

Giorgio Camuffo
Curriculum Vitae

1990>2010

2011>2018

Giorgio Camuffo
Curriculum Vitae
1990>2010/2011>2018

The following curriculum is divided into two parts. The first part (1990 - 2011) presents the scientific and professional curriculum before 7th March 2011, his date of entry as a tenured professor at the Faculty of Design and Arts of the Free University of Bozen-Bolzano. The second part (2011 - 2018) brings together the academic, scientific and curatorial activities carried out by Giorgio Camuffo as an associate professor.

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Personal Information

Giorgio Camuffo

Date of birth: 04/04/1955

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Current engagements

Associate Professor of Visual Communication (ICAR/13)

Scientific Sector: ICAR/13 Disegno Industriale

Since 2011.

Faculty of Design and Art, Free University of Bozen-Bolzano.

Teaching, Research, Management of Research Groups and External Funding,

Organizational Duties, Leadership in Education.

Professional Experience

1990/2010 (in short)

Giorgio Camuffo (Venice, 1955) is a graphic designer and an art director. His interest in graphic design, visual communication and photography first emerged during his studies at the Istituto Universitario di Architettura di Venezia (Iuav) in the 1970s. During the 1980s, Camuffo began practising as a freelance graphic designer, collaborating with Giulio Cittato and working with Pierluigi Cerri-Studio Gregotti in Milan. In 1987 he curated the exhibition *Pacific Wave: California Graphic Design* at Palazzo Fortuny, introducing Italy to the most interesting works and representative authors from the new international wave of graphic design.

In 1990 he established Studio Camuffo in Venice, which he led for over twenty years. Heading a team of young designers and illustrators, his activity focused on editorial and curatorial projects, exhibitions, corporate identity, merchandising, and branding. His clients included private companies and public institutions such as Fabrica and Benetton, Palazzo Pitti, Palazzo Grassi, Fondazione Bevilacqua La Masa, Fondazione Querini Stampalia, Venice Biennale, and Fiat Torino, as well as architects and designers such as Renzo Piano, Gae Aulenti, Michele De Lucchi, Vittorio Gregotti, Italo Rota, Pierluigi Cerri.

From 1997 to 1998 he held the position of vice-director of Fabrica (then directed by Oliviero Toscani), the communication research centre of the Benetton Group. He continued to collaborate with Fabrica until 2005, planning educational activities, organizing cultural events, and as an international talent scout, as well as remaining involved in several initiatives engaging some of the main protagonists, institutions and academies in the visual communication world.

In 1998 Fondazione Bevilacqua La Masa organised the exhibition *Camuffare*, devoted to Giorgio Camuffo's work from 1983 to 1998.

In 2003, after teaching experience at ENAIP in Udine, a professional training school, he taught at Università Iuav di Venezia, where he remained until 2010. From 2006 to 2009, he was director of the Università Iuav's Master in Visual and Multimedia Communications. Between 2006 and 2008 he also taught at the Universities of Ca' Foscari and San Marino.

Camuffo has organized and curated several international exhibitions and events devoted to illustration and graphic design, including *Graphic Design Worlds* (Triennale Design Museum, Milan, 2011), whose catalogue *Graphic Design Worlds/Words* (Electa, 2011) he also edited.

1. Design competitions and awards received

2006

In 2006, in the Salone dei Beni Culturali in Venice, Giorgio Camuffo received the IX Communication Award in recognition of his professional career in the exhibition field.

1998

Giorgio Camuffo is the author of illustrations and books for children; among other works, he produced the CD-rom *I Marsiani* (1998), winner the Silver Award I.D. Interactive Media Design Review.

2. Participation in exhibitions

2.1 Personal exhibitions

2002, **Offumac: short connections.**

Personal exhibition

Fabrica Features, Lisbona

2001, **The magic word of prof. Offumac**

Personal exhibition

Fabrica Features, Bologna

1998, **Camuffare**

Personal exhibition

Fondazione Bevilacqua La Masa, Venezia.

2.2 Exhibition curatorship and organization

2011, **Graphic Design Worlds**

Appointed curator by the Milan's Triennale Design Museum of the international graphic design exhibition *Graphic Design Worlds* (January-March 2011) and of its accompanying volume (Italian and English edition) *Graphic Design Worlds /Words* (together with Maddalena Dalla Mura; Milano: Electa, 2011). The exhibition included original works of more than 30 Italian and international designers: Åbäke, Brave New Alps, Anthony Burrill, De Designpolitie, Dexter Sinister, Elliott Earls, Daniel Eatock, Experimental Jetset, Fuel, Tommaso Garner, Mieke Gerritzen, Invernomuto, Christophe Jacquet (Toffe), KesselsKramer, Na Kim, Kasia Korczak, Zak Kyes, Harmen Liemburg, Geoff McFetridge, Metahaven, Joseph Miceli, M/M (Paris), Norm, Radim Pesko, Mathias Schweizer, Studio Temp, Tankboys, and Thonik. The volume comprised also contributions by Giovanni Anceschi, Andrew Blauvelt, Charlotte Cheetham (Manystuff), Steven Heller, Emily King, Mario Lupano, Ellen Lupton, Sergio Polano, Silvia Sfligiotti, Alice Twemlow and Carlo Vinti.

2010, **Biennale di Venezia, Prima Biennale dei ragazzi**

Art Direction and curation of the exhibition and its events

Giorgio Camuffo created the visual identity, communication, and all didactic and participative games for the first children's festival organized by the Biennale di Venezia in the Italian Pavilions of the Biennale dei Giardini di Venezia.

2007, **I love tourism**

Appointed curator (Fondazione Bevilacqua La Masa) for the exhibition *I love tourism*, dedicated to contemporary illustration.
Venezia, Piazza San Marco Gallery, Fondazione Bevilacqua La Masa.

2007, **Give Peace Another Chance**

Design exhibition.
Salone dell'Editoria della Pace, Chiesa di San Rocco, Venice.

2002, **Vasi Comunicanti, paesaggi della grafica contemporanea**

Appointed curator (Venice municipality) for a conference series and four exhibitions dedicated to visual communication:
I love to meet you. New graphic design, Palazzo Fortuny;
Bold. Nuovi grafici italiani, Centro Culturale Candiani and Galleria Contemporaneo, Mestre;
Hotel Hell, ten years of anti-advertising from the Hans Brinker Budget Hotel Amsterdam, Fondazione Querini Stampalia;
Percorsi di strada. 5 manifesti di Ed Fella, muri di Venezia

1998, **What family**

Centro Culturale Candiani, Mestre (Venezia).

1996-97, **David Carson**

Appointed curator (Venice municipality) for a series of exhibitions about David Carson.
Palazzo Fortuny, Venezia; Palazzo delle Esposizioni, Roma; Triennale di Milano.

1994-96, **New Pop, Illustrazione Americana**

Appointed curator (Venice municipality, Triennale di Milano, Palazzo delle esposizioni di Roma) for a travelling exhibition about American illustration.
Venice, Palazzo Fortuny; Rome, Palazzo delle Esposizioni; Triennale di Milano.

1987, **Pacific Wave, California Graphic Design.**

Appointed curator (Venice municipality) for an exhibition about Californian graphic design.
Venice, Palazzo Fortuny.

3. Experience in academic teaching

3.1 Academic Teaching

Iuav University of Venice, Faculty of Design and Arts

a.a. 2007/08 2008/09 2009/10

Contract professor in “**Laboratorio di Design della comunicazione 2**” (“Communication Design Laboratory 2”)

Degree course in Industrial design (cladIS). 8 ECT/150 hours.

a.a. 2006/07

Contract professor in “**Laboratorio di Design della comunicazione 3**”. (“Communication Design Laboratory 3”)

Degree course in Industrial design (cladIS). 8 ECT/150 hours.

a.a. 2003/04, 2004/05 2005/06

Contract professor in “**Comunicazioni visive B**”. (“**Visual Communications B**”)

Degree course in Industrial design (claDIS).

