

PERSONAL INFORMATION

Massimiliano Pinucci



Sex M | Date of birth 02/10/1964 | Nationality Italian

POSITION

Designer, professor, creative director

WORK EXPERIENCE

2007 - nowadays

Owner, Director, Creative Director

MBVision, Peccioli, Italy, www.mbvvision.it

General management, creative direction for product and communication design projects. Team management, main account and creative advisor

Business or sector Product and communication design, research and development of projects in technical and cultural heritage field. Aircraft design, interface and HMI design, Human Centred Design, exhibition design. Digital and web/social communication projects. Research project in technology and cultural heritage. Publishing projects (books and games in the airship/aeronautical field). Projects of museum installations, exhibitions and videoscenographies.

2019 - nowadays

Co-founder, Board Advisor, Head of Design

Oceansky Cruises, Stockholm, Sweden, www.oceanskycruises.com

Board advisor for strategy of communication, Head of Design. Airship design, dissemination of airship culture.

Business or sector Aviation and Tourism. Airship tour operator for sustainable luxury tourism

2002 - nowadays

Professor

ISIA Firenze, Firenze, www.isiadesign.fi.it

Graphic Composition (BA level), Strategy of Communication (MA level)

Business or sector University, Education, Industrial and Communication Design, public university (AFAM)

2010 - 2012

Board Member

ELIA European League of the Institutes of Art, Amsterdam, Netherland, <https://elia-artschools.org/>

Board member for internationalization processes and creative industries development

Business or sector Education, networking

1997 - 2001

Co-founder, President, Creative Director

The Brain Farm, Milano and Pontedera, Italy

Communication and ITC design and management, Creative direction and company management, cultural and educational projects manager.

Business or sector Product and communication design, research and development of projects in technical and cultural heritage field. Aircraft design, interface and HMI design, Human Centred Design, exhibition design. Digital and web/social communication projects. Research project in technology and cultural heritage, R&D

- 1992 - 2000 Co-founder, General manager**
B&P Comunicazione, Pontedera, Italy
General management, creative direction, art direction. Digital and web/social communication projects.
Research project in technology and cultural heritage
Business or sector Communication and multimedia design, Digital and web/social communication projects.
Research project in technology and cultural heritage, R&D
- 2000 - Nowadays Lecturer**
Accademia di Belle Arti di Firenze (Firenze, Italy), Palazzo Spinelli (Firenze, Italy), Lorenzo De Medici / Marist (Firenze, Italy), Modartech (Pontedera, Italy), Pont-Tech (Pontedera, Italy), Accademia del Maggio Fiorentino (Firenze, Italy), Università di Pisa (Pisa, Italy), Regione Toscana (Italy).

Lecturer of industrial and communication design, museum and exhibition design, digital design.
Business or sector Educational (design and cultural heritage)
- 2000 - nowadays Guest Professor**
Design Academy of Eindhoven (Eindhoven, Netherland), University of Nova Gorica (Nova Gorica, Slovenia), Kozminski University (Warsaw, Poland), Viamoda (Warsaw, Poland), University of Savonia (Kuopio, Finland), Accademia di Belle Arti di Firenze (Florence, Italy)

Lecturer of industrial and communication design, museum and exhibition design, digital design.
Business or sector Educational (design and cultural heritage)
- 2002 - nowadays Speaker**
LUISS Guido Carli (Rome, Italy 2008), ERSU (Ancona, Italy, 2010), IUAV (Venezia, 2013), Istituto Europeo di Design (Milan, 2014), Norske Palatset (Stoccolma, 2015), AEROkunst (Friedrichshafen, 2015-2019), Spazio Shed (Schio, 2016), Museo U. Nobile (Lauro, 2016), Gabinetto Viesseux (Firenze, 2017), Istituto Geografico Militare (Firenze, 2018), Alinari Image Museum (Trieste, 2018), Museo Piaggio (Pontedera, 2018), Norrsken House (Stoccolma, 2019), Citemos (Vicenza, 2020).
He also talked in national/international webinars like A.I.D.A.A. Centennial (2020), Mahepa Academy (2020), The Pole and Beyond, 95 year anniversary of Amundsen and Nobile's exploration of the North Pole (2021)

