



My professional activity since 1999

Interior design/NeoDesign Studio:my practice in Italy/Partnerships/My practice in UK/Teaching activity/Curriculum

INTERIOR DESIGN

Between 1999 / 2004 I worked in a number of high-end italian furniture showroom among Catania, my home town, and Milan.

My activities :

- Proposals for high-profile public and private contracts provision.
- Turnkey services for hotels, restaurants, conference rooms, public offices and private practices.
- Assistant to management of showroom exhibition areas, to display brands such as Boffi, Giorgetti, Driade, etc.
- Managing craftsmen and coordination of supplies during building process.
- Undergoing training at companies and trade shows, with the aim to learn about their production techniques and philosophy.

TITO D'EMILIO S.R.L. CATANIA (SICILY)

My profession, as architect interior designer, begins at Tito D'Emilio, a family enterprise established from Tito D'Emilio in Catania since '60.

I learned the story of the most important brands in the field of design – such as Boffi, Zanotta, Driade, Giorgietti, etc ...
- through the direct testimony of those who firsthand lived it.

The cult of the beautiful things and style.

The value of service and money.

The honesty ... and then the sea and the colors of Sicily.



TITO D'EMILIO's showrooms

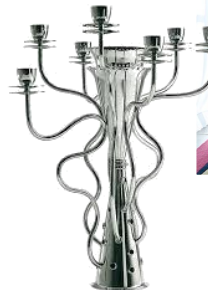


TITO D'EMILIO's showrooms



TITO D'EMILIO wished to have its own "**Casa driade**" in Catania, representing a very living philosophy.

In collaboration with Driade I worked on the exhibition by completing furnishing an apartment. I used only Driade furniture and equipments.



Boffi was one of the top brands which TITO D'EMILIO brought in Sicily when the company had started collaborating with important designer of that time.

To commercialize the product it was important to work on its architectural potential and bespoke design concept which represent the feature of the brand.



 **Boffi**

At TITO D'EMILIO I also
used to work at the contract
department developing de-
sign proposals for airports,
private practices, offices,
universities, etc.



vitra.



Alias



Knoll

Historical top brands at
TITO D'EMILIO.
I had the opportunity to visit
their factories, learning their
philosophy and focusing on
the connection between
their need both in
production and marketing.



zanotta



arflex



Cassina

Proud of having been part of TITO D'EMILIO's team.
The first entrepreneur to receive this international award in 2006.



Compasso d'Oro (Golden Compass) is the name of an Industrial Design award originated in Italy in 1954 by the *La Rinascente* company from an original idea of Gio Ponti and Alberto Rosselli. It is the first and most recognized award in its field.

The prize aims to acknowledge and promote quality in the field of industrial designs made in Italy and is awarded by ADI since 1964



1. Un'immagine storica del negozio Tito D'Emilio a Catania.
 2. La vetrofania che segnala la vincita del Compasso d'Oro.
 3. Ritratto di Tito D'Emilio.
 4. Un interno del negozio c Corso Italia.
- Foto 2. 4. di Alfio Garozzo

"Autodidatta metodico e rigoroso, animato dalla passione per il bello e affascinato dall'innovazione, sino dalla fine degli anni Sessanta ha saputo fare del suo negozio di Catania un punto

di riferimento per il mercato italiano del design". Con questa motivazione Tito D'Emilio è stato insignito, un anno fa, del *Compasso d'Oro* alla Carriera. Un riconoscimento alla figura di divulgatore culturale, prima ancora che di imprenditore,



Tito D'Emilio
a Catania