

CURRICULUM VITAE

FLORIANA PASTORE designer

Personal information

NAME FLORIANA PASTORE
BORN IN Policoro (MT), Italy - January, 13th 1984
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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 HIGH SCHOOL "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 experience

JAN 2012 - SO FAR	PASTORE FLORIANA
PRODUCTIVE SECTOR	Designer professional
ROLE	Creative Designer & Manager
ROLE DESCRIPTION	SERVICES: <ul style="list-style-type: none">. Fine Product design. Interior design. Branding & Strategic design. Visual Design. Creative / Art direction METHODOLOGY: <ul style="list-style-type: none">. Cultural and lifestyle analysis. Art-style. Customized design DELIVERY: <ul style="list-style-type: none">. Research. Moodboards. Sketches. 2d/3d models rendering. Graphic presentations. Project development. Production/installation management
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NOV 2010 - DEC 2017	CASSINA (MEDA - ITALY)
PRODUCTIVE SECTOR	Luxury furniture craft industry
ROLE	Global Furniture Showroom Interior Designer / Project Manager
ROLE DESCRIPTION	Interior designer for worldwide Cassina's showrooms, retailers and special events; management from the concept to the installation. <ul style="list-style-type: none">. 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

Interior design:

- 2022 EXHIBITION BOOTH DESIGN AT MADE IN MIDA - FLORENCE (ITALY)**
Creative concept, product layout, mock up storyboard, floorplan, installation.
- 2021 CHILDCARE FACILITY INTERIOR DESIGN - SINGAPORE**
Creative concept, furniture/lighting/decoration selection, playground accessories selection, color palette, furniture plan.
- 2020 - 2021 ROYAL MAJILIS SPATIAL DESIGN - ABU DHABI (UAE)**
Creative concept, hand drawing, 3d model.
- 2019 - 2020 DE RUCCI SHOWROOM INTERIOR DESIGN - DONGGUAN (CHINA)**
Creative concept according to brand identity; functional partition of the space; architecture finishes and technical lighting selection; decorative lighting, accessories and greenery selection; interior design; 2d/3d drawings; project management; international team management.
- 2017-2018 CASSINA DOS JUMEIRAH DUBAI (double floor showroom)**
Architecture renovation, strategic design reseach 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 (USA)**
Furniture setting, happening and project management.
- 2016 CASSINA DOWNTOWN DUBAI (UAE)**
Interior design, furniture setting, decorative lighting, styling, installation, project management.
- 2016 CASSINA RUMBEKE at CASTEELKEN - BELGIUM**
Interior design, furniture setting, decorative lighting, styling, installation, project management.
- 2016 CASSINA DOS BRUSSELS (three floors showroom)**
Interior design, furniture setting, decorative lighting, styling, installation, project management.
- 2016 CASSINA MAKER'S BOOTH AT NEOCON FURNITURE FAIR 2016 - CHICAGO (USA)**
Furniture setting, craftman live happening, project management.
- 2016 CASSINA LUXEMBOURG CITY at MOBILIER BONN**
Window for special event creative concept, interior design, furniture setting, project management.

Branding and Strategic design:

- 2022 PANEL IT 2022 COLLECTION CATALOGUE - DUBAI (UAE)**
Product catalogue concept and design with bespoke illustrations.
- 2021 CECILIA SERIES 2021-22 CONCERT GRAPHICS - KANSAS CITY (USA)**
Graphic layout for brochures and digital layouts
- 2021 TRADES & WARES BRANDING DESIGN - CHICAGO (USA)**
Logo design, print collaterals.
- 2021 MELLQVIST & JUNG WINDOWS GRAPHIC COMMUNICATION STOCKHOLM (SWEDEN)**
Analysis of the brand, analysis of the location, strategic design board, windows graphic layout.
- 2021 1652 RESTAURANT LOGO AND MENU DESIGN - YORK BEACH (USA)**
Logo design, design for dining room menu, to go menu, special event menu.
- 2019 - 2020 CATALOGUE INTERIORS RESTYLING FOR CUSTOM CABINETRY COMPANY - GUANGZHOU (CHINA)**
Brand and company's catalogue analysis; cultural, lifestyle and design market research; strategic design applied to interior styles; catalogue optimization; creative direction.
- 2017 SAUDI EMAAR BRANDED SPACE - RIYADH (SAUDI ARABIA)**
Analysis of Saudi culture and design; applied theory of furniture retail experience; interior architecture/set design; furniture style.
- 2015 WOOD&CO CORPORATE IDENTITY DESIGN - LONG ISLAND NY (USA)**
Image building, logo, corporate identity, uniform design, samples box, new products design.

	Products exhibited:
APRIL 23-1 MAY 2022	86TH MIDA FLORENCE INTERNATIONAL CRAFTS FAIR 2022 - "Passaggi di stato" mirrors
APRIL 9-14th 2013	SALONE DEL MOBILE SATELLITE (Milan) - ADI Innovation Atelier SEEDS - "Dote"
APRIL 9-14th 2013	PALAZZO MORANDO (Milan) - Roberto Capucci for young designers award - "Angelica"
NOVEMBER 2011 - 2016	LA DISEGNERIA gallery (Pescara) - permanent exhibition "Stumm" and "The Unexpected Bucket"
OCTOBER 2011	DREAM & MIGRATION 400MQ GALLERY (Ancona) - exhibition "Cuore d'Italia"
	Products prized:
MARCH 2014	SOUVENIR FOR FLORENCE contest by Florence Foundation for Artistic Crafts - "Novella" winner project produced and sold in Florence's museums bookshop
JANUARY 2013	ROBERTO CAPUCCI for young designers award - "Angelica" - Product shortlisted and exhibited at Palazzo Morando Milano Museum of Fashion
JULY 2012	FSC ITALIA design award - "Dote" - ADI (Association of the Industrial Design) Innovation Atelier young professional award and FSC communication award
OCTOBER 2011	DREAM & MIGRATION 400MQ GALLERY - "Cuore d'Italia" - Product shortlisted for the exhibition

Volunteer experiences

FEB 2018 - MARCH 2018	ROYAL BRITISH SOCIETY OF SCULPTORS - LONDON
PRODUCTIVE SECTOR	Art society and gallery
ROLE	Gallery volunteer / Front of the House
ROLE DESCRIPTION	<p>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.</p> <ul style="list-style-type: none"> . 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