8 ECT/150 hours

San Marino University, San Marino, Degree Course in Industrial Design

a.a. 2006/07, 2007/08

Contract professor in “**Laboratorio di Design della comunicazione 2**”. (“Communication Design Laboratory 2”)

8 ECT/150 hours

Ca' Foscari University, Venice

a.a. 2007/08

Contract professor in “**Didattica delle tecniche e della progettazione grafica**”. (“Didactics of technologies and graphic design”)

Ca' Foscari University of Venice, SSIS Scuola di Specializzazione

for the training of secondary school teachers,

Direction of Art and Design.

a.a. 2006/07

Contract professor: “**Didattica delle tecniche e della progettazione grafica**” (“didactics of graphic design and technologies”)

and “**Laboratorio di Didattica delle tecniche e della progettazione grafica**”. (“Laboratory in didactics of graphic design and technologies”)

Ca' Foscari University of Venice, SSIS Scuola di Specializzazione

for the training of secondary school teachers,

Direction of Art and Design.

3.2 Other teaching experience

Enaip, Udine, professional training school

a.a. 1996/97, 1997/98

Contract professor: “**Tecnica della progettazione grafica integrata**”. (“Integrated graphic design methodologies”)

Enaip/Udine, Friuli Venezia Giulia professional training school.

36 hours.

a.a. 1996/1997

Contract professor: “**Tecnica della progettazione grafica integrata**”. (“Integrated graphic design methodologies”)

Enaip/Udine, Friuli Venezia Giulia professional training school.

60 hours.

Fabrica

1997/98, 1998/99, 1999/2000, 2000/01,

2001/02, 2002/03, 2004/05

Fabrica: Centre for Research on Communication

The Benetton Group communication research centre Fabrica has, among the other activities, conceived and planned didactic activities and coordinated (in agreement with the directors of the project area) various training activities, in particular workshops and conferences that have distinguished Fabrica by making it a point of reference for various sectors of international creativity. These objectives also include scouting for students, professors, lecturers and professionals acting as department heads.

3.3 Other academic responsibilities

Internal engagements to faculty and university boards

a.a. 2006/07, 2007/08, 2008/2009

Iuav University of Venice, Faculty of Design and Arts

Director of the Bachelor of Science program. Visual and Multimedia Communication

In 2006/2007, 2007/2008 and 2008/2009 I was Director of the Specialist Degree Course in Visual and Multimedia Communication at the Faculty of Design and Art at the IUAV University of Venice. In the course of the two years in which I directed the Degree Course in Visual and Multimedia Communication, I fulfilled various roles: research of contract teachers, development of the educational system, organization of conferences and seminars and construction of the educational calendar. During the years in which I managed the degree course in Visual and Multimedia Communication, the course has, thanks to the collaboration of my colleagues and the support of international teachers, reached a high standard of quality and trained students who have distinguished themselves in the professional field.

a.a. 2005/06, 2006/07, 2007/08

Supervisor of the Erasmus international program with the Bremer Hochschule für Künste (<http://www.hfk-bremen.de>).
Iuav University of Venice, Faculty of Design and Arts.

a.a. 2005/06, 2006/07, 2007/08

Board member of the Doctorate School of the Iuav University of Venice,

Design Sciences PhD Program (coordinator: Giovanni Anceschi).

Iuav University of Venice, Faculty of Design and Arts.

a.a. 2000/01, 2001/02, 2002/03, 2004/05

Supervisor of the educational program; International scouting, teacher and student scouting; International relationships with other academic institutions; Development of new communication projects.
Fabrica, Communication Research Centre, Benetton.

3.4 Responsibilities for the organisation of conferences, seminars, and exhibitions

2008, The Magic Shop

Exhibition and catalogue for the laboratory of Communication design.

Iuav University of Venice, Faculty of Design and Arts.

2008, Pause: summer workshops

Fondazione Claudio Buzziol

Workshops and conferences with Anthony Burril, Casey Reas,

Adam Brooberg and Olivier Chanarin.
2007 and 2008, **Design Camp** (with Michele De Lucchi)
Two days workshop for visual communication and product design, students,
focused on the design process.
Iuav University of Venice, Faculty of Design and Arts.

2007 and 2008, **Professor between didactics and profession**
Conference about the relationship between teaching and practising
graphic design
Iuav University of Venice, Faculty of Design and Arts.

2004, 2005, 2006, 2007, 2008 and 2009, **Teach Me**
Yearly festival about contemporary visual communication,
including workshops and conferences with international guests.
Iuav University of Venice, Faculty of Design e Arts.

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004 and 2005,
Wanted Creativity
A series of workshops and lectures about international
and contemporary visual culture.
Fabrica, Communication Research Centre, Benetton.

3.5 Other non-academic responsibilities

Conferences, seminars, lectures

2001-03, **What next?**
From 2001 to 2003, organization of *What next?*, a series of conferences about contemporary creativity, in collaboration with Venice municipality, Beni e Attività Culturali, Cultura e Spettacolo. Centro Culturale Candiani, Mestre (VE).

1999, 2001, **Zuppa Digitale: cd rom, multimedia e internet**
On behalf of Venice municipality, Beni e Attività Culturali, organization of two sessions (1999, 2001) of workshops about digital technology.

1997, **Artdesign**
Curator of a series of conferences and workshops about contemporary graphic design.
Invited designers included Ed Fella, Tomato, Fuel, Elliot Earls, Bruno Monguzzi.
Triennale di Milano.

1995, **Fortuny Graphic**
Curator of a series of workshops about design.
Invited designers included: Tibor Kalman, Hamish Muir, David Carson.
Palazzo Fortuny, Venice.

1995, **Matte matite**
Curator of a series of workshops and lectures about American illustration.
Guest artists included Rodney Alan Grenblat, Philippe Weisbeker, John Hersey.
Venice municipality, Culture office, Teatro del Parco della Bissuola, Mestre (Ve).

3.6 Fabbrica/Wanted Creativity 1997/2005

Wanted Creativity

Fabbrica Center for Research on Communication.

From 1997-2005, Camuffo was responsible for the curation and organization of “Wanted Creativity”, a series of workshops and lectures on contemporary international visual culture, in which he was involved in the selection of visiting professors, organization of the event calendar, and choice of the didactic themes of the speeches. Participants included: 1997: Antiorom, Tomato, David Carson, Ed Fella, Elliott Earls; 1998: Lewis Baltz, Wolfgang Weingart, Scott and Laurie Makela; 1999: Stefan Sagmeister, Droog Design, Wim Crouwel 2000: John Maeda, Denis Santachiara, Michele De Lucchi, Alan Fletcher 2001: Duane Michals, Martin Parr, Javier Mariscal, J. Abbott Miller, April Greiman, Reed Kram 2002: Mike Mills, Yugo Nakamura, John Thackara, Boris Mikhailov, Massimo Vignelli, Ferran Adrià, KesselsKramer, Lawrence Weiner 2003: Matali Crasset, Joseph Kosuth, Jurgen Bey, Francesco Bonami, Peter Saville 2004: Roman Coppola, Reala, Steven Heller, Humberto and Fernando Campana 2005: Lucy Orta, Franco Battiato, El ultimo grito, Casey Reas, Norm, Mother

4. Memberships

4.1 Participation in scientific committee

2005/2008 **Fondazione Claudio Buziol/ Replay Fast Forward**

Coordinator of the scientific committee

2005/2011 **Ateneo Veneto, Venice**

Member of the Academic council

4.2 Participation as a jury member

in national and international juries

2008, **A box of dreams**

Fondazione Claudio Buziol, Venice.

2006, **Immagine ufficiale per Celebrazioni del Tricentenario di Carlo Goldoni**

Veneto region, Committee for the celebration of the third centenary Carlo Goldoni's birth

2004, **VIVA competition**

Fabbrica, Treviso.

1999, **Art directors club, NY**

Jury member for NYAdc Annual Awards NY, USA

5. Editor of Magazines

2004, **Sugo. Scritture indecise**

In 2004 Giorgio Camuffo founded, and for three years was the editor of, the magazine

“Sugo. Scritture indecise”, a publication about new trends in international visual culture.

2006, **Venice is not sinking. Rivista di resistenza cittadina**

In 2006 Giorgio Camuffo founded, and for three years edited the magazine “Venice is not sinking”.

6. Publications

6.1 Books/Authoried

2011, Camuffo G., Dalla Mura M., eds., **Graphic Design Worlds/Words.** Milan, Electa, ISBN: 978-8837078515.

2007, Camuffo G. **I love Tourism.** Fondazione Bevilacqua La Masa.

