

Curriculum Vitae

Personal Information

Graziano Carbone
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Work Experience

05/2018 - current

Name and address of employer: Loro Piana S.P.A Via Turati 18

Occupation or position: Senior Visual Design / 3D Design Specialist

In Loro Piana I am responsible of the creativity and design process related to the production of the shop windows / pop-up / pop-in / tools. Among my main tasks, mainly I am in charge of:

A)-The creation of 6 seasonal windows (3 FW - 3 SS). In addition to the special windows (Ryder Cup - Les Voiles de Saint-Tropez - Chelsea Flower - Windows Pop-Up - Fashion Week - Design Week - Piazza di Siena - Opening).

B)-The Moodboard creation process, (completion of: prototype, realization, guideline boutique concept and reduced concept guidelines).

Subsequently all this material is delivered to the production manager who will take care of the production according to specifications.

Performing the same process also for Pop-ups and Pop-ins.

Since July 2018, I have been a leader in process sustainability and visual materials.

Following the establishment of a board on sustainability and considering the particular personal inclination to the topic, I accepted the position with the aim of making more conscious choices and sustainable processes related to design, production and visual materials, reporting to the CEO the results achieved.

10/2011 - 04/2018

Name and address of employer: Giorgio Armani S.P.A Via Borgonuovo 18

Occupation or position: Visual & Exhibition Design

Creative concept development for windows, events, shows and exhibitions related to Giorgio Armani, Giorgio Armani Privè and Armani Collezioni brands

My main aim in general is to generate different concept proposal related to windows display, setting, catwalk and tools for displays supported by inspirational moodboards.

In particular my role as a designer for Armani Collezioni and Armani lines is to design scenographies/sets, shop windows and displays tools. As for the Armani Privè line I am also in charge of the showroom display realization in particular the location chosen by the competent authorities inside the visual department , in which we implement the project following the directives received from Mr. Armani, or declining the scenography made for the the Paris Fashion Week - Haute Couture.

- Supplier management for the realization of the sampling and final production

Following the approval of the concept proposal I work along suppliers to produce prototypes in 1: 1 scale for the production of final sample.

At this stage my aim is to develop a technical drawings to be as efficient as it hte procedure allows by trying to reduce further production steps and wast materials.

- Location supervision during set-up

Among the activities developed by the office of TRADE/EVENTS inside the cooporation and because of its dimension sometimes further collaboration is needed inside the visual design team.

In these events usually three types of sets are needed , one for the fashion show with a focus on the collection / the catwalk, a second one for the exhibition related to the event (eg. Exhibition of iconic pieces of the brand) and a third one for the cocktail/Party/Event.

Among all the activities of this nature, there are often made smaller events, such as trunk shows, pop - up for DS and promotion island.

Education and Training

data: 2008 - 2011

NABA, Nuova Accademia belle Arti

Design

- ***Title of qualification awarded : Designer***
- ***Level in national or international classification _ 109/110***
- ***Principal subjects/Occupational skills covered: Marketing, Interior design
Product design, Light design, Autocad 2d/3d, Rhino, Modo, Photoshop, Illustrator
Indesign, Interaction design.***

Languages

Mother tongue: Italian

Other Languages

- English
- Spanish

Social skills and competences

Good at working in groups and development of ideas in the initial phase of design.
Ability of interpretation of customer / client's ideas.

Technical skills and competences

Windows, Machintosh, Autocad 2d/3d, Rhinoceros (cad), Modo, Photoshop, Illustrator, Indesign

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