CARLO BUGHI PORTFOLIO

Carlo Bughi Portfolio
2013

Carlo Bughi
Born on 1972 May 11th
Ordine degli Architetti (corresponding to UK RIBA) n° 3178, since 2002

contact: carlo.bughi@unife.it | skype: carlo.bughi | mobile: +44 07 473 949 960

I hold an **MSc in Architecture** from the University of Firenze (2001) and I've started my professional activity as Architect in Bologna (Italy).
In 2007, I have been invited to join the University of Ferrara as **lecturer at the Department of Architecture**: ever since, I am in charge of the course of **Representation Techniques** where I train students in BIM and Graphic design, print and colour management.

Since I joined the University, I have developed and managed a number of projects as **Art Director** both within the DIAPReM Centre (Development of Integrated Automatic Procedures for Restoration of Monuments), and at TekneHub, one of the Labs of the Technology hub of the Emilia-Romagna High Technology Network, a leading regional programme for knowledge transfer and innovation.
At Consorzio Ferrara Ricerche, I've managed and coordinated several projects as **Executive creative director** for Nemetschek Italia, EPSON Italia, Consorzio Stile 21, L'Invisibile by Portarredo, focusing on the technology transfer between University/Professionals/Industry.
In 2010 I've joined Maggioli Editore as **Editor** and **Executive** for **books**, **magazines** and **multimedia** projects, and in 2012 I have been appointed as BIM and Representation Technique's leading and responsible editor for Paesaggio Urbano | Urban Design, an international journal on Architecture.
In 2012 I've become **Communication and Creative Director** at MAK Building and Stora Enso, leading companies in the wooden construction market, with the goal to promote their activity in Italy and to develop their **Corporate Identity.**
In 2013 ASTER, the Consortium for Innovation and Technology Transfer in Emilia-Romagna, has invited me to join a professional working group to set the strategies and the roadmap for the cultural and creative industry for the Emilia Romagna Region.
My wide and diverse experience lead me to the conviction that goals can only be successfully achieved if the team and the relationship among participants are sound, and I still questions the **team management** impact. My questions has found an answer when I met the LEGO SERIOUS PLAY method and I've been commited to working on B4bricks project.

To summarise my experiences, I've realised this "interactive" portfolio, with my **skills**, an overview of my activity (**INDEX**), and detailed case studies focused on **Communication**, **e-magazine & multimedia**, **Corporate identity**, **Book**, **Contents & Catalogues**, **Events & Multimedia**.
In these pages, the pictures above the timeline are linked to "postcards" with a detailed description of my role, activities, soft skill and tools employed. Each company logo is linked to the organisation's profile with names of references. To better substantiate and illustrate the projects hereby presented and the results achieved, pictures may be linked to external web pages and videos.

skills

Authorship

Writing | Screenplay | Copywriting | Exhibition curator | Publishing | Script | Storyboarding

Broad Management

Creative direction | Team management | Staff recruiting | Events management | Content manager | Fund raising Training and mentoring | Site management | Strategic Planning | Detailed planning | Timelines management | Event management | Operations analysis

Creative and editing production

Graphic | Video | Web | Digital | Packaging | Catalogues | Brochure | Presentations | Shooting | Dubbing Motion graphics | Post-production | 3D graphics | 2D graphics | Drawing

Design and strategy

Concept design | Graphic design | Web design | Digital design | Video director | Logo design | Set design | Print design | Multimedia | Exhibition stand | Corporate identity | Curriculum and training design |Brand implementation | Creative strategy | Digital strategy | Concept development | Magazine design Branding | Communication strategy | Interface design

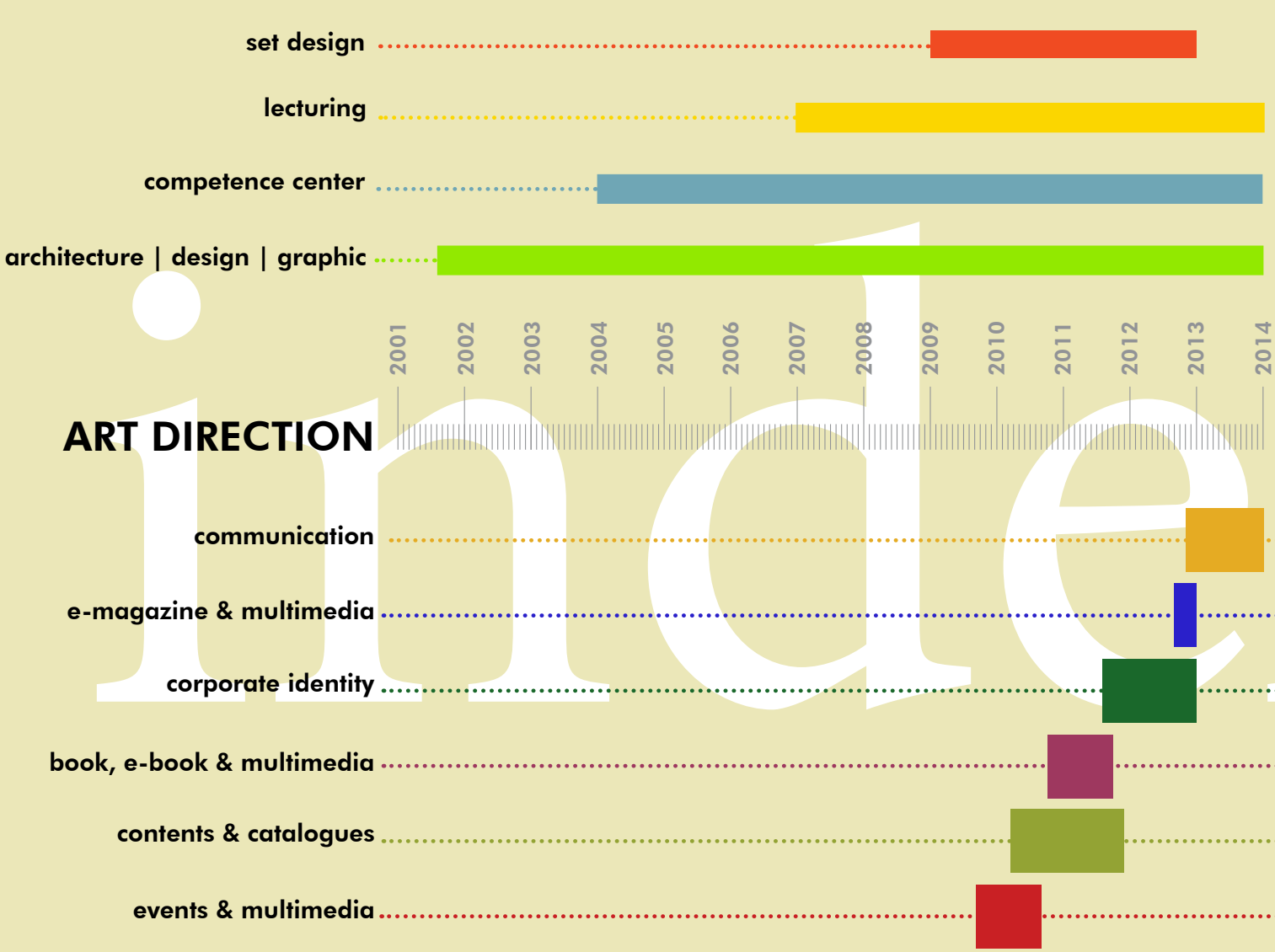
Soft Skill

Team Building | Customer focus | Motivating others | Negotiation | Change management | Conflict Resolution | Speaking | Active listening | Coordination | Decision making | Critical thinking | Active Learning | Monitoring | Social Perceptiveness