2004, Camuffo G. ed. **Red, wine and green.** Edizioni Sugo, Venice. ISSN:0 0000004520076

2002, Camuffo G. ed. **Communication what.** Ma edizioni, Venice. ISSN: 1584231459

2005, Camuffo G. ed. **Teach me, Please.** Publication about Teach me, Please festival.

6.2 Journal articles in refereed academic journal

Camuffo G., Dalla Mura M., eds., **Graphic Design Worlds.**
In: *Graphic Design Worlds /Words.* Milan, Electa, p. 12-17,
ISBN: 978-8837078515.
Introduction

2008
Camuffo G. **Il manifesto è morto, evviva il manifesto.**
In: *Progetto Grafico*, p. 212, ISSN:1824-1301.

2004
Camuffo G. **É una q non è un marchio.**
Progetto Grafico 3, 2004.

6.3 International publications about the applicant

2006
Camuffo G. (2006). **C/ID: Visual Identity and Branding for the ...**
Ed. by Emily King; Angus Hyland;
Published by Laurence King Publishers
ISBN 10: 1856694089 / ISBN 13: 9781856694087

2006

Camuffo G. (2006). **Whole Mars Catalog**
From Mars: Self-initiated Projects in Graphic Design
Moravian Gallery, Brno
ISBN 978-9985-9841-8-5

2003

Camuffo G. (2003). **Super: Welcome to Graphic Wonderland**
Ed. by Thomas Bruggisser, Michel Fries, Andreas Berg
Gestalten Verlag, Berlin, London
ISBN 13: 9783899550054

1996

Camuffo G. (1996). **G1: Subj.; Contemp.Design, Graphic**
Edit by Neville Brody, Lewis Blackwell
Laurence King Publishing, London
ISBN 10: 185669092X / ISBN 13: 9781856690928

7. Lectures and speeches (conferences and presentations)

2007, **Basic design lab: basic design dell'interazione**, Speech
Degree course in Visual and multimedial communication,
Iuav University of Venice.

2007, **Crossing Textures, tessitura, grafica, design**, Speech
Degree course in Fashion Design, Iuav University of Venice.

2006, **SocialDesignZine vol. Uno, Presentazione del libro.**, Speech
Degree course in Visual and multimedial communication,
Iuav University of Venice.

2006, **Questioni di etichetta. Dare forma alla moda: esperienze, teorie, progetti**
Speech
Degree course in Fashion Design, in collaboration with
Camera di Commercio di Treviso, Iuav University of Venice.

2006, **Registica - Ripensare il design della comunicazione**, Speech
Degree course in Visual and multimedial communication,
Iuav University of Venice.

2006, **Blog, come strumento di comunicazione**, Speech
Degree course in Visual and multimedial communication,
Iuav University of Venice.

2006, 40th at **School The Knitworld Queen. Nel mondo di Giuliana Benetton**, Speech
Degree course in Fashion Design, in collaboration with
Camera di Commercio di Treviso, Iuav University of Venice.

2006, **Vizi o virtù, Narcisismo**, Speech
moderator Philippe Daverio, Telecom Future Centre, Venice

2004, **Profile Intermedia 7 – Magnificent 7**, Speech
Conference presenting the work of the students
and collaborating in the setting up of the project's exhibition.

2003, **Canbrook Academy of Art**, Lecture
2D Department Graduate graphic design department
Bloomfield Hills, Michigan

2003, **Tipping Point Spazio**, Lecture
Archivio del Contemporaneo della Biennale di Venezia,
at the 50th International Art Exhibition, Venice

8. Professional activity

After numerous years of experience working with professionals, studios and institutions, in 1990 Giorgio Camuffo founded Studio Camuffo. Studio Camuffo dealt with corporate identity design, signage, the design of art publications, graphic design for architecture, exhibition design, installation, and interior design. The Studio was made up of a young team that collaborated with external professionals selected ad hoc for the realisation of individual projects.

Characterised by an experimental and research-oriented approach, Studio Camuffo accompanied its client work with a series of cultural and training projects and initiatives conceived for and dedicated to exploring the intersections between different disciplines, opening its doors in particular to young professionals or artists. In 1998, the Venice-based Fondazione Bevilacqua La Masa held the exhibition *Camuffare*, dedicated to the activity of Studio Camuffo, in Piazza San Marco.

8.1 Corporate Identity

Over the years, Studio Camuffo has carried out significant corporate design and corporate identity projects for major cultural bodies and institutions, and for internationally renowned companies, including:

Fondazione Querini Stampalia, www.querinistampalia.it, Musei Capitolini, Roma
Musei Civici Veneziani, www.museicivici veneziani.it, Fondazione Bevilacqua La Masa, www.bevilacqualamasa.it, Ateneo Veneto, www.ateneoveneto.org
Premio Campiello, www.premiocampiello.org, Regione del Veneto. www.goldoni300.it
Gruppo Benetton, Gruppo Carraro

8.2 Publishing

The studio has collaborated with leading Italian publishing houses --including Electa (www.electaweb.it), Skira (www.skira.net), and Marsilio (www.marsilioeditori.it) -- on the graphic design of books and books series, and is especially active in the creation of photography and art books.

Among his most recent publishing projects is that for the collections of the Fondazione di Venezia (Marsilio), the catalogue *Venti di Striscia* for the exhibition of the television programme *Striscia la Notizia* at the Triennale di Milano (Electa), and the exhibition catalogue for Palazzo Grassi Roma and the *Barbarians* (Skira), for which he was also responsible for communication design.

8.3 Exhibit design

Studio Camuffo has conceived the designs for a large number of important art, design and architecture exhibitions, curated by scholars and professionals from various fields and hosted at some of Italy's major cultural institutions, from those in Venice - Fondazione La Biennale, Palazzo Grassi, Museo Correr and Musei civici veneziani, Fondazione Querini Stampalia - to those in other cities, such as Rome's Colosseum, Palazzo Reale and the Triennale in Milan, and the Lingotto in Turin.

From 1998 to 2000, Giorgio Camuffo was art director of the Triennale Gallery (www.triennale.it); during this period he designed the visual communication (posters, catalogues and more) and the graphics for all of the exhibition layouts.

He collaborated in the conceptualisation and preparation of the exhibitions of Colors / Extraordinary Objects Stazione Leopolda (Florence, 2000), Maastricht (Netherlands) and Casting Livorno (Livorno, 1997) and in the production of the opera “Smell and taste”, Opera totale, Teatro Toniolo, Mestre (Venice, 1998).

In 2008 he developed the corporate identity and graphic installation for the 20th International Expo in Zaragoza, in collaboration with Italo Rota of the Agua Amiga pavilion.

Among the most significant exhibit design projects:

Roma e i Barbari, Venezia, Palazzo Grassi, 2008

Good News, Triennale di Milano, 2007

Padiglione Darc, Biennale di Architettura, 2006

Lucian Freud, Museo Correr, Venezia, 2005

Ukiyoe. Il mondo fluttuante, Palazzo Reale, Milano, 2004

Nike. Il gioco e la vittoria, Colosseo, Roma 2003

Sangue e Arena, Colosseo, Roma 200

Picasso, Palazzo Reale, Milano 2001

Hokusai, Palazzo Reale, Milano 1999

Giambattista Tiepolo 1696-1996, Ca' Rezzonico,

Museo del Settecento Veneziano, Venezia 1996

Amate città. Un secolo di architettura metropolitana, Triennale di Milano, 1995

Carosello 1957-1977. Non è vero che tutto fa brodo, Triennale di Milano, 1996

Design giapponese. Una storia dal 1950, Triennale di Milano, 1995

I Celti, Palazzo Grassi, Venezia, 1991

Civiltà delle macchine, Lingotto, Torino, 1990

I Fenici, Palazzo Grassi, Venezia, 1988

8.4 Signage

Studio Camuffo has worked extensively on graphic design and signage projects in collaboration with the most famous Italian architects, including Gae Aulenti, Renzo Piano, Vittorio Gregotti, Pierluigi Cerri and Italo Rota.

The most notable projects in the field of signage and orientation have been carried out for:

Musei Capitolini a Roma, www.museicapitolini.org

Musei Civici Veneziani, www.museicivici veneziani.it

Biblioteca di Verona, www.comune.verona.it/bibliotecacivica

Fondazione Querini Stampalia www.fondazionequerinistampalia.org

Lingotto di Torino, www.lingottotfiere.it, Costa Crociere, Deutsche Bank, Banca di Lodi, Triennale di Milano, Expo di Lisbona, Expo di Saragozza

8.5 Merchandising

Studio Camuffo was been particularly active in the ideation and production of marketing projects, and supervised the merchandising projects for many companies and cultural institutions.

