

# Andrea Cattabriga

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Born 30 Jan 1981 | Italian



I am an award winning designer, researcher and consultant experienced in **strategic design and innovation management**, with a passion for open and collaborative design practices.

At the core of my work lies a continuous research and experimentation of design tools and methodologies, in order to improve the capacity to holistically approach and solve complex problems from an ecosystemic perspective.

## Profile

I'm currently member of the Advanced Design Unit (Architecture Department) at the **University of Bologna** as research fellow and adjunct professor.

I am co-founder of **Slow/d**, a **design company** that deals with research and development, aimed to **design innovation ecosystems** at the intersection of manufacturing and design practices, for primary public and private subjects.

**Slow/d** has been awarded\* for its **open innovation web platform** aimed at developing a distributed and **sustainable supply chain, providing the first R&D scalable tool for manufacturing SMEs and product designers**.

Among several projects with **multinational clients** and partners like Leroy Merlin and Telecom Italia, I'm also experienced in the design and development of **open innovation facilities** such as startup incubators, fab labs and coworking, dealing with advanced systemic design, co-design methodologies, *clustered* districts and new supply chains management.

**I have been senior technology transfer\*** in charge for **territorial development projects**.

I graduated in **Architecture** at the Politecnico di Milano and La Sapienza University of Rome, after my studies in **Environmental Engineering**.

I'm currently enrolled in the **Executive Master in Business Innovation Design at Bologna Business School** (end November 2020)

I have an ongoing personal learning program focused on **innovation strategies design, design theory** and the application of **decentralized technologies** (blockchain, DLT, smart contracts, DApp, etc.).

*\* see below*

## Work Experience

Jan 2020 - present

### Research Fellow

**Alma Mater Studiorum - University of Bologna / CIRI-ICT**

My research activity is focused on the **SUPER Craft project** (POR-FESR Emilia-Romagna 2014-2020), which aims to develop a B2B platform able to provide online tools and services for the adoption of emerging and enabling technologies in the field of advanced design and digital craftsmanship, through guided co-design and participatory design processes.

A.Y. 2019/20

### Adjunct Professor

**Alma Mater Studiorum - University of Bologna**

**Product Morphology – Advanced Design Laboratory 3**  
**2<sup>nd</sup> year Advanced Design of Products (Master Degree)**  
semestral course

July 2019 - present

### Advisory Board Member

**MUG Bologna (an initiative by Emilbanca cooperative bank)**

Nov 2018 – present

### President

**Mak-ER – Emilia Romagna Digital Manufacturing Network**

I've been elected as **President of the association board**. I'm in charge of public and external relations, the development of the association and coordination of projects.

Sep 2018-Nov 2018

### Lecturer – 2nd Level International Master

**University of Modena and Reggio Emilia – Modena (Italy)**

**Project Management** module at the **International II Level Master in Training For Automotive Companies Creation**.  
4 days class on the topic

Sep 2017–Nov 2017

### Lecturer – 2nd Level International Master

**University of Modena and Reggio Emilia – Modena (Italy)**

**Project Management** module at the **International II Level Master in Visual Computing and Multimedia Technologies**.

Project Management is a philosophy, a structured approach to complexity: the objective of this module was to provide high skilled students with the basic tools of the discipline in order to be able to select the right methodology for their projects, understand the role of leadership in different contexts and adapt to the continuous change.

Jun 2015–Present

### Director

**Makers Modena Fab Lab and Fab Lab Terre di Castelli (Italy) - <https://makers.modena.it/>**

I do coordinate and supervise a group of 6 collaborators, curating and planning activities and strategic projects. Among other:

- education and empowerment of citizens, professionals and enterprises on digital manufacturing technologies;

- activation of vertical communities on topics like additive manufacturing, wearable technologies, robotics, agrotech;
- technological and product design consulting;
- R&D services and supply chain management for companies and organisations;
- strategic projects, public relations and coordination with the international network.

I've personally launched and kicked off **No Farmer**, a project aimed to develop an open source robotic platform for agriculture (we have been selected and joined the Climate-Kic Greenhouse Programme 2017 in Bologna). The attempt is to develop a "community business", where contribution is tracked and rewarded using a distributed application on a permission based blockchain.

