

[Personal information]



Paolo De Giusti



[Nationality] Italian

[date of Birth] 06/09/1978

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[Education and training]

[September 1992 > July 1997]

Linguistic/scientific high school - R. Cartesio
title: Scientific/linguistic High school Diploma

[September 1998 > September 1999]

university Rome Tor Vergata
(1 year) first year of Mechanical Engineering

[September 1999 > October 2002]

University Rome "La Sapienza", industrial Design
title: Degree of first level in Industrial Design, innovation of product and process

[September 2003 > April 2006]

University Rome "La Sapienza" biennial specialistic industrial design
title: Specialistic degree in Industrial design and visual communication.

[Awards]

- 2019 - RETAIL REVOLUTION Challenge - Winner - with "Record" modular System
- 2018 - CALL4MAKER @ European Makerfaire 20018 - Winner - with "Quadrica NSL" lamp
- 2017 - VALTRA international design contest - HONORABLE MENTION
- 2004 - DUCATI DESIGN CONTEST - premio Ducati Corse
- 2003 - OPUS AWARD- selection entry winning
- 2002 - PEUGEOT INTERNATIONAL DESIGN CONTEST - finalist

[Work Experience]

[2014-2020]

De Giusti Design - design Consultancy / Products / Prototypes / Graphic Design



[2014-2019]

Industrial design for advanced prototypes and Products by AEH



[2014-2016]

Design and Prototyping of the concept art Bike for Superology, featuring with the street artist Lucamaleonte



[2012-2013]

Lead Product Designer for Leo Burnett - Dubai, MENA region



[2010-2012]

Collaboration with Ergonixart s.r.l. and Itop for the Research and Development of an innovative non constrictive chair for distonia and of a rehabilitation platform for inferior limbs



[2011]

Graphic Designer for ADV - Large outdoor Format

[2010-2011]

Collaboration with Ergonixart s.r.l. and Itop for the development of an innovative platform for the rehabilitation of the lower limbs



[2009-2010]

Graphic Designer - coordinator for the museum catalogue, A.M.O. Foundation
"Artisti europei in Olevano e nella terra degli Equi"

[2008-2009]

Collaboration with Ergonixart s.r.l. and Itop for the development of an innovative non constrictive chair for distonia and of a platform for inferior limbs rehabilitation



[2007]

Collaboration with Ergonixart s.r.l. and Microdis - Design for a water throw broom for nautical use - Patent year 2008



[2007]

Collaboration with Ergonixart s.r.l. and Viceversa - Design of 2 coffeemaker machines - Patent year 2008



[2007 - 2008]

Graphic Direction for the redesign of layouts and graphics for the monthly magazine "J@m - juice of arts and Music"



[2005 - 2006]

Design and R&D in collaboration with Ergonixart s.r.l. for the new collection of professional lighting product by PROEL s.p.a.



[2003 - 2009]

Corporate identity for Radiolevano Rock Fest



[2004]

Design Contest Ducati - Prize "Ducati Corse" with "Ducati 1000 UL " naked bike



[2003]

Collaboration with BIC Design center, design for new pens and mech pencils, patent Design of an innovative ergonomic gel pen Bic Pro+



[2003]

3D modeler, graphic designer and renderist for Aedificia Studio - architecture and art restoration



[2003]

Design contest OPUS AWARD "entry winning" with sunglasses design " Speed Glasses"



[2002]

Stage at ONdesign - design Studio - Product designer and 3D modeller- design for musical games and Instruments, Alarm clocks Oregon Scientific



[2002]

Design Contest Peugeot
Finalist with the retrofuturistic concept "Egochine"



[2002]

Collaboration with Guzzisti.it, online Guzzi Owner Club - 3D virtual design of two concept bikes inspired bu Moto Guzzi California. Published on "Motociclismo"

[2002]

collaboration with Giallo10otto, as Product designer, design proposal for Bic Writing Instruments



