

Perfection = Search for Balance



I must have been 2 or 3 years old when I first remember drawing. That's when I fell for design.

Designing is an altruistic affair...

I admire James Dyson, for reasons that go beyond mere design aspects. Nod to Jonathan Ive too... Both united in their impact on a company and society.

Must it be said? My inspiration comes from my daily surroundings ... in Italia! Complexity, beauty, innovative individuals, they are part of our inner fabric. Nature also inspires me... Plus successful entrepreneurs!

If a spell cast were to turn me into an object, I'd want to be a lamp to bring light. A lamp may be turned on and off as needed, but electricity is always a part of it. A mere touch, an idea, the right situation turns it on and changes the environment and people's moods.

In a fantasy world, I'd have: Thai food with Steve Jobs, to learn from his ability to focus. Italian with Napoleon Bonaparte, to feed off his strategic mind. Simple, classic Italian again with Jack Ma, to learn the meaning of resilience and the Chinese approach to business.