2012–Present

## **Co-founder, Innovation Manager and Strategic Designer**

**Slowd s.r.l., Modena (Italy) - <http://slowd.it>**

Slow/d is focused on **implementing innovative ecosystems through strategic design**. It deals daily with solving problems related to innovation management, supply chain deploy, **advanced service and product design**, bringing customers and partners closer to design practices as cultural tools and structured approach to solving complex issues. Slow/d has been awarded for the first "Km Zero Design" web platform that matches product designers, small and medium manufacturing companies and final consumer, building a peer-to-peer, democratic and sustainable supply chain that provides, for the first time, systematic access to innovation for SMEs.

In October 2013, Slow/d won one of the Working Capital TelecomItalia, a 25k€ startup grant and research contract (15 nominee out of more than 2000 candidates), and was placed on the ADI Index 2013 in the Design of Services category, the winning the **Honourable Mention at the prestigious XXIIIrd Compasso d'Oro ADI Award**. In 2017 it has been recognized by Curry Stone Design Prize in the Design Circle for the use of design practices as an instrument of democracy; included in the Italian Book of Innovation 2017 (Rizzoli editions). Every day I deal with:

- **vision and exploration** of innovation scenarios;
- **design management and product development**
- **service design**
- **project portfolio management;**
- **conception and implementation of strategic design tools** (ecosystem analysis, platform design, open innovation frameworks, toolkits and canvas, design thinking), as well as formats for the transfer of practices and corporate training;

Jan 2015–2016

## **Scientific Committee Member**

**Source Design Festival, Firenze (Italy)**

I had the honour of playing this consultative role by directing the development strategies for this primary Italian event dedicated to independent and self-produced design.

Sep 2014–Dec 2014

## **Faculty Member and Lecturer**

**IED Milano – Samsung Maestros Academy, Milan (Italy) - <https://maestrosacademy.samsung.it/>**

It's a training programme that fits into the educational offer of IED Milano to create a professional centre of gravity between designers, craftsmen and web sharing and communication professionals.

I took part in the conceptualization of the training project and implemented a module about strategic design and platform systems of which I was also the teacher.

Sep 2014–Sep 2015

## **Senior Technology Transfer**

**Democenter-Sipe Foundation, Italy – <https://www.democentersipe.it/foundation/>**

Democenter-Sipe Foundation is a consortium that brings together public bodies, business

associations, bank foundations and over 60 locally based enterprises in Emilia-Romagna Region, aimed to exploiting the results of research conducted within the University, for the benefit of businesses.

I've been selected through public call procedure to:

- **design and implementation of projects supporting the innovative capacity of the territory**, such as the Fab Lab Terre di Castelli, an open innovation and digital manufacturing facility for startups and companies inside a regional first level techno-pole (from strategic to functional project, from technologies selection to activities programming and service design);

- ideate and develop innovative project aimed to the revitalization of the manufacturing fabric by connecting schools, enterprise and university research.

2013–2015 **Adjunct Professor, Marketing Management**

**NABA – Nuova Accademia Belle Arti Milano, Milan - <http://naba.it>**

Semiannual course in Marketing and Management, bachelor degree in Product Design (March > June).

The course was designed to provide the future product designer with the basic tools to bring his idea to market, understanding the logic of marketability and prototyping.

Whether it is a question of presenting a system-product to a partner company, activate a micro-climate of self-handling, up to the planning of a design-oriented enterprise activity, Knowing how to correctly investigate the needs of those targeted and provide concrete answers is at the heart of a strategic project action.

Starting from the market investigation to the methods and techniques of presenting the idea to the potential investor, passing through the construction of a Business Model and the understanding of a Business Plan, the primary objective is to transfer skills that are indispensable to give their projects a concrete economic perspective, through a collaborative approach and by "hackers" who, from the bottom up, make their way in a complex market context, not being able to compete on the same table as large companies.

2014–2016 **Services Design Committee Member**

**ADI – Association for the Industrial Design, Milan**

Since 1956, ADI - Associazione per il Disegno Industriale (Association for the Industrial Design) brings together professionals, researchers, teachers, critics, journalists around the main topics of design: project, energy consumption, recycling and training. ADI has a leading role in the development of the industrial design as a cultural and economic phenomenon.

As a committee member I was in charge of:

- scouting and project selection for the ADI Index (that will be future candidates for the Premio Compasso d'Oro);
- ideate and purpose activities to promote the culture of design and service design.

Jun 2009–Sep 2013 **Architect**

**freelance, Modena (Italy)**

Free lances with stable and main partnership with leading professional firms such as ZPZ Partners as architect and designer.