Tools

Acrobat Pro (Ap) | Adobe Photoshop (PS) | Adobe InDesign (ID) | Adobe Illustrator (Ai) | Adobe Premiere (Pr) Adobe Flash Professional (Fl) | Adobe Dreamweaver (Dw) | Adobe Soundbooth (Sb) | Adobe After Effects (Ae) | Adobe Maxon Cinema 4d (C4d) | Nemetschek Allplan (All) | Ms Power Point (PPT) | Prezi (Pz) | TechSmith Camtasia (Cam) | CMS | Hanvon Graphics Tablet

EXPERIENCES



ART DIRECTION

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MAGGIOLI EDITORE

EPSON
EXCEED YOUR VISION

book

editor

cover design

layout

graphic design

digital design

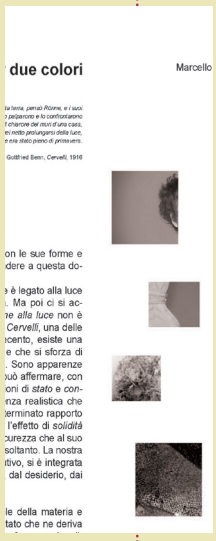
multimedia

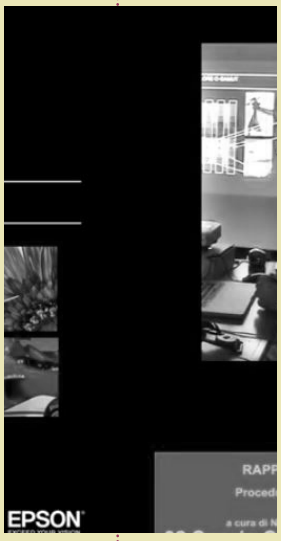
digital pictures

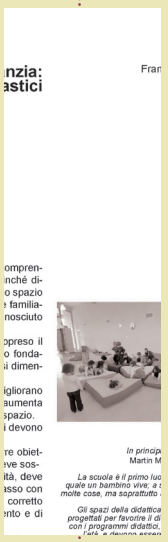
authorship

text editing

video







O N D J F M A M J J A S O N D J F M

2010 2011 2011 2012

BIO
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INDEX

editor

cover design

layout

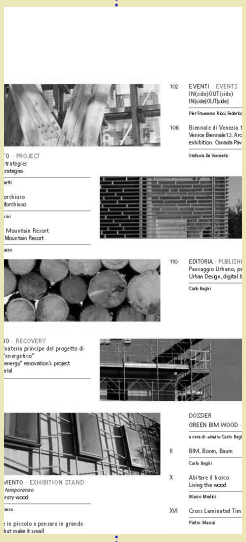
digital design

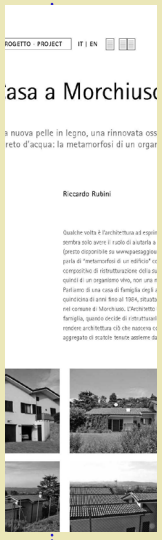
multimedia

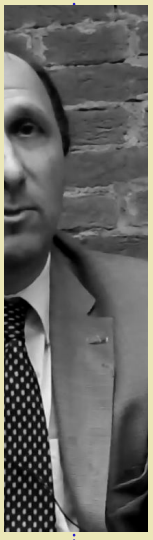
photo reportage

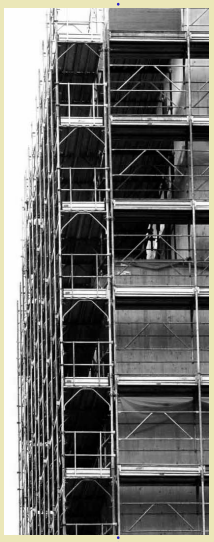
authorship

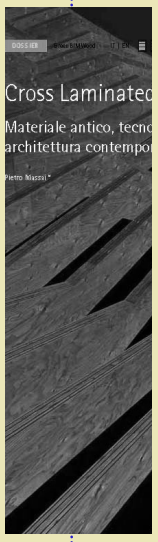
text editind











O N D J F M A M J J A S O N D J F M

2011 2012 2012 2013

e-magazine

MAGGIOLI EDITORE

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communication

logo

web

set design

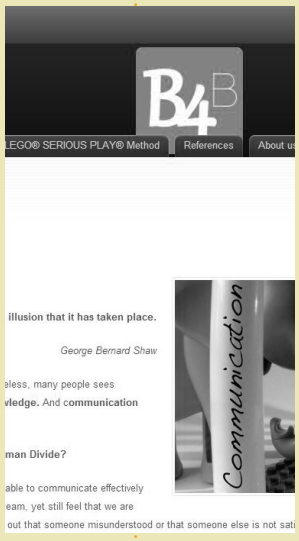
graphic design

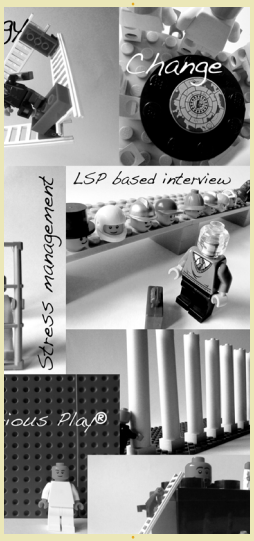
corporate identity

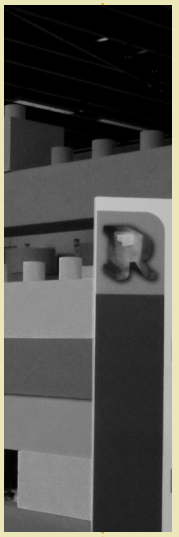
exhibition stand

e-book

video







J A S O N D J F M A M J J A S O N D

2012 2013 2013

BIO
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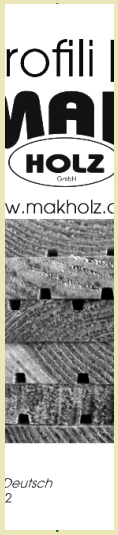
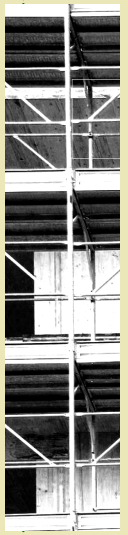
corporate

events
catalogues
packaging
exhibition stand
e-book
logo
web
branding
video
dvd
publishing





