

Nationality: Swiss

Place of birth and date: Lugano, Switzerland, January 3rd 1978

Contact: Natalia Gianinazzi
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Work Experience: Working since January 2012 as a freelance designer; taking projects that involve concept, development and execution for collection concepts, moodboards, trim sheets, prints, allovers, illustrations and accessory design.
Kept developing the Gruesli project with a new range of products.

2008 - 2011 worked part-time as a graphic designer at Zimtstern. Involved in the conceptualization, development and execution of collection concepts, moodboards, trim sheets, prints, allovers, illustrations, accessories and interiors design.
Worked on freelance projects and kept developing the Gruesli project. Gruesli are the first plush to be auctioned worldwide by Christies (NYC), during the Pop Culture Auction.

2007, three months work experience in Mexico City with artist Carlos Amoraes.
Further development of the Grüsli project.

2005 - 2007 worked as graphic designer at Design Studio Grand. Involved in the graphic conceptualization, development and execution of moodboards, trim sheets, illustrations, prints and allovers for various collections in the streetwear, snowwear and products business. Working for clients such as Burton, B by Burton, Ronin, Roxy, Westbeach, Quiksilver, Rossignol, Eastpak, Ecko Function, QWST, Vaude and more...
Kept working on the Grüsli project, Grüsli are shown in many international publications and are exhibited in different places around the world. Snowboard design for Salomon with a special edition of 50 "Salomonster" Grüsli that are sold together with the board.

2003 - 2005 worked 50% as graphic designer at TBPX Brand Strategies. Involved in conceptualization, development and execution of various projects such as corporate identities, posters, advertising, brochures, etc.
Beginning of personal plush collection Grüsli, sold in many shops around the world. Also working as a freelancer for different clients, taking projects from concept to final production.

2002 - 2003 worked at Woodtli Design + Communication in Zürich as graphic and museum designer, production supervisor and Italian-German translator. Taking projects from concept to final production.

2001, collaboration with the advertising agency Mazzantini in Lugano as a graphic designer.

2000, Photoshop retouching for Quicktime Vrs. and Panoscan Team Coordinator at VrWay in Lugano. Responsible for a team of five people.

1999, three months internship at corporate design agency Luxon Carrà in San Francisco.

1997 worked as a graphic designer at graphic studio baka in Lugano.

Degrees: Certificate of Graphic Design
Liberal Arts Diploma
First Certificate in English

Education: 1992 - 1998 Graphic Arts Major at CSIA
1988 - 1992 Scuole medie in Barbengo
1983 - 1988 Primary School

Additional education: 2010 one week shoemaker classes at Franz Kälin's atelier in Brienz
From February to June 1999 School of English in San Francisco
5 months of regular classes at the animation studio Wild Brain in San Francisco
Workshop in marketing with Felix Burkard (marketing specialist)
Workshop in marketing with Roberto Borioli (marketing specialist)

Languages: Italian (native language)
English very good
German very good
French very good
Spanish very good (only spoken)

Computer Skills: Adobe Creative Suite 5
QuarkXpress

Interests: Art, cooking, travelling, Interior Design, Snowboarding, biking

Exhibitions (selection): 2015 Artificio, joint exhibition in the city of Lugano, Lugano
2013 Save&Destroy, Galerie Maurer, Zurich
2011 Pictoplasma Paris joint exhibition, at La Gaîté Lyrique, Paris
2011 „Take a sit“ Horgenglarus exhibition-auction at Z am Park, Zurich
2011 „Pornopinion“ joint exhibition at Burodiscount, Zurich
2010 „Why not for Christmas“ joint exhibition at Burodiscount, Zurich
2010 Camel Urban Art, „Free Hugs“ project, Zurich
2010 Imygrate, Victoria BC, Canada
2009 Artig09 joint exhibition in Basel
2008 Grüsli taken and sold at the Popculture auction of Christie's in New York
2008 Artig08 joint exhibition in Basel
2008 Personal exhibition at Ronchetto in Comano
2007 Personal exhibition „Grüsli II“ at Nachtigall, Zurich
2007 Personal exhibition at Making Things, Zurich
2007 Carhartt joint exhibition „Artig“, Basel
2005 Personal exhibition at Burodiscount, Zurich
2005 Joint exhibition „Plush Rush“, Ohio
2005 Joint exhibition „Plush Zoo“, Ramona Gallery, New York

Publications (selection): 2016 Magazine Z, Switzerland
2016 Annabelle Magazine, Switzerland
2016 Raum und Wohnen Magazine, Switzerland
2015 Tagesanzeiger Newspaper, Switzerland
2014 Wohnrevue; Switzerland
2013 Harpers Bazaar Kids, Brasil
2012 Arquitectura y Diseño, Spain
2011 Inside Art Magazine, Italy
2011 Gessneralle Illustrationen, Raffinerie AG Verlag, Switzerland
2011 NZZ Newspaper, Switzerland
2011 The Design View, www.tdvo.com
2010 The Art Hustle, Artist Trading Cards, USA
2010 PLAY Lookbook 2010
2010 Espoarte Magazine, Italy
2009 Newstyle Design Magazine, Holland
2008 Eigenhuis Design Magazine, Holland
2007 Oil Spill Magazine, USA
2007 Acclaim Magazine, Australia
2006 Clutter Magazine, England
2006 Neighbourhood, Rinzen, Victionary, Hong Kong
2006 Pictoplasma - The Character Encyclopaedia, Pictoplasma Publishing, Berlin,
2006 DotDotDash, Die Gestalten Verlag, Berlin
2005 War of Monstars, Koa, The Lazy Dog Paris
2005 Playtimes Magazine Issue 4, Hong Kong
2005 Financial Times Deutschland, Germany

Reference: Raffinerie AG für Gestaltung
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