



ITALIAN DESIGN FOR INNOVATION AND SUSTAINABILITY IL DESIGN ITALIANO TRA INNOVAZIONE E SOSTENIBILITA'

MARCH 29, 2022 | 6 PM ONLINE WEBINAR

The Italian Consulate General of San Francisco, the Italian Cultural Institute of San Francisco and the Italian Trade Agency in Los Angeles are pleased to invite you to the webinar “Italian Design for Innovation and Sustainability/il Design Italiano tra Innovazione e Sostenibilita’”. Two design experts in higher education and creative entrepreneurship will discuss about the role of the Italian Design Culture in the development of innovative and sustainable solutions.



Elena Pacenti - With background studies in Architecture and in Industrial Design, Elena Pacenti works in design research and education, developing projects, programs, and curricula that reflect the rapid evolution of design disciplines and professional practice. During her PhD at the Polytechnic University of Milan she pioneers the research in the field of service design. As member of Domus Academy Research Center she participates and leads design-driven innovation research and consulting projects for private companies and public entities in Italy and abroad. She establishes the Master in

Service and Experience Design program and serves as Head of the Design School at Domus Academy until she moves to US in 2013. She is currently serving as Dean of the School of Design at NewSchool of Architecture and Design in San Diego, where she oversees the Bachelor degree programs of Interior Architecture & Design, Graphic Design & Interactive Media, Product Design aimed at preparing students for global careers in design.



Roberto Tagliabue - Roberto is the founder and executive creative director at Awake, a San Francisco independent digital creative firm and idea accelerator focused on next-generation brand and retail experiences. As a digital technology native with a background in architecture, product design, and brand communications, Roberto has been at the forefront of helping brands accelerate, transform and disrupt markets with innovative strategies and new impactful digital solutions. Roberto gained invaluable experience during his time at Nike, where he led the digital innovation team and the ideation of the

Nike+Apple product and platforms. With his team at Awake, Roberto is pioneering advanced digital solutions for luxury brands in fashion like Gucci, Saint Laurent, Bottega Veneta, transforming the way we shop. They are also working with innovative startups both in the Bay Area and in Europe to accelerate and bring to market innovative product and brand experiences that change the way we think about our body and our health.