[technical computer skills and other competences]

o.s. Windows
Rhinoceros 3D, Keyshot, Adobe Suite, sketchbook pro,

expert in 3D print process
Case study Zortrax for FDM 3d Print with Quadrica Lamp
Prosposal for a case study for HP multijet fusion with Drone reversed Go Pro Support

[Personal skills and competences]

[Mother tongue] Italian

[Other languages]

English French German

- | | | |
|--------------------|--------------------|--------------------|
| • reading
good | • reading
basic | • reading
basic |
| • writing
good | • writing
basic | • writing
basic |
| • speaking
good | | |

[Organisational skills and competences]

In my previous work experiences I worked in team or as freelance, but always on complex Products with wide range of limits and conditions: clients, marketing and Production requests. These experiences gave me the ability to have a vision and control of all the steps of the industrial product, starting from building and understand a brief to follow the final step of product with the suppliers.

I consider Me amiable and sociable,I believe that the objective is to focus energies of all the people involved in the project,to create an efficient workflow, in this way every job becomes pleasant and fast. As i said in past years I've focused my attention to improve skills to develop a project from the beginning to the end, including the necessary knowledge to know when and how look for external consultancy from other trusted professionals figures, with the mission to give a complete project answer to any kind of creative and technical aspects of a design product.

[Artistic skills and competences]

I hand draw especially in the initial phase of the study of a product, I prefer to use a simple black pen and some water-color, otherwise a graphic tablet wacom and the pc are the preferred tools. I `m pratical with manual jobs, matured both in university, and privately, I use to build by myself small technical prototypes or 3d print small objects. I love music, every aspect and all kinds, only discriminating is the quality, unfortunately I`m absolutly out of tune and I `m not able to play any kind of instrument.

[Other skills and competences]

I have some competences acquired during one year as firefighter at the vv.ff. "Piramide" of Rome. I am a good bicyclist, above all freerider / off road and an unstoppable motorcyclist. And I`ve a diploma of Olive Pruner



Paolo De Giusti

product design portfolio



IDC Charger

What is this?

IDC impulse drum charger by AEH.
Aftermarket and OEM super-charger for Motorcycle/small-car engines.



KTM 390 with first IDC prototype

This Innovative supercharger has been redesigned from scratch, I've designed external parts, but following the Indications of Engineers, I've modeled all the mechanical parts too, to have a full working 3d Printed Model, closer as possible to the Industrial product.

Checking Components at Dyno center

Multiple Options with different mechanical components





IDC starts as a redesign project, but due to the complexity of the product it soon evolved in a R&D project. I've worked side to side to mechanical, flow engineers to check all details to find the best compromise between efficiency and industrial production.

