

CURRICULUM VITAE

PERSONAL INFORMATION

Name Sara Ferrari
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Email info@saraferraridesign.com
Nationality Italian
Date of birth 18/01/1981



WORK EXPERIENCE

- DATE 01-2017 to present
studiomare cofounder
- DATE 01-2009 to present
Sara Ferrari Design_Director and Founder
- DATE 09-2017 / 08-2018
DOMUS Academy - Director of the Master in Product Design

BIOGRAPHY

Sara Ferrari is an Italian product designer who likes traveling and cross-cultural investigation. In 2009 she founded Sara Ferrari Design in **London**, where she spent the first four years of her career getting her work recognized worldwide, winning design competitions, and designing successful products. In 2010, her project "Stone-Leaf" received a special mention from the international "**Zanotta_Cristalplant Design contest**". After her return to Italy in 2011, she was awarded with a special mention from the **YOUNG&DESIGN '11** award for her project BACO, a sofa designed for the Milan-based company D3co. In October 2013, she started a research project on the subject "design and emotions" at **Delft University of Technology**, trying to find a way to create a link between academic research and design companies, where she also ran different courses including one in collaboration with the Italian brand **Alessi**. While in the Netherlands, Sara kept working for Italian companies such as Olimpia Splendid, a leader in air conditioning, heating and air treatment products, for which she designed "MIA", a pellet stove awarded with the **GOOD DESIGN AWARD** from the Chicago Athenaeum in 2014 and the **RED DOT Design Award** in 2015. In the same year, during the Salone del Mobile in Milan, she was awarded with the third prize in the **YOUNG&DESIGN '15** with the Libra lamp. Her work has been displayed and sold in various institutions including the Triennale Museum in Milan, The Others fair in Turin, The Somerset House and the ICA in London and The Peel Gallery in Texas. She is been teaching and lecturing in several universities and design school, such as **TU Delft**, **HKU** in Utrecht, **University of Bologna**, **NABA** (New Academy of fine Art) in Milan, **SID** (Scuola Italiana Design) in Padova, **DOMUS Academy** and University of San Marino. She is currently living between Milan and Brescia where she is working as a designer and lecturer. She is also collaborating as "designer of meaning" with the team of Project Science, practice headed by Professor of leadership and innovation **Roberto Verganti** and she is Program Leader of the Master in Product Design at Domus Academy. She is co-founder of studiomare.



reddot award 2015
winner



zanotta & CRISTALPLANT



INTERNATIONAL EXPERIENCE



- DATE
- Luogo

September 2018

Universidad de los Andes, Bogotá

2 weeks workshop “new eating and serving tools for a meaningful eating experience in restaurants”, in collaboration with companies: Mepra and Ristorante Cracco
Workshop Leader



- DATE
- Luogo

May 2018

Zagreb Design Week, Zagreb

Lecture on “designing meaningful objects”



- DATE
- Luogo

May 2018

Women’s organisation, UK

Lecture on “designing meaningful objects”



- DATE
- Luogo

October 2016

ARCHIday 2016 @Warsaw Home, Warsaw, Poland

Workshop on designing new living scenarios.
Lectures given in both Archiday and Expo Home.



- DATE
- Luogo

August 2015

San Cristobal de las Casas, Mexico

1 week workshop in Chiapas with local artisans, organised by Design Week Mexico
Results displayed in Mexico City during Design Week Mexico in the “Vision and Tradition” exhibition



- DATE
- Place

September 2015

Technical University of Delft

(IDE Industrial Design and Engineering, @ Delft Science Centre for the Minor “Interactive Environments”)

3 days workshop on “Design a meaningful interactive object”
Design coach and lecturer

- DATE
- Place

September 2015

Technical University of Delft

(IDE Industrial Design and Engineering, @ Delft Science Centre for the Minor “Interactive Environments”)

3 days workshop on “Design a meaningful interactive system of objects”
Design coach and lecturer

- DATE
- Place

September 2015

Technical University of Delft

(IDE Industrial Design and Engineering, @ Delft Science Centre for the Minor “Interactive Environments”)

3 days workshop on “Shape giving to interactive environments”
Design coach and lecturer

INTERNATIONAL EXPERIENCE



- DATE
- Place

January 2015

HKU, Utrecht

Workshop organiser - "Designing New Meanings"
with product and interior design students



- DATE
- Place

September 2014 - January 2015

Technical University of Delft
(**IDE** Industrial Design and Engineering, @ Delft Science Centre)

Teacher, design coach and lecturer in the Minor "Interactive Environments",
in collaboration with Princess Maxima Centre

- DATE
- Place

February 2014 - April 2014

Technical University of Delft

Tutor and Design coach for "Design and Cultural Impact" course,
in collaboration with Alessi

- DATE
- Place

November 2013 - February 2014

Technical University of Delft

Tutor and Design coach for "Design and Experience" course



- DATE
- Place

October 2013 - April 2014

Technical University of Delft - ID-Studio lab research centre
Research project on the theme "Design and Emotions" in collaboration with
Phd researcher Steven Fokkinga and italian company Alessi
Tutor: **Prof. Paul Hekkert**, full professor at IDE, TU Delft

- DATE
- Place

January 2009

London

Sara Ferrari Design,
beginning of the activity as an independent designer

- DATE
- Place

March 2008 - September 2008

London

Freelance Designer at **Jump Studios**
Project designer for the ADIDAS retail design for the 2010 World Cup

