

# GIUSEPPE GHIGNONE

Architecture | Creative Direction | Content Design Advisory



## PROFILO

Hi!

I am a Creative Director stolen from Architecture.

I grew up with a passion for both Architecture and Design and I carried on my interest for collectible design through [www.artdesigncollector.com](http://www.artdesigncollector.com), the first Italian network dedicated to the evolution of the design market and of collecting through limited editions and unique pieces.

After years in the Architecture&Interior Design market, I've casted myself into Creative Direction world working as CD for top-tier national and international clients creating crossmedia strategies, high-end and corporate events, international press launches and presentations.

These experiences has given me the opportunity to live from inside BTL and Digital, evolving my critical eye and my overall view on Communication market, my second passion.



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11/07/1977

## IT SKILLS

- Microsoft Office Pack
- Microsoft Powerpoint
- Microsoft Excel
- Adobe Photoshop
- AutoCAD
- Sketchup
- Keynote

## LANGUAGES

- Italian: mother tongue
- English: b2 level

## SKILLS

- Creative Direction
- Strategic & Critical Thinking
- Copy and Content writing
- Propensity for teamwork and for coordinating
- Visual communication with a strong aesthetic taste
- History of Design
- Spatial Awareness
- Adaptability

## OBIETTIVI RAGGIUNTI

- **BMW Italia National Media Launch 2018/2020**  
[BMW Italia](#)  
Winning race with creative proposal for the management of all the national press launch events of new products in Italy for the three brands of the Group: BMW, MINI and BMW Motorrad. <http://www.primaonline.it/2017/11/08/263190/prodea-group-diventa-fornitore-di-bmw-italia-per-i-lanci-di-nuovi-prodotti-ai-media-italiani/>
- **Trade Retail Event FCA “Hai vinto 500”**  
[FCA - Esselunga](#)  
Creativity for the event entered in the Guinness World Records and won 2nd place at BEA 2017  
<http://www.besteventawards.it/category/events/evento-trade-retail-hai-vinto-500/>
- **Roadshow #PLAYWITHTIME Tour**  
[Martini](#)  
Competition won with creative proposal that also won the 3rd place at BEA 2017 in the ROADSHOW/Eventi Itineranti sector.  
<https://www.besteventawards.it/events/roadshow-evento-itinerante-martini-playwithtime-summer-tour/>
- **Innovative&Creative proposals for Conventions from 2018 to 2020**  
[Yves Rocher](#)  
Creative use of innovative technologies (hologram experience, Augmented Reality, Videomapping...) <https://www.adcgroup.it/e20-express/portfolio-eventi/b2i/prodea-group-firma-la-convention-nazionale-2019-di-yves-rocher.html>
- **Founder of ArtDesign Collector**  
[www.artdesigncollector.com](http://www.artdesigncollector.com)  
Curatorial and editorial activity, with crossover projects into art and design, for the first Italian portal dedicated to collectible design field.
- **XX Olympic Winter Games**  
[TOROC – Organizing Committee of the Olympic Games in Turin 2006](#)  
Active participation in an epoch-making event that changed the face of my city.
- **Internship**  
[CBRE Richard Ellis](#)  
Training period post Master for evaluation and estimation of real estate with the aim of their enhancement.

## WORK EXPERIENCE

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October 2015–  
present

### Creative Director

Prodea Group, Events and Communication Agency in Turin - Milan

Concept creation and full creative direction of crossmedia strategies, corporate, PR and field events, copywriting. Creation of media and BTL strategies and campaigns for clients and partners. I successfully lead a creative team. *Clients: FCA, KIA, Peugeot, Citroen, Amex, Martini, Mercedes Benz, Intel, Microsoft, La7, FVG, Fastweb, Wind, Imetec, Kiabi, Salone Nautico di Genova, Volvo, Juventus, H3G, Samsung, Yves Rochers, Opel, Alfa Romeo, BMW*

October 2008 –  
present

### Architect and Interior Designer

Founder and Owner, Turin

Architectural and interior design of private residences with supplier selection and management and construction supervision. Concept creation and design of staging exhibitions. Researching and attending global fairs, design shows and networking events such as *Salone del Mobile, Angelika Linner Gallery, Turin World Design Capital, Fondazione Merz.*

March 2009 –  
September 2012

### Creative Director

MeltandFlow srl – Events and Communication Agency in Turin

Events concept and executive design of staging exhibitions for high-end fashion brands. Organised and attended meetings with PR and media agencies, partners and clients. Event and execution management, supplier selection and coordination. Communication strategy. *Clients: Press launch/Evento iniziativa di Charity Replay “Children’s Safe Drinking Water (P&G Lifestyle), Fondazione Napoli Teatro Festival Italia (Salone del Libro di Torino), Photoshooting “Light Blue” for Dolce&Gabbana (Procter&Gamble Prestige), Press Launch/Evento global “Beauty Experience” (Procter&Gamble), Press Launch/Evento fragranza “Venezia” di Laura Biagiotti (P&G Prestige).*

January 2008 –  
December 2009

### Creative Director

AnonimaProgetti – Design and Communication Agency in Turin

Design and planning of industrial and fashion design self-produced lines. Researched and attended global fairs, fashion shows and networking events, maximising PR opportunities and exposure. Social Media and Communication Strategy.

July 2007 –  
March 2008

### Architect and Interior Designer

Galleria sul Po –Turin

Architectural design of private residences. Interior design and furnishing, design advisory.

July 2007 –  
March 2008

### Architect for 7 Media Venues

TOROC – Organizing Committee of the Olympic Games in Turin 2006

Exhibition management of 7 international Media Venues Torino / Bardonecchia. Furnishings selection and management of supplies contracts. Estimate and cost calculation, management and budget control. Supplier and timing coordination.

## EDUCATION

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September 2006–  
September 2007

### Real Estate & Territorial Planning II Level Master

Politecnico di Torino

May 2006

### Qualification for the Profession of Architect and registration in the Professional Register

Settembre 1996 –  
July 2004

### Degree in Architecture with honours

Politecnico di Torino

Settembre 1996 –  
July 2004

### High School diploma of Maturità Classica

Liceo Classico G. Baldessano

## PERSONAL INTERESTS

- Contemporary Art & Design
- Interactive design
- Travel
- Music
- New media
- Social media marketing
- Photography
- Music