



## Europass Curriculum Vitae

### Personal information

First name / Surname **Matteo RIGHI**  
Addresses C/O Hagakure, Viale Bligny 27, I-20136 Milano, Italia  
C/O Balena Corporation, Via del Papa 112, I-40014 Caselle di Crevalcore (BO), Italia  
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matteo.righi@balena.it  
Nationality Italian  
Date of birth 18/04/1966  
Gender Male

### Occupation **Creative Director Hagakure**

Dates Novembre 2011 onwards  
Occupation or position held **Creative Director**  
Main activities and responsibilities

- Creative responsible for all the client of the agency.
- Professor at IED Milan.
- Member of the Executive Board of the Art Directors Club Italiano (ADCI).

Name and address of employer **Hagakure**  
**Building communities**  
Viale Bligny 27, I-20136 Milano, Italia  
<http://hagakure.it/>  
Type of business or sector Internet P.R. 2.0, Social communication, Customer base online relationship management.

### Work experience

Dates May 2010 – October 2011  
Occupation or position held **Creative Director**  
Main activities and responsibilities

- Creative responsible (with Toon Coenen) for relationship marketing campaigns for Marionnaud, Poste Italiane, Mediaworld, Saturn, Geox, H3G, UNHCR.
- Creative responsible (with Toon Coenen) for New Business. Clients acquired: Sky, Cigna.
- Creative responsible for the Nokia Italia Facebook fanpage "You and Nokia Gallery" activity.
- Creative responsible for digital activities (online adv, website, e-commerce) and for digital activation projects for Nokia Italia.
- Nokia Italy online shop become the second in the world for sells (2010).
- "Grandjury" member at the New York Festival, Collateral Advertising category (2010), member of the international jury for "Lester Wunderman Awards" (2010).
- Creative Director invited to the "Portfolio Night 9" (2011).
- Member of the Jury, online category for "ADCI Awards 2011".
- From March 2011 Member of the Executive Board of the Art Directors Club Italiano (ADCI).

Name and address of employer **Wunderman**  
Via Tortona 37, I-20144 Milano, Italy  
<http://www.wunderman.com>  
Type of business or sector Relationship Marketing and Integrated Communication Agency

Dates	June 2009 – May 2010
Occupation or position held	<b>Digital Creative Director</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Creative responsible for digital activities (online adv, website, e-commerce) for Nokia Italia.</li> <li>- Nokia Italy online shop become one of the first three in the world for sells (2009).</li> <li>- Creative responsible for digital activation projects for Nokia Italia.</li> <li>- Creative Director invited to the "Portfolio Night 8" (2010).</li> <li>- Member of the Jury, online category for "ADCI Awards 2010".</li> </ul>
Name and address of employer	<b>Wunderman</b> Via Tortona 37, I-210144 Milano, Italy <a href="http://www.wunderman.com">http://www.wunderman.com</a>
Type of business or sector	Relationship Marketing and Integrated Communication Agency
Dates	January 2006 – May 2009
Occupation or position held	<b>Digital Creative Director</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Creative Responsible of ARC Turin, Leo Burnett Italia Digital Unit. Main Client FIAT.</li> <li>- International Creative Coordinator (20 countries) for Internet projects and communication campaigns for HQ FIAT Automobiles SpA.</li> <li>- Creative Responsible for Internet projects and communication campaigns, interactive platforms and communities for FIAT Automobiles SpA: online launch of Fiat Bravo ("Quellichebravo" blog), Fiat 500 ("500 wants you" participatory design platform and community: 2 years activity, 10 releases, 24 initiatives, localized in 20 countries), Fiat Nuova Croma, Internet 2.0 activities and building communities for Fiat Grande Punto ("DuePuntoZero"), Panda, Sedici, Croma.</li> <li>- Creative Responsible for International FIAT Professional Digital Activities (websites and product Minisites). Creative Responsible for the new FIAT Professional international Corporate Web Site (2009).</li> <li>- Creative Responsible for FIAT Deutschland digital activities (October 2008 - may 2009). Creative Director for the launch of FIAT Deutschland "Gute Vorsaeetze" project that generated a Internet Platform and the first European User Generated TVC, broadcasted in the major german TV Channels. (December 2008).</li> <li>- Online communication Creative Responsible for Abarth (Corporate and launches of GPA and 500), Iveco Store, Trentino (former Trentino Tourist Promotion Agency), Fiat Professional.</li> <li>- Creative Responsible for Fiat Group HQ for New Holland Agriculture North America Internet activities for "Boomer 8N" launch.</li> <li>- As Creative Direction responsible, presents "500 wants you" case history at ARCWW HQ Chicago, ARCWW Bangkok, "Marketing Forum 2008" Milan and "World Design Capital Turin 2008".</li> <li>- Managing the Creative Unit, ARC Turin is evaluated by "ARC European Digital Exchange" the most creative Network Unit in Europe for world first digital projects: "500 video-configurator", "500 X-mas Special", "GPA Abarth Experience".</li> <li>- Leo Burnett chooses just two case histories to show its new "Humankind" Philosophy worldwide: one is "500 wants you".</li> <li>- In 2007, Leo Burnett Italia was classified 15<sup>th</sup> in "Shots" ranking, 19<sup>th</sup> in "The Gunn Report" ranking and 3<sup>rd</sup> most creative agency Leo Burnett WW network.</li> <li>- Awards and acknowledgements: "ADCI Awards" (1 Gold, 2 Silver and 6 shortlists, Italian Art Directors Club, 2007/2008), "Key Awards" (Winner, 2006/2007, Italy), "Yahoo Big Chair" (finalist, 2007, Italy) and "M&amp;M Awards" (Highly Committed, 2007, U.K.).</li> <li>- President of the Jury (categories Internet and online ADV) for "ADCI Awards 2006".</li> <li>- Creative Director invited to the "Portfolio Night 6 and 7" (2008, 2009).</li> <li>- Member of the Executive Board of the Art Directors Club Italiano (ADCI) until march 2008.</li> </ul>
Name and address of employer	<b>ARC WW (Leo Burnett Italia Group)</b> , Via San Quintino 28, I-10121 Torino, Italy <a href="http://www.leoburnett.it">http://www.leoburnett.it</a> - <a href="http://www.leoburnett.com">http://www.leoburnett.com</a>
Type of business or sector	Advertising and Integrated Communication Agency
Dates	September 1998 - January 2006
Occupation or position held	<b>Creative Director and Owner, Graphic and Web Designer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Responsible of Creative direction and management, client relationship.</li> <li>- Creative consultant for integrated communication of the events: Pavarotti &amp; Friends for the children of Liberia (1998), for Guatemala and Kosovo (1999), for Cambodia and Tibet (2000), for Afghanistan (2001), S.O.S. Iraq (2003) and likewise editions of Pavarotti International. Collaboration with Decca London for the CD covers design for Pavarotti &amp; Friends edition.</li> <li>- Integrated communication responsible for the Italian musical "Rent" version, by Jonathan Larson; production Nicoletta Mantovani.</li> <li>- Graphic design and creative consultancy for Orea Malià. "El Machete", "Il Testimone dello Sposo", "Santini Apocrifi", "Hawaiian Souvenir", "The Spy who shampooed me", "Un Parrucchiere</li> </ul>

