

# LAURA MICALIZZI

## INTERIOR / EXPERIENTIAL DESIGNER

### SUMMARY

Designer specialised in exhibition, retail and experiential environments in the fields of retail, technology and fashion. Amongst recent projects I have been involved in is the interior design of serviced apartments, hotel interiors and F&B areas of Opus Tower in Dubai at Zaha Hadid Architects. In addition to this, I currently collaborate with the Japanese artist Mariko Mori in the development of sculptures and environments.

I follow projects from concept to delivery and offer consultancy and experiential design services focusing on all aspects of the project; from customer journey to interactive engagement, from drawing package to contractor coordination on-site.

### EXPERIENCE

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2014 - CURRENT . **SELF EMPLOYED / CLIENTS:**

MARIKO MORI, DALZIEL&POW, ZAHA HADID ARCHITECTS, LANDOR&FITCH, NEXUS, BRILLIANT BASICS & INFOSYS, SARNER, WRG, DESIGN GROUP ITALIA, CB'A, 4UATRE, FOURIV

2013 - 2014 . **INTERIOR DESIGNER** | LONDON  
ZAHA HADID ARCHITECTS

2008 - 2012 . **3D DESIGNER** | LONDON  
IMAGINATION

2006 - 2008 . **INTERIOR DESIGNER** | LONDON  
DATANATURE ASSOCIATES

2004 - 2006 . **EXHIBIT DESIGNER** | MILAN  
AAAHHHAAA

### EDUCATION / COURSES

. POLITECNICO DI MILANO - MSC DEGREE IN INDUSTRIAL DESIGN, 1999 - 2004

. DUNATELIERALAUTRE / PARIS - Stage d'Aquarelle en Extérieur, Cours de Dessin au Louvre

### LANGUAGES

ITALIAN, ENGLISH, FRENCH

### TOOLS

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- **3D SOFTWARE:** CINEMA 4D, RHINOCEROS, 3DMAX, SKETCHUP, VECTORWORKS, VRAY
  - **2D SOFTWARE:** RHINOCEROS, AUTOCAD, VECTORWORKS, ADOBE CREATIVE SUITE
  - **OTHER:** HAND SKETCHING, IMAGE RESEARCH, MOOD BOARDS

### PERSONAL

#### DATE OF BIRTH

24 JANUARY 1980

#### NATIONALITY

ITALIAN

#### CONTACT

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# INTERIOR DESIGN PROJECTS

**Yuputiras Residential Project for Mariko Mori** : Freelance Interior Designer working on Mariko Mori's House located in the north of Miyako-Jima Island, part of the Miyako Islands archipelago. I am currently working on the project with the support of local Japanese architects. My role is to develop the shape and details of the residence and to deliver full design intent drawing package.

. for Mariko Mori

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**Zaha Hadid OPUS Serviced Apartments Interiors** : Interior Designer on Melia's operated Opus Serviced Apartments and Hotel Interiors. Focusing on bringing softness and innovation to the spaces through the specification of systems and materials.

. for Zaha Hadid Architects

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**Retail Roll Outs** : Freelance Lead Designer at Fitch to ideate and design Retail Guidelines for LYNK&CO Concept for Dealership and Shopping Mall Store Design. Concept Definition, Customer Journey Creation, Design, Renders, Presentations.

Design Lead position for Blackberry Retail Program APAC Guideline Pack. Provided guidance through design intent drawing package and guideline pack production. Liaised with QS and APAC clients on a weekly basis.

LYNK&CO RETAIL PROGRAM, LONDON, MARCH 2016 TO NOVEMBER 2016  
BLACKBERRY APAC RETAIL PROGRAM, LONDON, August 2012

. for Fitch  
. for Imagination

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**Manolo Blahnik Retail** : Key role in concept elaboration, design development, detail design (creation of design intent technical drawing packs) on 4 Manolo Blahnik shops,

MANOLO BLAHNIK SHOP, JAKARTA 2009, MANOLO BLAHNIK SHOP, DUBAI 2009, MANOLO BLAHNIK shop, Hilton Hotel, Singapore, SE Asia December - January 2007,  
MANOLO BLAHNIK shop, Harvey Nichols, Istanbul, Turkey February - March 2007

. for Datanature Associates.

