

SIMONEPOLGA

EST. 1976

OVERVIEW

With 18+ years of experience, I am an interdisciplinary creative director with a focus on visual identity, environmental design and brand experiences. My designs have received international awards and have been exhibited at museums and exhibitions. Having founded JoeVelluto, an award-winning design studio in Italy, in 2012 I joined MAD, a New York base high-end design and architecture studio where I established the design department and for 5 years led strategic branding and integrated creative projects. My approach is cross-discipline with a creative outlook which has allowed me to work on wide range of projects, from luxury clients till large corporate accounts. Now based in Italy, I work as a consultant directly with established companies, start-ups, and non-profits to build and grow their brands, through creative design strategies, designing innovative services and powerful experiences.

EXPERTISE

BRANDING

CONCEPT DEVELOPMENT

CREATIVE DIRECTION

CREATIVE STRATEGY

DIGITAL

ENVIRONMENTAL DESIGN

EXHIBITION DESIGN

FURNITURE DESIGN

PACKAGING DESIGN

PHOTO

PRINT

PRODUCT DESIGN

RETAIL DESIGN

SIGNAGE

VISUAL IDENTITY

WAYFINDING

EXPERIENCE

CREATIVE DIRECTOR, MAD MATIZ ARCHITECTURE & DESIGN 2012 - 2017 (New York, USA)

- Established the branding and environmental design department.
- Won international projects: Vicenzaoro Dubai (EU) and re-branding of Vicenzaoro (IT).
- Leading environmental design, wayfinding and infographic design for New York University.
- Environmental design and site specific installations for Ziff Davis and OK Cupid.
- Simultaneously lead multiple projects and manage internal teams and external partnerships.

CLIENTS: *Dailymotion, Fiera di Vicenza, New York Presbyterian Hospital, New York University, Ok Cupid, Pratt Institute, Quorum, Stevens Institute of Technology, Ziff Davis.*

FOUNDING PARTNER & CREATIVE DIRECTOR, SIR ALBERT & MR. SIMON 2010 - 2012 (IT)

- Creative collaboration with Alberto Caiola, developing design research projects and furniture design.
- Designed communication and marketing materials for events and exhibitions.
- Designed the exhibition "Italian Apartment" during the 100% Design Fair in Shanghai (China).

CLIENTS: *Hollo, 100% Design Shanghai, Di Saronno.*

FOUNDER AND CREATIVE DIRECTOR, SIMON & SIMON 2009 - 2012 (Vicenza, IT)

- Creative and Design direction across multiple platforms, simultaneously manage several projects, lead design teams and cultivate new partnerships.
- Designed and developed brand experiences for Gili Group, present within 8 high-end furniture stores throughout Italy.
- Exhibition design for Freesoul Jeans for the international fashion trade-fairs "Pitti Immagine" (Florence - Italy), "Bread & Butter" (Berlin - Germany), "Who's next" (Paris - France).
- Retail design for Freesoul Jeans. Lead the production coordination and installation of fifteen branches in Italy.
- Lead the fabrication and instillation of forty Freesoul shop-in-shop and showrooms in Italy, France, Germany, England, Greece, Spain.
- Troubleshooting of difficult projects and resolving complex production issues.

CLIENTS: *Gili Group, Progetto Design, Freesoul.*

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EXPERIENCE

FOUNDING PARTNER, DESIGNER & PR, JOVELLUTO 2004 - 2008 (Vicenza, IT)

- Established the creative department from the ground up.
- Lead product design and furniture design for Coro Italia, Coop, Euro3Plast and Fratelli Guzzini, for national and international sales markets.
- Developed brand identities, brand experiences as well as exhibition projects for the fashion and furniture tradeshows.
- Managed relationships with customers and press, simultaneously with multiple projects, lead design teams and cultivate new partnerships.
- Exhibition design for the international furniture trade-shows "Salone del Mobile" (Milan - Italy).
- Creative direction of PlustDesign: coordination of the international design team, branding and exhibition design, PR and sales strategy.
- Creative direction and editorial design of "Salefino: nuovi sapori dal design italiano", published by Abitare Segesta.
- Creative direction of the communications project "Nazionale Italiana Design" alongside a new brand "CoincasaDesign", that received a honour mention from international jury of XXII Compasso d'Oro ADI Prize.

CLIENTS: *Abitare Segesta, Bosa Ceramiche, Coop, Coro, Diadora, Euro3Plast, Fratelli Guzzini, Gas Jeans, Gruppo San Pellegrino, Killer Loop, Inglesina Baby, Lorenz, Mandarina Duck, Meritalia, Nordica, Pandora Design, Pitti Immagine, Polimoda Firenze, Richard Ginori, Rollerblade, Sealkay, Sisley, Sonus Faber.*

FOUNDING PARTNER, DESIGNER, POLGA & CARROSSA 2002 - 2003 (Vicenza, IT)

- Developed projects of branding and communication for private clients.
- Developed interior design projects for private clients.

IN-HOUSE PRODUCT DESIGNER, ESTEL GROUP 2000 - 2001 (Thiene, IT)

- Designed workstation and executive furniture systems.
- Creative collaboration on design research projects.
- Developed contract projects for national accounts.

