

## CURRICULUM VITAE

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### Serena Maria Savi

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date of birth: 11 March 1978

### Designer

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#### WORK EXPERIENCE

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##### Baume & Mercier

As final phase of the master "Creative Academy" by Richemont Group (followed in Milan between January and July 2011), since September to December 2011 I worked, in the Geneva offices, as intern in the design department of the brand, developing new watch designs, in particular jewellery watches for ladies.

##### Free lance

I develop new designs in the bijoux-jewellery field and produce limited editions of them using different technologies such as rapid prototyping, moulding and the work of different goldsmiths and professionals.

Since November 2009 till February 2011 I collaborate as a free-lance with the fine handmade jewellery brand "**Braga Romano by Fontana**"- MI718 starting with the development of a new line of accessories (bags' closures) and later on designing new jewellery collections, such as "Pebbles", for which I've been developing also the art direction, and "Rising Sun". Both the collections were published on different newspapers and magazines such as "Lifestyle magazine" and "Vogue Gioiello".

Between January and March 2010 I've been following the post graduation course in Jewellery Design at the Politecnico di Milano at the end of which one of the projects I designed during the course was selected between all the 30 students to take part to the exhibition "**Titani preziosi**", taking place at the **Triennale** in Milan between June 17th and August 1st 2010.

Between September and October 2009 I take part to the national competition announced by the municipality of Rome, "**Roma in un'Immagine**", to create a logo and an instructions book for the roman tourist organization.

I occasionally collaborate with the engineering and consulting office "**M.A. Consulting**" in Cremona as product designer for the development of new street lamps using LED technology.

##### Progetto CMR

Between September 2008 and March 2009 I collaborate with the studio as product designer inside the "ID-Vision", taking part of the development of different concepts for names as **Technogym**, **Asaplastici**, **Sacea**, **I Guzzini**, **Poltrona Frau**. Between the products more deeply developed: new partition walls systems, airport sitting systems, power poles.

##### Studio Testa

Between 2007 and 2008 I work developing new products and interior concepts with the project "Design in Progress" in collaboration with the studio in Paderno Dugnano. Between the projects, the winning concept for the new bakery franchising "Pane & Amore", for the industrial bakery "Panificio Generali" in Cremona.

##### Dante O. Benini & Partners Architects

Between December 2004 and September 2008 I collaborate full time with the architectural studio as product and graphic designer. Between 2006 and 2008 I have the opportunity to support "**Vignelli Associates**" developing a work of art direction for the sofa-bed brand **BK Italia** composing advertisements, catalogue and press release and coordinating the various activities of stand-preparation. I also create and develop the branding for "Backstage lounge"-DOBP canteen, "CO department"- a department of DOBP, and "d'I comunicazione", P.R. agency.

I follow the developing of the furniture system "LSD" produced by **Belca** and of the system "XYZ" produced by **Robots**, for which I create the advertising graphics for the Salone del Mobile in 2005 and 2006.

I occasionally collaborate with the architecture and interior departments for 3d simulations and image post-production participating to projects as the **Abdi Ibraim Tower** in Istanbul, the **Fastweb** head quarters in Milan, San Nazzaro area in Brescia, the new fair in Moscow and the project "Globe Town" in Novgorod.

In year 2006 I also take part to the "Caiazza memorial challenge" international design competition with the chair "Flo".

##### M.A. Consulting

Between January and May 2004 I daily collaborate in with the engineering and consulting office "**M.A. Consulting**" in Cremona for 3d graphics of some projects for the hospitals group S. Donato.

##### Studio Poletti

Between April 2002 and December 2004 I collaborate with the design and public relation studio of Milan following, first as an intern and then as designer assistant, art direction, product design, interior design and stand design for names as **Jacuzzi**, **Bongio**, **Eurolegno**, **Huber**. I also followed the press release and wrote for press kits and design magazines.

## Studio RPR

Between June and November 2003 new products for the furniture factories **Flexteam** and **Offix**. Development of concepts of home-office chairs and other furniture elements. In the same period I take part to the International competition announced by Glaxo Smith Kline "A toothbrush for the future", obtaining one of the first positions with the project "Snaky: Iron inside, Irony outside".

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## EXHIBITIONS

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October 2010: "The Gallery of Gioiello Italiano", exhibition inside the Hong Kong International Jewellery Fair

June - August 2010: "Titani preziosi", titan's jewels exhibition, Triennale - Milan

November - December 2006: "Fall in London", personal photography exhibition – Cremona

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## PUBLICATIONS

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January 2011: "Pebbles by Fontana'S"-published on "Lifestyle magazine"

December 2010: "The gallery of Gioiello Italiano"-published on "Vogue Gioiello" n°112

September 2010: "A gallery where Italian paintings and jewels come to life"- published on "The Standard", Hong Kong

September 2010: "Gioiello italiano – precious emotions", Catalogue 2010

September 2010: "Italian brand takes on the British market"-published on "Professional Jeweller" n°07, London

August 2010: "I Titani preziosi di Serena Maria"- published on "La Provincia", Cremona

June 2010: "Titani preziosi", exhibition's catalogue, Electa

April 2004: "Snaky: Iron inside, Irony outside"-project published on "DDB magazine" n°17

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## EDUCATION

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Post-graduation:

January-July 2011: **Master of Art in Design** – Creative Academy – Richemont Group

January – march 2010: **DDG - post-graduation course of jewellery design** – Politecnico di Milano

November 2009 – April 2010: **basic tailoring** – CFP Paullo moda - Milan

March – June 2009: **perception and digital representation** – CFP Bauer - Milan

University:

2003: **industrial Design degree** - Politecnico di Milano, Industrial Design Faculty (vote 92/100)

fields of study:

5° year: yacht design

3°- 4° anno: interior design (expo)

1°- 2° anno: product and graphic design

Erasmus scholarship:

2000, January - June: **Provinciale Hogeschool Limburg (Hasselt, Belgium)**, Architecture Faculty, interior architecture

High school:

1997: "Liceo" specialising in scientific studies - G. Aselli, Cremona (vote 48/60)

Languages:

Italian: mother language

English: very good knowledge spoken and written, practiced through constant contact with mother language friends

French: first approach during my permanence in Geneva

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## COMPUTER LITERACY

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Operating system: Windows Xp / Mac

Adobe Acrobat 7

Adobe In Design CS5

Rhinoceros 4.0

Office pack

Adobe Photoshop CS5

Macromedia Flash 5.0

Showcase render

Internet Explorer

Adobe Illustrator CS5

AutoCAD 2008

Vray render

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## INTERESTS

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Cinema, photography, art, architecture, fashion, culture, literature, voyages, hand making.

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## ATTITUDES AND AIMS

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Practical sense, organization, responsibility, precision are the qualities I like to mix with creativity in work. My education, quite heterogeneous, makes me have a wide vision of my work and makes me face the different aspects with a strong desire of completing my knowledge also through the work in still unexplored fields.

I don't feel limits in travelling. For my personality I know I can do my best working in a team through the reciprocal comparison and growth to reach common aims, but I can undertake responsibilities and choose in complete autonomy where required. Good attitudes in relating with people / public speaking.

**I authorize the treatment of my personal data as required by Law n°675/96, 31 December 1996.**