



Matteo Bazzicalupo

was born in Parma in 1966. An architect and designer, in 1995 he founded *deepdesign* with Raffaella Mangiarotti. Together they explored new scenarios and designed products for different sectors: furnishings for Giorgetti, Castelli Haworth and Dna, food and packaging for Barilla and Kraft Suchard, merchandising for CocaCola Italia and the Turin Olympic Games 2006, car accessories for Daimler Chrysler, small electrical household appliances for Imetec, large electrical household appliances for Whirlpool Europe, consumer electronic goods for Nec, accessories for Mandarin Duck and Aldo Coppola, jewelry for San Lorenzo, crystal for RSVP. They have won design competitions organized by JVC and Matsushita. They also received the Cosmopack Young Design ID Award.

Alessandra Baldereschi,

was born in Milan in 1975. She lives and works in Milan. After completing a master's degree at the Domus Academy of Milan, she spent a year in Japan developing furnishing and tableware projects. She took part in the Salone Satellite in 2004, the Seoul Design Festival in 2003 and 2004, and presented an installation at Inside Design in Amsterdam in 2005. She has worked with Swatch bijoux, Chimento, Dilmos, Fabbian, Unique Living, Laboratorio Pesaro, Parentesi Quadra, Fraelli Guzzini.

Alessandro Busana

was born in Padua in 1977. In 1999 he graduated in industrial design from the Scuola Italiana Design of Padua. In 2004 he founded HOLE DESIGN, a creative design studio offering 360 degree development of concepts characterized by distinctive stylistic solutions. In 2005 he began working in the field of food design. His projects include: B-SIDE: fork/chopsticks; STUZZICHELLO: cocktail rings; CUCUP: small ice cream bowls with built-in spoon; COVER UP: LED chandelier, winner of the Phillips "Ideas for light" award, 2005; MIRROR HOUSE: mirror dispenser, 1st prize "bathroom vision", 2004.

Francesca Donati

was born in XXXX. She graduated in architecture from the Politecnico of Milan. She has designed trend-setting venues such as L'Atlantique in Milan, in collaboration with Fabio Novembre, and Il caffè The Photographers, also in Milan, as well as residential buildings like the Ex Fornaci Lampertico in Vicenza. In 1998 she founded the IMS architecture firm alongside Duilio Forte, realizing stores for selling telephone products. In the design sector she works with Antidiva for whom she has realized various types of padded upholstery for furniture. In 2000 she created Oche bianche srl which produces and markets cashmere garments. She opened her own firm in 2001. In 2004 she began working with FUBU, creating concept stores in Italy, the first of which was realized in Milan.



Odoardo Fioravanti

was born in Rome in 1974. He graduated in Industrial Design from the Politecnico of Milan. Since 1998 he has worked in the fields of industrial design, graphic design and layouts. His training included working with the following firms: Michele De Lucchi Associati, Cibic & Partners, Connexine, Vibram Yellow Tag and Aroundesign (Iacchetti+Ragni). He has realized projects for the following companies: Vibram, Royal Medica, Abet Laminati, Victorinox Swiss Army, Telecom Italia, Osama, Strativari, Gardesa, Terre Salotti, Kriositalia, Desalto, Incotex, SV Gomma, GGP Group, COOP, OPOS and Olivetti. He has designed layouts for the Politecnico of Milan, the Fondazione per la storia dell'Età Contemporanea [Foundation for Contemporary History] of Sesto San Giovanni, the Osservatorio Astronomico [Astronomical Observatory] of Brera in Milan, in addition to commercial layouts for various companies.

Ilaria Gibertini

was born in Parma in 1970. She graduated from the Istituto d'Arte [Institute of Art] of Parma and studied communication and design at the Università del Progetto in Reggio Emilia. She has worked with the school's professional firm on projects for Barilla, Lagostina, Max Mara, Merci (a periodical provided as a supplement to Abitare magazine) and Comix. Since 1993 she has worked as a free lance professional, alternating design projects with graphic work. She has designed for Artista Visitatore, Mandarina Duck, Nemo (Cassina), Outlook Zelco, Rosenthal and United Pets. She has taken part in international exhibitions and competitions including "La Fabbrica Estetica: l'ultima generazione del design italiano" [*The Esthetic Factory: the last generation of Italian design*] (Paris 1993) and the "Biennale dei giovani artisti dell'Europa e del Mediterraneo" [*Biennial exhibition of young European and Mediterranean Artists*] (Rome 1999).

