

## Biographical notes

Virginio Briatore, born in 1955 in Ceva, province of Cuneo, the third child of Luigi, workman and pastry chef, and Santina Garelli, housewife, daughter of Emilio, a miller.

After the sudden death of the father in 1959, Santina was forced to work and the family moved to Varigotti, on the western portion of the Liguria coast.

In 1974 Virginio took a degree in Industrial Electrical Engineering at the Istituto Don Bosco of Genoa-Sampierdarena.

In 1975-76 he studied Philosophy at the University of Genoa, completing 14 exams. He left the University to travel without stopping for 11 years, working his way through Italy, Europe, Africa and North America.

In 1975-78 he worked in different phases as an agricultural hand in Romagna, Alto Adige, Vaucluse, Côtes du Rhône, Holland.

In 1976 he was in Provence, where he worked side by side as an apprentice mason with Francois Leblanc (a graduate of the Ecole Nationale d'Administration, ENA), a master restorer of stone buildings.

In 1977 he encountered Arabian, Berber and Islamic culture, spending long periods in the Haute Atlas and the Desert du Dra. In November he rented a "trullo" (typical stone dwelling) in Martina Franca, Apulia.

In the summer of 1978 he was once again working in Provence, the guest of the painter Gustav De Staël in the castle that belonged to his father, Nicolas De Staël.

In 1979 he purchased a small trullo with an olive grove in the vicinity of Ceglie Messapica and became a resident there, remaining until 1990. He continued his training as a mason, working with the "mastro" Mario Argese, one of the last builders of trulli.

For seven years, 1980-86, every summer he worked as a lifeguard at Hotel Stella Azzurra in Varigotti, Savona. In the fall of 1980 he hitchhiked across the Sahara with Pierre Rouzet, former head of communication at Ville de Nimes and now happy retired. Later, on his own, he spent time with the Fulbe peoples living on the Niger River to the north of Tillabéri, on the border between Niger and Mali.

In 1981 he reached Ghana and lived there, in different periods, among the Fanti fishermen of the Golden Coast between the cape of Prince's Town and the lagoons of the Ivory Coast.

In winter 1982 he spent time in Heidelberg, Hanover, Brussels, where he became friends with the performer Suzon Fuks ([www.igneous.org.au](http://www.igneous.org.au)) and the photographer John Vink, now with Magnum Associated and living in Cambodia (<http://johnvink.com>) ([www.magnumphotos.com](http://www.magnumphotos.com)). Then he spent periods in Paris, Toulouse and the Eastern Pyrenees.

In 1983 he was in New York, the guest of Marie Claude Merlaud Ponty, wife of Michael Hays, a professor at Columbia University, where she too was a researcher. So he had no trouble obtaining access to parties and to the library. He became friends with the artist Wendy Knox-Leet, who showed at the gallery of Salvatore Ala, and the fashion designer of Caribbean origin Washty Du Verteuil/ Gallery Vercon, through whom he got to know Keith Haring. <http://www.time.com/time/arts/article/0,8599,92250,00.html>

<https://www.facebook.com/galleryvercon?fref=ts>

After New York he moved to Toronto, guest of the artist Barbara Astman, who showed at Sable-Castelli ([www.barbaraastman.com](http://www.barbaraastman.com)).

In 1985 he was back in Manhattan.

In November 1986 he went to Lecce together with Giuseppe Attoma Pepe (presently service design + interface expert, with studio in Paris (<http://www.attoma.eu/en/>)). He began to work in his present profession, at Studio Atlantide of Francesco Spada, with a focus on design, architecture and visual communications. With several other people, he founded the monthly magazine ForYou.

In 1988 he met Norman Mommens, sculptor, scientist and philosopher, and Patience Gray, writer, who lived at Capo di Leuca and have become his lifelong friends.

From 1990 to 1995 he worked in Treviso, where he began collaborating as a copywriter with the agency Umbrella, a relationship that continues today. Also in 1990, he began contributing to the magazine MODO.