Final Design for KTM

KTM 390 with redesigned IDC at EICMA 2016

Redesigned IDC Final Test





IDC for Piaggio Liberty

Redesigned

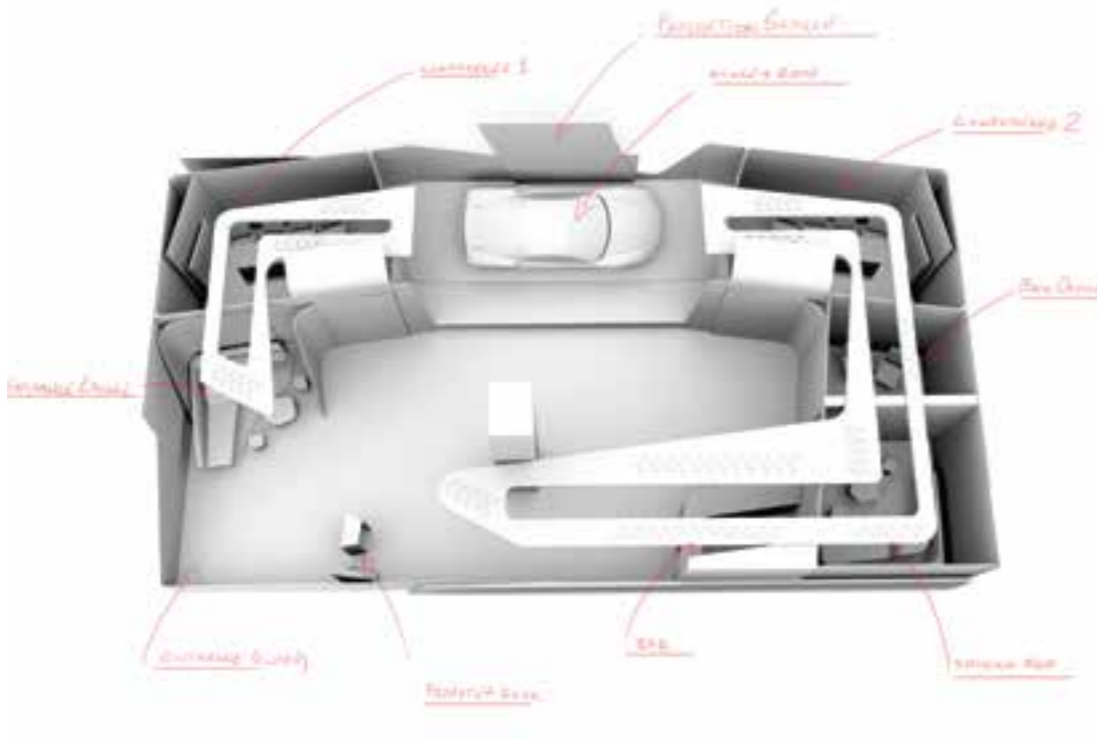
Designed to match different bikes and configurations, the IDC has been officially presented at EICMA 2016



Singapore

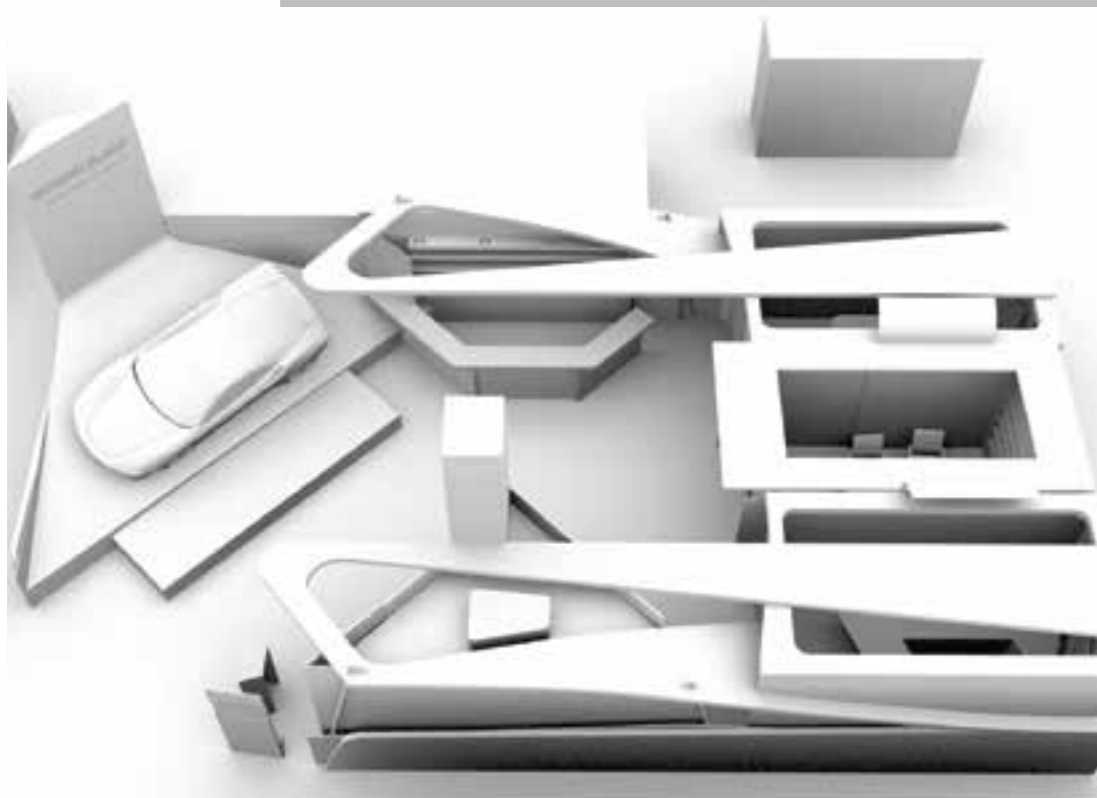
Premium Black stand in Singapore, from scratch to final executive technical drawings, following the production on site





