

CURRICULUM VITAE

PERSONAL INFORMATION

Name Sara Ferrari
M-phone + 39 3402309537
Email info@saraFerraridesign.com
Nationality Italian
Date of birth 18/01/1981



Based in Brescia, Italy

Lived in

Bogotá

Amsterdam / Rotterdam / Delft

London

1 semester (2019)

18 months (2013-2014)

4 years (2007-2011)

BIOGRAPHY

**Sara is a person before being a designer.
And she likes to investigate what things mean.**

Sara Ferrari is an Italian product designer who likes traveling and cross-cultural investigation and who cares about what objects mean. 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** 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, Sara was awarded with the third prize in the **YOUNG&DESIGN '15** with the Libra project. She also won the **GOOD DESIGN AWARD 2016** from the Chicago Athenaeum for UNICO AIR inverter, designed for Olimpia Splendid. 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 has been teaching, lecturing and leading workshops in several Universities and Design Schools, such as TU Delft, HKU in Utrecht, University of Bologna, NABA (New Academy of fine Art) in Milan, SID (Scuola Italiana Design) in Padova, Politecnico di Milano, **Domus Academy**, where she's been **directing the Master in product Design** for the academic year of 2017/18 and the **University of Los Andes**, where she's been **Visiting Professor** for the 1st semester of 2019. She is based between Brescia and Milan where she's working as a designer, lecturer and workshop leader for both companies and Universities. She is also collaborating in different projects as "designer of meaning" with Professor of Leadership and Innovation Roberto Verganti. Her work focuses on innovation of **meaning** and lately she's being integrating **mindfulness** practice in her teaching activities as a tool to enhance awareness in the design process.



reddot award 2015
winner



zanotta & CRISTALPLANT



WORK EXPERIENCE

- DATE

01-2009 to present

Sara Ferrari Design_ Director and Founder

- DATE

23 February 2022 - 1st April 2022

- Place

Domus Academy and Technogym

Project Leader

- DATE

23 February 2022 - 1st April 2022

- Place

Domus Academy and COIMA IMAGE (with De Castelli, Roda and Florim)

Project Leader

- DATE

15 September 2021 - 21 October 2021

- Place

Domus Academy and Technogym

Project Leader

- DATE

19 April 2021 - 23 April 2021

- Place

Alba - Université de Balamand, Beirut and Chicco (Artsana S.p.A.)

1 week on line workshop "Designing meaningful objects for a real company" in collaboration with Chicco

Workshop Leader

Followed by further development of the concepts selected by the company

- DATE

7 October 2019 - 13 October 2019

- Place

Alba - Université de Balamand, Beirut

1 week workshop "Designing meaningful objects for a real company", in collaboration with TUBES Radiatori

Workshop Leader

- DATE

17 September 2019

- Place

TU Delft, IDE Academy, Delft

1 day workshop - Designing Mindfully
Workshop Leader



WORK EXPERIENCE



- DATE
- Place

17 September 2019

TU Delft, Design and Emotions course, Delft

1 day workshop - Designing Mindfully
Workshop Leader

- DATE
- Place

6 July 2019

Designing Mindfully, Summer Edition

1 day workshop - Designing Mindfully
Workshop Leader and organizer



- DATE
- Place

January 2019 - June 2019

Universidad de los Andes, Bogotá

Visiting Professor, Faculty of Design
Designing and teaching courses for Bachelor and Master Students

- Product Design course in collaboration with AGAPE Bathrooms and CRISTALPLANT
- Design development course in collaboration with Local Artisans from Bogotá
- Mindful Design course in collaboration with Palomar



- DATE
- Place

December 2018

Artsana S.p.A. Grandate / Sara Ferrari Design

Workshop "Design for kids, 3rd edition" in collaboration with the Montessori School in Como.
Workshop Leader and organizer



- DATE
- Place

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
- Place

09-2017 / 08-2018

DOMUS Academy - Director of the Master in Product Design

WORK EXPERIENCE



- DATE
- Place

May 2018

Zagreb Design Week, Zagreb

Lecture on “designing meaningful objects”



- DATE
- Place

May 2018

Women’s organisation, UK

Lecture on “designing meaningful objects”



- DATE
- Place

14th October - 4th November 2017

studiomare

Workshop 02 - About the journey
in collaboration with ALESSI
Workshop Leader and organizer



- DATE
- Place

11th February - 4th March 2017

studiomare

Workshop 01 - The simplicity of water
in collaboration with IB Rubinetti
Workshop Leader and organizer



- DATE
- Place

October 2016

ARCHIday 2016 @Warsaw Home, Warsaw, Poland

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

- DATE
- Place

March 2016

Project Science (with Roberto Verganti)

Workshop in collaboration with MUTTI S.p.A.
Design of meaning and workshop assistant



- DATE
- Place

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

WORK EXPERIENCE



- DATE
- Place

September 2015

Technical University of Delft

(IDE - Industrial Design and Engineering), at 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), at Delft Science Centre for the Minor "Interactive Environments")

