

University Academic Curriculum Vitae

Personal information

Name: Michele Galluzzo

Education since leaving school

- ! 2009 – Bachelor degree: Communication Sciences (Università del Salento, Lecce – Italy), 105/110.
- ! 2012 – Post-graduate course: Advanced Type Design (Cfp Bauer, Milan – Italy).
- ! 2013 – Master degree: Communication, Design and Publishing (ISIA, Urbino – Italy), 110/110 L.
- ! 2018 – PhD: Design Sciences (IUAV, Venice – Italy)
Research title: “Are graphic designers still lead players? Advertising in Italy 1965-1985” – Supervisor: Carlo Vinti.

Professional experience

From – to	Job title	Employer	Responsibilities
April 2019	Graphic designer	Corraini Edizioni, Mantua – Italy	Graphic designer (visual identity, book design, exhibition design) and curator of the exhibition “Pre design 1969”, at Corraini in Piccolo, Milan – Italy
2016 – 2019	Graphic designer	Interband, Milan – Italy	Graphic designer freelance for Interband Milan brand agency, taking part to several project including Juventus FC and PokerStars rebranding.
10 October 2018	Workshop leader, lecturer	Apple Store, Milan – Italy	Workshop and lectur entitled “Workshop A is for Apple, B is for Brushes, C is for Custom”
2016 – 2018	Graphic designer	CP Company – Italy	Graphic designer freelance for CP Company fashion brand, designing several apparel graphic layouts
2015 – 2016	Art director, graphic designer	AIAP, Milan – Italy	Graphic designer (visual identity, book design, exhibition design) and co-curator (with Lorenzo Grazzani and Francesco E. Guida) of the “AIAP CDPG Folders” series and of “AIAP 70x70” exhibition.
2015	Graphic designer, curatore	Archivio Progetti IUAV – Venezia	Graphic designer (with Elisa Pasqual) of the exhibitions curated at the Archivio Progetti IUAV in Venice.
2014 – 2015	Graphic designer	Fondazione Museo Storico del Trentino, Trento – Italy	Graphic designer (with Ilaria Roglieri) of the exhibition “L'Europa in Guerra: Tracced el secolo breve” (visual identity, book design, exhibition design), curated by Piero Del Giudice at Castello del Buonconsiglio, Trento – Italy
2014	Art director, graphic designer	Orchestra del Teatro Olimpico, Vicenza – Italy	Graphic designer (with Elena Meneghini and Iliaria Roglieri) of the OTO Orchestra visual identity redesign (logo, website, publications, posters, ecc.)
2013	Graphic designer	Fondazione Piero Portaluppi, Milan – Italy	Graphic designer (with Alessio D'Ellena) of the exhibition “Tra le due guerre: Gli architetti di Ghitta Carell” (visual identity, book design, exhibition design), curated by Roberto Dulio at Fondazione Piero Portaluppi, Milan – Italy
2013	Graphic designer, Illustrator	Cooperativa 19, Bolzano / Bozen – Italy	Design (with Claudia Polizzi) of the poster series “Step by Step”, 21 posters to support the candidacy of Bolzano – together with Venice and Italian North-east –, as European Capital of Culture 2019.
2010 – 2011	Graphic designer	Einaudi ragazzi – Emme Edizioni – Edizioni EL, Trieste – Italy	Graphic designer for Einaudi ragazzi – Emme – EL publishers.

2010 – 2011	Graphic designer	Elefant Records, Madrid – Spain	Graphic designer for Elefant Records music label.
2007 – 2008	Art director junior	Farm, Lecce – Italy	Art director junior for Farm, communication agency based in Lecce, Italy.

Participation in exhibitions or prizes

- ! Exhibition: Parcodiyellowstone (edited by). “Cellophane: A reference archive”, Belli Gallery, Milan – Italy March 2018.
- ! Exhibition: Erik Brandt (edited by). “Ficciones Tipografika”, Minneapolis – Minnesota – USA, 2017.
- ! Exhibition: Dondina Francesco (edited by). “Signs: Grafica italiana contemporanea”, Base, Milan – Italy, 2016.
- ! Exhibition: Aa.Vv. “TDM10 Girogirotondo: Design for children”, Triennale, Milan – Italy 2016.
- ! Exhibition: Ferrara Cinzia, Nannini Monica with Palladino Carla (edited by). “Millennials: La nuova scena della grafica italiana”, AIAP Design Per – Fabbrica del Vapore, Milan – Italy 2015.
- ! Prize: “Targa Giovani – ADI Design Index”, 2014.
- ! Prize: “Ilustrarte 14 – Bienal Internacional de Ilustração para a Infância”, Lisboa – Portugal 2014.
- ! Exhibition: Olocco Riccardo, Pierini Jonathan (edited by), “Parmigiano: Typographic system”, ATypI 2013, UvA Special Collection, Amsterdam – Netherlands 2013.
- ! Exhibition: Aa. Vv. “Fahrenheit 39: Festival of book and publishing”, Ravenna – Italy 2010 – 2016.