In 2006 it conceived I Love Tourism, a concept store set up in collaboration with the Fondazione Bevilacqua La Masa, directed by Angela Vettese, where it invited the most innovative designers on the international scene to design objects dedicated to tourism and the city of Venice.

8.6 Major clients

The studio includes renowned Italian and international companies among its list of clients.

Of institutions: Pitti Immagine (www.pittimmagine.com), Biennale di Venezia (www.labiennale.org), Triennale di Milano (www.triennale.it), Colosseo Roma, Palazzo Reale di Milano (www.comune.milano.it/palazzoreale), Palazzo Grassi (www.palazzograssi.it), Fondazione Emilio e Annabianca Vedova, Fondazione di Venezia (www.fondazionedivenezia.org), Expo Zaragoza 2008 (www.expozaragoza2008.es), Regione del Veneto, (www.regione.veneto.it), Fondazione Claudio

Buziol, Replay Fast Forward (www.fondazioneclaudiobuziol.org), ...
Of business groups: Benetton (www.benetton.com), Carraro
(www.carraro.it), Coin (www.coin.it), Gas jeans (www.gasjeans.com), Giorgio Armani (www.giorgioarmani.com), Deutsche Bank
(www.deutsche-bank.it), Roberto Cavalli (www.robertocavalli.com), Havaianas (www.havaianas.it),

Giorgio Camuffo
Curriculum Vitae 2011>2018

This curriculum vitae presents the academic, scientific and curatorial activities carried out by Giorgio Camuffo after 7th March 2011, his date of entry as a tenured professor at the Faculty of Design and Arts of the Free University of Bozen-Bolzano.

Giorgio Camuffo
Curriculum Vitae 2011/2018

Personal Information

Giorgio Camuffo

Scientific Sector: ICAR/13 Disegno Industriale

Date of birth: 04/04/1955

Address: Venezia, Cannaregio, 4218

Telephone numbers: 335.1929875 (mobile) / 041.5228034 (home)

E-mail: giorgio.camuffo@unibz.it

Present Appointment

Associate Professor of Visual Communication (ICAR/13)

Since 2011.

Faculty of Design and Art, Free University of Bozen-Bolzano.

Teaching, Research, Management of Research Groups and External Funding,

Organizational Duties, Leadership in Education.

Abilitazione Prima Fascia Settore concorsuale 08/C1,

Design e progettazione tecnologica dell'architettura

1. Academic Activity

- 1.1 Academic Teaching
- 1.2 Other teaching experience
- 1.3 Final degree projects
- 1.4 Academic Responsibility
- 1.5. Faculty positions
- 1.6 University's positions

2. Conferences and seminars

- 2.1 Conference and seminar organization
- 2. 2 Conference and seminar participation

3. Exhibitions

Personal exhibitions, curatorship and organization

- 3.1 Personal exhibitions
- 3.2 Curatorship and organization

4. Memberships

Participation as jury member

- 4.1 National and International juries

5. Participation in scientific committees
or academic councils

- 5.1 Member of the Scientific Committee

6. Awards and acknowledgements

7. Research activity

8. Publications

- 8.1 Monographs and scientific papers
- 8.2 Curation of publications
- 8.3 Contribution to publications (chapter or essay)
- 8.4 Articles in class A journals

9. Extra-academic activities

1. Academic Activity

1.1 Academic Teaching

From 01/03/2011 I have taught the following courses at the Faculty of Design and Arts of the Free University of Bozen/Bolzano.

2017/2018

Winter semester

Teaching of visual communication (ICAR/13), imparted by title

2017/2018

Winter semester

Teaching of Visual Communications (ICAR/13), imparted by title.

Summer semester

Teaching of Visual Communications (ICAR/13), imparted by title.

2015/2016

Winter semester

Teaching of Visual Communications (ICAR/13), imparted by title.

Summer semester

Teaching of Visual Communications (ICAR/13), imparted by title.

2014/2015

Winter semester

Teaching of Visual Communications (ICAR/13), imparted by title.

Summer semester

Teaching of Visual Communications (ICAR/13), imparted by title.

2013/2014

Winter semester

WUP-Des Projekt, teaching of Visual Communication (ICAR/13), module within the WarmUp (introductory semester to the degree course), imparted by title;

Desktop Publishing (ICAR/13), 30 hours, imparted by title.

Summer semester

Teaching of Visual Communications (ICAR/13), imparted by title.

2012/2013

Winter semester

WUP-Des Project, teaching of Visual Communication (ICAR/13), module within the WarmUp (introductory semester to the degree course), imparted by title;

Desktop Publishing (ICAR/13), 30 hours, imparted by title.

Summer semester

Teaching of Visual Communication (ICAR/13), imparted by title.

2011/2012

Winter semester

WUP-Des Project, teaching of Visual Communication (ICAR/13), module within the WarmUp (semester introductory to the degree course), given by title;

Desktop Publishing (ICAR/13), 30 hours, imparted by title.

Summer semester

Teaching of Visual Communication (ICAR/13), imparted by title.

2010/2011

Summer semester

Teaching of Visual Communications (ICAR/13), imparted by title.

Evaluation of teaching methodology: for all the semesters in question, the evaluation of the courses by the students was higher than the average Faculty evaluation.

1.2 Other teaching experience

Academic projects/activities integrated with didactics

During this period I have curated and organized, in collaboration with students, a series of events outside the faculty aimed at showcasing the final output of the courses

26.10.2017, **Come on Kids at the Triennale**, Milan/Events

A festival for children; event organized with the students of the Visual Communication. A workshop for children with the aim of bringing them closer to the world of graphic design and visual communication. The festival included a day of educational activities, workshops and games. Project realized with the collaboration of Junior Uni.

09.2016, **LUNA. Come on Kids, the drawing machines.**

Organisation of a public event for children as part of the event Long Night of Research. During the Long Night of Research, the drawing machines, designed by professors and students of the Faculty of Design and Art of the Free University of Bozen-Bolzano, were presented to the public. Come on Kids, the drawing machines, thanks to the support of Junioruni was presented in Mantua (December 3, 2016), Mart Rovereto (February 5, 2017) and Innsbruck (August 29, 2017).

15.06.2012, **Esponiamoci!**, Bolzano/Event

"Esponiamoci!" visual communication and civic consciousness project, Bolzano city. The event was organized together with the students of the Visual Communication laboratory (summer semester a.y. 2012/2013), consisting of a series of installations and interventions in the public space with the aim of sensitizing Bolzano's citizens to social themes (violence against women, new poor, cultural integration etc.). The project was developed in collaboration with the Department of Social Affairs and Equal Opportunity and with Bolzano's voluntary associations. (<http://pro2.unibz.it/projects/blogs/esponiamoci/>)

26.05.2012 and 16 and 23.05.2013, **Come on Kids! On Tour**, Bolzano, Venice and Milan/Events

Come on Kids! On Tour, children festival, Free University of Bolzano, 26.05.2012; Fondazione Querini Stampalia, Venice, 16.05.2013; and Triennale Design Museum, Milan, 26.05.2012. The event was organized together with the students of the Visual Communication laboratory (summer semester a.y. 2011/2012) and dedicated to children in order to introduce children to the graphic and visual communication's world. The festival proposed a day of educational activities, laboratories and games. The project was realized in collaboration with Junior Uni. (<https://pro2.unibz.it/projects/blogs/C1/>)

2012, **Mundpropaganda**

The project was developed in collaboration with Transart 10 festival di Cultura Contemporanea and aimed at realizing a series of mobile devices to be used for a non-conventional communication of the Festival's contents in the public space and in the main locations of the Festival scattered around the area of South Tyrol (with Roberto Gigliotti).

2012, **Boooooks**

The communication project, addressed to the students of the Faculty of Design and Arts, provided for the curatorship and publication of a book about reading suggestions and for the organization

of a presentation conference.

17-22.04.2012, **Bolzanopoli, Milano** - Exhibition

Bolzanopoli, exhibition on the occasion of the Fuorisalone, at the Paper&People shop in Milan. The exhibition consisted of a selection of self-produced editorial projects, which were the results of a Visual communication workshop at the Faculty of Design and Arts of the Free University of Bolzano, held during the summer semester a.y. 2010/2011.

