

Alfio Pozzoni
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Italia
Nationality : Italian
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1995 Founder and president of Stress Studio – photography agency-
2005 Founder and president of H2O srl – visual communication agency
2010 Founder and President IBE retail srl – Immersive Brand Experience agency –
www.ibe-retail.com

Profile:

Over 30 years of experience in the field of visual communication. Starting for the first 10 years as fashion photographer and advertising film maker. Following with projection installations for events, fashion and institutional videos with constant updating in new technologies related to new languages of communication (digital media, web, social communication, interactivity). Currently focusing in media and interactive communication social networking and digital marketing consultancy and production.

Job experience:

2014: Dongdaemun Design Plaza (DDP) Seoul (global design center for people, funds and information). In charge of scouting new project in Europe to be presented in DDP.

2004 until September 2013: Fabrica (**research communication center Benetton group**). In charge of expanding and exploring new areas of communication.

Projects and roles:

.2010-2013: **creative director and project leader of Benetton Live Windows** (www.livewindows.it), design of new applications of creative interactivity in the context of retail experience. The project was awarded with Golden Amex Award at La Vegas DSE (Digital Signage Exhibition).

.2007-2008: **managing director of Fabrica** in charge of re organizing and restructuring all visual departments.

<http://www.lastoriasiamonoi.rai.it/video/fabrica/1408/default.aspx>

.2006-2008: **Fabrica les yeux ouverts” Centre Pompidou** –Paris- exhibition about Fabrica. Project leader and creative director for the whole project, being the interface between Fabrica Benetton and the Centre Pompidou curator Marie Laure Jousset. 180.000 visitors.

Responsible for the other installations at the Design Museum Triennale-Milan, Shanghai Art Museum and Tokyo Shiodome.

.2009: **”Opening Soon” contest and exhibition organized by the Benetton Group** in collaboration with POLI.design of Polytechnic university of Milan, design museum Triennale-Milan and Savanna College.

Project leader and creation of all interactive platforms. 60.000 visitors.

2010: exhibition "**Secrets of the Forbidden City**" the Court of Ming Treviso – Italy. Art and communication director. Defined by the National Museum of China, "the most important window on Chinese civilization never opened before in the West." 120.000 visitors.

1987-2007: long collaboration with **Louis Vuitton – Paris (LVMH group)**

.Creation and set up of **Louis Vuitton Cup's shows** in Australia 1987, San Diego 1991 and 1994, Valencia 2007

.Production of all **retail fashion video installations** from 1998 to 2001.

.**China Run Auto Classic promotion** in 1998, image show production.

.Between 2003-2004 **Louis Vuitton 150° anniversary celebration** in New York, Tokyo, Hong Kong. Art direction of the show and production of images projection: conception and installation of screens 37m length x 7m high, involving technology, video contents and audio sound.

Collaboration with Murakami to create special images and with Sakamoto for his participation at the show.

Other important collaborations:

2002: **Jaguar - Xtype launch** event at Louvre Pyramid in Paris. Art direction and production of the show.

2005: **Prada launch Luna Rossa** at Yacht Club Italia for the America's cup.

1999 until 2002: **Harry Winston**. Creation of company event at Taormina film festival.

1992: **Philip Morris** in team with Renzo Piano studio, navigation simulator.

Other collaborations for visual communication:

Zegna, Zucchi, Pirelli, Luxottica for creative contents for a variety of projects and events around the world.

Lectures:

- Seoul Design Foundation, Seoul, July 2011
Dongdaemun Design Plaza
"New Social Participation of design / New Design Business of retail"
- Domus Academy, Milan, September 2011
"Sisley: new media installation in Milano"
- Eindhoven Design Academy, Eindhoven, November 2011
"Benetton Live window"
- Elisava, Barcelona, December 2011
"Design: Smart light for smart cities"
- Accademia di Brera, Milan, March 2012
"Benetton Live window"
- Digital Signage Expo, Las Vegas, March 2012
"Benetton Live Window"
- Digital Signage Asia, Singapore, April 2012
"Benetton Live window"
- Screen Media Expo, London, May 2012

“Digital signage in retail experience”

- Parson's School, Paris, October 2012
“Benetton livewindow”
- Digital Signage Asia, Singapore, April 2013
“Capture customer’s attention through interactive frameworks”
- The internet and mobile show, Melbourne, May 2013
“Experience design in retail business”
- IDEA Innovation Forward, strategy for future success
Shenkar University Tel Aviv, May 2013
“Commercial innovation in Livewindow project”
- . Gwangju Design Biennale 2013, Gwangju Korea, September 2013
“Creativity : imagination in the business”

Publication:

ELISAVA (University of Barcelona)- Temes de Disseny # 28 - dicembre 2012 "Smart lights for the smart cities"

This article is about the experience of light in the smart and digital city or, in other words, the existing and widening use of visual digital signage in the urban environment, open air and in public places. This research focuses on where in towns this digital “contamination” is more visible and accessible, i.e. in shopping districts.

Recent workshop:

July 2013: Patriarcato di Venezia www.Cult-design.org

“Sensorial experiences in temples”

Subject: how introduce design and interactivity in the churches to create a story telling and let visitors from other religion understand the liturgy. 15 days

September 2011: Hyper Island, Stockholm, Workshop : “Benetton livewindow”.