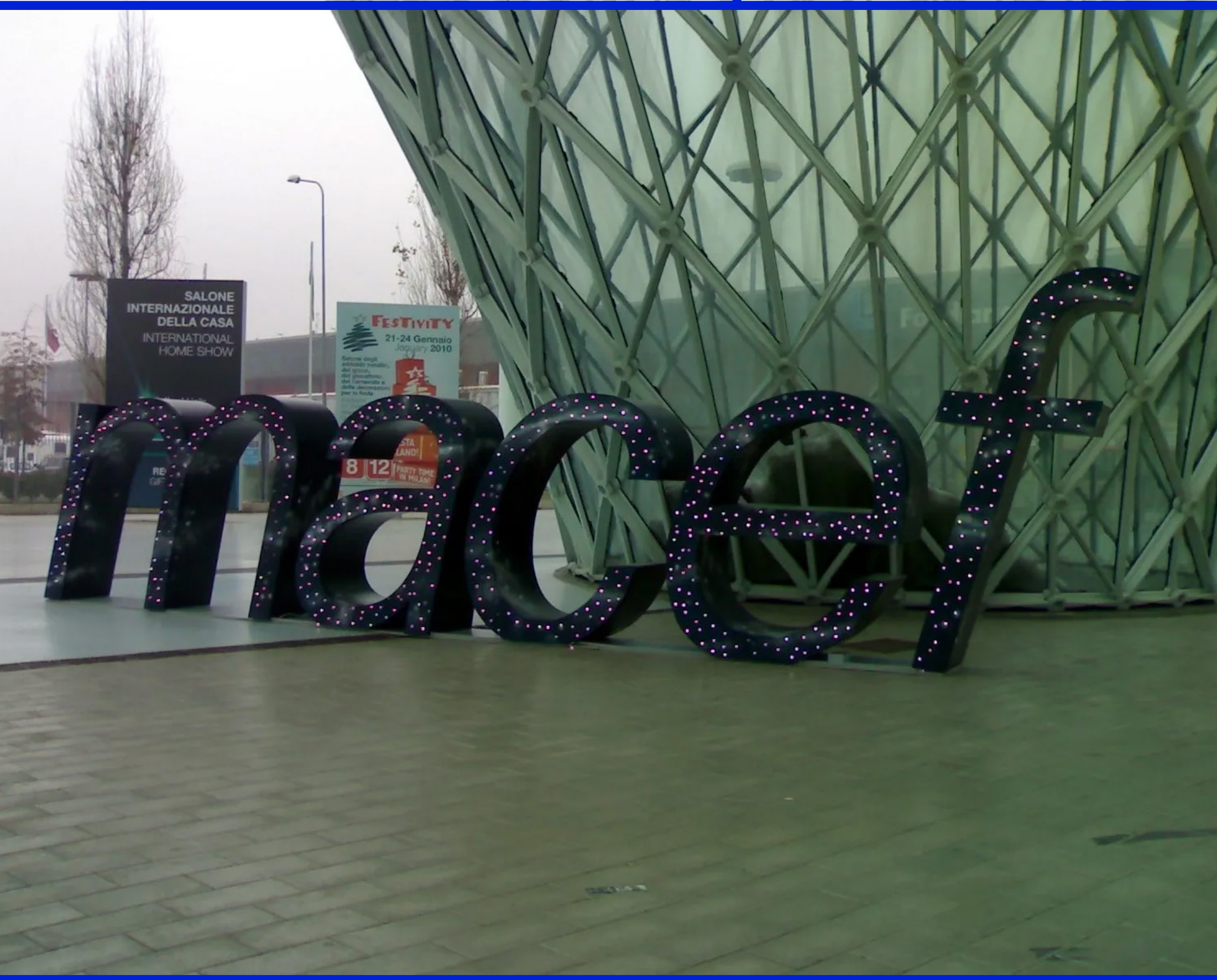


Il bosco verticale - Stefano Boeri



In&Out - Giulio Cappellini

2006-2008



## Macef

with Giulio Cappellini

Fiera Milano  
Milano, IT

professional role **creative consultancy**

Consultancy for the launch of the first edition  
in the new fair district at Rho Pero.