A S O N D J F M A M J J A S O N D J

2011 2012 2012

rethink.
storaenso
MAK HOLZ GmbH

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TekneHub

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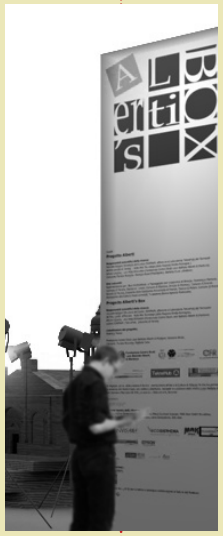
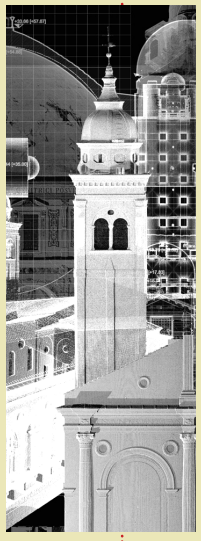
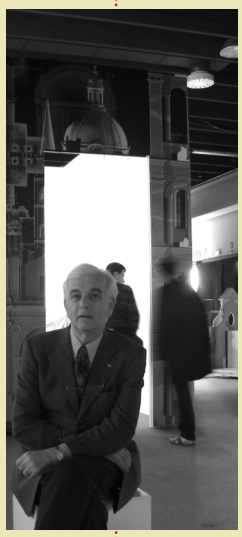
events

logo
exhibition stand
graphic design
multimedia
web
events
cover design



J J A S O N D J F M A M J J A S

2010 2011

STILE21
COSTRUTTORI DI BENESSERE

CFR
Consorzio Ferrara Ricerche (CFR)

catalogues

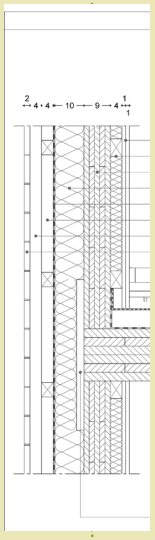
catalogues

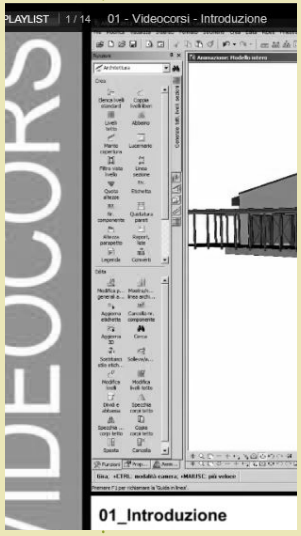
catalogues

video tutorial

interviews

documentaries





start
3| 2010

J A S O N D J F M A M J J A S O N D

2010 2011

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Biografil Festival it is the only international event entirely committed to promote and support biographies and life tales. The Festival brings the best selection of biopics, documentaries and short films produced every year on an international basis. Biografilm Festival has progressively dedicated a wide visibility not only to screenings, but also meetings, debates, presentations of books, theater shows, exhibitions, concerts and moments of exchange between the audience and the leading characters of the contemporary cultural scene.
Ref.: Mrs Emanuela Ceddia, Marketing Director

B4Bricks.org is a group of professionals and researchers who use LEGO ® SERIOUS PLAY ® method and propose and its application in different fields and branch of knowledge. Team leader are Patrizia Bertini and Carlo Bughi. LEGO ® SERIOUS PLAY® is a methodology based on constructivist theories that employs LEGO bricks. LSP is widely used in organisational context for team building, strategy and vision definition and to develop both individual and team's identities. Many Companies and Organisations, like Fujitsu, MasterCard, Hilton Hotels, MIT Media Lab, World Bank Group, Yahoo, Microsoft, employed LEGO ® SERIOUS PLAY ® method in the world.
Ref.: Ms Patriza Bertini, B4Bricks co-founder

Founded in 1993, the **Consorzio Ferrara Ricerche** (CFR – Ferrara Research Consortium) is a non-profit organisation with public and private participation, aimed at the promotion, development and exploitation of human, scientific, technological and economic resources mainly of the territory of Ferrara. The mission of CFR is to promote and to manage research, innovation and technology transfer, by offering itself as a decisive and preferential partner for universities, research centres, public institutions and industrial companies in Italy and abroad, besides acting as a link between the generators of know-how, industrial organisations and the working world.
Ref.: Mrs. Stefania Corsi, Director

Epson's history spans more than 100 years, with a heritage that began in watch making and led to the invention of the world's first quartz watch along with many other technology "firsts." This long tradition of creating products that are smaller and more precise continues today, with the development of some of the world's most advanced micromechantronics capabilities for ultra fine, high precision processing.
Ref.: M Silvia Macchi, Marketing Manager EPSON Italia

The story of the **Maggioli Group** began a century ago and has now crossed four generations alongside the evolving Public Administration and the free-line Professional linked to it. Taking knowledge, innovation and top level know-how into the Public Administration helping it to handle future challenges and respond to citizens' needs better (even latent ones) by simplifying procedures and facilitating daily work; that is the Maggioli Group strategy pursued through 5 Business Units: Publishing and Conventions, Information Technology, Document Management, Managing Revenue and Service, Training and Consultancy.
Ref.: Mr. Gabriele Semprini, Chief Editor

Nemetschek is a leading global software provider for the architecture, engineering and construction (AEC) market. Headquartered in Munich, Germany, with its 11 brands it serves more than 300,000 customers in 142 countries from 40 locations worldwide. The Group has always focused on innovations such as Open Building Information Modeling (Open BIM) for the AEC market of tomorrow. The company, listed in the TecDAX of the German Stock Exchange, generated revenues of EUR 175 million in 2012 and a result before interest, tax and depreciation (EBITDA) of EUR 41 million.
Ref.: Mr. Flavio Andreatta, CEO Nemetschek Italia

Stile 21 is a Consortium grouping several companies operating in the wood construction sector. The consortium companies are the followings: Legnotech SpA, Ciabatti Legnami Srl, Marlegno Srl, Mori Legnami Srl, Rao & Sartelli Srl, Zoppelletto Srl.
Ref.: Arch. Valerio Rao, President of STILE 21 Consotium

Stora Enso. Leader in wood derived products, it has over 30.000 employee in 35 countries, it is active world-wide and it had a 2011 revenue of 11,3 billion Euros. CLT production sites are in Austria, in Bad St. Leonhard and Ybbs an der Donau. **MAK Group** joined the partnership in 2008 and it is the sole Stora Enso's CLT panel distributor in northern Italy, which takes in 75% of all national wood constructions. MAK Group produces 65.000 m3 wooden floors and timber profiles, its Italian annual turnover is over 30 million Euros. All waste materials are used to produce more than 25.000 tons of pellet.
Ref. : Mr. Massimo Marino (CEO MAK Group)