Diego Grandi

was born in Rimini in 1970. He has a degree in architecture and lives and works in Milan. He has been involved in interior and "surface design" since 1977. In 1997 he was selected for the Biennale dei giovani Artisti dell'Europa e del Mediterraneo [*Biennial exhibition of young European and Mediterranean Artists*]. He presented "Mapper", a collection of satellite carpets and organic fabrics at the International Biennial Design Exhibition of Saint-Etienne. His Wallpaper project, "Le Module", inspired by the architectural plans of Le Corbusier, produced by Sirpi Gruppo Jannelli & Volpi, was selected by the Victoria and Albert Museum of London. In 2002 he created DGO, a design firm involved in the fields of interior and product design. He has worked with Lea Ceramiche since 2003 on the development of new decorative textures. He works with Abet Laminati, Brunello Cucinelli Cashmere, Deroma, Design Italia, Lea Ceramiche, Sirpi Gruppo Jannelli & Volpi, Stephan Janson and Ycami.



Monica Graffeo

was born in 1973 in Pordenone. She obtained a diploma from and specialized at the Scuola Italiana Design [Italian Design School] in Padua. She started working with Fausto Boscaroli and subsequently collaborated with Gabriele Centazzo of Valcucine. In 1998 she started working as a free lance professional and established a working relationship with Kristalia. From 1996 to 2004 she worked at the Scuola Italiana Design of Padua, first as a master's degree assistant and then, for four years, as a professor of research method. In 2004 she exhibited a chocolate project in Perugia on the occasion of Eurochocolate. In 2005, the chaise longue Lazy Mary, produced by Disguincio 2005, won the Top Ten Promosedia award and the Good Design 2005 award. In 2005 she was a visiting professor at the IED in Sao Paulo, Brazil. She currently works with Kristalia, Arflex, Disguincio, Italamp, Evidenza and Mohdo.

Giulio Iacchetti

has been involved in industrial design since 1992. He attended the Faculty of Architecture at the Politecnico of Milan, a two year specialization course in Industrial Design run by the Regione Lombardia and, in 1995, the Futurarium Summer Workshop. He teaches at the Faculty of Industrial Design at the Politecnico of Milan and the Istituto Europeo di Design [European Institute of Design]. He has taken part in numerous international design exhibitions and competitions including, in 1996, "MISSING THINGS", organized by Hanover's public transport company (first prize) and, in 1997, the "Bourse Europeenne de la creation coutelier a Thiers" competition in France (first prize). In 1998 he founded the Aroundesign studio with Matteo Ragni and together, in 2001, they won the golden compass award with their biodegradable multipurpose cutlery "Moscardino", which is displayed in the permanent design exhibition at the MOMA in New York. He works with Mandarina Duck, JVC, Guzzini, Sambonet, Coop, Desalto, Bialetti, Breil, Pandora Design and Samsung.

Joe Velluto

Andrea Maragno – Padua , 1974 - coordinator/designer

Sonia Tasca - Marostica (Vicenza), 1975 – graphics manager/designer

Simone Polga - Lugo di Vicenza (Vicenza), 1976 – public relations /designer

Antonello Carrossa - Padova, 1977 – technical manager /designer

After obtaining diplomas in industrial design from the "Scuola Italiana Design" of Padua at different times (between 1998 and 2000), they subsequently gained working experience individually in various design companies and studios. They began working together in 2002 and, in 2004, in Vicenza, they founded JoeVelluto, an associated industrial design studio. Since 2004 JoeVelluto has been involved in teaching activities for master's degree courses at the "Scuola Italiana Design" in Padua. They devised and realized their own book entitled "Salefino: nuovi sapori dal design italiano", published by Editrice Abitare Segesta for the Triennial Exhibition of Milan in March 2005. In 2006 they designed the layout for "New Beat(s)" and "Urban Panorama" for Pitti Immagine Uomo, Florence. They have taken part in numerous exhibitions both in Italy and abroad. They work with Bosa Ceramiche, Coop, Coro, Diadora, Euro 3 Plast, F.lli Guzzini, Gruppo S. Pellegrino, Killer Loop, Inglesina Baby, LucePura, Mandarina Duck, Magppie, Meritalia, Nordica, Ono Luce, Pandora Design, Pitti Immagine, Polimoda Firenze, Ravarini Castoldi & C., Rollerblade, SealKay, Sisley and Sonus Faber.