I have collaborated on more than 30 projects following also the construction site phase, in Italy and abroad (public and private clients including Triennale di Milano, Tetrapak, Reggio Children, in Italy, USA, Russia, United Arab Emirates), up to the work on two pavilions for ExpoMilano 2015.

## Education and training

Feb 2020 - present

### **Executive Master in Business Innovation Design**

**Bologna Business School, Bologna (BO) - Italy**

The program combines management with people intelligence and enabling technologies, features 30 classroom days organized as residentials (Friday and Saturday every 2/3 weeks). Besides the core courses, the other teaching techniques featured are: distance learning, focus sessions to exchange views on the topics of innovation by design with industry managers and professionals, and company visits.

Dec 2017–Giu 2018

### **Blockchain for Business**

**Linux FoundationX, EdX Online Platform**

10 weeks course about:

- Business Blockchain and Distributed Ledger Technologies
- Hyperledger projects and cross-industry use cases;
- Installations of the Hyperledger Sawtooth and Hyperledger Fabric framework, exploring sample use cases/applications;
- Build simple applications on top of Hyperledger Sawtooth and Hyperledger Fabric and become involved in and contribute to the open source Hyperledger projects.

Mar 2014–Jul 2014

### **An Introduction to Operations Management**

**Pennsylvania University, Coursera online platform**

10 weeks course where I've learned to analyse and improve business processes in services or in manufacturing by learning how to increase productivity and deliver higher quality standards. Key concepts included process analysis, bottlenecks, flows rates, and inventory levels, and more.

Oct 2007–Nov 2012

### **Master of Science in Architectural and Urban Design**

**University of Rome La Sapienza, Architecture First Faculty "Ludovico Quaroni", Rome**

In my degree thesis I designed an innovative economic-social and infrastructural model, with the aim of recovering an artisan productive district, based on a production chain at Km Zero. Extra score awarded by the committee.

I graduated and passed last exams while working full time as freelance designer.

26 Sep 2003–Sep 2007

### **Bachelor of Science in Architectural Design**

**Politecnico di Milano, Architecture & Society Faculty. Campus of Mantova, Mantova (MN) (Italy)**

My final project has been developed during the international internship program for which I have been selected (see below), and consisted in an innovative analysis model and possible urban recovery strategy of the Brazilian favela "la Serra", in Belo-Horizonte.

25 Sep 2006–25 Nov 2006

### **Internship**

**Gustavo Penna Arquiteto & Associados, Belo Horizonte (Brazil)**

9 Sep 2004–28 Feb 2005

### Erasmus Student

**Brandenburgische Technische Universität, Cottbus (Germany)**

While abroad I have passed exams in Technical Physics, Architecture History, Urban Planning, and other modules.

28 Oct 2004–7 Nov 2004

### "Halle Neustadt ist 40!" full-immersion workshop

**Brandenburgische Technische Universität, Halle Neustadt (Germany)**

"Akademie auf Zeit" promoted by 10 german universities at Halle Neustadt, I had the opportunity to challenge myself on the shrinking cities issue

Sep 2000–Jul 2003

### Student in Environmental Engineering

**Università di Modena-Reggio Emilia, Modena**

A time of my life when I fell in love with science and technology, but at the same time so useful to better understand that I needed a more holistic approach to solving problems

## Personal Skills

### Mother tongue(s)

Italian

### Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
<u>English</u>	C1	C2	C1	C1	C1
Portuguese	B1	B1	B1	B1	A2
German	A1	A2	A1	A1	A1

Levels: A1 and A2: Basic user – B1 and B2: Independent user – C1 and C2: Proficient user  
[Common European Framework of Reference for Languages](#)

### Communication skills

- I am credited with excellent **communication capabilities** because I love to engage others and speak about my projects and passions;
- I've a long experience in designing **engaging presentations** and I feel comfortable interacting even with large audiences;
- I can use different registers, **modulating content and language** according to context;
- I can build long lasting relationships and maintain a **network of connections**;
- I'm good at **negotiating** because I've developed a strong attitude in understanding what stakeholders need and want (and project managers can't be any different!).

### Organisational / managerial skills

- From my experience as an entrepreneur and strategic designer I have acquired the ability to **organize complex projects**, from business planning to the management of the necessary technological supports, up to coordination in a very broad **project portfolio**.
- I'm able to **coordinate the activities of several teams** and plan their interactions with customers, suppliers and other external organisations, respecting a project plan and deadlines;
- I have **strong motivational skills**, involving the team and working to keep it always aligned with the organization/projects goals and strategy;
- I know how to **estimate and manage a budget**, as well as the **risk assessment** related to projects;
- I can conduct **scoping activities** with clients and stakeholders, **design a strategy** to achieve a hierarchically well defined set of goals, translate them into a project plan and then a WBS, execute and **deliver on time**.

