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## **EDUCATION**

1999, Polytechnic of Milan  
Master's Degree in Architecture  
1999, Politecnico di Milano  
Postgraduate Study – Urban Anthropology (Cultore della materia)

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## **ACADEMIC POSITION**

2025–present, University of Bologna (Various Departments and External Institutions)  
Adjunct Professor and Lecturer

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## **PROFESSIONAL EXPERIENCE**

2021–2025, U.P.S.Y. Project, Parma, Italy  
Founder and Art Director  
Coordination and management of sustainability-oriented creative projects combining youth entrepreneurship, raw material artcrafted design, and circular fashion.

2011–2025, MHUDI, Parma, Italy  
Founder and Project Manager  
Style design and Management of fashion collections and marketing campaigns based on sustainability and cultural diversity.

2004–2007, Konkret Srl, Parma, Italy  
Retail Visual Planner (External Consultant)  
Store and display planning for major fashion and sport apparel brands

2000–2004, Max Mara Fashion Group – Max&Co. Division, Reggio Emilia, Italy  
Visual Planner and Communication Officer  
Development of in-store communication tools, visual merchandising, and visual marketing tools for point of sale and for seasonal campaigns

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## **TEACHING EXPERIENCE**

### **University of Bologna**

2025–present  
Brand Management

### **FRI – Fashion Research Italy**

2018–2019  
Visual Retail and Visual Merchandising  
Fashion Retail Architecture

**Various Institutions and Professional Training Programs (IFOA, FormArt, IRECOOP, CIOFS-Fp, Licei e Istituti Tecnici)**

2017–present

Fashion Design

Visual Merchandising and Retail planning

Supply Chain and Logistics

Active citizenship and education for sustainability

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**AWARDS AND RECOGNITIONS**

2024, Innovatori Sostenibili – Emilia Romagna (X Volume)

2023, Innovatori Sostenibili – Emilia Romagna (IX Volume)

2022, 1st Prize Italy – 3rd Prize Europe – E.W.W.R. 2022 European Week for Waste Reduction (Citizens Category)

2023, Eduiren Special Mention – E.W.W.R. 2023 European Week for Waste Reduction (Associations Category)

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**PARTICIPATION AS INVITED SPEAKER**

2023, Didacta Green Arena, Firenze Fortezza da Basso, “Dall’ Armadio, all’ Aula, all’ Autonomia. Ricucire il mondo e sperimentare la circolarità con l’ upcycling, verso una nuova generazione di eco-professionisti.”

2024, Ecomondo Rimini "Textile Waste Recycling and Young Innovators" – Paper publication (Maggioli Editore)

2024, ASVIS National Sustainable Development Festival– Liceo G.D. Romagnosi, Parma "Tableau vivant della moda circolare"

2024–2025, ESS Education Seminars about Agenda 2030 and Circular Fashion – UniPR & Convitto Nazionale Maria Luigia, Parma - UniPR & Liceo Artistico Paolo Toschi, Parma -

2025, ASVIS National Sustainable Development Festival – Liceo G.D. Romagnosi, Parma " S-cambiare: Abiti e Valori "