IN-HOUSE PRODUCT DESIGNER, CATTELAN ITALIA 1999 - 2000 (Thiene, VI)

- Developed furniture design collections for international markets.
- Developed technical manuals for furniture systems.
- Coordinated photoshoots for advertising campaigns.

EDUCATION

- **MASTER'S DEGREE IN INDUSTRIAL DESIGN, SID - SCUOLA ITALIANA DESIGN (Padua, IT)**
- **POSTGRADUATE DEGREE IN INDUSTRIAL DESIGN, SID - SCUOLA ITALIANA DESIGN (Padua, IT)**

HONORS & AWARDS

- **IT'S TEXTURE TIME DESIGN CONTEST (2018)** *First Prize*
- **INTERNATIONAL DESIGN AWARD IDA (2014)** *Bronze Prize & Two Honorable mentions*
- **AMERICAN GRAPHIC DESIGN AWARDS (2013)**
- **ADI COMPASSO D'ORO (2011)** *Honorable mention*
- **ADI DESIGN INDEX (2008)** *Annual selection*
- **YOUNG & DESIGN (2007)** *Special mention*

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EXHIBITIONS

2014

Group show:

“CHARITY BOX AUCTION”, Sotheby's Milano (IT)

2012

Group show:

“CHARITY BOX FOR JAPAN: ONE YEAR AFTER”, curated by K. Komoda, Triennale di Milano (IT)

2011

Curated show:

“ITALIAN APARTMENT”, curated by Sir Albert & Mr. Simon, 100% Design Shanghai (CN)

Group show:

“CHARITY BOX FOR JAPAN”, curated by K. Komoda, Milano and Piacenza (IT), Geneva (CH), Tokyo (JP)

2007

Curated show:

“OPEN HOUSE - COINCASADESIGN”, curated by JoeVelluto and C. Morozzi, Milano Design Week (IT)

Group show:

“THE NEW ITALIAN DESIGN - IL PAESAGGIO MOBILE DEL NUOVO DESIGN ITALIANO”, curated by A. Branzi, Milano (IT)

“16 DESIGNER PER INVICTA”, curated by L. Palmeri, Milano Design Week (IT)

“INDAGINI TRA DECOR E DECUS - NUOVI LAMINATI ARTISTICI”, curated by Studio Ghigos, Forum di Omegna (IT)

“GOAL! A PARADE OF ITALIAN DESIGN”, curated by D. Santachiara, Mumbai (IN)

“STORIE DI GRAFICA”, Festival Attraversamenti, Palazzo Lucarini Contemporary, Treviso (IT)

“I HAVE A DREAM - 11 PROGETTI DA SOGNO”, curated by M. Ragni, Milano (IT)

“FOOD À PORTER”, curated by Sole 24 Ore, Milano Design Week (IT)

2006

Curated show:

“NAZIONALE ITALIANA DESIGN”, Pitti Living#2 curated by JoeVelluto and C. Morozzi, Milano (IT)

Group show:

“WONDERFUL WATER WORLD”, curated by A. Colonetti, Milano (IT)

“OPOS: TRANSFORMER”, Milano Design Week (IT)

“NADA - NASTRO AZZURRO DESIGN ATTITUDE”, curated by C. Morozzi, Milano (IT)

“VINDESIGN”, Pavia (IT)

“ROMA DESIGN PIÙ: L'INVENZIONE DEL QUOTIDIANO”, curated by L. Imbesi, Roma (IT)

2005

Solo show:

“SALEFINO”, curated by C. Seganfredo, Fondazione Bisazza, Vicenza (IT)

“SALEFINO”, curated by JoeVelluto, Milano Design Week (IT)

Group show:

“ART OF ITALIAN DESIGN”, curated by Atelier Mendini and E. Morra, Atene (GR)

“IN DA HOUSE”, curated by C. Morozzi, Milano (IT)

“OPOS: MADE FOR CHINA”, Milano Design Week (IT)

“BREAKFAST DESIGN”, curated by GumDesign, Milano and Viareggio (IT), Zurigo (CH)

“DESIGN ALLA COOP”, curated by G. Iacchetti, Milano (IT)

“LA CAFFETTIERA DEL MASOCHISTA”, curated by C. Seganfredo, Milano (IT)

“DOLCEVITA”, curated by B. Finessi, Triennale di Milano (IT)

2004

Group show:

“VIVERE IL CIOCCOLATO”, curated by Aroundesign, Perugia and Naples (IT)

“ART BEATS - BIENNALE ADRIATICA DELLE ARTI NUOVE”, curated by L. M. Perotti, San Benedetto del Tronto (IT)

“SENSIDIVINI: LA CULTURA DEL BERE TRA ARCHITETTURA E DESIGN”, curated by B. Finessi, Triennale di Milano (IT)

“OPOS: NEW AGRICULTURE”, Milano Design Week (IT)

“MULTIPLI DI CIBO: CENTO PROGETTI FOODDESIGN GUZZINI”, curated by A. Colonetti, Triennale di Milano, (IT)

“PANKDORA”, curated by Pandora Design, Milano (IT)

2003

Group show:

“OPOS: ACQUA”, Milano Design Week (IT)

“ACQUA DA BERE”, curated by A. Barbara, Triennale di Milano (IT)

“POINT D'EAU”, Maison et Objects, Paris (FR)