- I'm more strategy than goal oriented because the unexpected often happens and you have to be ready to pivot and quickly adapt to changes.

## Digital skills

I've always been interested in software, especially if open source and I have acquired a very fast learning ability of any environment (I have basic coding skills in HTML, CSS, PHP and Python). People use to say that I'm good at teaching software (I use to assemble tutorials that could help teammates to learn).

I am used to work with liquid teams, remotely, with customers and distributed communities, so I'm able to implement communication and collaboration ecosystems for closed and collaborative projects.

### Environments and Operating Systems

Mac OSX, Windows and Ubuntu distributions (also servers): user expert in environment maintenance and customization.

### Documents and dataset

I can edit and produce text documents and publications, complex spreadsheets, presentations on all major office packages in the market (Microsoft Office, Libre Office, Open Office, etc.), I've also experience in the deploy and implementation of cloud-based distributions, customised for specific projects.

### Productivity

I can develop document management systems based on quality management.

I use and can implement toolkits to plan, manage and distribute documentation for project teams and whole organizations (CRM, ERP, databases, project management tools, etc).

I can manage and work with cloud platforms like Google Drive, Dropbox, Next Cloud, and more.

Project management favourite tools: Trello, Basecamp, Asana (but tools are not the purpose so I'm very open to any methodology as long as it enables a smooth collaboration and efficiency).

### Graphics

I can successfully represent projects of any kind and freshness, respecting the canons of format for platforms and support, advanced photo editing experience. Use advanced Adobe Photoshop, Illustrator, InDesign, but also open-source alternatives such as Inkscape, Gimp and others.

### Web

I'm autonomous in the production of complete landing pages and websites from scratch, from the use and customization of main CMS packages to the integration with social networks and campaigning/advertising tools. I code in HTML, CSS, PHP, Python, I can implement simple server environments and virtual machines useful to the most diverse web needs.

## Other skills and Interests

I'm used to learn and become quickly competent in any specific area, at least enough to understand clients and stakeholder needs or project requirements.

I am used to reconciling theory and systemic approach with pragmatism; I come from several generations of craftsmen and I can build with my own hands, from carpentry to welding to digital technology.

### Digital Manufacturing

From CAD design to 3D moderation, they are autonomous in file production for most digital product chains.

From sketch on paper to generative modelling, I can represent any idea of space/product, service, project, in particular on Autocad, Archicad, Cinema 4D, Rhinoceros + Grasshopper (generative modelling and scripting).

I've experience in using CNC machines and I know how to design for manufacturing, especially on Mastercam environment and Artcam.

Basic interaction design, with Arduino and Raspberry Py prototyping environments;

### Others

- I'm passionate about futurism and **distributed technologies** (e.g blockchain);
- I'm interested in art and alla forms of cutting edge language experimentation;
- I'm a cross-country skier, I love the wild and silent mountain landscapes.
- I use to meditate (Pranayama approach)

**Driving licence** A, B

## Additional Informations

### Honours and awards

- 2019 - **winner of the Premio Sulmona** with "Cox", a project for Design Lab by Leroy Merlin Italia
- 2018 - "Design Lab" project for Leroy Merlin Italia **included in the ADI Design Index 2018**;
- 2017 - Slow/d granted by the **Curry Stone Foundation** with the **Design Circle Honoree**, "for the use of design practice as a tool for democracy";
- 2017 - Slow/d mentioned among the **best practices** in **The Italian Book Of Innovation (Rizzoli)**;
- 2015 - Slow/d nominated for INDEX: "Design to improve life" Award (Work > Digitalization category, together with projects such as Google Now and Amazon Prime Drone).
- 2014 - Slow/d awarded with the **Honourable Mention at the XXIIIrd Premio Compasso d'Oro**, Service Design category;
- 2013 - **Wired** Top 100 – **mentioned in the list of the 100 most promising people/startups in Italy**;
- 2013 - **winner of the Working Capital TelecomItalia Startup Grant** (25k € + research/partnership contract) - Slow/d won one of the 15 awards out of over 2000 candidates;
- 2013 - **ADI Design Index** – Slow/d has been indexed on the most prestigious yearbook in the Design for Services category;
- 2008 - **Honourable mention** for the "Cow Project" in the **XXIII UIA World Congress of Architecture 2008** – InfoPoint Competition, in collaboration with Unpacked Architects (Rome)

### Recent Public speaking

#### I held courses, lectures and speeches at:

- Bologna Business School
- Politecnico di Milano;
- Università di Modena e Reggio Emilia;
- Università Cattolica del Sacro Cuore Milano;
- Università di Bari;
- NABA Nuova Accademia Belle Arti Milano;
- IED Milano;
- Accademia Belle Arti Bologna.

