

# CURRICULUM VITAE

FLORIANA PASTORE designer

## Personal Information

**NAME** FLORIANA PASTORE  
**BORN IN** Policoro (MT), Italy - January, 13th 1984  
**ADDRESS** Viale della Repubblica, 28  
Paderno Dugnano (MILANO) 20037 - ITALY  
**CITIZENSHIP** Italian  
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## Education

- APRIL 2020** THE ARCHITECTURAL IMAGINATION CERTIFICATE at HARVARDX online learning initiative of HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN
- OCTOBER, 21st 2010** INDUSTRIAL DESIGN MASTER'S DEGREE at MILAN POLYTECHNIC (MILAN - ITALY)  
**COURSE DESCRIPTION** *The professionals graduating from the Master Degree integrate product design with expertise in the fields of management and strategy, and have been trained to supervise the design activity, design research and art direction.*
- JULY, 12th 2007** INDUSTRIAL DESIGN BACHELOR DEGREE at UNIVERSITY OF FLORENCE - ARCHITECTURE (FLORENCE - ITALY)
- JULY, 4th 2003** SCIENTIFIC LYCEUM "ENRICO FERMI" (POLICORO - ITALY)

## Soft skills

cultural diplomacy  
positive attitude  
entrepreneurship  
complex problem solving  
self confident  
quick learning  
deep thinking  
leadership  
judgment and decision making  
planning by priority  
client relationship  
negotiation  
details oriented  
goal oriented  
team work  
international team management

## Design skills

creative flair  
artistic inclination  
trends anticipating  
strategic research  
user experience  
scenarios development  
hand drawing  
graphic  
project presentation / speech  
autocad 2d  
rhinoceros 3d  
cinema 4d + vray  
photoshop  
illustrator  
indesign  
after effect

## Language skills

Italian  
English  
Spanish

## Work experiences

**JAN 2012 - SO FAR**  
**PRODUCTIVE SECTOR**  
**ROLE**  
**ROLE DESCRIPTION**

FLORIANA PASTORE DESIGNER

Designer professional

**Experiential Interior Designer - Furniture / Showroom Specialist - Brand Style Curator**

SERVICES:

- . Interior design
- . Branding & Strategic design
- . Graphic Art (printed & digital)
- . Fine Product design
- . Creative / Art direction

METHODOLOGY:

- . Physical product/interiors experiential design
- . Cultural and lifestyle analysis
- . Art-style design
- . Customized design

DELIVERY:

- . Research
  - . Moodboards
  - . Sketches
  - . 2d/3d models rendering
  - . Graphic presentations
  - . Project development
  - . Production/installation management
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**NOV 2010 - DEC 2017**  
**PRODUCTIVE SECTOR**  
**ROLE**  
**ROLE DESCRIPTION**

CASSINA (MEDA - ITALY)

Luxury furniture craft industry

**Global Furniture Showroom Interior Designer / Project Manager**

Interior designer for worldwide Cassina's showrooms, retailers and special events; management from the concept to the installation.

- . Understand clients' needs and the needs of the people using the building to develop design concepts and establish final briefs.
- . Consider materials and costs according to set budgets and negotiate project fees.
- . Conduct feasibility studies for projects. Research and gather information and photographs relating to the project
- . Produce sample and mood boards to present to clients
- . Functional partition of the space
- . Source products, e.g. fittings, furniture, lighting, finishes, decoration and dressing, and provide samples for clients
- . Prepare detailed working drawings, designs, plans, 3D, models and schemes. Survey buildings
- . Work in team with other designers
- . International multidisciplinary team management
- . Supervise work at the design stage and on-site
- . Suppliers management
- . Timing management
- . Installation

## Portfolio of projects

### Brand style design:

- 2019 NEW FURNITURE COMPANY STYLE - DONGGUAN (CHINA)**  
Furniture style research; concept design and development of branded interiors; brand image identity, architecture finishes, interior design, furniture setting, home accessories, technical/decorative lighting, styling; project management; international team management.
- 2019 CUSTOM CABINETRY COMPANY STYLE - GUANGZHOU (CHINA)**  
Research, analysis and design strategic plan; brand curator; interior atmospheres restyling; Mix&Matching designer and project management; international team management.
- 2018 NEW FURNITURE COMPANY STYLE - RIYADH (SAUDI ARABIA)**  
Study of Arabian design style in a trans cultural scenario; study of the company style; applied theory of furniture retail experience; interior architecture/scene design; furniture style concept; restaurant showroom experience design; office showroom experience design.
- 2015 CUSTOM CABINETRY CARPENTRY STYLE - LONG ISLAND NY (USA)**  
Image building, logo, corporate identity, uniform design, samples box, new products design.
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### Research and Strategic design:

