

Fabio Guaricci

Founder of TOY design

fabio@toy-design.com

Summary

Fabio Guaricci is a design professional skilled in Toy/Educational Design, Design Strategy and Project Management. He is a freelancer working for companies such as Hape Toys, Lisciani Giochi and Milaniwood, and institutions such as Politecnico di Milano, ASL di Milano and Fondazione Trentina per l'Autismo. After a Diploma in Humanities, he achieved Laurea Magistrale in Industrial Design with honors at Politecnico di Milano in 2006, meanwhile selected for an exchange program spending one year at the Product Design Department of NTNU in Trondheim, Norway. His creative attitude expresses in design tasks (concept development, 3D modelling, rendering, CMF, product development, graphic development, packaging, display, web design) and strategic tasks (customer profile, market analysis, benchmarking, SWOT analysis, design strategy, business model canvas) merging them together, thus enhancing design potential on social innovation and business value generation. He is in the teaching staff of Co.Meta Lab at Politecnico di Milano, carrying on research on design practices for Autism, design for disability and peer/open educational models.

Experience

Founder at TOY design

October 2015 - Present (4 months)

TOY is focussed on design and research of toys and educational products for the new needs of a dynamic and complex society. TOY develops cutting-edge design projects with companies and public institutions starting from sociological, educational and technological issues in order to create long-lasting and responsible value and profit for the wealth of future generations.

Teaching Staff - Co.Meta Lab at Politecnico di Milano

September 2010 - Present (5 years 5 months)

Co.Meta is the Meta-Design course in the 2° year of the Industrial Design course at Politecnico di Milano held by Professors Venanzio Arquilla and Giuliano Simonelli and co-tutored by Davide Genco and Fabio Guaricci. The educational purpose is to let students learn on social impact of design, with specific target on autistic children. Co.Meta is partnered by Fondazione Trentina per l'Autismo and POLIsocial, the program of social responsibility of Politecnico di Milano, and is carried on as an experimental peer/open educational model with a problem-based approach that has also been the subject of scientific papers.

Design & Strategy Consultant at Fabio Guaricci | industrial | design | management

January 2009 - September 2015 (6 years 9 months)

_areas: strategy, branding, product, toys. _tasks: Concept development, Toy Design, Industrial Design, Design Strategy, Benchmarking, Brand Strategy, Brand Identity, Graphic Design, Web Design, Social Media. _industries: toys, furniture, consultancy, sport, pavings, crafts, home accessories, web.

Toy Design & Strategy Consultant at Hape Toys Europe

April 2014 - January 2015 (10 months)

_assignments: concept development, toy design, 3D modelling, rendering, CMF, packaging, display, market analysis, benchmarking, design strategy, graphic development. _industry: toys

Toy Design & Strategy Consultant at Lisciani Giochi

January 2014 - December 2014 (1 year)

_assignments: concept development, toy design, 3D modelling, market analysis, benchmarking, design strategy. _industry: toys

Toy Designer + Design Manager at Milaniwood

January 2007 - December 2009 (3 years)

_assignments: concept development, toy design, 3D modelling, rendering, CMF, packaging, display, exhibitions, market analysis, benchmarking, SWOT analysis, design strategy, brand strategy, brand identity, art direction, graphic development. _industry: toys

Designer at Stefano Giovannoni design studio

September 2006 - January 2007 (5 months)

_tasks: Product, Graphic and Exhibition Design. _industry: design consultancy _customers: Bisazza, Edra, Il Bagno Alessi, Nestle#, Toto.

Design Intern at Fois&Lia

2005 - 2006 (1 year)

_tasks: Industrial Design, Product Development, Brand Strategy, Brand Identity _industry: design consultancy _customers: Roca, Hermes, Paola Lenti, Tom Dixon

Education

Politecnico di Milano

Industrial Design, Industrial Design, 2000 - 2006

Grade: 110/110 with honors

Activities and Societies: Volontario ESN - Erasmus Student Network Borsa di Studio Dac - Design for Arts and Crafts

Norwegian University of Science and Technology (NTNU)

Borsa di studio Erasmus, Industrial Design, 2003 - 2004

Liceo Classico "P.V. Marone" Gioia del Colle (Ba)

Maturità Classica, 1994 - 1999

Publications

An ethical approach to design teaching: the “Co.Meta Lab” experience from a Social Innovation perspective.

November 1, 2014

Authors: Venanzio Arquilla, Davide Genco, Fabio Guaricci, Giuliano Simonelli

Tsinghua University, Beijing "Transformation of design within the context of Social Innovation" conference

Courses

Teaching Staff - Co.Meta Lab

Politecnico di Milano

Psycho-educational operation for kids and teens with ASD (Autistic Spectrum Disorder) - Games and social interaction - Doct. Cesarina Xaiz 16-17 Oct 20015

Psycho-educational operation for kids and teens with ASD (Autistic Spectrum Disorder) - Social ability development - Doct. Cesarina Xaiz 6-7 Nov 20015

Languages

Italiano

(Native or bilingual proficiency)

Inglese

(Full professional proficiency)

Skills & Expertise

Product Design

Toy Design

Industrial Design

Disegno industriale

Design Management

Design Thinking

Progettazione di prodotto

Concept design

Graphic Design

Strategic Design

Progettazione grafica

Ricerca educativa

3D Modeling

Strategia progettuale

Ideazione e sviluppo design

Design Strategy

Communication Design

Corporate Branding

Toys

Toy Industry
Brand Management
Project Management
Market Research
Marketing Strategy
Product Management
SWOT analysis
Benchmarking
Graphics
Grafica
Sviluppo concettuale
Rendering
Direzione artistica
Furniture
Modellazione 3D
Autism
Disabilità

Volunteer Experience

Organizzatore Terva Festival - Finlandia at SCI - Servizio Civile Internazionale
July 1999 - July 1999 (1 month)

Sostenitore at Change.org
January 2013 - Present (3 years 1 month)

Sostenitore at Avaaz.org
January 2011 - Present (5 years 1 month)

Honors and Awards

Primo Premio AD Young Designer's Award 2006 - Workshop con Stefano Giovannoni - progetto Alfredo - con Enrico Bosa, Andrea Federici e Martina Burlo

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6 people have recommended Fabio

"Fabio is a great designer with a very subtle taste and feeling for material and shapes"

— **SELINA BERTOLA**, was with another company when working with Fabio at Milaniwood

"Very clever and reliable. Nice experience to work with him."

— **Erik Ragni**, was with another company when working with Fabio at Milaniwood

"Fabio is a great guy, I really appreciate his different point of view. He is always looking at the problems as positive possibilities. Great collaborator. "

— **Enrico Bosa**, *industrial designer, Giovannoni Design*, worked with Fabio at Stefano Giovannoni design studio

"I had the opportunity of working with Fabio at Giovannoni design; it was a great opportunity to meet a highly creative and energetic designer with a playful and fun approach to product design!"

— **Georges Aramouni**, managed Fabio indirectly at Stefano Giovannoni design studio

"Fabio is a stunning man of imagination and creativity. He merges a great curiosity (about design, Art, sustainability...) with a really non-conventional approach: putting together (apparently) separated fields, adding a good dose of Mediterranean passion + elegance and you will obtain original solutions for the final concepts! Enthusiasm, positive approach, educate manners and most importantly a sharp creative sparkle make him a precious added value for any company."

— **Federica Bocina**, worked with Fabio at Fois&Lia

"Fabio was extremely useful to find smart solutions and solving problems."

— **Erik Ragni**, worked directly with Fabio at Fois&Lia

[Contact Fabio on LinkedIn](#)