1.3 Final degree projects

From the first graduation session of the academic year 2015/2016 to the second graduation session of the academic year 2016/2017, I attended all graduation sessions as a member of the degree board. In that period I tutored 26 theses as first supervisor and 3 theses as second supervisor:

Sessione 15.1

Corinna Canali; Lorenzo Greco; Gaia Inserviente (correlatore); Anna Leoni; Roberta Leoni; Patrizia Levi; Laura Righi; Sandra Sordini; Elisa Spigai; Sabrina Vegetti (correlatore);

Sessione 15.2

Eleonora Marzadro; Eszter Zetelaki;

Sessione 16.1

Elena Caricasole; Anna Damoli; Nicolò De Biasio; Veronica Martini; Giacomo Pellegrini

Sessione 16.2

Enrico Battaglia; Giulia Faccin; Federica Gasperat Tobias Marmsoler ; Chiara Rovescala

Sessione 16.3

Rosanna Cianniello; Camilla Valli

Sessione 17.1

Federica Cologna; Anna Oberthaler; Laura Simonati;

Sessione 17.3

Thomas Oczoli (correlatore); Julia LuiseWittmann;

1.4 Academic Responsibility

Internal appointments to faculty and university boards

During this period I was a member of the examination board for the following courses:

Committee notice of candidate selection

04.06.15, Call for selection WUP-VK “Comunicazione visiva all’interno del progetto warm-up”,

11.12.15, Call for selection PROJ VK “Visual communication for the project”

12.01.16, Call for selection PROJ VK “Visual communication for the project”, 1° session

26.01.16, Call for selection PROJ VK “Visual communication for the project”, 2° session

07.06.16, Call for selection BAD-1 “Methods and techniques of representation”, 1° session

07.06.16, Call for selection BAR-1 “Methods and techniques of representation 1”, 1° session

21.06.16, Call for selection BAD-1 “Methods and techniques of representation”, 2° session

21.06.16, Call for selection BAR-1 “Methods and techniques of representation 1”, 2° session

21.06.16, Call for selection BADA-7 “Italian specialised for Design 1”

21.06.16, Call for selection BADA-8 “Italian specialised for Design 2”

13.07.16, Call for selection BAD-4 “Theory and practice of technological image: video”, 1° session

13.07.16, Call for selection BAD-3 “Theory and practice of technological image: commercial photography”, 1° session

25.08.16, Call for selection BAD-4 “Theory and practice of technological image: video”, 2° session
 25.08.16 Call for selection BAD-3 “Theory and practice of technological image: commercial photography”, 2° session
 12.07.16, Call for selection BAD-pVK “Visual communication for the project”, 1° session
 26.08.16, Call for selection BAD-pVK “Visual communication for the project”, 2° session
 14.06.17, Call for selection BAD-1 “Methods and techniques of representation (conceptual rendering)”, 1° session
 19.06.17, Call for selection BAD-1 “Methods and techniques of representation (conceptual rendering)”, 2° session
 14.06.17, Call for selection BADA-6a “Typography and Graphics”, 1° session
 14.06.17, Call for selection BADA-6b “Typography and Graphics”, 1° session
 28.06.17 - Call for selection BADA-6a “Typography and Graphics”, 2° session
 28.06.17, Call for selection BADA-6b “Typography and Graphics”, 2° session
 27.06.17, Call for selection BAR-2 “Methods and techniques of representation 2”, 1° session
 12.07.17, Call for selection BAR-2 “Methods and techniques of representation 2”, 2° session
 28.06.17, Call for selection BAD-pB2 “Interactive & Motion Graphics (semester I)”, 1° session
 28.06.17, Call for selection BAD-pB2 bis “Interactive & Motion Graphics (semester II)”, 1° session
 21.07.17, Call for selection BAD-pB2 “Interactive & Motion Graphics (semester I)”, 2° session
 21.07.17, Call for selection BAD-pB2 “Interactive & Motion Graphics (semester II)”, 2° session
 28.06.17, Call for selection BAD-pC2 “Graphic Design (semester II)”, 1° session
 21.07.17, Call for selection BAD-pC2 “Graphic Design (semester II)”, 2° session
 20.09.17, Call for selection BAD-pB2 “Interactive & Motion Graphics (semester I+II)”

1.5. Faculty positions

In the period in question I carried out the following institutional activities on behalf of the Faculty:

Member of the Faculty’s Council (since 2011)

Coordinator of the programme of the international conferences “Werkstattgespräche” (since 2011)

Member of the didactic joint committee (2013/2014)

Member of the committee for the admission at the Bachelor in Design (Admission Workshop) (2015/2017)

Member of the committee for the videos’ selection of future candidates for the Admission Workshop (2016/2017)

1.6 University’s positions

In the period in question he carried out the following institutional activities on behalf of the University:

Team coordinator for the image, visual communication and set-ups design of LUNA/Lunga notte della Ricerca (2012, 2014, 2016 editions)

Project’s team coordinator for the image and communication of “Tienimi...une lass mich gehen”, Convention Crais 2014

Project for the graphic image and communication of the research portal BORIS

Design’s team coordinator of the new signage for the Free University of Bolzano (2014)

Team coordinator for designing the new corporate image of the Free University of Bolzano (2013/2014)

Project for the communication campaign (new enrollments) of the Free University of Bolzano (2012)

2. Conferences and seminars

2.1 Conferences and seminars organization

11.2016, **Learning From November. A series of conference about teaching (and) design**

Faculty of Design and Arts at the Free University of Bozen-Bolzano

Organization and management of a series of conferences on the theme of design education.

Speakers included Jan and Radoald (08.11.2016.), Jan Boelen (14.11.2016) Annelys De Vet (21.11.2016) Nina Paim (28.11.2016).

11/12.2018, **Learning From November, 2. A series of conferences about teaching (and) design**

Faculty of Design and Arts at the Free University of Bozen-Bolzano

Organization and management of a series of conferences dedicated to the theme of design education. Speakers included Alexis Georgeopoulos (19.11.2018.), Jacob Lindgreen (26.11.2018), Riccardo Blumer (3.12.2018), Elliot Earls (4.12.2018), James Langdon (10.10.2018).

20/22.09.2012, **Unibz Design Festival 2012, Learning**

Ideation, organisation and curation. In the year marking its 10th anniversary, the Faculty of Design and Art at the Free University of Bozen-Bolzano launched the first edition of Unibz Design Festival. The festival was developed into a three-day event, including workshops and a concluding conference, addressing design students, young designers and everybody interested in contemporary culture. Daniel Eatock, Formafantasma, Rob Giampietro, Cynthia Hathaway, Metahaven, mischer'traxler

2011/2017, **Werkstattgespräche (Workshop Talks)**, Coordinator of the programme of the international conference; among others, also Oliviero Toscani, Jorge Frascara, Mario Piazza, Formes Vives, Leonardo Sonnoli, Jurgen Bey, Riccardo Blumer, Erik Kessels (Kesselskramer), El Ultimo Grito, Forma Fantasma. were invited to participate.

2. 2 Conferences and seminars participation.

12.10.2018, **Imago, una rivista tra creatività e industria.** / Imago, a magazine between creativity and industry. Torino Graphic Days. Visual Design festival.

Attendance by invitation to the conference, Turin, 2018

01.06.2018, **Designing Civic Consciousness, Comparing Projects and Experiences**

University of the Republic of San Marino

Attendance by invitation to the conference, San Marino, 2018

17.04.2018, **Grafica Italiana 6. Reviste. / Italian Graphic Design 6. Magazines (ENGLAND)**

Italian Cultural Institute London, Giorgio Camuffo and Adrian Shaughnessy.

“Grafica Italiana” is a series of six lectures on graphic design and visual communication in Italy in the 20th century. Six chapters of a hypothetical history of contemporary Italian graphic design, freely selected, to understand how graphic designers have intervened in the events of the country, helping to give shape and identity to its social, economic and cultural reality. In the sixth lecture of the series, Giorgio Camuffo and Adrian Shaughnessy discussed the graphics of the magazines.