History of aeronautics (in particular of airships), technique, design and innovation in aeronautics
Business or sector Educational (design, aviation history and cultural heritage)

EDUCATION AND TRAINING

- 1983 - 1987 Industrial and Communication Designer (110/110 cum laude)**

ISIA Firenze (Firenze, Italy)

Product and graphic design, marketing, technology, sociology.
- 1978 - 1982 Maturità Scientifica**

Liceo Scientifico, Pontedera (Pi) Tuscany, Italy

Maths, physics, literature

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

English

Replace with language

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
B2	B2	C1	B2	B2
Replace with name of language certificate. Enter level if known.				
C1	C1	C1	C1	C1
Replace with name of language certificate. Enter level if known.				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

Excellent communication skills in Italian, English and French, refined through years of lectures and conferences held in Italian and European institutes and in professional relationships with national and international companies and professionals

Organisational / managerial skills

He has two decades of entrepreneurship behind him and has held roles of director and management of complex projects where he managed his own collaborators, companies and external suppliers, external consultants for his own projects or for international clients. Excellent teamwork attitude, project leadership. Excellent quick understanding to strategy and company needs. Ability to improve professionalism, creativity, profitability and efficiency of teams. Constant enthusiasm, optimism, dynamism and curiosity.

Job-related skills

Ability to outline visions and transfer them to work groups, verifying and managing complex processes towards their realization, whether they are concrete projects or research projects or concepts. Excellent ability to manage various aspects of projects, from their aesthetic component to the productive one, acting as a connector of skills

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient	Proficient	Proficient	Independent	Proficient

Levels: Basic user - Independent user - Proficient user

Professional use of writing, calculation, presentation, management packages. Excellent knowledge in particular of desktop publishing, photo editing, drawing and presentation. Knowledge of two and three-dimensional drawing. Twenty years of experience in design for Human Machine Interface, the web, social media, advanced multimedia and video, with research publications in his name.

Other skills

Private pilot for over 20 years, he has accumulated over 1500 hours of flight time on light planes, motor gliders and biplanes.
 Researcher and passionate about writing, he has written and published many books: essays, short novels, short stories, fairy tales, awarded in a couple of national competitions
 He has always played acoustic double bass and electric bass in jazz, tango and rock music groups and has a good concert experience behind him.

Driving licence

B

ADDITIONAL INFORMATION

Publications

Airships: North Pole Quest (*Hun in the Sun*, 2021)
 Airships | Designed for greatness (*Hun in the Sun*, 2 editions 2015 and 2018)
 Una ballata del Midwest (*self published*, 2018)
 Crea@tivity Magazine, (*Crea@tivity*, 2010-2019)
 The making of the seaplane Idintos (contribute, *Collana Didattica, ISIA Firenze*, 2015)
 Buonasera. Vi presento Giacomo, (*Animation Lights Project*, 2013)
 Tango d'inverno e altre strane storie, (*self published*, 2011)
 Il grande scoglio (*LoGisma Editore*, 2010)
 Mudros 1915, (*unpublished*, 2009)
 Usabilità in ambienti estremi: Interfacce per velivoli sportivi (*Franco Angeli Edizioni*, 2009)
 Appunti per un progetto museale: MobyPrinceMuseum (*Tagete Editore*, 2008)
 Prina: una piattaforma collaborativa per il design nautico (*Alinea Editore*, 2007)
 Fiabesque, il fantastico nella progettazione degli eventi, (*Gangemi Editore*, 2006)
 Mkinda (*unpublished*, 2006)
 Image Imaging. Progetto per un Museo dell'Immagine, (*Alinari*, 2004)
 Pegasus. Immagini dal cielo (*Bandecchi & Vivaldi*, 2003)
 Hun in the sun posterbook (*Hun in the Sun*, 2003)
 Una struttura museale nel 2000: progettare con la tecnologia (*self published*, 2001)
 He is working on some other books (*ArtBook and Hydroracers, Hun in the Sun*)