TekneHub is one of the four Laboratories of the Tecnopole of Ferrara, within the European Platform Construction of the High Tecnology Network of the Emilia Romagna region, the first regional plan in Italy focused on fostering Innovation, Industrial Research and Tecnology Transfer. TekneHub refers to the University of Ferrara with the main aim of supporting SMEs to develop new products, methods and services or to adapt their own ones, to the specific needs of the cultural heritage.
Ref. : Prof. Marcello Balzani, Director

The **University of Ferrara**, one of Italy's oldest universities, has welcomed and educated illustrious personalities from the worlds of culture, the Arts and Science, such as Nicolò Copernico and Paracelso. The University of Ferrara was founded in 1391 by the Marquise Alberto V of Este with the permission of Pope Bonifacio IX. **Department of Architecture**. Architecture and Architectural Engineering provides a solid cultural and scientific education, combined with a creative outlook and sufficient professional training regarding the complex design culture.
Ref. : Prof. Marcello Balzani, Associate Professor

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postcards

book | *editor*

Title: Marcello Balzani, “Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche”, Maggioli Editore, Rimini, 2011

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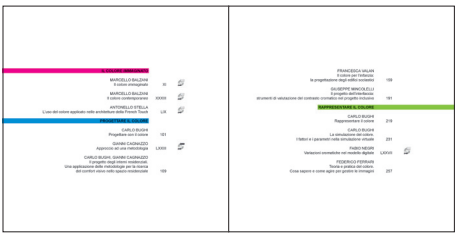
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GAETANO BRAGHI, NICOLA SIMONATO (a cura di)
Procedure per la gestione del colore in fase di stampa XCVII

NOTA: tutti gli interventi indicati con una freccia sono contenuti nel DVD
Tutti i file sono in realtà delle normalissime ipertesti in formato

documento.html

documento.pdf

Role	Co-Editor
Activity	Concept design | Staff management | Staff recruiting | Content curator
Soft Skill	Team building | Motivating others | Coordination | Critical Thinking
Details	281 printed pages + 110 digital pages | 23 chapters | 17 authors | 2000 copies

BOOK

book | *cover design*

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011

Role	Graphic designer | Executive
Activity	Concept design | Graphic design | Print design
Tools	InDesign | Photoshop

book | *layout*

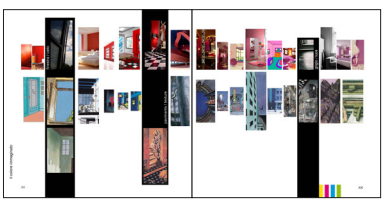
Title: Marcello Balzani, “Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche”, Maggioli Editore, Rimini, 2011

standard pages

data sheet

section index

side bar



graphic contents

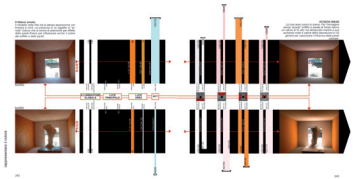
chapter’s intro

Role	Executive creative director
Activity	Creative design | Graphic design | Print design
Tools	InDesign | Photoshop

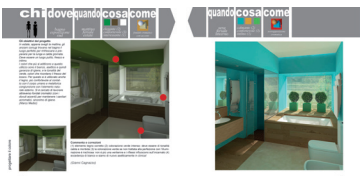
BOOK

book | *graphic design*

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011

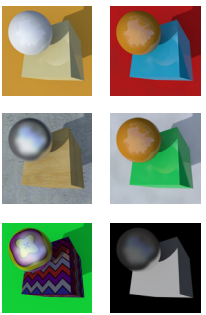


infographics



comparative tables

icons



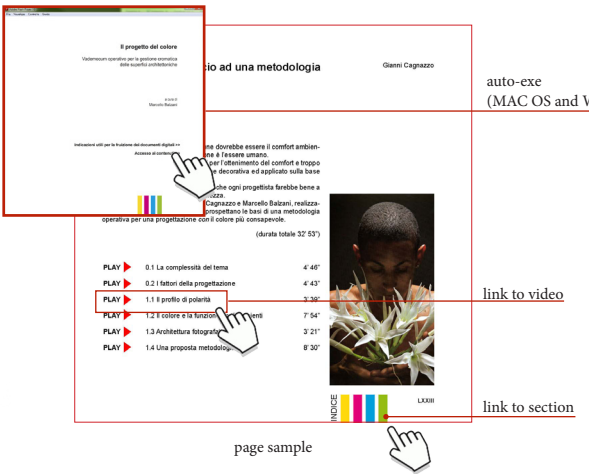
symbols

Role	Graphic designer
Activity	Creative design | 2D graphics | 3D graphics
Tools	InDesign | Photoshop | Illustrator | Cinema4D

book | *digital design*

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011

dvd cover



page sample

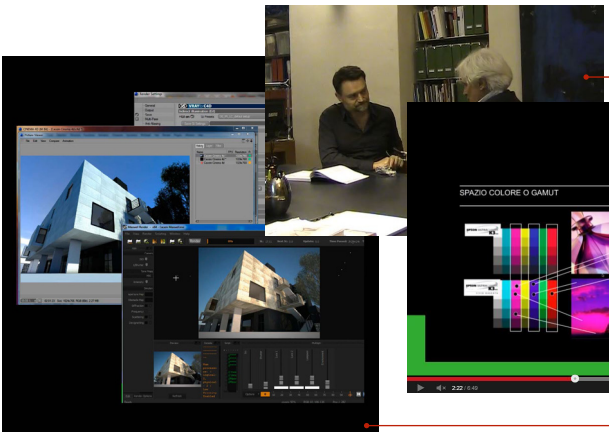
Role	Executive creative director
Activity	Concept design | Digital editing and production | Interface design
Tools	InDesign | Photoshop | Illustrator | Cinema4D | Acrobat Professional | Flash

book | *multimedia*

EPSON® EXCEED YOUR VISION

MAGGIOLI EDITORE

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011



interview

tutorial

tutorial

Role	Chief Editor | Executive creative director
Activity	Concept design | Video production | Interface design | Dubbing | Video editing
Tools	Camtasia | Premiere | Cinema4D | Soundbooth | PowerPoint

book | *digital pictures*

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011

Role	Set designer | 3D designer
Activity	Creative design | Set design | Graphic design | 3D graphics | Post-production
Tools	Allplan | Cinema4D | Photoshop

book | *authorship*

Title: Marcello Balzani, “Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche”, Maggioli Editore, Rimini, 2011

“Progettare con il colore”, pp 101-107

“Il progetto degli interni residenziali” (with Gianni Cagnazzo), pp 109-157

“Rappresentare il colore”, pp 219-229

“La simulazione del colore”, pp 231-255

Role	Author
Activity	Writing
Details	4 chapters | 101 pages | 200 original pictures

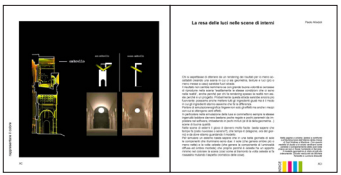
BOOK

book | *editing*

Title: Marcello Balzani, “Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche”, Maggioli Editore, Rimini, 2011