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## Department Stores :

REFLETS, for CB'A, Freelance designer on a shopping mall project based in France. Translating the graphic language of the store's visual ID into hospitality areas and shop façade decor.

TSUM, for FourIV, Freelance designer for a shopping mall based in Kiev: concept and design proposals for lower ground footwear.

JLR at JOHN LEWIS for Dalziel&Pow, Freelance designer 3d modeling and visualizing shop window and interiors of proposals for Jaguar Land Rover presence at John Lewis.

SONAE CONTINENTNE for Dalziel&Pow, Freelance designer designing, 3d modeling and visualizing interiors of Sonae Continente Beauty Department proposal.

. for Various

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**Visa / Samsung Experiential Interiors** : Concept elaboration, design development, creation of drawing packages, selection of materials and on-site coordination for Visa and Ford.

Pitch presentation of concepts and visuals in Seoul Samsung HQ for Living Harmony Brand Building project for Samsung.

VISA INNOVATION LOUNGE, VISA HQ, LONDON, August 2012,  
FORD EVE OF SHOW, GENEVA, March 2011  
SAMSUNG / CHEIL - Samsung Brand Building, Interior Design, Seoul, Korea - May 2011

. for Imagination

# EXHIBIT DESIGN PROJECTS

**Booth Pop-Up** : Freelance project for Pepsi selling point for China Events Program. Concept elaboration, sketches, visuals and presentation to the NA, India and China team.

PEPSI, MILANO, APRIL 2013.

. for Design Group Italia

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**London Olympics Projects** : Provided conceptual work and creation of visuals for a number of Olympic projects and produced drawing package and selected materials for the Asics Lounge at the UCL in London.

ASICS Lounge at UCL, London - 2012

BT EYES - Pavilion Design - August 2011

SAMSUNG - Pavilion Attractor Design - August 2011

BT - Suite and HQ Interior Design - June 2011

. for Imagination

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**Event Design** : Concept elaboration, design development, creation of drawing packages, and definition of layouts for the Serpentine Gallery Summer Party sponsored by Jaguar.

JAGUAR - Serpentine Gallery Summer Party sponsored by Jaguar - Event Design - 2010

. for Imagination

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**Fashion and Theatre Projects**: Concept elaboration, design development, creation of drawing packages and on-site coordination for various projects in Milan mainly for Missoni.

CALEIDOSCOPIO MISSONI Exhibition, Gorizia, Italy November - January 2006

PIAZZA SEMPIONE Fashion Collection Presentation - Milano, Italy September 2005

TEATRO ALLA SCALA Gala Dinner for Opening, Milano, Italy June 2005

MISSONI Spring/Summer Fashion Show - Milano, Italy June 2004

PATRIZIA POZZI, Orticola Fair Stand for Furniture Presentation, Milano, Italy May 2004

VANITY FAIR ITALIA Event, Triennale di Milano, Milano, Italy April 2004

. for AAAHHHAAA

## ART / OTHER

**UPU Pavilion, Japan** : Development of initial drawing package and set of renders for pitch proposal of UPU Pavilion at Miyako Island, Japan.

. for Mariko Mori

**Welcome Presentation of Tokyo Olympic Games** : Development of visuals and document for pitch presentation of Tokyo Olympic Games at Maracanã Stadium in Brazil.

. for Mariko Mori

**Mariko Mori Shoe Study for Melissa** : Form studies and visualisations for Mariko Mori's shoes for the brand Melissa.

. for Mariko Mori / Melissa

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## PERSONAL WORK

**Warming Huts Competition** : Concept, 3D Model, 3D Visualisation of a Sound Wave shaped installation to be constructed on ice and snow.

London, 2018

**Andreu World Competition** : Concept, 3D Model, 3D Visualisation and 3D print of a chair and a table inspired by loop generations made by elastic bands.

London, 2017

**Art Installation for Wired Magazine** : Self initiated project for a Design Competition sponsored by Wired Magazine. Concept elaboration, design development, drawing pack creation and on-site coordination.

WIRED MAGAZINE: 10m<sup>3</sup> di Pausa for Salone del Mobile 2009 – Milano, Italy April 2009

**Parametric Art Installation with Orproject** : Concept development, research on innovative photochromic materials, sponsorship hunt, on-site construction, creation of press release and liaising with press.

OR Installation for Salone del Mobile 2008 – Milano, Italy April 2008