01.03.2018, **Displacement 2, (USA)**

Italian Design Day/Ambassador of Italian Design

Attendance by invitation, Miami, Florida USA, 2018

2017, **Bodoni, Vita del Cavaliere Giambattista Bodoni tipografo italiano** / Bodoni, Life of the

cavalier Giambattista Bodoni, Italian typographer

On the occasion of the presentation of the book “Bodoni, Life of the Cavalier Giambattista Bodoni, Italian typographer” Giorgio Camuffo is invited to introduce the book.

2.02.2017 “**Bodoni, an illustrated life**” Bodoni Museum, Palatine Library, Palazzo della Pilotta, Parma

16.03.2017 “**Homage to Bodoni**”, Tipoteca, Press Museum, Cornuda, Treviso

27>28.11.2017, **Immagini?** / Can you imagine?

International and Interdisciplinary Conference/Keynote Speaker

Camuffo through the looking glass

Attendance by invitation, Bressanone, 2017

9>11.11.2017, **Fare e disfare: l’eredità pedagogica di Alberto Manzi (Convegno Nazionale)**

/ Doing and undoing: the pedagogical heritage of Alberto Manzi (National Conference)

Educating with/through design

Attendance by invitation

Emilia Romagna Region, Centro Studi Alberto Manzi, Bologna, 2017

17.10.2017, **Artificare. Presentazione progetti Art&Business.**

/ Artificing. Presentation of Art&Business projects.

Attendance by invitation

Università di Ca Foscari e Università Iuav, Venezia, 2017

18.10.2017, **in conversation with Maira Kalman**

Attendance by invitation, Wake Forest University, Venezia, 2017

13.10.2017, **Dicono dell’arte** / They say about art

Attendance by invitation, Isola di San Servolo, Venezia, 2017

01.06.2017, “**Il designer del territorio**” **Conferenza su invito** / “The designer of the territory”

Conference by invitation

Politecnico di Milano/Polidesign

Conference by invitation in the program organized by Politecnico di Milano in preparation of the first level master “The curator of the territory”.

2.03.2017, **Italian Design Day/Ambasciatore del Design Italiano** / Ambassador of Italian Design, (ESTONIA)

Attendance by invitation , Tallinn, Estonia, 2017

3.11.2016, **Turin Graphic Days. Visual Design Festival.**

Attendance by invitation to the conference , Torino, 2016

15.06.2016, **La valigia intergenerazionale. Un viaggio nel design tra generazioni nei luoghi del progetto** / The intergenerational suitcase. A journey into design between generations in the places of the project.

Attendance by invitation to the conference, Università Milano-Bicocca, Milano, 2016

13.05.2016, **NewDesignBook Progettare un libro. Un libro per il progetto** / **NewDesignBook Designing a book. A book for the project**

Attendance by invitation to the conference, Salone del Libro, Torino 2016

26.02.2016, “**I modelli della grafica**” **Fare ricerca in design** / “**Graphic Models**” **Doing Design Research**

Invited as a speaker to the national forum on professorW-led design research

8.05.2015, **Graphisme dans l'exposition, (FRANCE)**

Invited as a conference speaker

Étienne Hervy, Annelys de Vet, Giorgio Camuffo, Emily King.
Chaumont

06.06.2014, **"The School of tomorrow"** Speech by invitation

Iuav Venezia/Swiss Pavilion Venice Biennale

Conference by invitation in the programme "The School of tomorrow" organized by H.U.Obrist during the Architecture Biennale 2014, whose theme was the education of young architects and the school's role.

05.06.2014, **Biblioteche e libri d'artista per bambini – Convegno**, Merano - Speech by invitation

Lecturer by invitation at the international convention ÓPLA – Biblioteche e libri d'artista per bambini, Merano (Bz), dedicated to the different aspects of the artist's book for children, from its conservation and cataloguing to its use with children.

13.09.2013, **Vintage**, Padova - Talk by invitation

Talk (by invitation) with Oliviero Toscani, in occasion of the Vintage Festival, a festival about the image culture and about the vintage-style's research, Padova (<http://www.vintagefestival.org/2013/oliviero-toscani-giorgio-camuffo>).

10.04.2013, **Reinventing the School**, Milano - Talk by invitation

Talk (by invitation) with Alessandro Guerriero, inside the Re-inventing School from A to Z33, a platform for reflection with theorists and designers organized by the magazine Abitare in occasion with Salone del Mobile 2013, Milano.

24.02.2012, **Posterheroes**, Torino - Speech by invitation

Lecturer by invitation to the conference "Serve essere eroi?" organized in occasion with the Posterheroes / Social communication 50x70 poster's contest edition, curated by the cultural no-profit association plug:creativity, Torino.

26.05.2011, **What Design Can Do**, Amsterdam - Speech by invitation (**HOLAND**)

Lecturer by invitation to the first edition of the international conference "What Design Can Do", and talk to the panel with Deyan Sudjic and Daniel Eatock, Amsterdam, 26th-27th of may.

3. Exhibitions

Personal exhibitions, curatorship and organization

3.1 Personal exhibitions

2018, **Achille Castiglioni/Visionario (SWITZERLAND)**

Max Museo, Chiasso May 25, 2018

Partecipazione su invito. Ico Migliore, Mara Servetto and Italo Lupi curated and designed "Achille Castiglioni Visionario" exhibition, in partnership for the curatorship with Nicoletta Ossanna Cavadini. Giorgio Camuffo was called upon to design a poster celebrating 100 years of Achille Castiglioni: the final poster was then shown during the exhibition dedicated to the great Milanese designer.

1.04.2017/18.02.2018 **The monsters**

"Giro Giro Tondo, Design for children"

In the halls at the 10th Edition of the Museo della Triennale, Triennale di Milano, Giorgio Camuffo exhibited a series of illustrations of the "monsters" designed for the first edition of the

Childrens' Biennale in Venice.

27.5/14.6.2015 **Pièces à conviction (FRANCE)**

Chaumont Design Graphic/Exhibition

Invitation to participate in the exhibition.

Other designers invited, Maureen Mooren/Holland, Ludovic Balland/Switzerland, Giorgio Camuffo/ Italy, Christophe Gaudard /France, Jan en Randoald/Belgium.

3.2 Curatorship and organization

2016, **White Flag, Utopia as Surrender and Offering (UNITED KINGDOM)**

Somerset House, London - Curation of the exhibition and catalogue

The curator, with Silvana Annichiarico, of the exhibition White Flag, Utopia as Surrender and Offering Italian Pavilion at the first biennial of design in London.

Works by Antonio Aricò; Associato Misto; Marco Campardo and Lorenzo Mason; Cristina Celestino; Matteo Cibic; CTRLZAK Studio; Francesco D'Abbraccio (Studio Frames); Folder; Alessandro Gnocchi; Francesca Lanzavecchia (Lanzavecchia + Wai); Lucia Massari; Giacomo Moor; Eugenia Morpurgo; Rio Grande (Lorenzo Cianchi, Natascia Fenoglio, Francesco Valtolina); Sovrappensiero Design Studio; Alessandro Stabile; Studio Gionata Gatto; Studio Zanellato/Bortotto; Gio Tiroto; 4P1B Design Studio.

2017, **White Flag, Utopia as Surrender and Offering**, Triennale di Milano, Milan
16.6>27.8.2017

2016, **Formes de l’Affiche, Manifesti da Chaumont** - Curatela mostra e catalogo

Curator, with Eric Aubert, of the exhibition at the Galleria Bevilacqua La Masa (May/September 2016) exhibiting a selection of posters produced by international artists and designers for the Chaumont Graphic Documentation Centre.

2.04>5.06.2016 **Redesign Your School**
Show within the program

4. Memberships

Participation as a jury member

4.1 National and International juries

2.04>5.6.2016, **Redesign your school**

Triennale di Milano

Giuria: Silvana Annichiarico, Riccardo Blumer, Giorgio Camuffo, Franca Zuccoli

06.01.2016, **le Signe**, National Graphic Design Center in Chaumont (FRANCE)

Biennial of Graphic Design | International competition International competition 2015

Jury members : Maureen Mooren, Netherlands, president ; Ludovic Balland, Switzerland ; Giorgio Camuffo, Italy ; Christophe Gaudard, France ; Jan en Randoald, Belgium.

2016, **Societies on the Move**

The Institution Bevilacqua La Masa and Favini announce the International Competition of Illustration and Social Graphics.

Members of the jury: Giorgio Camuffo, Cedar Lewisohn, Riccardo Falcinelli, Steven Guarnaccia,

hamelin Cultural Association.

