

CV

Francesca Pucciarini

Via della Cerqua n.3
06134 Perugia (PG)
+39 3939165514
Italian nationality
01/10/1991
francesca.pucciarini@outlook.com

Portfolio&info
www.pucciarinifrancesca.com

Languages

Italian: mother tongue

English: level B2+

IELTS 6.5

education

03/10/2015 – 20/04/2018

Polytechnic of Milan, master's degree in product design for innovation.

Main courses: concept design lab, product development lab, innovation studies.

Thesis title: **"La forma del caffè. Design e sensorialità per la promozione dell'espresso italiano/ The shape of coffee. Design and sensoriality for the promotion of Italian espresso"**

Supervisor Prof. Francesco Zurlo, Prof. Vincenzo Cristallo, Prof. Luigi Odello. Project of a coffee tasting set in collaboration with Centro Studi Assaggiatori, International Institute of Coffee Tasters, Romano Ranieri Ceramic School, Club House porcelains. **Master's Degree, vote: 110 cum laude.**

03/10/2011 – 14/01/2015

University of Rome "Sapienza", Faculty of Architettura Bachelor Degree in Industrial Design. Main courses: product design atelier, graphic, exhibit, fashion design, art and design history, Drawing methods, sociology, physics, math.

Admitted to the "Course of Excellence" of the degree program: Workshops and training activities reserved to

five deserving students.

Thesis title: **"Il design in Italia nei gruppi di progettazione 1960-1990/Italian design of the groups 1960-1990"** Supervisor Prof. Vincenzo Cristallo. **Bachelor Degree, vote: 110 cum laude and the title of "Dignity of publication" for the work. Project selected for Adi design index 2015, winner of the prize "Eccellenze del design nel Lazio" 2015, and winner of the "A Design Award" 2016-2017 category "writing, literature and content design".**

09/2004 – 06/2010

Art Institute of Perugia "Bernardino di Betto"

Principal courses: art history, design workshop, geometry, modelling, wood and cabinetmaking workshop.

Diploma of architecture and interior designer, vote: 100/100.

work & projects

Ongoing

Toys and graphic designer for Densa (Developing Edutainment

for New Skills and Attitudes) a social enterprise based in Perugia, that develops training project on digital culture for children.
cooperativadensa.it

Ongoing

Industrial designer for Zup Design Studio based in Perugia, works in the field of graphics, communication, product and furniture design, exhibit, creative direction. zup.it

Ongoing

Project collaboration with Mud is Mood brand of stoneware and ceramic furnitures and accessories for the design of a new collection of table accessories. mudismood.com

Ongoing

Project collaboration with Sapienza Design Research for the publication of the research "Il design in Italia nei gruppi di progettazione 1960-1990/ Italian design of the groups 1960-1990" started as my thesis project. web.uniroma1.it/pdta/

sapienza-design-research

10/2019 – 01/2020

Project collaboration with Poli. Design, Politecnico di Milano and Illy caffè. Research activity aimed at identifying project proposals for the Italian company of the coffee sector.
polidesign.net

03/2017 – 06/2017

Internship Studio Iacchetti, Milan. Junior designer at Studio Giulio Iacchetti, collaboration in the development of the studio's current projects from the initial research to the final elaboration, through 2D and 3D drawings, presentations, physical models. Participation in the activities of the affiliated brand **Internoitaliano**.

2017

Collaboration with Alcalain & Metalarredo for "Inverso", a clothes-stand system currently in the company catalogue. Project developed with Martina Carraro, Patrizia Calcagno, Benu Erdebil.

workshop

04/03/2019 – 08/03/2019

BASE Milano and Ventura Projects in collaboration with Super (Upper School of Applied Art of Castello Sforzesco) Design of a space with the relative brand image and graphic design of web&social promotion for the event **"Design Confession"**, organized by BASE Milano in collaboration with Ventura Projects for the **Design week 2019**.

24/09/2018 – 29/09/2018

SAAD University of Camerino and Municipality of Ascoli Piceno - The Future Present the Present Future - Activity reserved to six former students and PhD students of Sapienza University of Rome. Development of a vision about the contribution of design applied to possible future technological scenarios. Workshop organized together with 6 other designers teams from international schools.

11/2016 – 02/2017

LAGO Spa and Polytechnic of Milan

Development of furnitures and accessories concepts on the theme of the relationship between design and kindness, chosen by LAGO for the Design Week 2017. The works were then exhibited during the Design Week in the LAGO spaces.

19/09/2016 – 3/10/2016

Polytechnic of Milan Workshop "Hp Reinvent Obsession" **Collaboration with Hp and Studio Novembre** for a series of objects as a possible product range expansion in line with the new notebook Hp Spectre. The projects were later exhibited at the **Museum of Cultures "Mudec"** in Milan.

04/2015 – 06/2018

University of Rome "Sapienza", Faculty of Architecture Free hand drawing and practice of the fine arts in the field of design.

18/04/2013

European Institute of Design (IED) of Rome

Light Design workshop. Introduction to Light design, design and realization of a mono-material lamp.

publications

Publication in American Journal of Biomedical Science & Research Francesca Pucciarini, Benedetta Terenzi, *Experience Design for Kids: Phygital Product for Augmented Pedagogy, 2020 - 8(2). AJBSR. MS.ID.00129. DOI: 10.34297/AJBSR.2020.08.001249.*

Publication of an extract of my thesis research *Il design in Italia nel gruppi di progettazione 1960-1990* in "Adi Design Index 2015" Adiper, Milano 2015.

Publication of an extract of my thesis research *Il design in Italia*

nel gruppi di progettazione 1960-1990 in "Adi Design Index 2015" Adiper, Milano 2015.

Publication of an extract of my thesis research *Il design in Italia nel gruppi di progettazione 1960-1990* in "A Design Award & Competition Winners Designs 2016-2017", Designer Press, Como 2017.

Publication of the project *Design Solidario* (low-cost modular furniture system designed by a selected team of undergraduates and graduate Italian and Brazilian students and the Research Team of the PDTA Department of the "Sapienza" of Rome) in "Repensando as habitações de interesse social", Luiz Carlos Toledo, Petar Vrcibradic, Verônica Natividade, Rio de Janeiro: Letra Capital, FINEP, Brasília, DF CNPq, 2014.

Publication of my architectural concept *Casa dell'artista e lo spazio Atelier* on "Introduzione al progetto di architettura, didattica e ricerca" Nicoletta Trasi, Kappa Editions, 2012.

software

Operating systems: macOS, Windows.

Software: Microsoft Word, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe XD, AutoCAD, Rhinoceros, KeyShot.

other skills & info

Singer for the Jazz Music Orchestra of "Sapienza" University and other personal music experiences.

Coffee Taster license released by the **International Institute of Coffee Tasters** after having attended the course and passed the related exam.

Interests: product design, graphic design, design research, music.