Raffaella Mangiarotti

was born in Genoa in 1965. An architect and designer, she founded *deepdesign* with Matteo Bazzicalupo in 1995. Together they explored new scenarios and designed products for different sectors: furnishings for Giorgetti, Castelli Haworth and Dna, food and packaging for Barilla and Kraft Suchard, merchandising for CocaCola Italia and the Turin Olympic Games 2006, car accessories for Daimler Chrysler, small electrical household appliances for Imetec, large electrical household appliances for Whirlpool Europe, consumer electronic goods for Nec, accessories for Mandarin Duck and Aldo Coppola, jewelry for San Lorenzo, crystal for RSVP. They have won design competitions organized by JVC and Matsushita. They also received the Cosmopack Young Design ID Award.

Ilaria Marelli

was born in Erba in 1971. An architect and designer, she lives and works in Milan. In 2003 she opened her own firm in Milan developing projects connected with architecture, graphics and communication. She also acts as a consultant to companies on art direction and product design. As a product designer she has realized furnishing and lights for Cappellini, Zanotta, Nemo luce, DuepuntoSette, Bosa Ceramiche, the merchandising line "vizi&virtù" for Lancia Y, with Diana Eugeni, and computer accessories for Tucano. In the field of interior design she has worked on the FMR-ART'E' gallery in Rome, one-day layouts for the fashion houses Parasuco Kult and Sara Lee, with Diana Eugeni, the coordinated image for the "Il dna della scultura" exhibition by Angelo Mangiarotti, as well as private interior decoration projects. From 1998 to 2003 she has been involved in product development for Cappellini. Since 2002 she has taught Industrial Design at the Politecnico of Milan and the Scuola Politecnica di Design in Milan. In 2005 she launched the www.cohousing.it project dedicated to new forms of collective living, with Ezio Manzini and Luca Mortara.

Miriam Mirri

was born in Bologna in 1964. She graduated from the Scuola Superiore di Disegno Anatomico [Higher Institute of Anatomical Design] of the Università del Progetto in 1989. In 1991 she moved to London where she worked as a designer for the Branson-Coates Architecture Office. After returning to Italy she worked with the UdP professional firm in Reggio Emilia, developing graphics and publishing projects as well as industrial products for various companies including Mandarin Duck, MaxMara, Bayer (Italian Art Director's Club first prize in the "promotional materials" section, 1991) and Barilla. She also contributes to Merci, the supplement to Abitare magazine. She has lived in Milan since 1993 and worked with Stefano Giovannoni until 1999. Since 2000 she has been self-employed, designing products for various companies including Alessi, HaagenDazs, Henkel, Mandarin Duck, United Pets, and the Coop, as well as decorations for Rasch and cellular phone prototypes for Mitsubishi. She takes part in exhibitions, the most recent being: "Dolcevita", curated by Beppe Finessi, Cologne and Milan editions, 2005; "Design alla Coop", 2005; "Souvenir d'Italie" – Case da Abitare, 2005.



Marzia Mosconi

was born in Milan in 1972. She obtained a diploma from the Accademia di Belle Arti [Academy of Fine Arts] of Milan in scenography. Her vocation began to take shape inside her father's warehouse where she created furnishings and furnishing accessories, mainly one-off items, using various types of materials, mainly recycled. She defines her collections as Martian Art. Currently her "Arredi Marziani" [Martian Furnishings] operates out of a workshop in Via Orti, Milan, from which she attempts to use her projects to stimulate all five senses. Her objects have furnished catwalk shows and store windows. She has taken part with special projects in various exhibitions and events.

Marco Morosini

was born in Pesaro in 1972. He studied at the Istituto Superiore per le Industrie Artistiche [Higher Institute of Artistic Industries] of Urbino and the Fach Hochschule of Aushurg in Germany. A designer, art director, photographer and graphic designer, he has also worked with Fabrica. In New York he was responsible for the new graphics of Talk magazine (Miramax). Back in Italy he was the artistic director of the Oliviero Toscani studio. In Paris he was responsible for the graphics for "30 Ans de Libération". He has worked with many different companies, including Alberta Ferretti, Ferrari, Macerati and Technogym. He teaches at the University of Urbino. He publishes photographic books for Electa (Dividirmini and Nocopywright). He handles architectural projects for Ferrari and Maserati at international exhibitions. In 2005 he created the Brandina brand of bags. At the Salone Satellite in 2005 he presented: Dog is a God, six architectural kennels for dogs.