In 1993 he traveled with his future wife to India, where he was to return in the winters of 1995, 2002 and 2004 visiting the seven states of South Central India, and reach Varanasi as final destination.

In 2005 he traveled 6 months from Venice to Byzantium by public boat, back to the roots of western aesthetics, walking and sleeping on 23 islands.

In 2008-2009 he was invited to run workshop in Singapore e Bangkok.

In Autumn 2009 he was invited as design consultant by Japan External Trade Organization to visit manufactures and artcraft company in Ehime, Mie and Aichi prefectures.

In Winter 2010 he traveled with Pierre Rouzet in Cambodia, visiting John Vink. <http://www.facebook.com/pages/John-Vink-fan-page/313351461852>

In Winter 2011 he traveled, always with his best friend Pierre Rouzet in Myanmar.

In Winter 2014 he traveled with his son Luigi in Laos.

In Spring 2015 he traveled with his son Valentino in Canada, where i met again Barbara Astman, who exhibits at Corking Gallery <http://www.corkingallery.com>

In winter 2017 he traveled with his son Luigi in Alentejo, with landing and departure in Lisboa where he visited Walter Bettens e Veerle Devos del team di DAMn° <http://www.damnmagazine.net>

Since 1994 he has rented a house in the center of Milan where he stays three nights a week, 40 weeks a year. Since 1995 he has resided in Ravenna (for three years in the house where Dante Alighieri lived and died) with his wife Rita and their sons Luigi, 1996, and Valentino, 1998.

## Works

Virginio Briatore is a design philosopher, a scholar of contemporary languages and focuses for the most part on the area of Life Design.

His professional activity covers five areas, all related to design:

### *1 Consultant to businesses*

From 1999 to 2009 was Design Director of Villa Tosca Design Management Centre in Milan, the European research center of the Japanese multinational Matsushita.

For Villa Tosca was editor of the magazine "aedo-ba" and focused on communications strategies and the introduction of new designers. Over the 10 years he has invited about 150 product designers, graphic artists, photographers and web designer to work with the center, for the creation of the first European washing machine of the American company Maytag, as well as mobile telephones, wearable computers, digital video cameras, vacuum cleaners, microwave ovens for Panasonic; electric bicycle and massage chairs for National; printer for Epson; TV set, videocameras, audio compact, earphones, speakers for JVC, as well as research projects on the European home for JVC televisions and VCRs, international on-line and off-line research regarding usage modes and stylistic trends for Samsung, Epson and the design of websites for Panasonic, Villa Tosca, Aedo-to.com, Lumencenter Italia.

In the same period he was Editor-in-Chief of the creativity portal [www.aedo-to.com](http://www.aedo-to.com) , part of Villa Tosca Group, founded to organize on-line design competition workshop, which in 8 years has paid more than 500,000 € to the winners and generated 27 situations of work opportunity for designers, thanks to clients like Dainese, JVC; Citroen, Martini & Rossi (8 times), Safilo, Fratelli Guzzini (twice), Macef/Fiera Milano, Lineapelle (twice), Dainese, Epson, Lunetiers du Jurà, Wako Japan, Lavazza.

He has been a consultant under contract to Fratelli Guzzini Spa, coordinating the project "Made in Europe" for the creation of kitchenware and housewares by European designers.

He has been a consultant for Jolly Pubblicità Spa co, ( now Clear Channel) with the aim of developing and spreading the culture of urban furnishings.

During 8 years ( 2001-2009) he was a consultant for trends and communications for the trade fair organization Lineapelle.

Since 2007 he is consultant for design, architecture and corporate images of Lavazza S.p.A.

