

## Contact

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www.cappellidesign.com  
(Company)

## Top Skills

Branding & Identity  
Corporate Identity  
Graphics

## Languages

Inglese (Professional Working)  
Spagnolo (Professional Working)  
Italiano (Native or Bilingual)

## Publications

Dynamic brand

# Emanuele Cappelli

Designer | Professor | TEDx speaker | Cappelli Identity Design  
Rome, Latium, Italy

## Summary

Italian designer, creative director and founder of Cappelli Identity Design, and professor of brand and Visual Design.

Among the pioneers of the concept of Dynamic Brand and Interactive Brand, my experimental approach led me to create innovative corporate identities in Italy and worldwide, and to start a series of international events dedicated to art and to design.

Curious and enthusiastic as an individual, and determined and meticulous as a professional, my attitude is powered by the values of sustainability, research and integration.

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## Experience

### Cappelli Identity Design

Founder and Creative director

September 2011 - Present (13 years 1 month)

Rome Area, Italy

Founder and Creative Director at Cappelli Identity Design.

Cappelli Identity Design creates identities: it applies own methodology of the dynamic brand and interactive brand and realizes projects that advance the client's needs and proceed towards continuous research for the best project quality and budget's optimisation.

Among our clients: Anobii, Axpo, Archivio Storico Olivetti, Biennale di Venezia, Cannes Film Festival, Cinecittà, CIR Group, Comune di Bologna, Comune di Roma, Comune di Venezia, Emirates, Enel, Eni, FAO, Fondazione Adriano Olivetti, Fondazione TIM, Giusti, Ikono TV, Infostrada, Istituto Luce, Jax Plus, Gruppo Kering, Gruppo San Donato, Jax Plus, Kyriba, MIUR, MIBAC, MISE, Ministry of Romanian Tourism, Morrow Sodali, New York TAB, Olivetti, Poste Italiane, Presidenza Consiglio dei Ministri, RUFA, Samsung, Snam, Sparkle, Sogefi, Terna, TIM, Umberto Cesari, Venezia Festival del Cinema, Way, Wind.

TALK and CONFERENCE from 2022:

TEDx Modena, Italy  
Italian Innovators, Villanova University, USA  
WDO (World Design Organization), Montreal, Canada  
IP Day Maersk, Copenhagen, Denmark  
VisitDenmark, Copenhagen, Denmark  
OGR Tech, Talent Garden, Turin, Italy  
Politecnico di Torino, Department of Architecture and Design, Valentino Castle, Italy  
ADI Design Museum, Milan, Italy  
Talent Garden, Fondazione Agnelli, Turin, Italy  
Palazzo delle Esposizioni Museum, Rome , Italy  
RUFA, Rome University of Fine Arts, Rome , Italy  
[e] Design Festival, Treviso, Italy  
USIL, Lima, Perù  
PUCP, Lima, Perù  
Universidad del Azuay, Cuenca, Ecuador  
UDD, Santiago, Chile  
Olivetti, Ivrea, Italy  
Archinet / WDO, Riyad, Saudi Arabia  
Future Week, Rome, Italy  
Costellazione Apulia, Martina Franca, Italy  
Cinema Film Festival, Afragola, Naples, Italy  
Universidad Nebrija, Madrid, Spain  
Center of Italian Modern Art, New York, Usa  
Università Sapienza, Rome, Italy  
Chitkara University, India

## MAD GENIUS GROUP

Co-founder

September 2024 - Present (1 month)

Italia

Rufa - Rome University of Fine Arts

13 years

Coordinator of professors Master Degree Visual and Innovation Design

October 2021 - Present (3 years)

Roma, Lazio, Italia

Professor of Dynamic brand, Master Degree in Visual and Innovation Design

October 2011 - Present (13 years)

Rome Area, Italy

Professor of Graphic Design 3  
October 2011 - Present (13 years)  
Roma, Lazio, Italia

Creative Director  
September 2015 - December 2022 (7 years 4 months)  
Rome, Italy

Member Board of Directors  
October 2014 - January 2022 (7 years 4 months)  
Rome, Italy

Coordinator of professors Graphic design in RUFA  
September 2013 - October 2021 (8 years 2 months)

Talent Garden Innovation School  
Master Executive Professor  
July 2023 - Present (1 year 3 months)  
Milano, Lombardia, Italia

School of Visual Arts - MFA Design  
Professor of Visual Design with RUFA  
May 2023 - May 2023 (1 month)  
New York City

Tracks of Freedom project with RUFA Rome University of Fine Arts

EASD Gran Canaria  
Guest Professor for Dynamic brand  
October 2021 - October 2021 (1 month)  
Las Palmas de Gran Canaria, Canarie, Spagna

IS Design Group  
Founder and Member  
November 2015 - September 2020 (4 years 11 months)  
Hong Kong

School of Visual Arts - MFA Design  
Professor of Visual Design with RUFA  
May 2019 - May 2019 (1 month)  
New York City

Visual Design Professor for Tracks of Freedom project with RUFA Rome  
University of Fine Arts.

School of Visual Arts - MFA Design  
Professor of Visual Design with RUFA  
May 2018 - May 2018 (1 month)  
New York City, Stati Uniti

Visual Design Professor for Tracks of Freedom project with RUFA Rome  
University of Fine Arts.

EASD València.  
Guest Professor of Dynamic brand  
March 2014 - March 2014 (1 month)  
Valencia Area, Spain

University of Rome "La Sapienza"  
Professor of Graphic design  
October 2003 - July 2012 (8 years 10 months)  
Rome Area, Italy

EASD ILLES BALEARES  
Guest Professor of Dynamic brand  
2012 - 2012 (less than a year)  
Baleari, Spagna

Professor of dynamic brand

Cappelli Communication di Cappelli E.  
Founder and Visual designer  
September 2001 - September 2010 (9 years 1 month)  
Rome, Italy

Art direction for: Wind, Infostrada, Enel, Eni, Philipp Morris, Lottomatica, Poste  
Italiane, AAMS, Notre Dame de Paris, Zelig.

Art Director Design Strategy srl  
Founder and Creative director  
September 2002 - July 2006 (3 years 11 months)  
Rome, Italy

Cesvip Impresa  
Professor  
February 2003 - November 2003 (10 months)

Mantova Area, Italy

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## Education

Università degli Studi di Roma 'La Sapienza'

Laurea, Industrial Design · (1999 - 2003)