Luca Nichetto

was born in Venice in 1976. He studied at the Istituto d'Arte of IUAV where he obtained a degree in Industrial Design. He has held workshops in various national and international universities. He has taken part in exhibitions in Europe and the United States. He began his professional activities in 1999, designing his first products for Salviati, subsequently becoming the company's Design Manager for the launch of a new collection. In the same year he began his working relationship with Foscari: designing new products and acting as a consultant in material research and product development (2001-2003). He has been the Art Director of Kriositalia since 2004. His approach to design is the result of his experience in glass-making workshops where he developed a particular sensitivity to the control of shapes which he combines with researched materials and innovative working processes. He works with Bosa Ceramiche, Calegario, Carlo Moretti, Casamania by Frezza, Disguincio, Foscari, Kriositalia, Kristalia, Lux Ceramiche Gruppo Riwal, Meritalia, Moroso, Nason & Moretti, Pallucco Italia, Pandora Design and Salviati.



Matteo Ragni

was born in Milan in 1972. He obtained a degree in architecture from the Politecnico of Milan. He has worked in the field of design since 1995. He teaches at the Faculty of Design at the Politecnico of Milan and the Istituto Europeo di Design. He has held workshops at various universities in Chile and taken part in exhibitions in Italy and Scotland. In 1998 he founded the Aroundesign studio with Giulio Iacchetti and together, in 2001, they won the ADI Golden Compass award with their biodegradable multipurpose cutlery "Moscardino", which is displayed in the permanent design exhibition at the MOMA in New York. His clients include: Armani Casa, Bialetti, Caimi Brevetti, Coop, Desalto, De Vecchi, Guzzini, JVC, Krios Italia, Liv't, Mandarin Duck, Mitsubishi, Modo&Modo, Montini, Notcom, Navadesign, Osama, Pandora Design, Pinetti, Riquadro, Progetti, Samsung, Sinequanon, Sofar, Suisse Lagenthal, Ti voglio, United Pets.

Donata Paruccini

was born in 1966 in Varedo (Milan). She spent her childhood and early formative years in Sardinia then moved to Florence where she studied industrial design at the ISIA with Jonathan De Pas. From 1994 to 1997 she worked at the studio of Andrea Branzi. She took part in various editions of the Opos exhibition during the "Salone del Mobile" of Milan and, in 2004, she taught at the Istituto Europeo di Design in Milan. She currently works in Milan as a free lance professional. She has worked with Alessi, Morellato, Pandora Design and RSVP. She has taken part in various collective exhibitions including, in 2005, "Premio Caiazza Memorial Challenge", organized by Promosedia, Udine; "Art of Italian design " Athens, in 2003, and "1950-2000: Theater of Italian Creativity" at the Dia Center of New York.

Marta Sansoni

was born in Florence in 1963. An architect and designer, from 1990 to 1994 she was the materials expert for the Furnishing and Architecture Course of the Faculty of Architecture, Florence. She has taken part in national and international exhibitions. As an interior architect she has realized a series of stores, stands, private homes and offices in Italy and abroad. She collaborates as a designer with Alessi on a permanent basis with whom she has various projects in the pipeline. She has worked for Pampaloni, Hazorfim, Flavia Bitossi –Gruppo Colorobbia, Stayer and Ceramica Bardelli. His projects have appeared in numerous Italian and foreign publications.

Pio and Tito Toso

are two brothers who were born in Venice in, respectively, 1973 and 1971. They work in the field of architecture, interiors and design, collaborating with companies in the furnishing and lighting sectors including Artemide, Foscarini, Guzzini, Leucos, Venini, Magis, Rossi di Albizzate, Frighetto, Bonaldo, Estel, Cattelan Italia, Stilwood and Doimo. They have won numerous architecture and design competitions, winning first prize in 2005 for their urbanistic rehabilitation of Musile di Piave and, also in 2005, for the upgrading of the center of Caposile. They have also taken part in various architectural exhibitions.



Marco Zito

was born in Treviso in 1966. He obtained a degree from the IUAV of Venice in 1994, winning the Fondazione Vecchi prize for the best degree thesis. He teaches the industrial design course at the IUAV in Venice. He has been a visiting professor at the Industrial Design Center of Montevideo. He has his own studio in Venice and is involved in designing products, layouts and architecture. He works with Agape, Deltacolor, Maxid, Salviati, Viabizzuno, Olivetta and Techimpex. With Lettere, a lighting system produced by Viabizzuno, he won the Trophée Design et Innovation Award at the Batimat Fair (Paris 2005).