3 days workshop on "Shape giving to interactive environments"



- 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), at Delft Science Centre)

Teacher, design coach and lecturer for 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 the course "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
- Place

March 2006 - June 2006

Mark Gabbertas Studio, London

Intern

- DATE
- Place

January 2006 - April 2006

Michael Soudeau Studio, London

Intern

AWARDS

- **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

EXHIBITIONS

- Send me the future, **Subalterno 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, Milano

- 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**, 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 7 Designer, live contest, **Triennale di Milano**, September 2012

- **Salone del Mobile**, for D3Co, Milan, April 2012



reddot award 2015
winner



zanotta & cristalplant



TEACHING EXPERIENCE and WORKSHOPS



- **Garden AT** – Milan, April 2011
- **The Pound Shop**, Somerset House London, December 2010
- **The Pound Shop**, London Design Festival, London, September 201
- **Zanotta Cristalplant Design Contest**, SuperStudioPiù, April 2010
- **Peel Gallery**, permanent collection, Texas, from 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

- Envisioning workshop at DOMUS ACADEMY, Milan, in collaboration with **Technogym** - Project Leader

- Advanced Design and Processes, workshop at DOMUS ACADEMY, Milan, in collaboration with **COIMA image, De Castelli, RODA and Florim** Project Leader

- “Self - awareness as a key tool for innovation” - Lecture at **LABA**, Libera Università delle belle Arti, Brescia

- Advanced Design and Processes, workshop at DOMUS ACADEMY, Milan, in collaboration with **Technogym** - project leader

- Designing mindful objects for real companies - 1 week on line workshop in collaboration with **CHICCO** (Artsana Brand) , at **ALBA UNIVERSITY**, Beirut

- Designing mindful objects for real companies - 1 week workshop in collaboration with **TUBES**, at **ALBA UNIVERSITY**, Beirut

- *Designing Mindfully*, workshop @ **IDE Academy** (TU Delft)

- *Designing Mindfully*, workshop @ **TU Delft** (course Design and Emotions)

- *Designing Mindfully* (summer edition) *Workshop Leader and organizer*

- Visiting Professorship, Faculty of Design **Universidad de Los Andes**, Bogotá
Designed courses: Product Design / Design development / Mindful Design

- “Being an independent designer”, e-lecture at **SAIC, Chicago**

- “Design for Kids” , workshop in collaboration with italian brand **Chicco** (Artsana), Grandate, Como

- “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

- **Director of the Master in Product Design at DOMUS ACADEMY** in Milan for the Academic year 2017/2018

- Advanced Design and Processes, workshop at DOMUS ACADEMY, Milan, in collaboration with **IDEAL STRANDARD** (program leader and project leader)

- Advanced Design and Processes, workshop at DOMUS ACADEMY, Milan, in collaboration with **GROM S.p.A.** (program leader and project leader)

- "About the journey" - workshop with studiomare and Alessi (workshop leader and organizer)

- "The simplicity of water" - workshop with studiomare and IB Rubinetti (Workshop Leader and organizer) - 1 project in production

- Advanced Design and Processes workshop at DOMUS Academy (Project Leader) for **Olivetti Contest**. Students won the **first prize** and 4 honorable mentions

- "Up-cycling design" workshop at University of San Marino, in collaboration with TECNICA GROUP (Workshop Leader)

- "Methodology of eco.sustainable projects" Design course at MACHINA INSTITUTE - Teacher

- "Designing new meanings within the living context" workshop at ARCHIday, Warsaw (Workshop Leader)

- "How I work - a journey through meaningful design", lecture, Warsaw

- "Design ingredients", Politecnico di Milano

- New meanings for tomato, for MUTTI, in collaboration with Prof. Roberto Verganti

- Design Languages course, NABA Milan, teacher

- Social Design course, NABA Milan, Teacher

- "Design a meaningful interactive object", Workshop, TU Delft

- "Design a meaningful interactive system of object", 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 SID (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" course at TU Delft, Industrial Design and Engineering, in collaboration with Alessi - one project into production (Tutor)

- "Design and Experience", TU Delft, Industrial Design and Engineering (Tutor)
- "Designing new Meanings" workshop, HKU Utrecht (Tutor and organizer)
- "Lasercutting meanings", workshop @ Delft Science Centre, TU Delft
- "Design and make an interactive object", TU Delft at Delft Science Centre, Delft
- "OUTSIDE-IN Workshop for FOOD IMMERSION Festival, Reggio Emilia (Workshop Leader)

EDUCATION

- DATE July 2005
- Place Brescia,
MACHINA Lonati Fashion and Design institute
Industrial Design
110/110 cum laude

LANGUAGES

Italian / mother tongue
English / fluent
Spanish / basic knowledge

OTHER

- February - May 2018
MBSR (Mindful Based Stress Reduction) 8 weeks course, Brescia
- August 2018
"Inner Engineering", Isha Yoga Centre, Coimbatore, India
- September 2018 - January 2019
MBCL (Mindfulness Based Compassionate Living) 8 weeks course, Brescia

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