preliminary sketches - option 1

preliminary sketches - option 2



TIP of the ICEBERG

I've designed this stand as Head of industrial Design in Leo Burnett Dubai. One of the main client was Philip Morris. In a couple of year I've designed personally the guidelines for Marlboro Premium Black and Red. Most part of design products related to Philip Morris Middle East, North Africa, and some part of far east are passed from my desk. I was Use to relate with the client to check the brief, design, produce directly the technical drawing and follow the production according with the suppliers. This Structure in particular was created for the launch of Premium Black in Singapore, at the main event the guest was Pininfarina (the cigarette pack is signed by Pininfarina). This is only a little part of the stuff designed for Leo Burnett, Philip Morris, Smirnoff, Johnnie Walker.



Sketches for the concept store



This stand was built in the convention center of Singapore Marina Bay. The structure has been produced in Singapore, all the units and the Ferrari were shipped from Dubai

top view of the final design



Full Standing Unit



All the units designed for this kind of events have a short life, they are used for some months and then destroyed or refurbished, so they have to be cheap but with a nice aesthetics, and the design process has to be extremely fast. Probably I've designed Hundreds of these units.



Inner duty free office

Dubai/Saudi/Oman
just a small part of
hundreds of outfits
created for the most
different venues



Concept Store for Premium Black.

I've designed many concept store for Philip Morris ,Smirnoff, johnny walker etc. as first step to develop the design guidilene .

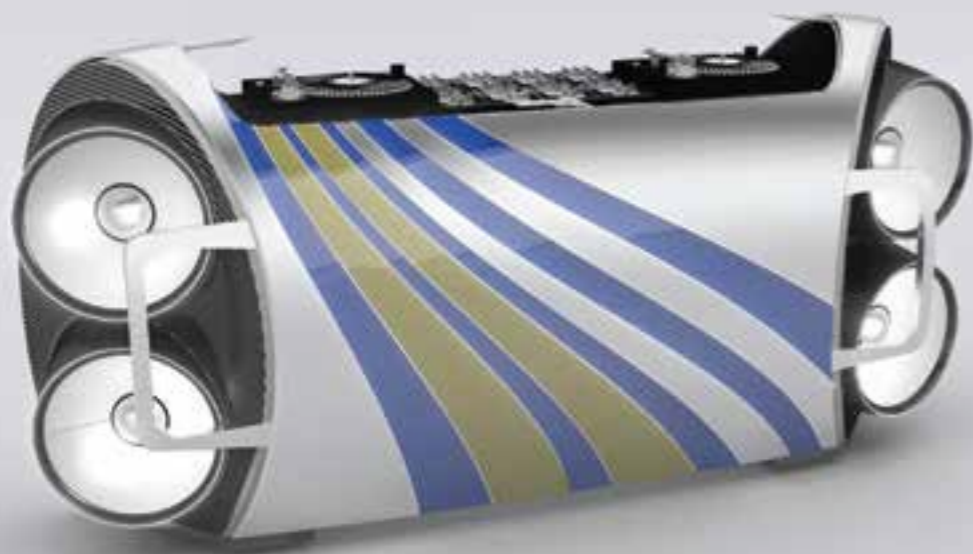


These units and layouts have featured important venues as Sandance, Supper Club, Bushido and the most important Luxury Hotel.





I have developed projects for furniture, lamps, large Venues or small design objects, following the process from sketches to production.