	<p>a Palazzo", "More Black", "Visionaire", "Maliaskine" are the title of the main project of artistic contamination.</p> <ul style="list-style-type: none"> <li>- Project development of Corporate and Visual identity, BTL for "Distar Arrow", "AlmaWeb/University of Bologna", "Romano Prodi's Fabbrica del Programma".</li> <li>- Web design and Internet website development for "The 3 Tenors", "Luciano Pavarotti", "Pavarotti International", "Distar Arrow", "Baltur", "Buongiorno.it", "ADCI", "Monrif.net", "Orea Malià". Co-production of the Internet portals "Alma de Cuba", "Italian Food &amp; Style", "Dove Vai".</li> <li>- Interactive CD-Rom graphic design ("Play and Learn English" and "My first English dictionary" edited by Elemond) and the self produced "Social Fables".</li> <li>- Teaching for 3 annual courses of Industrial design at "Università del Progetto", Reggio Emilia, Italy).</li> <li>- Awards and acknowledgements: "ADCI Awards" (3 shortlists, Italian Art Directors Club, 2004).</li> <li>- "Cyber Lions" Italian Juror at the "Cannes International Advertising Festival 2001".</li> <li>- "European Design and Advertising Awards" Italian Juror for "ADC*E" (2002 and 2003).</li> <li>- Member of the Executive Board of the Art Directors Club Italiano (ADCI)</li> </ul>
Name and address of employer	<b>Balena Corporation</b> , Via del Papa 112, I-40014 Caselle di Crevalcore (BO), Italy <a href="http://www.balena.it">http://www.balena.it</a>
Type of business or sector	Design Consultancy Studio - BTL, Editorial Projects, Graphic and Web design
Dates	October 1992 - September 1998
Occupation or position held	<b>Creative Director and Partner, Art Director and Industrial Designer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Responsible of creative direction and Studio coordination: main designer.</li> <li>- Creative consultancy for integrated communication for the event "The 3 Tenors" (Modena, 1997).</li> <li>- Development of corporate, visual identity and BTL for "Dada Cucine/Gruppo Molteni", "Arturo Brachetti", "Adriano Celentano", "Art'è".</li> <li>- Graphic design and ideation (from 1993 to 1998) of Stickers Album for "DS Stickers", Modena.</li> <li>- Creative consultancy for BTL activities for "Orea Malià", Mediaset TV Show "Non è la Rai", merchandising for "Diario Tour of Luca Carboni", "Renault Italia" e Fair "Erotica", "Nightwave" e "Ricicla".</li> <li>- Co-design (with Michele Golinelli) of house-ware items strongly emotionally attractive: "Duilio" (electric orange squeezer, Bacchetta &amp; Tracanzan, Italy); "Italians" (Ceramic kitchen-ware collection, Friesland, Germany), "Crazy Cutters" (shape cutting scissors, Vicom, Italy).</li> <li>- Periodical teaching at "Università del Progetto" of Reggio Emilia.</li> <li>- Awards and acknowledgements: "ADCI Awards" (1 shortlist, 1995 - 1 Silver, 1996).</li> <li>- Represent Italy (design discipline) at Seventh Biennial of "Young Mediterranean European Artist", Lisbon (1994).</li> </ul>
Name and address of employer	<b>Mollusco &amp; Balena</b> , Via Croce Coperta 11, I-40128 Bologna, Italy
Type of business or sector	BTL, Graphic design, Industrial design and Editorial Projects Studio.
Dates	September 1990 - October 1992
Occupation or position held	<b>Art Director and Designer</b>
Main activities and responsibilities	<ul style="list-style-type: none"> <li>- Art Director for "Pubblicità Immaginarie" (Imaginary advertising, magazine column for "Abitare" and "Comix").</li> <li>- Art Director for new products packaging for "Barilla", "Mulino Bianco" and "Tre Marie".</li> <li>- BTL Creative for the launch of over the counter Bayer "Aspirin".</li> <li>- Awards and acknowledgements: "ADCI Awards" (1 Gold, 1992).</li> </ul>
Name and address of employer	<b>Università del Progetto Srl</b> , Corso Garibaldi 7, I-42100 Reggio Emilia, Italy
Type of business or sector	Advertising and Communication Agency
<b>Education and training</b>	
Dates	From January 1988 - July 1990
Title of qualification awarded	Attendance Certificate (Financed course European Community)
Principal subjects/occupational skills covered	<ul style="list-style-type: none"> <li>- Communication and Project Culture Holistic Approach.</li> <li>- Industrial design, Graphic design, Relation Strategy, Communication, Creative writing, Photography, Modelling.</li> <li>- "Merci" School Magazine Responsible issued with Abitare magazine.</li> <li>- Main school projects: "Poesie Terapeutiche" (editorial project, with Ermanno Cavazzoni), "I Sette Cuori" (creative reinterpretation of Italian classic short story book "Cuore", with Ermanno Cavazzoni, Bollati Boringhieri), "Casa Fiore" (interior design, with Stefano Giovannoni) e "Home Sweet Home" (Mickey Mouse's Home, furniture design, with Paolo Bettini).</li> </ul>

