

CURRICULUM VITAE

FLORIANA PASTORE designer

Personal Information

NAME FLORIANA PASTORE
BORN IN Policoro (MT), Italy - January, 13th 1984
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Education

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

OCTOBER 2010 - SO FAR
PRODUCTIVE SECTOR
ROLE
ROLE DESCRIPTION

FLORIANA PASTORE DESIGNER

Designer professional

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

INTERIOR DESIGNER

- . Set design for retails, events and shootings
- . Furniture, Fixtures and Equipments
- . Visual display
- . Experiential interior design
- . Set installation
- . Relations with the engineering and producers
- . Relations with external professionals and organizations

BRAND STYLE CURATOR

- . Cultural and lifestyle analysis
- . Corporate image design
- . Design business development in global market
- . Social editor

OUTPUT DOCUMENTS

- . Research
- . Moodboards
- . Hand drawings
- . 2d/3d/rendering
- . Video
- . Moke up
- . Social concepts

CLIENTS

- . Furniture manufacture / Showroom
- . Designers professional
- . Retail
- . Exhibitions / Events
- . HORECA
- . Private residential

Projects:

2010 **MADE IN ITALY IN THE AMERICAN MARKET**

Analysis of the scenario, critical points and strategic hypothesis for a cultural export of high value artistic design.

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.

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.

2018 **SAUDI ARABIA NEW FURNITURE INDUSTRY ON THE WORLD STAGE**

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 selection; restaurant showroom experience design; office showroom experience 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).

Projects:

2019 INTERIOR ATMOSPHERES RESTYLING OF CHINESE CUSTOM CABINETS COMPANY (in progress)

Brand collections analysis; Chinese competitors offer analysis; European interiors trend analysis; European custom cabinetry market survey; styling&home accessories survey;

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
 - . Post-installation care
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Projects:

2017 CASSINA DOS JUMEIRAH DUBAI (double floor showroom)

Design& Project Management // Architecture renovation, strategic design research for middle east furnishing market, interior design, furniture setting, home accessories, technical/decorative lighting, styling

2017 CASSINA DOS MILANO

Design& Project Management // Fall windows furniture setting, decorative lighting, installation

2017 CASSINA NEOCON FURNITURE FAIR 2017 CHICAGO

Design& Project Management // Furniture setting, happening management

2016 CASSINA DOWNTOWN DUBAI

Design& Project Management // Interior design, furniture setting, decorative lighting, styling, installation

2016 CASSINA RUMBEKE - BELGIUM

Design& Project Management // Interior design, furniture setting, decorative lighting, styling, installation

2016 CASSINA DOS BRUSSELS (three floors showroom)

Design& Project Management // Interior design, furniture setting, decorative lighting, styling, installation

2016 CASSINA MAKER'S BOOTH AT NEOCON FURNITURE FAIR 2016 CHICAGO

Design& Project Management // Furniture setting, craftman live happening

2016 CASSINA LUXEMBOURG CITY

Design& Project Management // Window for special event creative concept, interior design, furniture setting

Volunteer experiences

FEB 2018 - MARCH 2018
PRODUCTIVE SECTOR
ROLE
ROLE DESCRIPTION

ROYAL BRITISH SOCIETY OF SCULPTORS - LONDON

Art society and gallery

Gallery volunteer / Front of the House

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.

- . Contribute to the stimulating and creative gallery environment
- . Approaching the public and engaging them in discussion about sculpture/three dimensional art
- . Be part of our community of sculptors, artists and curators
- . Attend preview exhibition tours with the Director