Projects

He participated as a partner or consultant to several EU funded projects (European or regional):
 Mahepa (European, Horizon 2020, advice and outsourcing, 2016-18)
 Hypstair (European, FP7, project partner, 2013-15)
 Cartoons Animate Training (European, Leonardo da Vinci LLL, project partner, 2009-11)
 Artesnet (European, Leonardo da Vinci LLL, advisor, 2008-10)
 Demass (Italian national Industria2015, project partner, 2011-14)
 Idintos (Tuscan Region, project partner, 2011-13)
 Nautilab (Tuscan Region, project partner, 2010-11)
 Prina (Tuscan Region, project partner, 2007-08)
 Centrale di infomobilità (Tuscan Region, project partner, 2004-07)

 He also designed, co-produced and directed some events like
 Creativity, Reseach and Innovation in Design, Museo Piaggio, Pontedera, Italy (2006 ongoing)
 Night F-Light, travelling docu-show (2011 - 2018)
 Fiabesque, the city of Farytales, Peccioli, Italy (2004 – 2013)
 Solidaria, Pontedera, Italy (2005)
 ImaginAir (ISIA Firenze, Firenze, 2005)
 Pegasus, Toscana tra le Nuvole (Museo Piaggio, Pontedera, 2004)
 ImaginAir (ISIA Firenze, Firenze, 2003)

Conferences, seminars, webinars

LUISS Guido Carli (Rome, Italy 2008), ERSU (Ancona, Italy, 2010), IUAV (Venezia, 2013), Istituto Europeo di Design (Milan, 2014), Norske Palatset (Stoccolma, 2015), AEROkunst (Friedrichshafen, 2015-2019), Spazio Shed (Schio, 2016), Museo U. Nobile (Lauro, 2016), Gabinetto Viesseux (Firenze, 2017), Istituto Geografico Militare (Firenze, 2018), Alinari Image Museum (Trieste, 2018), Museo Piaggio (Pontedera, 2018), Norrsken House (Stoccolma, 2019), Citemos (Vicenza, 2020).

He also talked in national/international webinars like
 A.I.D.A.A. Centennial (2020),
 Mahepa Academy (2020),
 The Pole and Beyond, 95 year anniversary of Amundsen and Nobile's exploration of the North Pole (2021)

Exhibitions

He exposed his works in exhibitions and spaces such as Triennale di Milano, EICMA Expo2015, Salone del Mobile and Salone del Giocattolo (Milano), AIM Alinari Museum (Trieste), AeroKunst (AEROMesse, Friedrichshafen, Germany), Norsken House and Van der Nootska Palatset (Stockholm, Sweden), Forte di Belvedere, Gabinetto Viesseux, 79 Rosso and Istituto Geografico Militare (Firenze), Spazio Sheid -ex Lanificio Conti- (Schio, Vicenza), Museo Piaggio (Pontedera), Manfred Rommel Airport (Stuttgart, Germany), Museo Nobile, (Lauro), Technopolis (Buenos Aires), CNR (Genova), and also in Slovenia, Netherland, Belgium, Brazil, Chile, Peru.

Honours and awards

He received international design awards and recognitions such as Italia's Cup, Triennale di Milano,

1986 (Letto Tappeto); Macintosh User of the Year, Editoriale JCE, Milano, 1993; Premio unico per la fiaba edita, Opera Prima, Firenze (for his book "Il grande scoglio"), 1996; SMAU international E-commerce, Award Milano (for Alinari Online, as designer for Alinari), 1997; Flieger Magazin Award, Friedrichshafen, 2012 and Thinking the Future, Lubjiana, 2012 (as member of the design team of the Pipistrel Panthera 4 seat aircraft); ADI Index 2014 (in participation, for Idintons Seaplane); Special Mention, Premio Letterario G.Douhet, Associazione Arma Aeronautica, 2016 (for his book "Airships Designed for Greatness, the illustrated history)

ANNEXES

CV ragionato
Autocertificazione di laurea
Titoli scientifici (pubblicazioni)

Pontedera, 09 May 2021

Massimiliano Pinucci