Late At Work

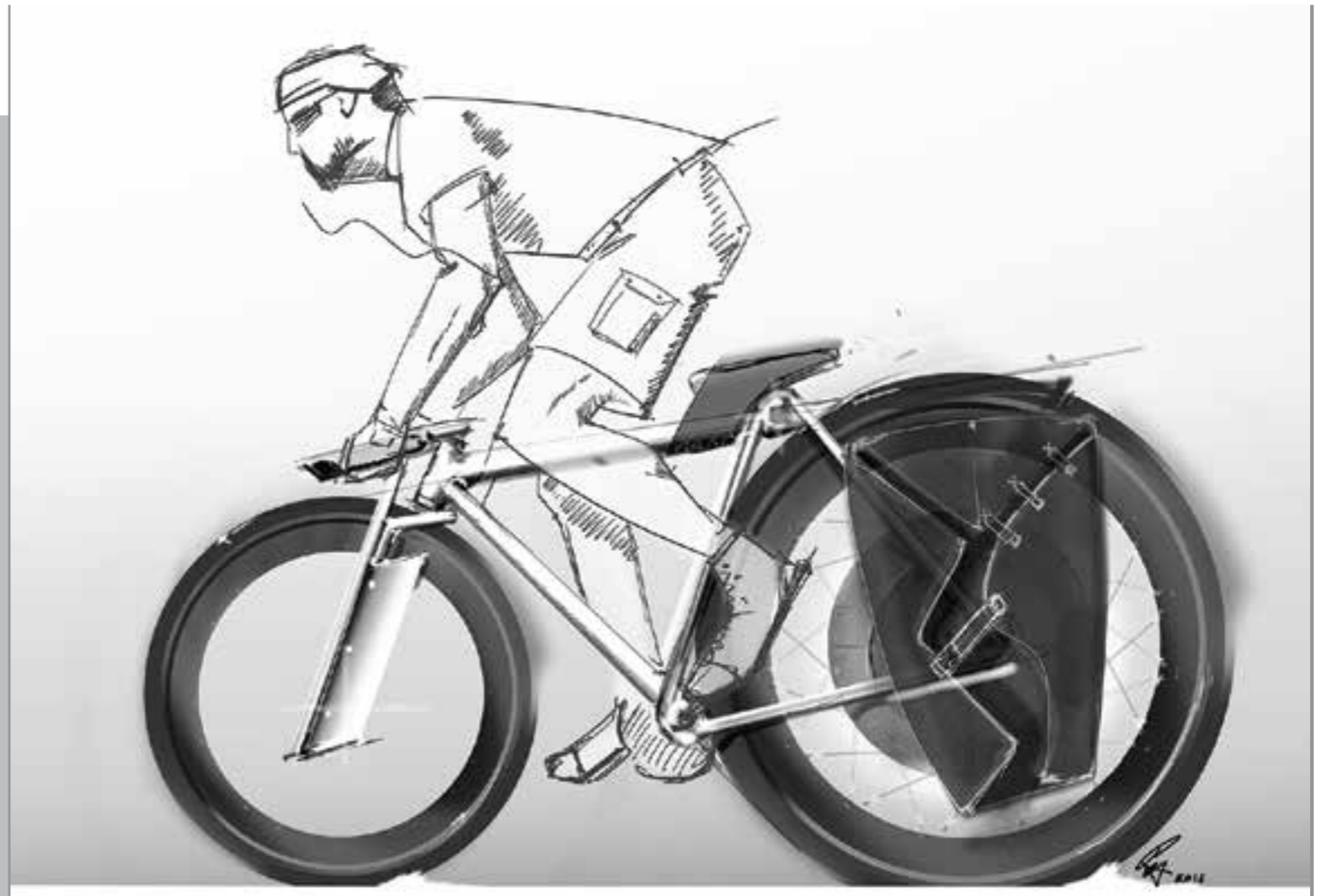
Definitely never again Late at work with the 3628 Postale. This is a concept bike that mix features...that probably are incompatible.