- 2018 EXPERIENTIAL INTERIOR DESIGN RESEARCH**  
Analysis of culture, habits and taste changing in the knowledge era; analysis of the connections between human perception and interior design; analysis of the environments nature; guidelines for the experience design development in exhibition, retail, interior environments (how to attract engage, educate, activate).
- 2017 DESIGN STUDIO BUSINESS DEVELOPMENT - ABU DHABI**  
Guidelines for studio image improvement (website, social network, headquarters); guidelines for future business; relations with external local professionals and organizations.
- 2017 MADE IN ITALY IN THE EMIRATES MARKET**  
Cultural study of the history, habits and foreign influences in a constantly evolving market; strategic research of the aesthetic tastes (with and without influences); interior environment concept creative and development of future scenarios.
- 2010 MADE IN ITALY IN U.S. MARKET (AND GLOBALLY)**  
Analysis of the background, design features and product experience with Italian design.
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### Cassina Branded Projects:

- 2017-2018 CASSINA DOS JUMEIRAH DUBAI (double floor showroom)**  
Architecture renovation, strategic design research for middle east furnishing market, interior design, furniture setting, home accessories, technical/decorative lighting, styling, project management.
- 2017 CASSINA DOS MILANO**  
Fall windows furniture setting, decorative lighting, installation, project management.
- 2017 CASSINA NEOCON FURNITURE FAIR 2017 CHICAGO**  
Furniture setting, happening and project management.
- 2016 CASSINA DOWNTOWN DUBAI**  
Interior design, furniture setting, decorative lighting, styling, installation, project management.
- CASSINA RUMBEKE - BELGIUM**
- 2016 Interior design, furniture setting, decorative lighting, styling, installation, project management.**
- CASSINA DOS BRUSSELS (three floors showroom)**
- 2016 Interior design, furniture setting, decorative lighting, styling, installation, project management.**
- CASSINA MAKER'S BOOTH AT NEOCON FURNITURE FAIR 2016 CHICAGO**
- 2016 Furniture setting, craftman live happening, project management.**
- CASSINA LUXEMBOURG CITY**
- 2016 Window for special event creative concept, interior design, furniture setting, project management.**

<b>MARCH 2014</b>	<b>Products prized:</b> SOUVENIR FOR FLORENCE contest by Florence Foundation for Artistic Crafts - "Novella" winner project produced and sold in Florence's museums bookshop
<b>JANUARY 2013</b>	ROBERTO CAPUCCI for young designers award - "Angelica" - Product shortlisted and exhibited at Palazzo Morando Milano Museum of Fashion
<b>JULY 2012</b>	FSC ITALIA design award - "Dote" - ADI (Association of the Industrial Design) Innovation Atelier young professional award and FSC communication award
<b>OCTOBER 2011</b>	DREAM & MIGRATION 400MQ GALLERY - "Cuore d'Italia" - Product shortlisted and exhibited
	<b>Products exhibited:</b>
<b>APRIL 9-14th 2013</b>	SALONE DEL MOBILE SATELLITE (Milan) - ADI Innovation Atelier SEEDS - "Dote"
<b>APRIL 9-14th 2013</b>	PALAZZO MORANDO (Milan) - Roberto Capucci for young designers award - "Angelica"
<b>NOVEMBER 2011 - 2016</b>	LA DISEGNERIA gallery (Pescara) - permanent exhibition "Stumm" and "The Unexpected Bucket"
<b>OCTOBER 2011</b>	DREAM & MIGRATION 400MQ GALLERY (Ancona) - exhibition "Cuore d'Italia"

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## Volunteer experiences

<b>FEB 2018 - MARCH 2018</b>	ROYAL BRITISH SOCIETY OF SCULPTORS - LONDON
<b>PRODUCTIVE SECTOR</b>	Art society and gallery
<b>ROLE</b>	<b>Gallery volunteer / Front of the House</b>
<b>ROLE DESCRIPTION</b>	The Gallery volunteers are proactive members of the Front of House team who enhance visitors' experience at RBS exhibitions. As well as providing a fantastic customer experience and monitoring the security of the exhibits, assist with additional marketing and administrative tasks during quieter moments in the gallery. <ul style="list-style-type: none"> <li>. Contribute to the stimulating and creative gallery environment</li> <li>. Approaching the public and engaging them in discussion about sculpture/three dimensional art</li> <li>. Be part of our community of sculptors, artists and curators</li> <li>. Attend preview exhibition tours with the Director</li> </ul>