

Michele Capuani

Curriculum Vitae

Designer
INAREA Strategic Design
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General Information

Born in Italy on 1961, January 1st
Graduate in Architecture in 1985 at Politecnico di Milano, BA studies in architecture,
MA studies in product design.
Registered at the National List of Architects in Milano, number 5819
Italian mother language, English and Spanish fluently spoken and written

Short CV

Michele Capuani began his career as a product designer and architect. In the following years he did some important experiences as design director and service designers. In addition to this, his activity is now centered on design driven strategies as a senior partner of Inarea (www.inarea.com) and founder of extra (www.extragroup.com)
Research and Education professional practice have always alternated in his work : for a period has been academic director of IED and is currently a professor at the Politecnico di Milano, La Sapienza di Roma and the Ohio State University. He is one of the best-known figures of Italian design at the international level, both as a lecturer and professional designer.

Main Positions

2017/present – Founder and Design Director at EXSTRAGroup.com
2015/present – Senior Partner INAREA Strategic Design, in charge of Milano office.
2013/present – Contract Professor, Politecnico di Milano, Facoltà di Design. Master PSSD
1991/present – Founding Partner of Capuani & Fasoli Architetti Associati [sacf]
2009/2012 – Dean of IED Group, Istituto Europeo di Design
1998/2000 – Director of IED Research Center

Consulting

1998/present – Design Director of Piazza, leading brand for professional cooking and tableware equipment

2013/2016 – Strategic Design for Rosa Associati for new business development, events, fund raising, institutional relations in the world of sports

- EXPO 2015, Padiglione Italia. Design of events, education and communication on physical movement and healthy nutrition.
- Italian National Olympic Committee. Sports Passport : a national program of tests and a profiling system for teenagers in order to reduce the drop out phenomenon in sports.
- ISTITUTO DESAROLLO COMUNITARIO. Leading Project for the European Commission for the development of research and services on European walkways, to facilitate and monitor endurance physical activity as a key factor for sanitary prevention. In cooperation with Universities of Brescia, Santiago and Braga.
- JIHUA GROUP. Strategic and Service Design for the development of a network of health and wealth centers in China.

2012/present – Director of BMW Creative Lab , a program of investigation on design in cooperation with Italian brand : Guzzini, Napapijri, Stone Island

2011/2013 – Consultant for service design at Compositori Comunicazione (Ottagono Design Magazine), for special events.

- City of Riccione, design week event on fashion trends, in cooperation with radio DJ.
- San Marino Government, service design for the start up of the National Authority for Innovation and Design
- Several Brands, events on design and architecture for the retail chain

2011 – Consultant of Cooperativa Ceramica Imola for a project of education and communication on design

2011 – Consultant of Unopiù for a project of education and communication on design

2001/2009 – Design Director di Virutex Ilko

2006/2007 – Consultant of Domus Academy and Nanyang Polytechnic in Singapore for the start up of an educational program at master level

2005/2006 – Member of MACEF (houseware fair) Executive Board in Milano, consultant for design

2004/2005 – Head of Domus Academy Research Centre (Hyundai and Kia Research and Training Programs)

2003 – 2 projects on technological innovation in VI° framework program of European Commission

2003/2004 – Strategic Design for Travertino di Rapolano Consortium

2003/2004 – Strategic Design for the Chamber of Commerce of Trento for small enterprises in the natural local marble industry

2002/2003 – Strategic Design for SEBRAE (Brazilian SME national association) for a program of education and dissemination on technology and design

2001/2003 – Service Design for euroBIC (business innovation center of the region of Siena) for a design driven politic for local SME.