Exhibitions curated

- ! Galluzzo Michele (edited by). “Pre design 1969: Le ricerche sul laminato plastico del gruppo Exhibition Design”, Corraini in Piccolo, Milan – Italy 9 April – 16 June 2019.
- ! *Galluzzo Michele*, Valerio Nicoletti (edited by). “Sampling Marcello D’Andrea: Progetti dall’archivio del grafico leccese”, Manifatture Knos, Lecce – Italy 3 – 10 September 2016.
- ! Galluzzo Michele, Grazzani Lorenzo, Guida Francesco E. (edited by). “AIAP CDPG Folders”, Galleria AIAP, Milan – Italy February 2015 – June 2016.
- ! Galluzzo Michele (edited by). “Diego Birelli graphic designer”, Archivio Progetti IUAV, Venice – Italy 21 May – 12 June 2015.

Experience in academic teaching

From – to	Job title	Name of academic Institution	Academic level	Responsibilities
March 2019	Adjunct professor	ACCA Academy, Jesi – Italy	Bachelor	Professor of “History of typography and graphic design”, within the Graphic Design bachelor
February 2019	Workshop leader, lecturer	SRISA International School of Art, Florence – Italy	Bachelor	Workshop “The logo Out of the studio” within the Graphic Design course
December 2018 – February 2019	Adjunct professor	IED, Turin – Italy	Bachelor	Professor of “History and criticism of graphic design” and “Brand identity research”, within the Graphic Design bachelor
October 2018 –	Adjunct professor	NABA, Milan – Italy	Bachelor	Professor of “Graphic and digital

February 2019				communication", within the Interior Design bachelor
May 2018	Adjunct professor	ACCA Academy, Jesi – Italy	Bachelor	Professor of "History of typography and graphic design", within the Graphic Design bachelor
March 2017	Adjunct professor	CFP Bauer, Milan – Italy	/	Professor (with Silvio Lorusso) of "Research and criticism of graphic design" within the Graphic Design course
May 2016 – June 2016	Adjunct professor	CFP Bauer, Milan – Italy	/	Professor (with Silvio Lorusso) of "Synthesis Lab" within the Graphic Design course
October 2013 – December 2014	Teaching assistant	Politecnico di Milano, Milan – Italy	Bachelor	Teaching assistant of "Basic Typography" (Professor: Marta Bernstein) within the Graphic Design bachelor
October 2012 – March 2013	Teaching assistant	Università degli studi di Camerino – Scuola di Architettura e Design Eduardo Vittoria, Ascoli Piceno – Italy	Bachelor	Teaching assistant of "Communication design" (Professor: Carlo Vinti) within the Graphic Design bachelor

Memberships

From / to
 Job title
 Name of Institution
 Responsibilities
 Autumn 2018 –
 Ongoing
 Member of the editorial board
 Progetto
 Grafico Magazine – AIAP Edizioni
 Member of the editorial board
 2015 –2016
 Member of the scientific committee
 AIAP Centro di Documentazione sul Progetto
 Grafico – Milan, Italy
 Research assistant of the AIAP Historical Archive in Milan

Research and scholarships

Date granted	Award Holder(s)	Title	Amount received
July 2018 – October 2018	Archivio Storico Gruppo Campari – Milan, Italy	Researcher: "Biancosarti, Ironico e vigoroso"	3.783€
July 2016 – December 2016	Archivio Storico Fondazione Pirelli – Milan, Italy	Researcher: "Pubblicità con la P maiuscola"	22.800€

Publications

2019

- ! Book (authored): Galluzzo Michele. "Pre design 1969: Le ricerche sul laminato plastico del gruppo Exhibition Design", exhibition catalogue. Mantua – Italy: Corraini Edizioni, 2019, ISBN: 978-88-

7570-781-1.

