

If I could, I'd happily morph
into Aladdin's lamp
and help people solve their
issues through dialogue
and the desire for peace.



Winning my first competition among 9 000 participants when I was 25 years old skyrocketed my interest in graphic design. Inspiration came while being stuck in traffic. Classic!

Fast-forward through some 50 years of corporate identity and logo designs and respect to Paul Rand for the envied design of IBM's corporate identity.

Pause on my proud humanitarian work in more recent years. In 2002, the United Nations' Dove War/Peace poster I designed was distributed worldwide and epitomized my career in many ways.

LESS ME, MORE WE

I'd enjoy having a sublime duck
à l'orange dinner date and
anything but small talk with Socrates,
Shakespeare and Freud.
Sorry, Einstein...
I reserved a table for 4!



What can I say ... my chaotic but oh-so-beautiful Italy has always inspired me. Roman structure, Renaissance aesthetics and humanity, Milanese modernist design and the conceptual wave of the 1980s-2000s.

In my PJs, Mozart, Pink Floyd or Keith Jarrett playing in the background, I now choose projects that go hand in hand a word and philosophy I love: Nelson Mandela's word Ubuntu, meaning dialogue, respect, empathy ...

Less me, more we. I dream of seeing this word become a reality.