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photo: Maki Galimberti

## Stefano Cardini

Architect, member of the Architects Professional Association (Ordine degli Architetti della Provincia di Milano)  
Milan, December 27, 1969

### Contacts

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### Profile

Architect, designer and teacher. I have a twenty years' experience as a designer and consultant, working with major international organizations as well as with SMEs and private customers. My main focus is on creating value through design tools and storytelling, with no thematic or methodological constraints and paying the same continuous attention to the strategic and tactical aspects, the long-term vision and the execution of each project. As an educator, I both designed and delivered courses and workshops about design applied to different fields, from interiors to communication, from interaction to services. For three years I managed a Masters Course, and for two years I've been the Chief Academic Officer of the biggest private design school in Italy. As a trainer/consultant I've designed and implemented tools and communication techniques to help companies interpret present and future scenarios. I also create illustrations and drawings, as they are essential tools to visualise a project support and enrich each phase of a design process, from the initial idea to the concrete object. I design with the same passion physical objects and conceptual systems.

### Education

1996

**5-years Degree in Architecture, Politecnico di Milano**

Dissertation focused on service and interaction design: a system integrating car pooling and car sharing at block-sized scale, using landlines and TV sets as interfaces.

1988

**Baccalaureate, Liceo Scientifico R. Donatelli, Milano**

### Certifications

2005

**Lego Serious Play Certificate Facilitator, Billund, DK**

### CV in a nutshell

2015-2016

**Chief Academic Officer | IED Istituto Europeo di Design**

2012-2015

**Course Leader, Master in Visual Brand Design | Domus Academy**

January 2005 - February 2012

**Art Director, Consultant, Facilitator | Trivioquadrivio**

August 1996 - December 2005

**Design Researcher, Art Director | Domus Academy Research Center**

## Professional activity

January 2017 - ongoing

**Consultant | IED Istituto Europeo di Design**

- Collaboration with IED focused on international development and technological innovation projects.

March 2015 - December 2016

**Chief Academic Officer | IED Istituto Europeo di Design**

- Responsible for the improvement of the teaching quality in the seven Italian schools that belong to IED network, the improvement of existing courses and the design of new courses, in close cooperation with each school.
- Design and implementation of an internal qualitative and quantitative survey system, extracting value from the students' opinions and using it to foster renovation processes.
- Design of international teaching programs in conjunction with the Spanish and Brazilian branches.
- New classification of the entire teaching system and design of the structure for the new Masters School.
- Contribution to the development of medium and long-term strategies, in close contact with the management and the marketing and sales teams.
- Engagement in institutional and promotional activities with public and private partners from Italy and abroad.

September 2013 - ongoing

**Full Member | CRESA Centro di Ricerca in Epistemologia Sperimentale e Applicata**

- Application of communication and visual design skills to quantitative, measurable nudge design experiments, confronting research topics and processes that put designer completely new questions and open fertile application fields.
- Among the clients: Ospedale San Raffaele, E.ON Energia, GSE Gestore Servizi Energetici.

1992 - ongoing

**Freelance activities**

- As a designer: focus on branding, strategic communication and visual design, working for clients such as COMIECO, Pinetti, Valsecchi1918, LAB-OUR, AstoriDePontiAssociati, Laminam, Class Editore, Comune di Milano. In 2014/15 development of three communication campaigns for the opening of the three sections of M5, the new subway line of Milano.
- As a researcher, working for Deep Blue:

contribution to the development of CARE-CREA, a project funded by Eurocontrol aimed at re-thinking the airplanes traffic control systems in Europe, and of Iromec, a project funded by EU to support autistic children learning process through robotic aids.

- As an architect: development of small-scale detailed projects and medium-scale metaprojects for private clients and companies (Watson Wyatt Italia, Manifatture di Valbrembana). Design of products for Tuttovetro (hinges, handles, glass doors), so/far (ceramics) and CASMA (hinges).

January 2012 - March 2015

**Head of the Course | Master in Visual Brand Design | Domus Academy**

- Design and setup of a new masters course, working in close contact with the Dean of the school
- Contribution to the students recruiting campaign holding seminars and lectures in international universities.
- Prepare the syllabus and the assessment criteria for the course.
- Establishment of relationships and agreements with companies to run workshop together and to let them host interns during the academic year.
- Teaching and supporting the day-to-day activity of the students and teachers.

2012 - 2014

**Founder, Art Director | SPAZIO**

- One of the four founding members of SPAZIO, the first Italian free magazine for children, printed in 8000 copies and distributed in all major towns in Italy. SPAZIO published 9 issues in three years.
- In charge of the art direction, illustration and sometimes author of short stories.

2012-2013

**Founder, Designer | NEXtUS**

- Founder and designer - with Roberto Rosti - of NEXtUS, a facilitation system that develops and enriches the logics and interaction modalities of Lego Serious Play and MAPPS. NEXtUS is more focused on the execution than those methodologies and mixes a SWAT analysis with a chronologic contextualization to lead the workshop participants to the definition of tactical and strategic actions. The methodology consists of a mix of physical items and procedures. It's already been tested with good results with clients such as Ericsson R&D and Vodafone.