“Il colore per l’infanzia: la progettazione degli edifici scolastici”, Francesca Valan, pp 159-189

“Teoria e pratica del colore. Cosa sapere e come agire per gestire le immagini”, Federico Ferrari, pp 257-281



“La resa delle luci nelle scene di interni”
Paolo Allodoli, pp XCI-XCV

“Variazioni cromatiche nel modello digitale”,
Fabio Negri, pp LXXVII - LXXXIV

“Il colore digitale: strumenti, verifiche, output, input”,
Marco Medici, pp LXXXV- LXXXIX

“La verifica della qualità di stampa”,
Pietro Massai, pp XCV- XCVI

Role	Editor
Activity	Content management | Editing | Graphic design | Timelines management
Soft Skill	Coordination | Motivating others | Negotiation
Details	6 chapters | 6 authors | 72 pages

BOOK

book | *video*

Title: Marcello Balzani, "Il progetto del colore. Vademecum operativo per la gestione cromatica delle superfici architettoniche", Maggioli Editore, Rimini, 2011

Promotional spots

Role	Art director | Supervisor
Activity	Concept design | Staff management | Supervision | Communication strategy
Soft Skill	Coordination | Motivating others
Details	5 spots | 5 x 15"

e-magazine| *editing*

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

Role	Chief editor
Activity	Magazine design | Team management | Content curator | Communication strategy
Soft Skill	Team building | Motivating others | Coordination | Critical Thinking
Details	146 digital pages | 18 contributes | 17 authors | 20.000 free estimated downloads

e-magazine | *cover design*

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

Role	Graphic designer | Executive
Activity	Creative design | Graphic design | Production | Photo
Tools	InDesign | Photoshop

e-magazine| *layout*

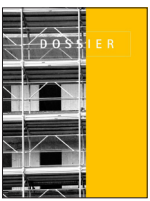
Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

editorial

pages sample 1

pages sample 2

pages sample 3



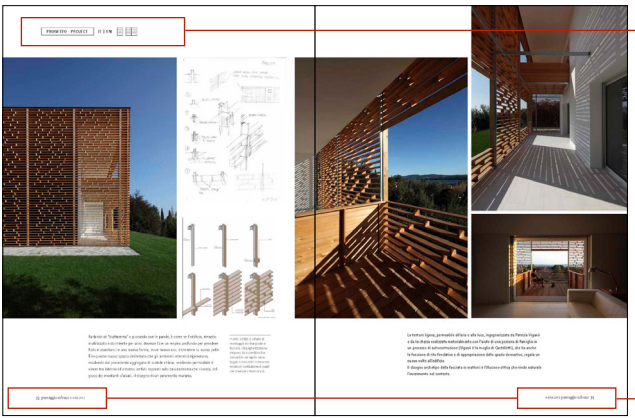
dossier-cover

dossier-page sample

Role	Executive creative director
Activity	Creative design | Magazine design | Graphic design | Digital design
Tools	InDesign | Photoshop

e-magazine | *digital design*

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012



Role	Executive creative director
Activity	Concept design | Interface design | Digital editing
Tools	InDesign | Photoshop | Illustrator | Acrobat Professional

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

interview

documentary

documentary

Role	Executive creative director
Activity	Concept design | Screenplay | Script | Storyboarding | Dubbing | Post-production
Tools	Premiere | Soundbooth | Photoshop
Details	5 video | 60’

e-magazine|*reportage*

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

Role	Photographer
Activity	Shooting | Editing | Post-production
Tools	Photoshop
Details	30 photos published

e-magazine | *authorship*

MAGGIOLI EDITORE

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

"Urban Design, digital landscape", pp 110-114

"BIM, Boom, Baum. Building Information Modelling: renewing design processes", Dossier, pp II-IX

Role	Author
Activity	Writing
Quantity	2 contributes | 13 pages | 21 original pictures

e-magazine| *editing*

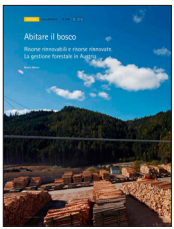
MAGGIOLI EDITORE

Paesaggio Urbano | Urban Design, # 5-6bis.2012, Digital Edition in PDF Format, bilingual (Italian-English), Maggioli Editore, Rimini, 2012

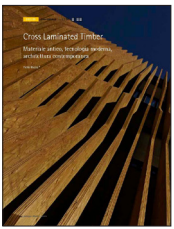
"Home at Morchiuso"
by Riccardo Rubini
pp. 66-73

"Contemporary wood"
by Davide Mantesso
pp. 90-93

"Think big, make it small"
by Francesco Viroli
pp. 94-101



"Living the wood"
by Marco Medici
pp. X-XV



"Cross laminated timber"
by Pietro Massai
pp. XVI-XXV

"XLAM large engineering structures"
by Andrea Bernasconi
pp. XXVI-XXXI

Role	Editor
Activity	Content management | Editing | Graphic design | Timelines management
Soft Skill	Coordination | Motivating others | Negotiation
Quantity	6 contributes | 6 authors | 38 pages

E-MAGAZINE

communication | *logo*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

Role	Graphic designer | Executive
Activity	Concept design | Logo design
Tools	Illustrator | Photoshop

communication | *web*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

Role	Creative designer | Co-author
Activity	Creative design | Writing
Tools	CMS (Wordpress)

communication | *set design*

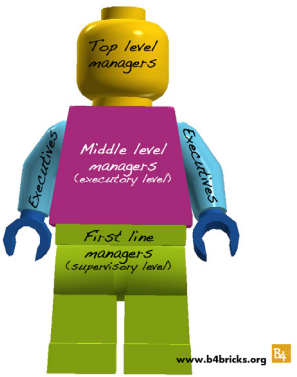
Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

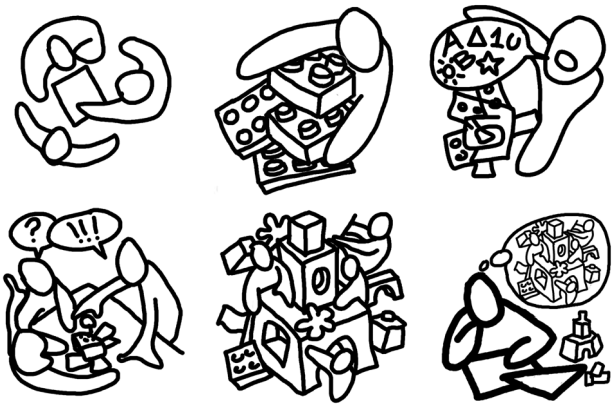
Role	Set designer | photographer | Executive
Activity	Concept design| Creative design | Shooting | Post-production
Tools	Photoshop | Hanvon Graphics Tablet