For Lavazza he is the curator of 5 books and 3 exhibition

Lavazza Design Family, Torino World Design Capital 2008,

Lavazza Design Paradise, Fuori Salone 2009, <http://www.designparadiso.it/eng/>

Lavazza Design Machine, Fuori Salone 2010. [http://www.lavazza.it/corporate/en/news/Salone\\_2010.html](http://www.lavazza.it/corporate/en/news/Salone_2010.html)

Lavazza Horeca Design Collection 2011

[http://issuu.com/lci\\_it/docs/libro\\_ok\\_lhdcdoppie?mode=window&backgroundColor=%23222222](http://issuu.com/lci_it/docs/libro_ok_lhdcdoppie?mode=window&backgroundColor=%23222222)

Lavazza Works Architecture-Torino Paris Stockholm, edited by Allemandi, Torino 2012.

Since 2010 is part of the Lavazza Team working on the new Headquarter Lavazza, a regeneration planning of an existing area in Turin, a former Electric Power Station.

Cino Zucchi Architects won the competition with a project spread over an area of 30.000 sm with different intended use: office, restaurants, design school, multifunctional centre, museum, underground parking. <http://www.zucchiarchitetti.com/eng/zucchiarchitetti/progetti/edustriali/lavazza/scheda01.html>

A new green square will take place between new buildings and the old Enel powerhouse. For The company restaurant named Bistrot he invited to work with the 'master' Cino Zucchi the young team og RGA

<http://www.rgastudio.it>.

Since the initial idea he works with the team involved with the Lavazza Museum, realized by RAA.UK , who won the competition in 2014 <http://www.raany.com>

During 2009 he was consultant for the Germany company Sedus, where he coordinated an architectural competition with four internationally renowned architects to design the new Italian Sedus headquarter. From 2009 till 2012 he was consultant for communication and events of the architectural design company Lombardini 22. <http://www.lombardini22.com/en/>  
Since 2013 is part of the strategic board at LAGO spa, <http://www.lago.it/en/>  
Since 2013 he is consultant at the company Manerba spa, <http://www.manerbaspa.com>  
Since 2015 he is consultant at Matteo Brioni <http://www.matteobrioni.com/en/>  
Since 2017 he is consultant at Linvisibile <http://linvisibile.it>

## **2 Freelance journalist**

Though not an accredited journalist or publicist, since 1987 he has been a contributor to many magazines, with about 500 articles published, over half of which have been translated into other languages. From 1990 to 1995 he was part of the editorial staff of MODO Design Magazine, and since 1996 he has been contributing editor of the magazine INTERNI, for which he created the column Young Designers, in which he has publicized the work of about 150 young talents. He also writes or has written for Casamica/Corriere della Sera, Interni-Panorama, Interni Annual International, D.la Repubblica delle Donne, atcasa/corriere.it, Io Donna/Corriere della Sera, Case da Abitare, Graphis-New York, Design Week-London, Revista Florense-Sao Paulo, Surface-New York, DAMn° Bruxelles, Casa Vogue Brasil.

He has conducted many interviews, including:

Uliano Lucas, photographer;  
Philippe Stark, designer;  
Wolfgang Sachs, sociologist;  
David Byrne, musician and artist;  
Godfrey Reggio, film director;  
Ernesto Gismondi, entrepreneur, owner of Artemide;  
Paolo Portoghesi, architect;  
Gaetano Pesce, architect, designer, artist;  
Roberto Pezzetta, design director Electrolux;  
Oliviero Toscani, photographer;  
Michele De Lucchi, designer;  
Renzo Rosso, entrepreneur, owner of Diesel;  
Carlo Massarini, author and radio-television personality;  
Alain Mikli, designer, entrepreneur, owner of Mikli Lunettes;  
Nasir Kassamaly, entrepreneur, owner of the Luminaire USA shops;  
Patrizio Roversi and Syusy Blady, television writers and personalities;  
Lee Edelkoort, trendsetter, editor of View on Colors and Bloom, director of the Design Academy Eindhoven;  
Marc Sadler, designer;  
Aldo Cibic, designer;  
Teruo Kurosaki, entrepreneur of the Idee shops in Tokyo and the Sputnik trademark;  
Luigi Colani, designer;  
Luigi Clemente Molinis, designer;  
Achille Castiglioni, designer  
Ennio Capasa, fashion designer, owner of Costume National;  
Gillian Crompton Smith, director of the Interaction Design Institute Ivrea;  
Lino Dainese, entrepreneur and designer;  
Piero Lissoni, architect and designer;  
Rodolfo Dordoni, architect and designer;  
Tobia Scarpa, architect and designer;  
Peter Greenaway, film director;  
Stefan Seigmaster, graphic designer;  
Denis Santachiara, designer  
Amrtya Sen, professor at Cambridge and Harvard, Nobel Prize, philosopher, economist and social thinker.  
Elena Zambon, farma entrepreneur  
Inge Moore, principal at HBA London.  
Mauro Pelaschier, skipper.