2012, **Panorama** Le Signe National graphic design center in Chaumont (FRANCE)

Selected for the Mediterranean area for the exhibition “Panorama” as part of the XXIV edition of the Festival international de l’affiche et du graphisme in Chaumont. In 2012, the Chaumont Graphic Design Biennial decided to resume the competition on posters and to conclude it with an overview of graphic works of another kind, selected by a group of international experts. Each of these experts chose a dozen projects for the quality of their design, originality and relevance for the public and for professionals who visit the Festival.

Selectors: Andrew Blauvelt, Max Bruinsma, Na Kim, John Morgan, Giorgio Camuffo, From-To.

5. Participation in scientific committees or academic councils

5.1 Member of the Scientific Committee

2018

Le Signe, centre national du graphisme à Chaumont (FRANCE)

Member of the Scientific Committee

Anne-Marie Sauvage; Annick Lantenois; Anthony Masure; Barbara Dennys; Carolien Glazenburg; Catherine De Smet; Christian Debize; Florence De Mecquenem; Jérôme Knebusch; Martin Malte; Pierre-Yves Cachard; Thomas Huot-Marchand; Tony Côme; Valérie Tesnière; Marrier Véronique; Vivien Philizot; Amélie Gastaut; Michel Wlassikoff; Diego Zaccaria; Goyet Adeline; Vincent Perrottet; Giorgio Camuffo; François Caspar

2018

Sid, Società Italiana del design/ Italian Design Society

Socio ordinario, Ordinary Member

2017

Immagini? Immagine e immaginazione tra rappresentazione, comunicazione, pedagogia e psicologia / Can you imagine? Image and imagination between representation, communication, pedagogy and psychology

International and Interdisciplinary Conference

Member of the Scientific Committee

2016

XXIT Triennale di Milano Design after Design.

Member of the Scientific Committee and Art Director of XXIT Triennale

2011/2018 **Ateneo Veneto, Venice**

Member of the Academic council

6. Awards and Acknowledgements

11.2018, **Abilitazione Prima Fascia Settore concorsuale 08/C1,**

Design e progettazione tecnologica dell’architettura

10.10. 2017, **ADI Design Index**

Bodoni (edizioni Corraini) Selected for publication in the ADI Design Index 2017

02.2017, **Ambasciatore del Design Italiano** / Italian Design Ambassador

Appointment of the Ministry of Foreign Affairs, Rome

13/06/2016, **Come on Kids! un modello per la “terza missione”**

/ Come on Kids! a model for the “third mission”

On November 13, 2016, the initiative “Come on Kids!” -- launched by Giorgio Camuffo and subsequently developed in the framework of EDDDES -- was recognized as an exemplary project with regard to the activities of the “Third Mission”.

7. Research activity

7.1 Academic research activity

Within the relevant three-year period I launched three research projects, among which one is interfaculty and of which I am the coordinator, and for all of which I carry out research activity:

15.04.2014>14.04.2016, Sassi (24 months)

“Gianni Sassi designer produttore e imprenditore ante litteram”

“Gianni Sassi designer producer and entrepreneur ahead of his time”

Coordination and research

Internal research project (Faculty of Design and Arts of the Free University of Bolzano) (Projects from June 2011). The main purpose of this research project is bridging the gap in an in-depth study about Gianni Sassi's life and work, contextualizing it within the design, artistic and communication culture in Italy between the 1960s and the 1990s, and re-reading it from the perspective of the contemporary debate about the designer as entrepreneur and producer. These concepts, recently introduced and discussed in the context of graphic design, stimulate us to rethink the past and investigate the history of graphic design and visual communication. The aim is, indeed, that of adding figures and experiences which have been ignored by mainstream historiography, being apparently external or atypical with regard to the statement and institutionalization of the profession of the graphic designer. In other words, they were disregarded because they placed themselves at the borders between different practices, fields and disciplines. One of the figures who deserves to be analyzed and whose work merits being shown is Gianni Sassi (1938-1993). With his numerous endeavours at the intersection between different sectors, in particular in Milan between the 1960s and 1980s, Sassi anticipated, interpreted and synthesized ways of working that are, from cultural point of view of design, still present today. An art director, advertiser, record producer, editor, author, promoter and cultural organizer, Sassi worked with curiosity, passion and intelligence in different fields – from art to industry, from theatre to music, from poetry to culinary art. Over the course of his career, he consistently collaborated with various artists, authors, intellectuals and musicians, such as Umberto Eco, Omar Calabrese, Nanni Balestrini, Gianni-Emilio Simonetti, Daniela Palazzoli and Demetrio Stratos. Sassi's main activities are renowned, but after thirty years from his career's peak, there exists no exhaustive and in-depth research into his work. This research project aims at filling that gap, at studying, at carefully documenting and exploring Sassi's eclectic work, by placing it in the collaboration network that supported him and in the cultural context in which he operated; eventually connecting it critically to the contemporaneous cultural debate about visual communication design. In the framework of this project, I am currently conducting a historical and documentary research together with a series of interviews with figures who were in

contact with Sassi.

16.01.2014>15.01.2017, Eddes (36 months)

“Educare attraverso/con il design: stimolare l'apprendimento creativo in contesti museali e scolastici” - “Educating through/with design: stimulating creative learning in museum and scholastic contexts”

Coordination and research

Interfaculty research project (Faculty of Design and Arts and Faculty of Education of the Free University of Bolzano) financed by the Research Committee of the Free University of Bolzano, approved with international peer review (Announcement CR 2013). EDDES aims at developing a theoretical and operative framework for collaboration between designers, pedagogues and educators, with the purpose of experimenting, documenting, evaluating and, finally, implementing the contribution of design – considered as objects, spaces and designed activities, but also as language, process and approach – in order to improve the creative learning and imagination of children (6-13) in formal and informal multicultural educational contexts such as schools and museums. EDDES is based on a series of experiences and studies already developed at the faculties of Design and Arts and of Education of the Free University of Bolzano; it is developed by an interdisciplinary research group, regulated by the Faculty of Design and Arts and the Faculty of Education of the Free University of Bolzano, and avails itself of the collaboration of an important group of external partners, including primary schools and international museums (among which Triennale Design Museum, Milano; Mart, Rovereto; Museion, Bolzano, Fondazione Querini Stampalia, Venezia; Palazzo Grassi, Venezia). The research group's work provides, together with the study of available literature and of relevant cases, for the organization and implementation of a series of activities that include the participation of designers, educators and pedagogues with the involvement of the partner institutions. Among the active projects entailed in EDDES' framework, it is included a new edition of “Come on Kids”, a programme of graphic and design workshops dedicated to children that took place with two events in Bolzano and Venice in autumn 2014. These appointments served as an occasion, for the research group, for observing and analyzing the relation between designers, process and children. In that context a conference (Venice, 7.11.2014) on the theme “The children's book as learning instrument” was also organized, of which I was the moderator, and that saw the participation of national experts in children's book publishing sector (Guido Scarabottolo, Marta Sironi, Giulia Mirandola, Giovanna Zoboli).
<http://eddes.unibz.it>

7.2 Personal Research Projects

Designer and picture book

Study, research and documentation of illustrated books for children created by designers.

