

[Curriculum Vitae] **Fah Maioli**



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[Nationality & Birth] Italo-Brazilian, 09 october 1975
[Languages] **Portuguese** (first language), **Italian, English** (fluent), **Spanish, French** (understanding).

[Focus] **Marketing & Research: Connector Manager. Designer Researcher.** My skills: I can read the signs of behavioral and cultural mood (Zeitgeist) and translate them into reports or scenarios for specific areas (Design, Food and Fashion), indicating possible paths of the product; I have a big network, so I'm able to carry out depth research in markets like Design, Food and Fashion (national and international); and as a connector I can bring together professionals with different skills - designers, marketing, industry - for a common business purpose.

[Experiences] From 1998 to 2008 worked as **Product Development** and **Commercial Designer** in Raw Material, Suppliers, Partnerships and Research of Behavioral Trends, New Materials and Shapes for EUA, Brazil and Peru. From 2008 to the present I work as a **Trend Analyst, Writer and Journalist** and then I published more than 10 book/ebooks, 59 articles and realized many contributions with several newspapers in Brazil and Italy. As a result I'm invited to give courses and lectures in Brazil and Italy. As **Tour Leader**, I created the *Inputs from Fuorisalone Project*.

[Clients] **Universities, Fast Fashion, Furniture, International Fairs, Media, Suppliers and Private.**
Clients served from my research: StudioQ, Escola Moda SENAC-PoA, FIMMA, Living Design, Zero Hora, Brazil Planet, Assocamerestero, FIERGS, Padiglione Italia Expo 2015, SEBRAE, SIQ Marketing, RENNEN, Anfacer, Duratex, Criare, Destemperados, ESPM Brasil, SENAC-RS Brasil, Dez Comunicação, Agency Escala, Marel, Fasolo, Cultural Travel in Italy, Ristorante Biffi, Postal INC, StudioClio, Uniritter, Formus, Latercer, Alternativa Editorial, FCS System, Fimma Brasil, Rotta Ely, 2Day, NinjaLab, Eucatex, Gecele, Akzo Nobel, Southcone, Levi's Italia.

[Projects] **Inputs From Fuorisalone:** I created this project with a brazilian marketing agency, where every year, since 2011, I bring to Italy about 90-120 designers, architects and managers to know and understand the Made in Italy, focus Design and Food.
Ebooks Online: www.emobile.com.br/projetoconteudo/
Book: www.livrariacultura.com.br/p/manual-de-coolhunting-metodos-e-praticas-5170600
Blog Emobile: www.emobile.com.br/blog/fahmaioli
Blog Zero Hora: www.casaecia.clicrbs.com.br/colunistas/fahmaioli/
Channel Youtube: www.youtube.com/c/FahMaioli

[University] **Trendsetting**, IED Milan - Feb.2010 a May.2010
Master in **Management dei Processi Creativi**, IULM Milan - Mar.2009 a Dec.2009
Filosofia e Psicologia, PUCRS (Porto Alegre-Brasil) - Mar.2006 a Nov.2007
Postgraduate in **Product Design**, UCS (Caxias do Sul-Brasil) - Mar.2001 a Dec.2001
Degree in **Tecnologia dell'Arredamento**, UCS (Caxias do Sul-Brasil) - Mar.1994 a Dec.1998

[Hobby & Interest] I like to live in Milan, Sao Paulo and Antibes, to be always connected to the Zeitgeist. In my free time I usually like reading about topics of anthropology, mythology and I participate in group discussions and analysis with other psychologists and cultural anthropologists about the mood of the moment. My current research is about the Archetypes and Wunderkammer. Basically I like to observe people and their behaviors, and I'm extremely interested in the profound transformations that go beyond colors, forms and tastes in Fashion, Design and Food.