### 3 Writer

He has published 12 books:

Giacomo, Angelo, Sergio, Claudio Caramel Attraverso il '900, Edizioni L'Archivolto, Milan 1995.

Il candidato Indiano, Edizioni Leucasia, Presicce-Lecce 1998.

Luciano Bertoncini designer, Ricerche Design Editrice, Corsico-Milan, 1999

Restyling. Meraviglie e miserie del progetto contemporaneo, Castelvechi, Rome, 2000.

Denis Santachiara, Editrice Abitare Segesta, Milan 2002.

Dainese, il design salva la vita, Editrice Abitare Segesta, Milan 2004.

Lighting Design Europe, Lusco editora, Sao Paulo, Brazil.

Nirvana Inferno, Edizioni Leucasia, Presicce- Lecce 2005.

Gabriele Pezzini, Il guerriero del design, Logos Edizioni Modena, 2006.

Setsu e Shinobu Ito, East West designers, Logos Edizioni Modena 2009.

Lettere agli amici. In viaggio fra Venezia e Bisanzio, Ed. Sibit et Paucis, Presicce-Lecce 2010

Lavazza Works Architecture-Torino Paris Stockholm, edited by Allemandi Turin 2012.

He has written essays for catalogues and exhibitions, including:

"Una storia scolpita nel legno", Grafiche Vianello, Treviso, 1993.

"Carlo Scarpa, Il sogno del moderno", Fiera di Verona, 1994.

"Segnidisegni. Ritratti di persone e cose", edited by Cristina Morozzi, Edizioni L'Archivolto, 1996.

"Il Tempo e la Moda", Florence Biennial, Skirà Editore, 1996.

"Aldo Cibic, designer", Basilica Palladiana, Vicenza, 1999.

"Valencia Biennial, Comunicaciòn entre las artes", Charta Editore, 2001.

"Le forme del Legno", Museo d'Arte Contemporanea di Cavalese - Trento, 2004

Italianità, curator Giulio Iacchetti, Edizioni Corraini, 2009

Oggetti Disobbedienti, Giulio Iacchetti, by Triennale di Milano/ Electa. 2009.

Awareness Design, Milan Polytechnic University e Lupetti Editore, Milan 2012

Food and Design, book of the exhibit 'Arte e Cibo', Pinacoteca di Civitanova Marche, 2015.

### 4 Teaching

He is one of the founders of the Akademie für Design Bozen (now the first Italian design school created independently, rather than as part of a university department of Architecture or Engineering), where he has been a member of the Advisory Board and a Guest Professor.