- DATE
- Luogo

March 2006 - June 2006

Mark Gabbertas Studio, London

Intern

- DATE
- Luogo

January 2006 - April 2006

Michael Soudeau Studio, London

Intern

AWARDS



reddot award 2015
winner



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EXHIBITIONS

- GOOD DESIGN AWARD 2016, (Chicago Athenaeum - Museum of Architecture and Design) - household category
 - DIA (Design Intelligence Award) 2016, shortlisted (Libra Lamp)
 - DIA (Design Intelligence Award) 2016, shortlisted (MIA Pellet Stove)
 - YOUNG & DESIGN 2016, honour mention
 - YOUNG & DESIGN 2015, 3° prize
 - RED DOT DESIGN AWARD 2015, product design category
 - GOOD DESIGN AWARD 2014 (Chicago Athenaeum - Museum of Architecture and Design) - household category
 - FBML Progetto Professionalità Ivano Becchi 2013/ Fondazione Banca del Monte Di Lombardia - fellowship
 - YOUNG & DESIGN 2012 - honour mention
 - Zanotta-Cristalplant design contest, 2011 - honour mention
 - "Playing Design" International Design Competition, 2008 - honour mention
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- Send me the future, **Subalterno1** Gallery, Milan, April 2018
 - Vision and Tradition, **Museo San Cristobal de las Casas**, February 2017
 - **UNDER 35, Italian Design**, Museum MARQ of Buenos Aires, October 2016
 - **W. Woman in Design**, Triennale Design Museum, XXI Esposizione Internazionale della Triennale, Milan
 - Vision and Tradition, **Design Week Mexico**, October 2015
 - "A New Italian Textile Story", event by Elle Decor Italia in partnership with **Molteni&C.**, Dedar and Rubelli, Milan, March 2015
 - Mostra Recupero, Triennale Design Museum, **Triennale di Milano**, October 2013
 - Gowest, **Milano Design Week**, April 2013
 - Rho Fiera, Salone del mobile per CE, Carpet Edition, April 2013
 - Artribune, fiera **The Others**, Torino, November 2012
 - Abitare il Tempo, Verona, October 2012
 - 7 Foodie per Sette Designer, live contest, **Triennale di Milano**, September 2012
 - Salone del Mobile for D3co, Milan, April 2012
 - Garden AT – Milan, April 2011
 - The pound shop - **Somerset House, London**, December 2010
 - The pound shop - London Design Festival, September 2010
 - **Zanotta Cristalplant Design Contest**, SuperStudioPiù, April 2010
 - **Peel Gallery** – permanent collection – **Texas**, October 2009
 - Designboom Mart - **ICFF NYC**, New York, September 2009
 - MIA - Monza, September 2007
 - Zona Tortona - **Milano Design Week**, April 2007
 - MAC Lissone, Milan, March 2007

TEACHING EXPERIENCE



- "Eating and Serving tools for a new meaningful experience in restaurants", workshop at the **Universidad de los Andes**, Bogotá
- "Designing meaningful objects", lecture at Women's association, in collaboration with the University of Liverpool, UK
- "Designing meaningful objects", lecture at Zagreb Design Week, Zagreb
- Advanced Design and Processes, workshop at **DOMUS Academy**, Milan, in collaboration with **IDEAL STANDARD** (Program leader)
- Advanced Design and Processes, workshop at **DOMUS Academy**, Milan, in collaboration with **GROM S.p.A.** (Program leader)
- "About the journey" - workshop with **studiomare** and **Alessi**, tutor and organizer
- A series of Envisioning workshop at **DOMUS Academy**, Milan (Program Leader)
- "The Simplicity of Water" - workshop with **studiomare** and **IB Rubineti**, tutor and organizer (one project went in to production)
- Advanced Design and Processes, workshop at **DOMUS Academy**, Milan (Project Leader) for **Olivetti Design Contest**. Students won the **first prize** and **4 honorable mentions**
- "Up-cycling design" workshop at **University of San Marino** in collaboration with **TECNICA GROUP**
- Metodologia della progettazione ecosostenibile, course at **MACHINA** Institute
- Designing new meanings within the living context, workshop at **ARCHIday**, Warsaw
- "How I work - a journey through meaningful design", lecture, **Warsaw Home**
- "Design ingredients", lecture, **Politecnico di Milano**
- Design Languages course, **NABA Milan**, teacher and lecturer
- Social Design course, **NABA Milan**, teacher and lecturer
- "Design a meaningful interactive object", Workshop, **Tu Delft**
- "Design a meaningful interactive system of objects", Workshop, **Tu Delft**
- "Shape giving to interactive environments", Workshop, **Tu Delft**
- SID Summer Workshop - Design coach - workshop in collaboration with **Chicco** (Artsana S.p.A.) for Scuola Italiana Design, Padova
- "How I work - a journey through meaningful design", lecture, **University of Bologna**
- "Minor Interactive Environments", **TU Delft**, Industrial Design and Engineering at Delft Science Centre, in collaboration with Princess Maxima Centre, design coach and lecturer
- "Design and Cultural Impact", **TU Delft**, Industrial Design and Engineering, in partnership with Alessi - Design coach (one project went in to production)
- "Design and Experience", **TU Delft**, Industrial Design and Engineering - tutor
- "Designing new meanings" workshop, **HKU Utrecht** tutor and organizer
- "Lasercutting meanings", workshop @ the Delft Science Centre, **TU Delft**
- "Design and make an interactive Object", **TU Delft** at Delft Science, Delft
- "OUTSIDE-IN" Workshop for FOOD IMMERSION Festival, Reggio Emilia, Italia

MOTHER TONGUE

Italian

OTHER LANGUAGES

English

Reading
Writing
Speaking

Fluent
Fluent
Fluent

Signature