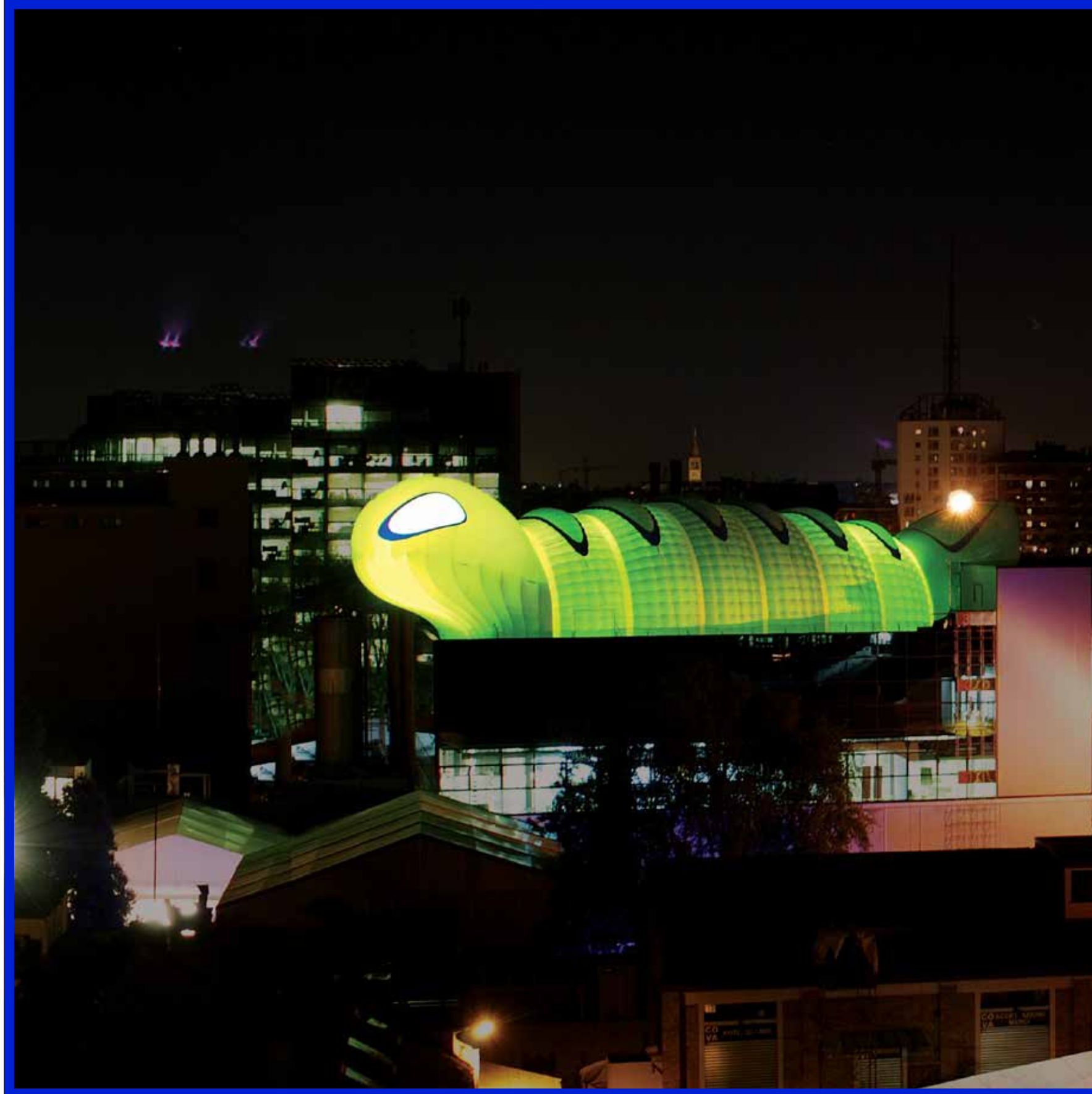
## BaseB metriquadricreativi

creative companies incubator

quartiere Bovisa  
Milani, IT

professional role **art director** and **coordinator**

Managing of a disused industrial building, where creative and professional activities and exhibition initiatives can be fostered and promoted by providing temporary spaces.



## Tortona kids design

with Domus Academy and Mtv

Superstudio Più  
Milano, IT

professional role **art director**

Big and inflated caterpillar (36x14x12 meters)  
on the roof of Superstudio Più hosting the event.



## Milaniwood

with T.a.m.i.l.

Lecco, IT

professional role **strategic advisor**

Brand strategy project for the creation of a brand consumer for the company Tamil, worldwide leader of wood micro turning.