He has conducted conferences and participated in seminars on three continents, in commercial institutions like the Merchandise Mart in Chicago, The Ministry of Commerce&Industry a New Dheli, the Fantoni Research Center in Friuli, the Vicenza Fair, the Genoa Fair, Assolombarda, in cultural institutions like the Centre Jacques Cartier of Lyon, Caffé Pedrocchi of Padua, Teatro Toniolo in Mestre, FNAC in Milan, the Crafts Center of Brengenz, The Design Library in Milan, la Dream Design Factory of Istanbul, the gallery Design Transfer of Berlin University, <http://www.designtransfer.udk-berlin.de/index.php?n=Fotogalerie.ItalianJourney> and at universities including the Indian Institute of Technology in Bombay, The London Metropolitan University, the School of Art Design&Media at Nanyang Technological University of Singapore, the Universita Burg Giebichensteinad at Halle, in Germany, the Milan Polytechnic, the School of Architecture of Palermo, the UPA Cà Foscari in Venice.

In 2003-12 he gave many lectures in four Masters courses at Milan Polytechnic, the IED School, the Domus Academy, the Scuola Politecnica of Milan, The Alma Mater MBA in Bologna, The Master in Yacht Design at University of Architecture in Trieste.

In 2012 he was Visiting Professor at Milan Polytechnic, at the Corso di Laurea Magistrale DM 270/04 in Product Innovation Design.

He has been a jury member for prizes and competitions, including, in the last years:

Comité de Sélection Memorabilia, Wallonie Design Reciprocity, Liege, 2012

<http://www.designliege.be/fr-291-memorabilia.html?Largeur=1280&Hauteur=800>

EESC Design Eleven – Ageless Design, Design competition by European Economic and Social Committee, president Anna Maria Darmanin, 2011

<http://www.cumulusassociation.org/component/content/1012-eesc-qdesign-eleven-ageless-designq-/204>

<http://www.eesc.europa.eu/design/winners.html>

Promosedia International Design Competition 2011 – Caiazza Memorial Challenge,

EU Design Competition ZeroNine, by European Economic and Social Committee, (EESC) in Bruxelles, president Irini Pari Ivoni <http://www.eesc.europa.eu/events/2009-09-design/video.html>

Premio Dedalus Giovane Designer Europeo, Abet Laminati, Bra, chairman Andrea Branzi.

Promosedia competition, Ideas for the Design of a European Chair, Udine, chairman Augusto Morello.

Lampada Nomade competition, Lumencenter Italia, Milan, chairman Ron Kemnitzer- Kansas University.  
Eight editions of the competition Bombay Sapphire Martini Art Student Collection, Milan, chairman Aldo Cibic,  
and all the on-line competitions organized by aedo-to.com that included a jury: CONAI The New Domestic  
Trashscape; Macef Design Prize, F.lli Guzzini Woman x Women; TCI-Regulate the Light, Wako Japan, Citroen  
C-Design.

### **5 Copywriter**

As a copywriter he works with agencies, graphic designers and companies to select names, develop concepts  
and write texts for corporate and communications. Over the last nine years he has worked with:

Alleanza Assicurazioni - MI - texts for the new website (presented 04/05/04)

Alpes Inox - VI - home appliances;

Bisazza -VI- mosaic tile and glass;

Costume National - MI - fashion;

Faram - TV - office furnishings;

Ing. Castaldi Illuminazione - MI - lighting

Kristallux/Even - PD - bath accessories;

Omnidewcor- CO- glass for architecture;

Pallucco - TV - furnishings and lighting;

RDS/Kleis - PD - handles;

Roces - TV - inline roller skates;

Sedus Stoll - CO - office furnishings;

Serralunga -Biella- outdoor/indoor furnishing

Société Lemarchand - Paris - furnishings;

Studio Sottsass (DuPont-Corian) - MI- USA - materials for architecture.

Studio Libera- Turin- cliente Unipol insurance company- concept et brand philosophy

Studio Libera - Turin=- clients La Casa Agency, house organ magazine.

DuPont de Nemours- MI- USA - materials for architecture DuPont Montelli.

Total Tool- MI- clients Pepsi Cola, concept et brand.

Manerba - MN- office furnishings; words et concept for visual communication et web.

Linvisibile- FE- Sliding Doors, words and concept for visual communication.