- ! Journal article (peer-reviewed): Galluzzo Michele. "Perchè voi non lo sapete come sceglie una cucina la gente vera: Il contributo della fotografia nel passaggio dalla grafica del Made in Italy all'art direction del Made in Italy". In *AisDesign: Storia e Ricerche*, 12, (will be published in autumn 2019) ISSN: 2281-7603, <http://www.aisdesign.org/aisd>.
- ! Journal article: Galluzzo Michele. "Meme-dernismo: Il logo FIGC degli anni novanta, il football fashion e la storia della grafica". In "Progetto Grafico — Studi", supplemento online alla rivista, *Progetto Grafico*, ISSN: 1824-1301, <http://www.progettograficomagazine.it>.

2018

- ! Journal article: Galluzzo Michele. "Updating folklore: L'archivio visivo e la produzione editoriale Gabber Eleganza". In *Progetto Grafico*, 34, Milan – Italy: AIAP Edizioni, pp. 84-101, ISSN: 1824-1301.

2017

- ! Chapters in book: (1) Galluzzo Michele. "Protagonista il consumatore: Nuove strategie nella pubblicità dell'Agenzia Centro". In: Fondazione Pirelli (edited by), *La Pubblicità con la P maiuscola: La comunicazione visiva Pirelli tra design d'autore e campagne globali, anni Settanta–Duemila*. Mantua – Italy: Corraini Edizioni, pp. 58-71, ISBN: 978-88-7570-655-5. (2) Galluzzo Michele. "L'Italia da salvare: Ambiente, cultura, sport e salute: comunicazione per una società civile". In: Fondazione Pirelli (edited by), *La Pubblicità con la P maiuscola: La comunicazione visiva Pirelli tra design d'autore e campagne globali, anni Settanta–Duemila*. Mantua – Italy: Corraini Edizioni, pp. 128-132, ISBN: 978-88-7570-655-5.
- ! Journal article: Galluzzo Michele. "GGK Milano: I grafici sono sempre protagonisti?". In *Progetto Grafico*, 31, Milan – Italy: AIAP Edizioni, pp. 139-144, ISSN: 1824-1301.

2016

- ! Conference paper (peer-reviewed): Galluzzo Michele. "Pane al pane: L'Art Directors Club Milano e la pubblicità italiana tra gli anni sessanta e settanta. In: Raimonda Riccini (edited by), *Fare Ricerca In Design* (FRID Forum Nazionale dei Dottorati di Ricerca in Design, IUAV di Venezia, Venice – Italy, 25-26 febbraio 2016), Padua – Italy: Il Poligrafo, pp. 303-309, ISBN: 978-88-7115-976-8.
- ! Journal article (peer-reviewed): Galluzzo Michele. "Estinzioni, adattamenti, esplorazioni e convivenze: Quattro interviste – Italo Lupi, Roberto Pieracini, Patrizia Convertino, Silvia Sfligiotti – sul ruolo delle innovazioni tecnologiche nel graphic design italiano". In "Gli anni del contatto", monographic issue edited by Fiorella Bulegato, Maddalena Dalla Mura, raimonda Riccini and Carlo Vinti, *AisDesign: Storia e Ricerche*, 8, ISSN: 2281-7603, <http://www.aisdesign.org/aisd>.
- ! Journal article (peer-reviewed): Galluzzo Michele. "Intorno a Diego Birelli: Il lavoro del graphic designer attraverso le dinamiche professionali tra gli anni sessanta e ottanta in Italia". In *AisDesign: Storia e Ricerche*, 7, ISSN: 2281-7603, <http://www.aisdesign.org/aisd>.