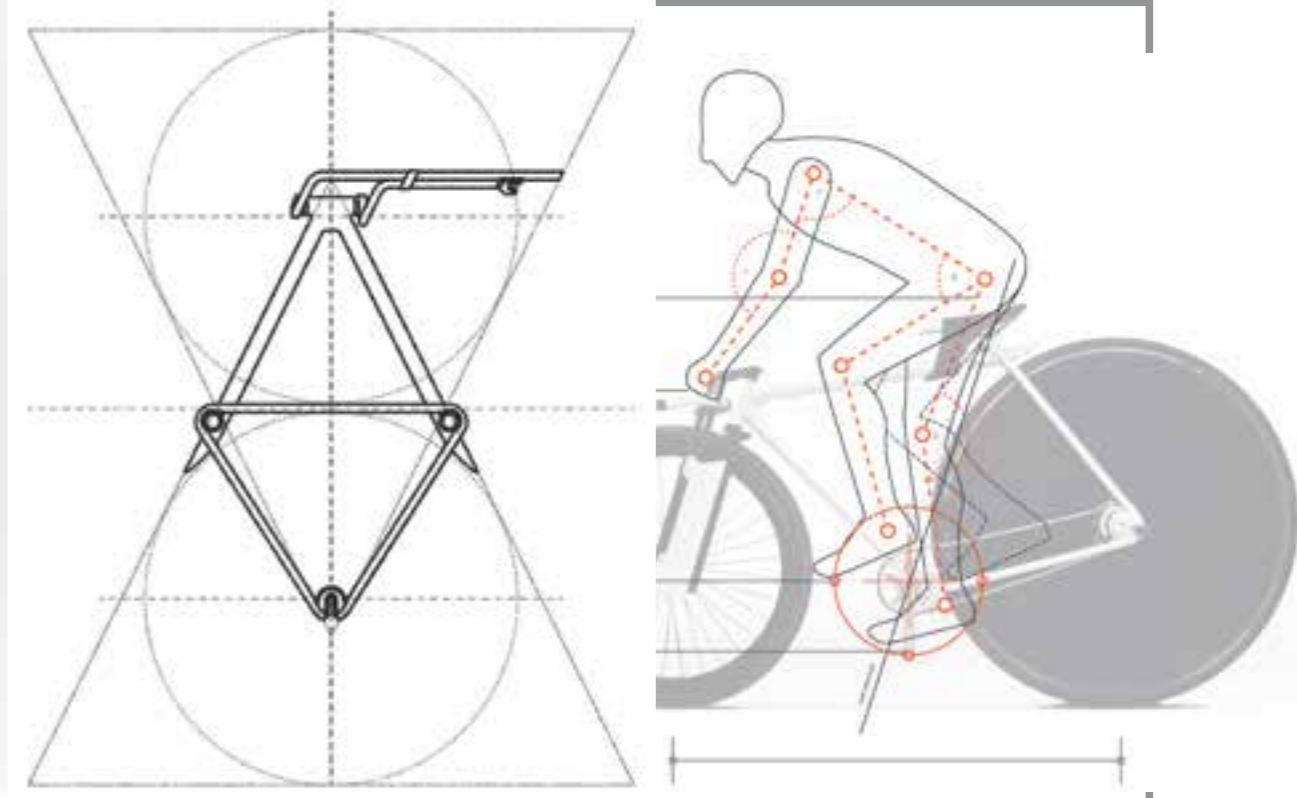
3628 Postale Concept Bike

3628 Postale is a personal project, occasionally I love to develop concept far from classic client briefs. This bike mix a basic structure similar to a velodrome race bike to an ergonomic close to a road bike, the result is a fast urban commuter...ok probably not the most comfortable, but of course the fastest. Furthermore it has some technical details to increase the usability, like the hidden Nexus Hub, the handlebar lights and the rear link for Custom Messenger Bags.