communication | *graphic*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

Organisation anatomy

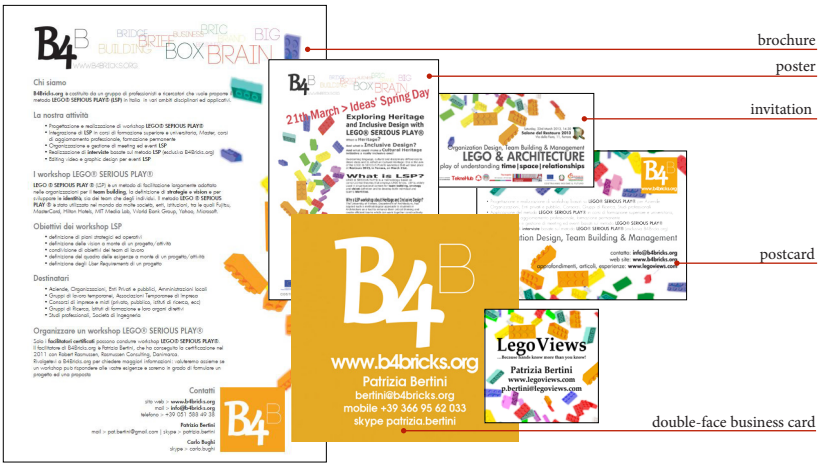




Role	Graphic designer | Executive
Activity	Concept design | Drawing | Post-production
Tools	Photoshop | Hanvon Graphics Tablet

communication | *corporate id*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.



Role	Creative designer | Exexutive
Activity	Creative design| Graphic design | Post-production | Print design
Tools	Photoshop | Illustrator | InDesign

COMMUNICATION

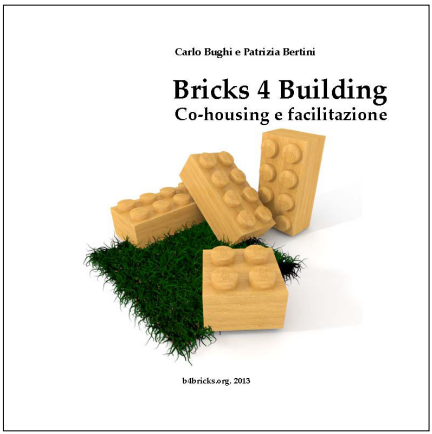
communication | *exhibition*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

Role	Art director
Activity	Creative design | Exhibition stand design | Detailed planning | Site management
Tools	Allplan | Cinema 4D | Photoshop | Illustrator | InDesign
Event	Salone del Restauro 2013, Ferrara, Italy, March 20th-23rd

communication | *e-book*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.



Role	Co-author | Graphic designer | Executive
Activity	Concept design | Graphic design | Writing
Tools	Photoshop | InDesign | Acrobat Professional

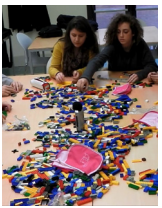
communication | *video*

Corporate identity for B4Bricks, consultanting organisation based on the Lego Serious Play Method.

Slavko Martinov, Film Director

Milena Kaneva, Actress and Film director

Francesca Valan, Industrial designer


Workshop

Jean-Philippe Tremblay, Film director

Andrea Romeo, Film Festival director

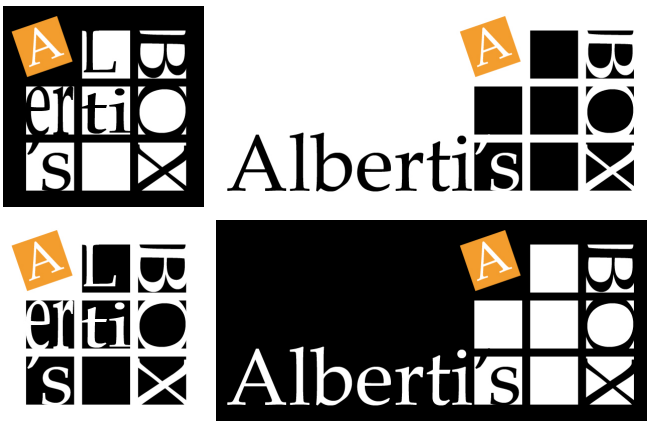
Gianni Cagnazzo, Architect

Ciro Pirondi, Architect

Role	Executive creative director
Activity	Shooting | Video editing | Post-production
Tools	Premiere | Soundbooth | After Effects | Hanvon Graphics Tablet
Details	12 videos | 120’

events | *logo*

Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project

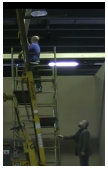


Role	Art direction
Activity	Concept design | Logo design
Tools	Illustrator | Photoshop

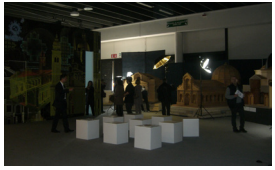
events | *exhibition stand*

Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project

Concept and project



Site management



Event

Role	Art director
Activity	Concept | Detailed planning | Exhibition stand design | Site management | Fund raising
Tools	Allplan | Cinema 4d | Photoshop
Event	Salone del Restauro 2011, Ferrara, Italy, March 26th-29th
Details	200 square meteres | Cost 30.000 € | 18 people managed

EVENTS

events | *graphic*

Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project

Box's main wall

Totem's layout

Role	Graphic designer | Executive
Activity	Creative design | Graphic design | Print design
Tools	Photoshop | Ilustrator | InDesign

EVENTS

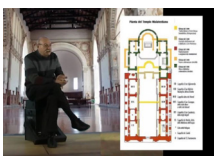
events | *multimedia*

Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project

Spot

Interviews

Back stage

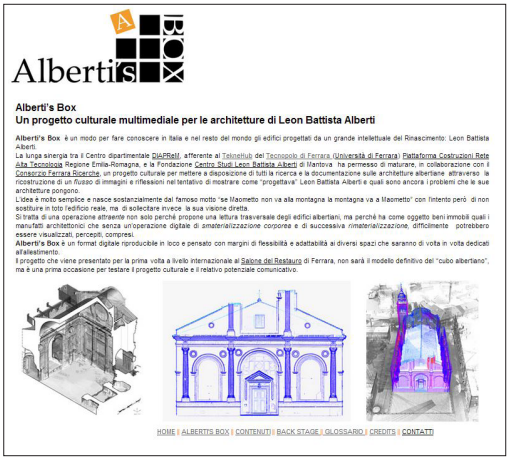


Documntaries

Role	Art director
Activity	Concept design | Art direction | Training and Mentoring | Team Management Communication strategy | Timeline management
Soft skill	Motivating others | Coordination | Monitoring

events | *web*

Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project



Role	Web designer | Executive
Activity	Creative design | Digital design | Writing
Tools	Dreamweaver

events | *cover design*

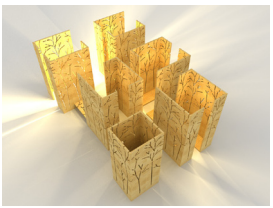
Alberti's Box: a flexible, digital, and adaptable multi-media exhibition project

