Product Design China

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Professional Experience and Curriculum Vitae

Born in Milan in 1976, graduated in 2002 at Milan Polytechnic university. Started to work as industrial designer at Pico Design studio (Gianni Pasini & Sandro Pasqui).

Worked on architectural and interior design projects (residential, commercial and hospitality) in Italy and Russia.

In 2007 moved to China and has since worked on urban, commercial & hospitality projects for clients like Nike, Wieden+Kennedy, Sanyo, Victorinox and HNA Group, and also on product development projects for clients like Unopiù.

Since 2011 consultant for Li & Fung Group products division: recent and current projects for retailers John Lewis, Emart, JC Penney and for brands Orla Kiely, Jonathan Adler and Villeroy & Boch.

2006: Exhibition "Dream", Industreal.

2007: Exhibition "First Cut", Industreal.

2011: Exhibition "Active Lab", Granitifiandre.

2012: Exhibition "0% Density", Rizzoli China and Beijing Design Week.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

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