2000-2010



## Zona Tortona

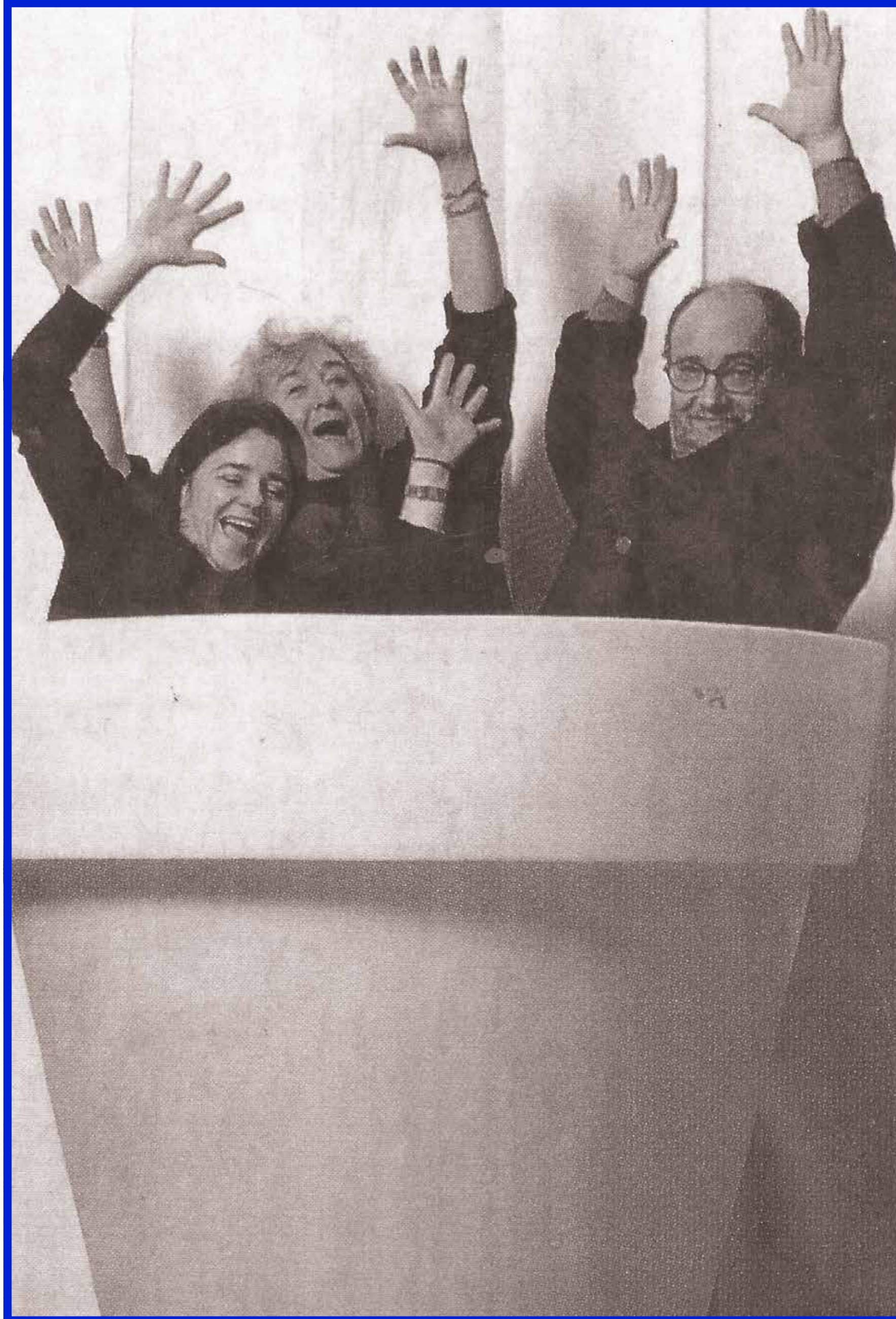
with **Alessandra Salici**

quartiere Tortona  
Milano, IT

professional role **art, management and creative director**

Design of a territorial marketing project to reevaluate ZonaTortona, the main international design circuit of the Milan Design Week, developing a platform of events and the communication of the area.

Zona Tortona decade



## Recapito Milanese

with Manuela Cifarelli, Sandra Laudati,  
Marta Meda and Stefano Fugazza

professional role founder

Association founded to create and manage  
events and provide strategic consultancy  
in the communication and branding  
of design-oriented companies.



## Vessels

with Calvin Klein Home

professional role **product engineer**  
and **coordinator of production**

Minimalistic designed wooden vessels made for Calvin Klein Home, in two colors beige and black.



## Vessels

with **Hermes**

professional role **product engineer**  
and **coordinator of production**

A series of small iconic vessels made evaporated  
pear wood and leather.



## Alfa Romeo gift

project for Alfa Romeo

professional role **product designer** and **craftsman**

Creation, design, and production of the company gift for the 50th anniversary of Alfa Romeo, representing the city of Milan and the headquarter of the company.



## Scatola gioco Pomellato

made for Pomellato

professional role product designer and craftsman

Creation, design, and production of the company gift for the 50th anniversary of Alfa Romeo, representing the city of Milan and the headquarter of the company.