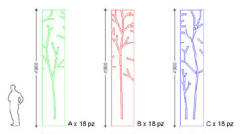
Architetti, Maggioli Editore, # 3.2011

Role	Graphic designer | Executive
Activity	Creative design | Graphic design
Tools	InDesign | Photoshop
Details	60.000 printed copies

corporate id | *events*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy





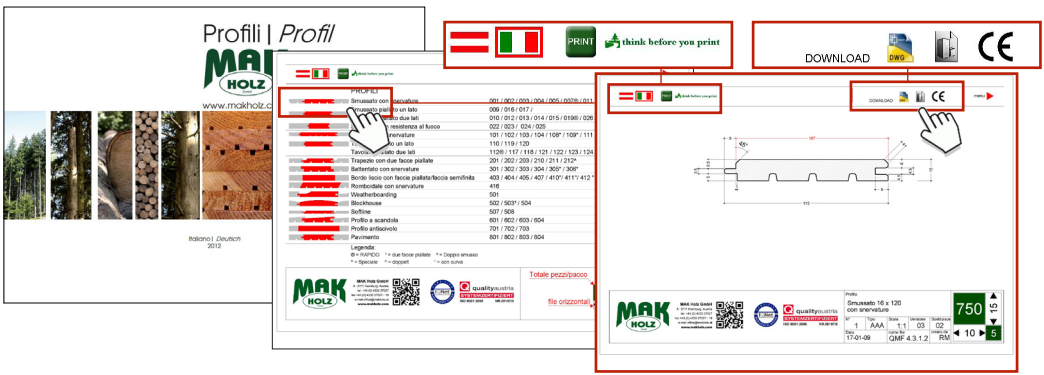
Concept and project

Event

Role	Art director
Activity	Creative design | Exhibition stand design | Detailed planning
Tools	Allplan | Cinema 4d | Photoshop | Illustrator | InDesign
Event	MADE EXPO 2011, Milano, Italy, October 5th-8th
Details	120 square meteres | Cost 35.000 € | 5 people managed

corporate id | *catalogues*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy



Cover Index Sheet

Role	Digital designer | Executive
Activity	Concept design | Digital design | Graphic design | Interface design
Tools	Allplan | Photoshop | InDesign | Acrobat Professional | Dreamweaver
Details	88 pages | 2 languages (Italian and German) | 180+ downloadable files

CORPORATE

corporate id | *packaging*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

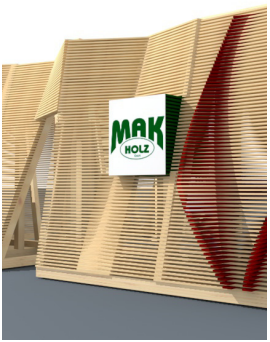
Working drawing

3d model and rendering preview

Role	Executive
Activity	Graphic design | Print design
Tools	Cinema 4D | Photoshop | Illustrator

corporate id | *exhibition*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy



Concept and project

Salone del Restauro, Ferrara, March 2012

Progetto Fuoco, Verona, February 2012

Department of Architecture, University of Ferrara
from May 2012 to February 2013

Role	Art director
Activity	Concept design | Exhibition stand design | Detailed planning | Site management
Tools	Allplan | Cinema 4D | Photoshop | Illustrator | InDesign
Events	Progetto Fuoco 2012 | Salone del Restauro 2012 | University of Ferrara
Details	144 square meteres | Cost 10.000 € | 4-12 people managed

corporate id | *e-book*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

Cover

Index

Page

Role	Author | Graphic designer | Executive
Activity	Creative design | Graphic design | Writing
Tools	Photoshop | InDesign | Acrobat Professional
Details	55 pages | 8 chapters | distribution: web and dvd (500+)

corporate id | *logo*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

Logo versions

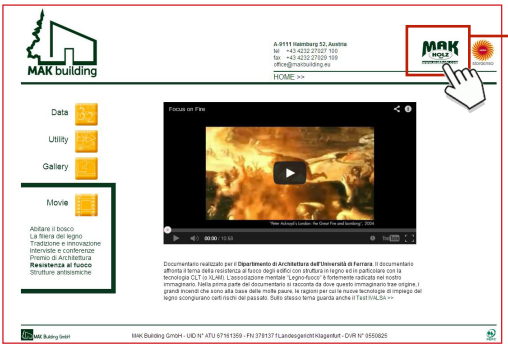
Full Brand Guideline booklet

Role	Creative designer
Activity	Concept design | Logo design | Print design | Digital design
Tools	Illustrator | Photoshop | InDesign

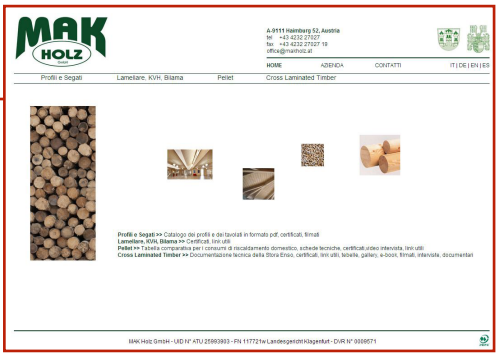
CORPORATE

corporate id | *web*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy



Mak Building web site



Mak Holz web site

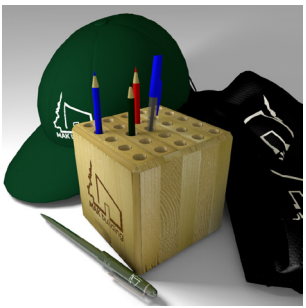
Role	Web designer
Activity	Concept design | Digital design | Copywriting | Interface design
Tools	Dreamweaver | Flash | CMS

corporate id | *branding*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

Headed paper

DVD cover



Gadgets

Packing material

Role	Graphic designer
Activity	Creative design | Communication strategy
Tools	Cinema 4D | Photoshop

corporate id | *video*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

interview

documentary

Role	Executive creative director
Activity	Concept design | Storyboarding | Screenplay | Script | Dubbing | Post-production
Tools	Premiere | Soundbooth | Photoshop
Details	21 video | 166’

corporate id | *digital design*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

dvd cover

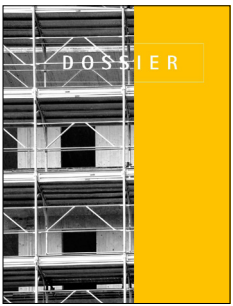
auto-exe interface (MAC OS and Win)

Role	Digital designer | Editor | Executive
Activity	Concept design | Digital editing | Communication strategy | Interface design
Tools	InDesign | Photoshop | Illustrator | Cinema4D | Acrobat Professional | Flash

corporate id | *publishing*

Corporate identity for MAK Holz GmbH, MAK Building GmbH, Stora Enso in Italy

Paesaggio Urbano | Urban Design
Maggioli Editore
5-6bis.2012, Cover



Paesaggio Urbano | Urban Design
Maggioli Editore
5-6bis.2012, Dossier cover

Paesaggio Urbano | Urban Design
Maggioli Editore
5-6bis.2012, pp I-XXX

Role	Author | Curator
Activity	Writing | Text editing
Soft Skill	Communication strategy
Details	2 covers | 7 contributes | 70 pages | circulation: 20.000+ copies

content |*catalogues*

Content management and production for Stile 21 Consortium and Consorzio Ferrara Ricerche