2008 - 2010

### **Art Director | DDNfree**

- Layout design - with Chiara Diana - of DDNfree, which is awarded a Red Dot Design award in 2010.
- Art Director of the magazine from 2008 to 2010.

January 2005 - February 2012

### **Art Director, Consultant, Facilitator | Trivioquadrivio**

- Development of integrated communication projects for clients among which Assicurazioni Generali, FIAT, Unicredit, Deutsche Bank, SDA Bocconi, Milano Ristorazione, Miroglio Group, Endesa, ENEL. Design and implementation of events, branding systems, internal and external communication projects, design workshops for companies involving designers and artists.
- Lego Serious Play Certificate facilitator: LSP workshops design and facilitation, in Italian and in English.
- Development of MAPPS, a facilitation methodology based on visual metaphors overcoming some of the limitations of Lego Serious Play. MAPPS has been used with hundreds of users so far.

August 1996 - December 2005

### **Design Researcher, Art Director | Domus Academy Research Center**

- Member of the research team in several EU-funded projects belonging to the I3 program (1996-2000).
  - » Presence / helping elderly participate in social life through advanced technologies and simple interfaces / in cooperation with Netherland Design Institute, Royal College of Art London and Telenor Norway.
  - » LiMe Living Memory / supporting social communication in the local community of Edinburgh / in cooperation with Philips Design, Queen Margaret College Edinburgh, Imperial College in London, Sorbonne Paris.
  - » Campiello / a collaborative digital and physical space to foster the dynamic exchange of knowledge between local communities and tourists in Venice / in cooperation with Xerox Grenoble, Università degli Studi di Milano.
  - » MILK Multimedia Interaction for Learning and Knowing / a cooperative digital environment to manage knowledge and operations in professional environments / in cooperation with Xerox, Università di Milano Bicocca, Fraunhofer Institute, Irso, Butera e Partners, PictureSafe.
  - » Pogo / supporting children in building

and telling stories through interactive tools / in cooperation with Philips, Università di Siena, Cryo, Ravensburger, Liege University.

» MATS (as Project Leader for DA) / development of the body shape and additional functions for a robotic arm supporting disabled users / in cooperation with University of Madrid, Scuola Superiore Sant'Anna Pisa.

- Art Director (2000 to 2005), designing the image and communication of Domus Academy and developing branding, communication and light architecture projects for clients including Alias, FIAT, RCS Mediagroup, Telecom, Sisis, Shiodome municipality, IGP Decaux, Tokyo Gas, Scuola Superiore Sant'Anna, SAGIT, WebEgg Group.

## **Teaching activity**

2015 - 2016

### **IED Istituto Europeo di Design**

- Mentor for the Final Project class in the Product Design course, IED Milano. External Reviewer for Final Projects, IED Cagliari.

1996 - 2015

### **Politecnico di Milano | Design Faculty**

- Assistant to professor Ezio Manzini (1996 to 2000).
- Adjunct Professor, teaching the Metaproject class at the 2nd year of the Communication Design course, focusing on the creation of value for brands (2001 to 2015).

1999 - 2015

### **Domus Academy**

- Lectures, design workshops and mentorship for thesis projects in the Masters courses of Design, Fashion Design, Business Design, Interior Design.
- In charge of the Visual Area of the Interaction Design Masters course since its creation in 2002.
- Created and managed the Master course in Visual Brand Design for 3 years.

2000 - 2015

### **Lectures and workshops**

- Lectures and workshops in several universities and institutions, in Italy and abroad, among which: Università di Siena, Luiss, Università di Alghero, Università di Milano Bicocca, IULM, Università Cattolica di Milano, Korea Design Foundation, TCDC Bangkok, Bilgi University Istanbul, Izmir Ekonomi Universitesi.

## Publications

2014

### UIA 2014 Durban Conference: Architecture Otherwhere

Cardini S., Panizza Kassahun T.  
“Architecture as early warning system”

## Prizes and acknowledgements

2016

Honorable mention, Compasso d'Oro for the  
+Plugg app (with Jozeph Forakis Design studio).

2010

Red Dot Design Award for the layout  
of DDNfree (with Chiara Diana).

2007

Red Dot Design Award for the double  
book celebrating the 175th year of Generali  
Group (with Trivioquadrivio).

2007

Red Dot Design Award for the book  
“Face to Face” designed for SDA  
Bocconi (with Trivioquadrivio).

2006

Winner, competition for the redesign  
of Montecatini Terme downtown area  
and communication system (with Paola  
Rosati, Cristina Liquori, Chiara Diana).

2006

Selected project, “The radical radiator of the  
future” competition / Designboom & Bisque

2001

Second prize, “The shop of the future”  
competition / Allegri (with Ilaria  
Marelli and Fabiano Semprevivo).

1998

Honorable mention, “Leggerosensibile”  
competition / Foppapedretti & MODO.

1997

Honorable mention, “An ICVS for my  
community” competition / Honda (with  
Domus Academy Research Center).

## Languages

Italian

Native speaker

English

Fluent

Spanish

Basic knowledge

## Software

Photoshop, InDesign, Illustrator, Office  
pack, OpenOffice and iOS counterparts.  
Basic use of 2d CAD, audio and video editing tools.