#### Speaker and panelist (event/venue – year – location – title of my intervention):

- **Fabbrica Futuro / ESTE Editore**– 2020 – webinar – *The Immaterial impact of Additive Manufacturing technologies on production systems*
- **Lo Stato del Making in Italia** – 2020 - Future Education Modena 2020 – panel participant;
- **Research Workshop "The new Spaces of the Common. Spatial, Political and Aesthetic Models of Making"** - 2019 - Paris - *Fab Labs and Makerspaces Networks Impact on Regional Development and Innovation System. The case of Mak-ER in Emilia-Romagna*
- **Manifattura Milano Camp** – Comune di Milano 2019 – *Il Design Degli Ecosistemi per reinventare I distretti produttivi*
- **FabLearn Conference 2019 – Tel Aviv** – *From Distributed Manufacturing to Innovation Management Methodologies for SMEs*
- **Design Driven Strategies per la manifattura 4.0 e l'innovazione sociale** – 2019 - Firenze – *Open Design*
- **Many Possible Cities Conference** – 2018 – Firenze – *Slow/d case history*
- **Digital Farm TIM WCAP 2018** – Bologna – *The Role of Design*

- **Manifattura Milano Camp** – Comune di Milano 2018 – *Usabilità delle Competenze*
- **Congresso FILTEC CGIL 2018** – Parma - *Industry 4.0 for Dummies*
- **Bologna Business School** – 2018 – *Lecture: Design per L'innovazione aperta*
- **Climate Kick Pioneers 2018** – Modena – *Design and Prototype Bottom-Up Innovation*
- **After Digital Futures 2017** – Modena – *The data is mine and I manage it myself;*
- **BLAST CONFERENCE 2017** – Rome – *The Future of Manufacturing*
- **PwC Milano** – 2018 – *Piattaforme, Makers e Design*
- **RENA Resilience School** - Rovereto (TN) 2016 – *City and Manufacturing: products and services for Urban Resilience;*
- **AGORADA 2016** – Bologna - "Social Innovation for Territories" - *Manufacturing as inclusion tool;*
- Festival Comunità del Cambiamento RENA 2016 – *Milan – Manufacture is democracy and autonomy;*
- **SMAU Research to Business 2016** – Bologna - "**Fab 2 Business**" **event design and scientific curator;** Open Economy Society Conference - *Maker spaces as paradigm for a new sustainable economy (Keynote speaker).*
- **SMAU Research to Business 2016** – Bologna – *The future of manufacturing in the 4.0 era*
- **Workshop at Università Cattolica di Milano** – 2018 – *Manufacturing as Inclusion Tool*
- **Regeneration of Industrial Areas Conference** – Modena 2015 – *Fab Labs and Supply Chains for the New Manufacture;*
- *Festival Comunità del Cambiamento RENA 2015 - La Microfabbrica, la nuova manifattura;*
- **CAPS 2015 conference Bruxelles** (organized with EU Commission) - *Manufacturing Recovery Toolkit;*
- **OuiShare Fest** – 2015 - Paris - *The Manufacturing Recovery Toolkit Workshop;*
- **The Design Forum** - 2014 – Milan – *Slowd case history*
- Antifragili, CNA Next (2014)
- **Tempo Italiano**, Stockholm Design Week exhibition - 2013 – invited by the Italian Embassy
- **Design Library Milan** – I giovedì del Design – *Slowd*
- **European Makers Faire Rome 2014** - Workshop " *The Km Zero Design approach*"
- **Making in Italy** - 2013 *italian Embassy in USA - The Km Zero Manufacturing Approach*

**Privacy** I declare that the informations contained in this Curriculum Vitae are accurate and truthful. I authorize the processing of personal data, including sensitive data, for the purposes indicated in this application notice.

Modena, May 2020