STILE21
COSTRUTTORI DI BENESSERE

CFR
Consorzio Ferrara Ricerche

Consorzio Ferrara Ricerche (CFR)

Role	Lead digital designer
Activity	Concept designer | Concept development | Digital design | Graphic design Team management | Timelines management | Interface design
Tools	Allplan | Photoshop | InDesign | Flash | Dreamweaver | Premiere | Cinema 4D
Details	450 items | 600 pictures | 150 movies | 1350 downloadble files

CATALOGUES

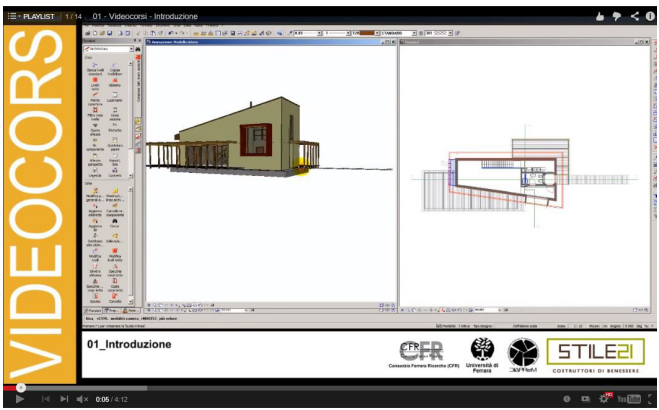
content | *video tutorial*

Content management and production for Stile 21 Consortium and Consorzio Ferrara Ricerche

STILE21
COSTRUTTORI DI BENESSERE

CFR
Consorzio Ferrara Ricerche

Consorzio Ferrara Ricerche (CFR)



Role	Author | Executive creative director
Activity	Concept design | Graphic design | Dubbing | Storyboarding | Script
Tools	Camtasia | Allplan
Details	14 video | 77'

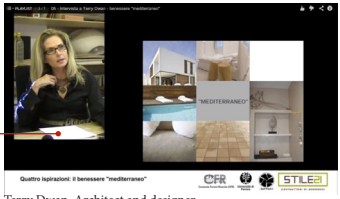
content | *interviews*

Content management and production for Stile 21 Consortium and Consorzio Ferrara Ricerche

STILE21
COSTRUTTORI DI BENESSERE

CFR
Consorzio Ferrara Ricerche
Consorzio Ferrara Ricerche (CFR)

Presentation



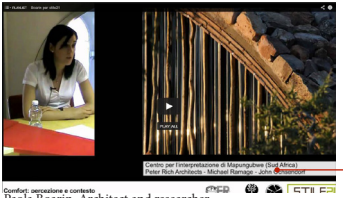
Terry Dwan, Architect and designer

Gianluca Perottoni, Architect

Interview

Digital set
with chromakey

Antonio Frighi, Engineer



Paola Boarin, Architect and researcher

Interview

Role	Author | Executive creative director | Set designer
Activity	Concept design | Video editing | Set design | Storyboarding | Post-production
Tools	Premiere | Soundbooth
Details	4 interviews | 53 videos | 255'

content | *documentaries*

Content management and production for Stile 21 Consortium and Consorzio Ferrara Ricerche

STILE21
COSTRUTTORI DI BENESSERE

CFR
Consorzio Ferrara Ricerche
Consorzio Ferrara Ricerche (CFR)

Authorship | Executive

Authorship | Executive

Authorship | Executive

Supervision | Dubbing

Role	Author | Executive creative director
Activity	Concept design | Screenplay | Storyboarding | Script | Dubbing | Post-production
Tools	Premiere | Soundbooth | Photoshop | Cinema 4D
Details	4 video | 42’

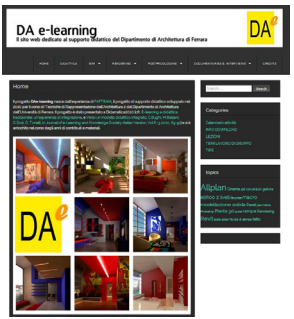
set design

Biografilm Festival: International Celebration of Lives, Bologna

Role	Set designer | Executive creative director
Activity	Concept design | Detalied design | Site management
Tools	Allplan | Cinema 4D | Photoshop
Details	Time: from 2009 to 2012 | 20.000+ visitors for each edition

lecturing

University of Ferrara, Department of Architecture, Course of Architectural Representation Techniques



e-learning platform

FB page for students' assistence

Role	Lecturer | e-learning coordinator
Activity	Training and mentoring | Curriculum and training design
Subjects	3D & 2D Graphic | Colour & Print management | Motion graphics | Magazines design
Taught SW	Allplan | Revit | Cinema 4D | Photoshop | InDesign | Premiere | Dreamweaver | Flash
Soft skill	Team building | Motivating others | Negotiation | Conflict resolution | Speaking | Active listening | Coordination | Monitoring
Details	Time: from 2007 to present | 110+ students each year

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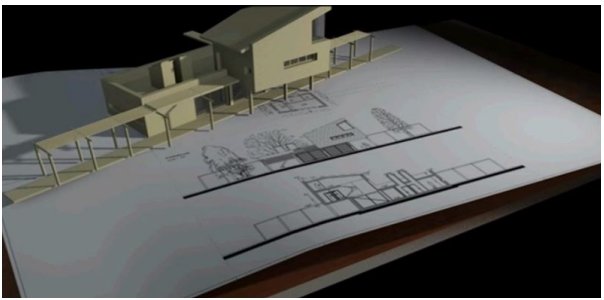
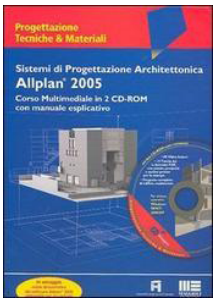
Competence center

Nemetschek Italia - Allplan Italia, software house company





Role	Competence center
Activity	Training and mentoring | Curriculum and training design | Customer management Tutorial development | Conference speaker | BIM management
Soft skill	Motivating others | Problem solving
Details	Time: from 2005 to present

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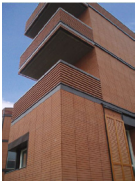
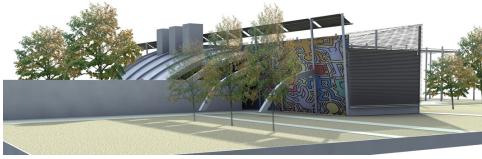
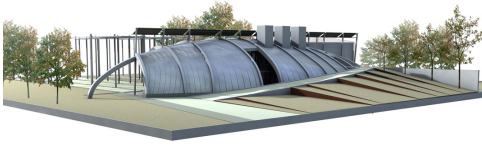
architecture

design | building | competitions







Role Designer | BIM Manager

Details Time: from 2002 to present

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Carlo Bughi Portfolio
2013