2000 – Consultant of Canton du Valais (CH) for the development of design strategies for local SME

1999 – Consultant of regional government of Canary Islands for the start up of Centro Canario de Diseno Integrado

Academic Curriculum

2016/present - Contract Professor, Ohio State University, Faculty of Design

2013/present – Contract Professor, Politecnico di Milano, Facoltà di Design. Master PSSD

2014/present – Contract Professor, Università La Sapienza, Facoltà di Design. Master in Product Design

2009/2012 – Dean of IED Group, Istituto Europeo di Design

2007/present – Member of Scientific Board of ESAG (Ecole Superior des Artes Graphique) in Paris, France.

2005/2007 – Director of a Master in Transportation design at Domus Academy

2005/2009 – Board Member at Academy of Forms, Hellefors (Sweden)

2004/2008 – Board Member at Cumulus Executive Board n°2 (worldwide association of Design Universities)

2003 – Consultant of Università di Siena for the start up of a University Pole in Val d'Elsa.

2001/2004 – Vice Presidente of Cumulus Executive Board n°1 (European association of Design Universities)

1998/2005 – Contract Professor at Politecnico di Milano

1998/2000 – Director of IED Research Center

1996/2000 – Coordinator of IED summer courses

1990/1995 – Contract Professor at Istituto Europeo di Design (Technology of Materials)

1988 – Contract Professor at the Faculty of Environmental Studies, Calgary University, Canada
1986/1990 – Assistant Professor at Faculty of Design , Politecnico di Milano

Visiting Lecturer

- 2016 - Ohio State University, Ohio, USA
- 2013 - Istituto Poliarte, Ancona, Italy
- 2013 - Istituto Adriano Olivetti School of Management
- 2012-Cà Foscari University, Venezia
- 2011- IADE, Lisboa
- 2011-ESAG, Paris
- 2010-Kunstfack, Lund, Sweden
- 2004-National Institute of Design, Ahmedabad (India)
- 2004-Nanyang Polytechnic (Singapore)
- 1999, 2003, 2004-Temasek Polytechnic and Nanyang Technical University(Singapore)
- 2003-Fundaciòn DUOC, Santiago del Cile (Cile)
- 2000-Scuola di Design Toulouse Lautrec, Lima (Perù)-
- 2002, 2011-Hochschule fur Gestaltung und Kunst Zurich (CH)
- 1998-Wolverhampton University, school of glass design (UK)
- 1991-University of arts and design (UIAH), Helsinki (Finland)

Recent Publications

- The Value of Nothing - Ottagono Design Magazine 257
- New Geography of Creative Industry - Ottagono Design Magazine 259
- Design in the crowdsourcing era _ Ottagono Design Magazine 261
- The consequences of memetics- Ottagono Design Magazine 263
- Semantics of the future - Ottagono Design Magazine 266
- Who owns the future ? – Ottagono Design Magazine 258
- Eulogy to complexity - Ottagono Design Magazine 268
- Il palcoscenico e lo spettacolo – Corriere della Sera 30/11/2013
- Un nuovo modo di vivere la casa – Corriere della Sera 13/12/2013
- Traghetture verso il futuro – Corriere della Sera 12/01/2014

Other Positions Held

2014/present - Founder and Board Member of LAMU

Libera Accademia del Movimento Utile (LAMU) is a no profit organization that aims to encourage, fund and divulgate projects related to the practice of sports, with a particular focus on groups of disabled people, to prevent social diseases and improve the quality of life

2004/2008 - Member of Cumulus Executive Board n°2 (worldwide association of design universities)

He has strongly supported the role of Italian design in the most relevant international design education association, promoting several design competitions and students exchange programs.

2007 – Honorary Member of the Scientific Board of ESAG

(Ecole Superior des Artes Graphique) in Paris, France.

2005/2009 – Member of the Board of the Academy of Forms, Hellefors (Sweden)

In this position he has started and supported the relations between Italian and Swedish organizations among design

2005/2006 – Member of the Board of MACEF fair in Milano.

2001/2004 –Member of Cumulus Executive Board n°1 (european association of design universities)

He has been one of the active founders of Cumulus, bridging the association from the nature of promotion of exchange programs to the role of strategic decision maker in European design policies.