

Cultural designer and architect specializing in urban regeneration, participatory planning and community engagement. Leveraging curiosity, creativity and interdisciplinary expertise to drive positive social impact through strategic initiatives and inclusive placemaking. Founder of Inesto, a social enterprise pioneering transformative living experiences and the "Culture as a Service" model to revitalize rural areas across Europe.

CORE COMPETENCIES

- Cultural Design & Facilitation
- Participatory Urban Planning
- Rural/Community Development
- Social Innovation Strategy
- Cross-Sector Partnership Building
- Experience Design for Cultural Exchange
- Ethnographic Research & Local Capacity-Building

SELECTED EXPERIENCES

President & CEO, Inesto - Hybrid company - ngo & Startup Social Benefit (2020 - Present)

Pioneered "Culture as a Service" model leveraging arts, creativity and digital nomads to drive regenerative development in rural/internal areas of Europe through strategic partnerships with public/private sector.

- Designed transformative co-living experiences facilitating cultural exchange and skills transfer between nomads and host communities
- Established proprietary impact measurement software to quantify socio-cultural, economic and environmental outcomes
- Cultivated an international network of residencies, programming spaces and funding sources to pilot local projects across multiple regions

Cultural Designer Residency, Culture Moves Europe / Goethe Institut (Spring 2023)

Selected EU residency to prototype creative urban interventions through participatory processes.

Conducted ethnographic research and community facilitation in host villages.

Team Manager / Art Direction, 7 Chakras Music & Arts Festival (2019 - Present)

Coordinated logistics and programming for interdisciplinary cultural festival with 10,000+ attendees across Italy.

Assistant & Art Direction, Manifesta International Art Biennial (2019)

Supported the realization of Manifesta 13 in Palermo, with over 800,000 visitors. Managed event production and artist hospitality.

EVENT EXPERIENCE

Assistant & Art Direction, PianoCity (2019)

Production assistance for annual urban piano festival in Milan attracting over 1 million participants.

Project Management, COOPI NGO, Cascinet, GEN Europe, RIVE, Ecotara (2004 - 2020)

Coordinated teams and logistics for socially-driven cultural events and civic participation initiatives across Europe.

Event Production / Fashion Show Assistant, Outfit (2010 - 2018)

Designed set pieces, staging and visual concepts for luxury fashion brand events and runway shows in Milan.

Communication assistant, Amphibia Creative Agency (2011 - 2016)

Handled digital communications for national food/beverage festivals including Re Panettone and Regina Colomba.

DESIGN & RESEARCH EXPERIENCE

R&D Designer & Goldsmith, Bvlgari (2015 - 2016)

Crafted high-end jewelry and objets d'art, supporting new design division exploring innovative product concepts.

Architect, Studio di Architettura Garatti & Canepa (2010 - 2016)

Contributed to the restoration of the historic School of Art, Ballet and Music in Havana by Vittorio Garatti, a UNESCO World Heritage site. Focused on urban regeneration and heritage preservation.

Architect, AC Studio & Dell'Orto Studio di Architettura (2005 - 2016)

Worked on strategic urban planning initiatives integrating transportation networks to connect communities in central Italy.

Research Assistant

Stefano Recalcati (POLIMI, UrbanLab Genoa) / Marco Canesi (2006 - 2016)

Assisted on research projects related to participatory urban design, public realm development and enhancing mobility infrastructures. Main topic - Central America infrastructure and urbanism, Genoa Harbour and Genoa Masterplan

EDUCATION

- Master of Business Administration (MBA)
Ethical Business Management & Social Entrepreneurship
KBA Academy, 2019
- Master in Jewelry Design & Goldsmithing
Foral, 2016
- M.Arch, Architectural Science
Politecnico di Milano, 2006 - 2015
Thesis: "The Integration of Research Systems within Society"
- Art & Design Studies - architecture
LAS Caravaggio, 2001 - 2006

TRAINING & PROFESSIONAL DEVELOPMENT

- Selected for EYE Erasmus for young entrepreneur and Station F accelerator
- The Break Fellowship - Impact Hub Madrid / Roberto Rivas Foundation (2023)
3rd place prize for strategic plan redesigning rural destinations in Galicia
12-week entrepreneurship program, 27-day residency in Spain
- CLIC Creative Enterprises Incubator - Politecnico di Milano / AFOL (2020-2021)
- PoliHub Startup Incubation Program (2021)
- Tallinn Creative Incubator - Business Training Program (2021)