	<p>2015</p> <ul style="list-style-type: none"> ! Book (edited): <i>Galluzzo Michele</i>, Grazzani Lorenzo, with Guida Francesco E. (edited by). "02 F DP: Fondo Diego Prospero", Milan – Italy: AIAP Edizioni, ISBN 978-88-94069-11-2. ! Journal article: Galluzzo Michele. "Immagine coordinata, Ciao!". In <i>Rivista Undici</i>, 7, Milan – Italy: Undici Editoriale, pp. 48-50, ISSN: 2284-2330. ! Journal article: Galluzzo Michele. "Piero Gratton: Il designer del lupetto". In <i>Rivista Undici</i>, 6, Milan – Italy: Undici Editoriale, ISSN: 2284-2330.
<p>Publications about the applicant</p>	<p>2013</p> <ul style="list-style-type: none"> ! Journal article (peer-reviewed): Galluzzo Michele. "Il 'pre design' e il mercato rionale: Il gruppo Exhibition Design". In <i>AisDesign: Storia e Ricerche</i>, 2, ISSN: 2281-7603, http://www.aisdesign.org/aisd. ! Journal article: Galluzzo Michele. "Il gruppo Exhibition Design tra grafica e disegno industriale". In "Grafica, Storia, Italia", monographic issue edited by Maddalena Dalla Mura and Carlo Vinti, <i>Progetto Grafico</i>, 24, Milan – Italy: AIAP Edizioni, pp. 65-70, ISSN: 1824-1301. ! Susanne Schaller. "Michele Galluzzo: Kreativer Forschungsgeist". In <i>Novum</i>, 9, September 2017, pp. 60-65, ISBN: 4-198092-911000-09.
<p>Further data (Presentations at scientific conferences)</p>	<ul style="list-style-type: none"> ! Presentations at scientific conference – Invited: Michele Galluzzo, Saul Marcadent, "Immagine scoordinata: Editoria e graphic design nell'immaginario Fiorucci". In <i>Fiorucciland</i>, conference curated by IUAV of Venice, Galleria d'Arte Moderna, Venice – Italy, 23 October 2018. ! Presentations at scientific conference – Selected: Michele Galluzzo, "Pane al pane: L'Art Directors Club Milano e la pubblicità italiana tra gli anni sessanta e settanta". In <i>Fare Ricerca In Design: Forum nazionale dei dottorati di ricerca in design</i>, conference curated by Raimonda Riccini, IUAV of Venice, Palazzo Badoer, Venice – Italy, 25-26 February 2016. ! Presentations at scientific conference – Selected: Michele Galluzzo, "GGK on the walls of Milan". In "<i>Von Weltformat: Das Schweizer Plakat aus historischer und bildwissenschaftlicher Perspektive</i>", conference curated by Alex Christoph Gampp, Fabian Grütter, Eikones NFS Bildkritik, Basel – Switzerland, 3-4 June 2016. ! Presentations at scientific conference – Invited: Michele Galluzzo, "L'identità del grafico in italia nel dialogo con il disegno industriale: Adi Grafica e Art Directors Club Milano". In <i>Graphic design, quale professione?</i>, conference curated by Daniela Piscitelli and Carlo Vinti, <i>AIAP Design Per</i>, Scuola Politecnica, Genoa – Italy, 27 June 2014.
<p>Statement of interest</p>	<p>The dialogue between practice and research in graphic design is a crucial factor for the evolution of the profession as well as for the creation of a critical awareness and for the growth of a mindful contemporary view.</p>

Those notions should be considered fundamental especially during the student path.

I believe that this coexistence of research and practice is the main contribution that I can share with the academic world. I live my daily work mixing professional practice with scientific research on primary sources and through extensive, heterogeneous and multidisciplinary bibliographies.

Moreover, for years I have been carrying out a personal research on the relationship between graphic design and society. In particular, starting from the PhD research – concluded in 2018 at the IUAV of Venice – and continuing both in teaching and in the editorial survey within the magazine “Progetto Grafico”, I am interested in the dialogue between graphic design and society according to two points of view:

– The point of view of the graphic designer: the analysis of the evolution of the "social" role of the designer; his perception of responsibility towards the final user; the growth of the “social design” strand on a national and international scale;

– The point of view of the society: what happens to the graphic artifacts when they leave the "comfort zone" of the studios, the insiders, the prizes, the exhibitions and the professional associations, and enter the real world? Should the designers learn from the end users or should they try to educate them? The study of the role of society in reception, in criticism, in contestation, in the "memefication", in the reverberation of visual artifacts; the analysis of the end users as decisive figure in the graphic project life.

Starting from these assumptions I believe that the study of critical design, the observation of graphic design "now in production", the analysis of historical sources can guarantee a solid starting ground on which to build a complete path of critical-based research.

Language competence

	C1-C2	B1-B2	A1-A2
Italian	V (Mother tongue)		
English		V	

Driving license B

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Date: Milan, 30th July 2019

* This declaration does not require the authentication of the signature pursuant to art. 39, paragraph 1 of the D.P.R. 445/2000.