## Games boxes

made for Masenghini

professional role product designer and craftsman

A series of boxes made for different games, designed and engineered in a way that the hinges are hidden to the view.

years 80s



## Scrittoio da viaggio

made for Pineider

professional role product designer and craftsman

Design and production of wood and leather travel writing desk for writing enthusiasts containing various stationery items.

1976-1995

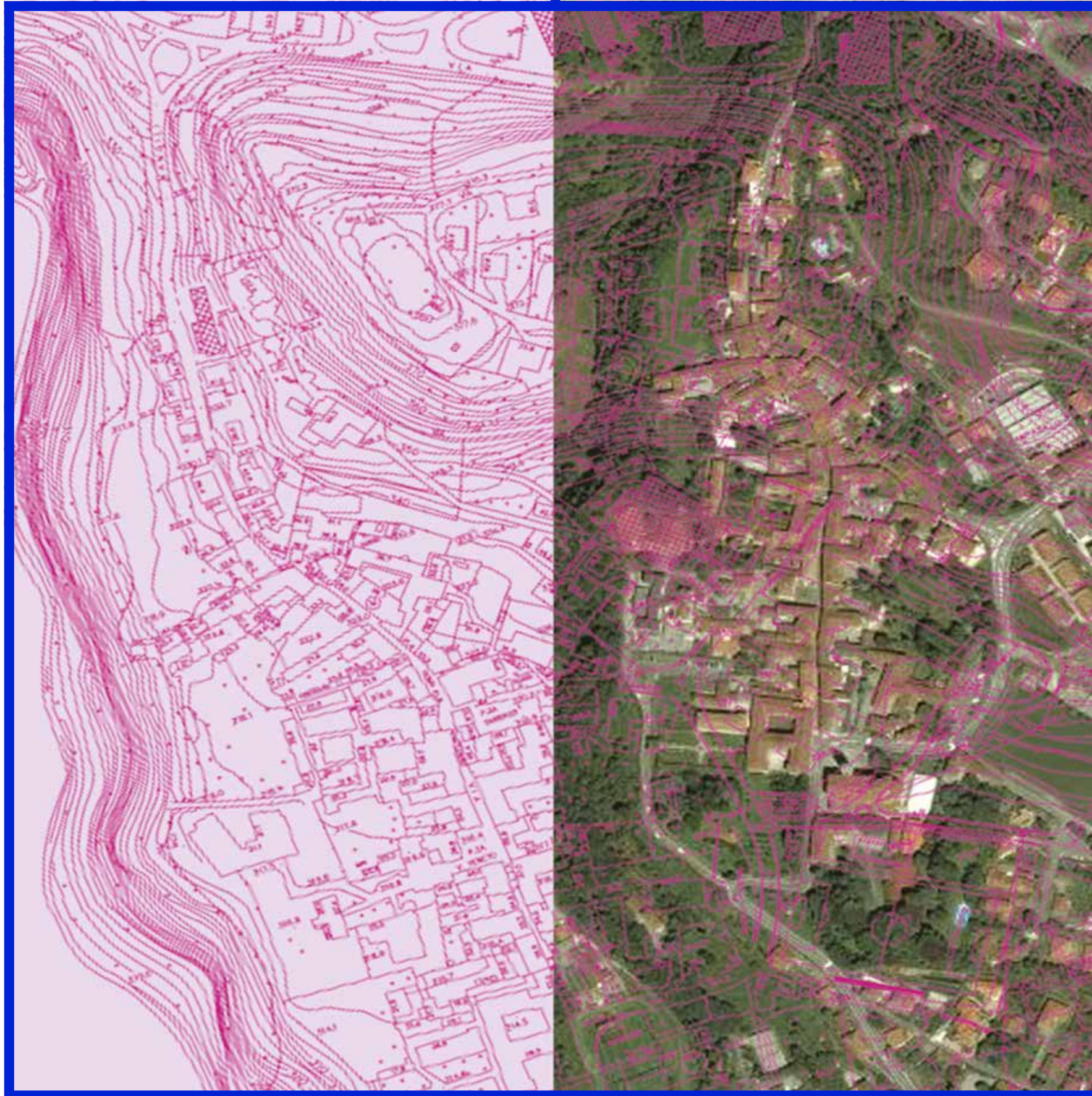


## Coruna

carpentry

professional role **founder** and **CEO**

Head of the Coruna company designing objects and games of international popular traditions, and conceiving and designing wooden objects for important international brands such as Ferrero, Fiat, Alitalia, Ansaldo, Barilla, Gucci, and Momo Design.



## Caprino Bergamasco

territory promotion

professional role city counselor and  
urbanistic and strategic plan advisor

Urban planning and enhancement of the territory  
thanks to the position in the municipal council  
of the town.

thanks for watching

Thanks to  
Francesca Urli  
Giadamaria Battiato  
Chiara Davoli