Imago 1962-1972

Study, research and documentation of the magazine “Imago” directed and published by Michele Provinciali from 1962 to 1972

8. Publications

8.1 Monographs and scientific papers

2018, Monographs and scientific papers

Giorgio Camuffo “**Imago, una rivista tra sperimentazione e industria**” lineadacqua edition, ISBN 9788895598888

2017/2018, Monographs and scientific papers

Giorgio Camuffo “**Bodoni**” Edizioni Corraini, Mantova, 2017
ISBN 978-887-570-623-4

8.2 Curated publications

2016, Curated publications

Giorgio Camuffo, Maddalena Dalla Mura “**Design ed educazione, Questioni ed esperienze**” Series of formative processes and educational sciences, Section “Educative environments” Guerrini Associati, 2016 ISBN: 9788862506632

2016, Curated publications

Eric Aubert, GiorgWio Camuffo, “**Formes de l’Affiche, Manifesti da/Posters from/Affiches de Chaumont**” Exhibition catalogue “Formes de l’Affiche, Manifesti da/Poster from/Affiches de Chaumont”, Bruno, Venezia, 2016
ISBN 978-88-99058-10-4

2014, Curated publications

(peer-reviewed): Camuffo Giorgio, Dalla Mura Maddalena, with Mattozzi Alvise (a cura di). **About Learning and Design**. Bolzano: bu,press, 2014 (ISBN 978-88-6046-067-7). The volume includes contributions from Giovanni Anceschi, Marco Balestros, Jurgen Bey, Bettina Böhm, Brave New Alps, Giulia Ciliberto, Emanuela De Cecco, Melissa Destino, Elliott Earls, Daniel Eatock, El Ultimo Grito, Riccardo Falcinelli, Stefano Faoro, Formafantasma, Jorge Frascara, Rob Giampietro, Roberto Gigliotti, Caterina Giuliani, Cynthia Hathaway, Hans Leo Höger, Silvio Lorusso, Victor Margolin, mischer’traxler, Eugenia Morpurgo, Flávia Müller Medeiros, Silvia Neretti, Jonathan Pierini, Michela Povoleri, Kuno Prey, Catharine Rossi, Simone Simonelli, Philip Tabor, Oliviero Toscani, Unità di Crisi, Roberto Verganti, Alex Wilkie, Giorgia Zanellato

2013, Curated publications

(peer-reviewed): Camuffo Giorgio and Dalla Mura Maddalena (edited by). **Graphic Design, Exhibiting, Curating**. Bolzano: bu, press, 2013 (ISBN: 978-88-6046-062-2). The volume includes contributions from: Prem Krishnamurthy, Jon Sueda, Charlotte Cheetham, Brave New Alps, Lungomare, Mieke Gerritzen

201, Curated publications

Camuffo Giorgio, Piazza Mario and Vinti Carlo (edited by), **TDM5: Grafica Italiana (TDM5: Italian Graphic Design)**. Mantova: Corraini, 2012 (ISBN: 978-88-7570-347-9). The volume includes contributions from: Giovanni Anceschi, Richard Hollis, Mauro Chiabrandò, Luciano Perondi, Maurizio Spatola, Maddalena Dalla Mura, Leonardo Sonnoli, Andrea Rauch, Gabriele Oropallo

2011, Curated publications

Camuffo Giorgio and Dalla Mura Maddalena (edited by). **Graphic Design Worlds / Words**. Italian edition. Milan: Electa, 2011 (ISBN: 9788837078515). The volume includes contributions and interventions by: Giovanni Anceschi, Max Bruinsma, Steven Heller, Andrew Blauvelt, Ellen Lupton, Mario Lupano, Alice Twemlow, Charlotte Cheetham, Emily King, Silvia Sfigliotti, Carlo

Vinti, Benedetta Crippa, Abake, Anthony Burrill, De Designpolitie, Dexter Sinister, Elliott Earls, Daniel Eatock, Experimental Jetset, Fuel, Mieke Gerritzen, Manuel Joseph, Erik Kessels, Na Kim, MM, Kasia Korczak, Zak Kyes, Harmen Liemburg, Geoff McFetridge, Metahaven, Norm, Radim Pesko, Mathias Schweizer, Thonik, Sergio Polano

8.3 Contribution to publications (chapter or essay)

2017/2018, Contribution to publication (chapter)

Giorgio Camuffo, **“Il piccolo grafico/the little graphic designer”**.

In: Exhibition catalogue of Giro Giro Tondo, Design for children (2017)

Page 300>303 ELECTA, ISBN: 978 88 1399 2 2017

2017, Contribution to publication (Interview)

“The hundred meters” Interview with Leonardo Sonnoli by Giorgio Camuffo

In: Formes de l’Affiche, Manifesti da/Poster from/Affiches de Chaumont”

Pag. XVII>XXIV

Exhibition catalogue “Formes de l’Affiche, Manifesti da/Poster from/Affiches de Chaumont”,

Bruno, Venezia, 2016

ISBN 978-88-99058-10-4

2016, Contribution to magazine (Interview)

Vonnegut-Chermayeff. Conversazione tra Giorgio Camuffo e Anna Castagnoli

year 1/ number 4 December 2016 ISSN: 2499-2348

2016, Contribution to publication (chapter)

Camuffo Giorgio, **“Pensare al futuro”**

In: “Design X, Dieci anni di design a San Marino con uno sguardo ai prossimi cento”. Macerata:

Quodlibet, 2016 pp. 230-241

ISBN 978-88-229-0008-1

2016, Contribution to publication (chapter)

Camuffo Giorgio, **“Università e libro d’artista (di design) per bambini”**,

In: Libraries and artist’s books for children. Milano: Corraini Edizioni, 2016 pp. 94-105

ISBN 9788875705831

2016, Contribution to publication (chapter)

Camuffo Giorgio, **“A Hundred and Fifty Question (Plus One) about the Future of Design”**

In: “21st Century. Design After Design”. Paris, BIE, Bureau International des Expositions, 2016

pp. 121-127

ISBN 978-2-9558188-0-0

2016, Contribution to publication (chapter)

Giorgio Camuffo, **“Imagining History”**

In: Antonino Benincasa, Giorgio Camuffo, Maddalena Dalla Mura, Christian Upmeier, Carlo

Vinti (eds.), “Graphic Design: History and Practice”, proceedings of the conference, Bolzano:

bu,press, 2016, pp. 181-188

2014, Contribution to publication

Camuffo Giorgio **“A proposito della critica del design critico”**. In: La critica oggi. Gangemi

Editore, Rome, 2014, p. 59-60 (ISBN: 978-88-492-2856-4)

2013, Contribution to publication (peer-reviewed)

Camuffo Giorgio and Dalla Mura Maddalena. **“Graphic Design, Exhibiting, Curating: Keeping**

Track of a Shifting Relationship”. In: Graphic Design, Exhibiting, Curating. Bolzano: bu, press,

2013, p. 8-35 (ISBN: 978-88-6046-062-2)

2012, Contribution to publication (chapter)

Camuffo Giorgio. “Cultura e politica / Culture and politics”. In Giorgio Camuffo, Mario Piazza and Carlo Vinti (edited by), **TDM5: Grafica Italiana**. Mantova: Corraini, 2012, p. 181-182 (ISBN: 978-88-7570-347-9)

2012, Contribution to publication (chapter)

Camuffo Giorgio. “**Gianni Sassi, designer intraprendente** / Gianni Sassi, enterprising designer”. In Giorgio Camuffo, Mario Piazza and Carlo Vinti (a cura di), **TDM5: Grafica Italiana**. Mantova: Corraini, 2012, p. 174-175 (ISBN: 978-88-7570-347-9)

2012, Contribution to publication (chapter)

Camuffo Giorgio. “**Riviste, fra professione e sperimentazione** / Magazines, between profession(alism) and experimentation”. In Giorgio Camuffo, Mario Piazza and Carlo Vinti (edited by), **TDM5: Grafica Italiana**. Mantova: Corraini, 2012, p. 115-116 (ISBN: 978-88-7570-347-9)

2012, Contribution to publication (chapter)

Camuffo Giorgio. “**Fiorucci il lato soft dell’identità visiva** / Fiorucci the soft side of visual identity”. In Giorgio Camuffo, Mario Piazza and Carlo Vinti (edited by), **TDM5: Grafica Italiana**. Mantova: Corraini, 2012, p. 308 (ISBN: 978-88-7570-347-9)

2012, Contribution to publication (chapter)

Camuffo Giorgio, Piazza Mario and Vinti Carlo. “**TDM5: Un museo per una storia ancora da scrivere** / **TDM5: A museum for a story yet to be written**”. In Giorgio Camuffo, Mario Piazza a Carlo Vinti (edited by), **TDM5: Grafica Italiana**. Mantova: Corraini, 2012, p. 18-29 (ISBN: 978-88-7570-347-9)

8.4 Articles in class A journals

2013, Journal article

Camuffo Giorgio. “**Grafica da collezione** / Collecting Graphic Design”. In Progetto Grafico, n.s., n. 24, 2013, p. 106-120 (ISSN: 1824-1301)

2013, Journal article

Camuffo Giorgio. “**Back to student** / on design and schools in Italy”. In *Abitare* n.s., n. 529, 2013, Special insert (ISSN: 0000)

9. Extra-academic activities

1.04.2017/18.02.2018 “**Giro Giro Tondo, Design for children**”

X edizione del Museo della Triennale, Triennale di Milano

Graphic design of the catalogue and exhibition