Name and type of organisation providing education and training

**Università del Progetto**, Corso Garibaldi 7, I-42100 Reggio Emilia, Italy

## Personal skills and competences

Mother tongue

**Italian**

Other languages

Self-assessment *European level* (\*)

**English**

**French**

**Spanish**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User	B2	Independent User
B1	Independent User	B2	Independent User	A2	Basic User	A2	Basic User	A2	Basic User
B1	Independent User	B1	Independent User	A1	Basic User	A1	Basic User	A2	Basic User

(\*) *Common European Framework of Reference for Languages*

Social skills and competences

Excellent team spirit, good ability to adapt to multicultural and international environments. Good communication and presentation skills. Good relation ability with superiors, colleagues, clients and institutions. Excellent quick understanding to strategy and company needs. Ability to improve professionalism, creativity, profitability and efficiency of teams. Constant enthusiasm, optimism, dynamism and curiosity.

Organisational skills and competences

Capability to contribute online/offline integration in communication campaigns. Leadership (managed teams of more than 15 creatives), great organisational ability. Good attitude to manage groups and projects with international or non regular people.

Technical skills and competences

Excellent Internet, online communities and social networks knowledge. Excellent knowledge of Participatory Design and Participatory Online Platforms.

Computer skills and competences

Good command of Microsoft Office tools (Word, Power Point, Excel) and Graphic application (PhotoShop, FreeHand, X-Press). Excellent ability to surf the Internet and to find information.

Artistic skills and competences

Music, Writing, Photography, Craftworks, Design.

Other skills and competences

From 2002 to 2008 Italian Art Directors Club Board Member (for digital matters).

Driving licence

Automobile (type B)

## Additional information

More information, Case histories and Portfolio:

- <http://www.matteorighi.it>
- <http://www.linkedin.com/in/matteorighi>

From 1999 Italian Art Directors Club Member (ADCI) and AIAP (Icograda Network) Member. Member of the Executive Board of the Art Directors Club Italiano (ADCI) from 2002 to 2005 (President Lele Panzeri), from 2005 to 2008 (President Maurizio Sala) and from 2011 to now (President Massimo Guastini):

10<sup>th</sup> September 2006 married Dawrat Duangdee.