Sketches - Different frames with Bags And Power Pack



Morphology and ergonomy





Printed Bottom Bracket/seat Tube (this frame is double simmetrycal !)



assembling joints, with screws and epoxy glue

Frame before painting



I love to use the hands to build my projects.
To build the 3628 Postale I've modeled in Rhino the Bike in every detail, then I've 3D printed in Abs all the complex parts and assembled with commercial components.



Awarded

3628 Postale has been selected for the "Prossimo Futuro" exhibition, It will be displayed in Rome until 23/3 and then will be possible to see the bike at Milan Design Week. From 2/7 until the end of 2017 the bike will be in Cube-Design Museum in Kerkrade.



Superology

This Bike has been designed for Superology, the Italian Fashion Brand. To become the Manifesto for the new collection "Biophilia"



biophilia bike - before the work of Lucamaleonte



Superology brief was about to create an iconic fixie bike, a canvas for Lucamaleonte a famous roman street-artist, that collaborates with the brand. The bike had to match the style of their logo, with some reference to the name of the new collection "Biophilia"

Sketches - the bike style has changed a lots of time during the design process, to match Lucamaleonte style

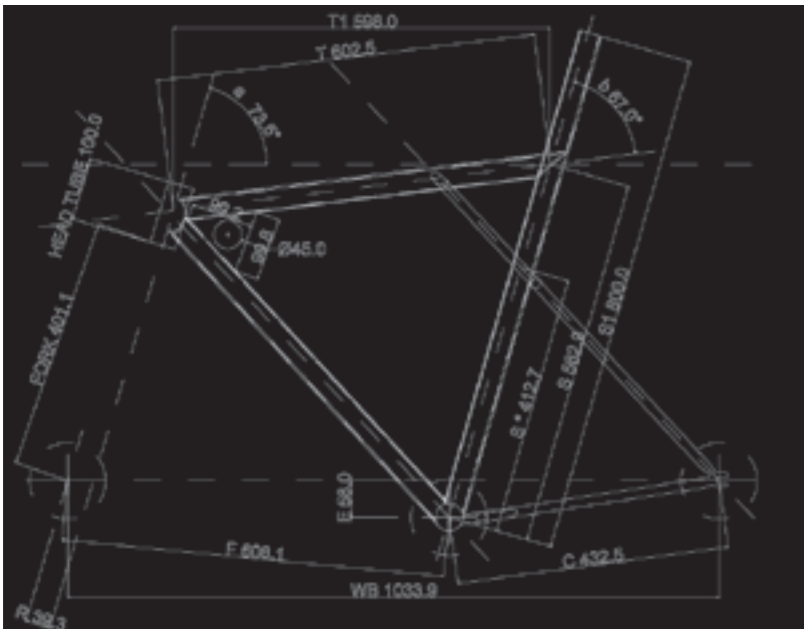
first sketches of handlebar and chainring



final design of custom components



superology logo



Frame has been built in aluminium by Bike Mielec with my technical drawings

The frame has been built by Bike Mielec, Poland, following my technical drawings; I've build by myself all the other details and assembled the bike. The bike was decorated by Lucamaleonte, a famous roman Street Artist, with his typical naturalistic style.

Looking Cool while Welding the Fork extensions... but I'm not a good welder

Lucamaleonte painting the Bike

Lucamaleonte (left) Paolo (right), photo by Virginia Vittozzi





Saddle is dressed in Lycra

3D printed

I've 3d printed all the details. These have been designed as extensions for commercial components. Saddle and the handlebar have hidden Led-lights.

3D printed Chainring cover



the back of the saddle hides a led light activated by movement

3d Printed Screaming Horses Led Lights





Patented

BIC PRO+ is a gel pen designed for BIC, with an innovative, patented, ergonomic grip.

BIC PRO+ was part of a big brief, BIC required design proposal for innovative writing instruments, mechanical Pencils and "SUV/-Jeep inspired" gel pen.



pen and pencil options



render bic pro+ design proposal



BIC PRO+ gel

PRO+ has been produced in various configurations, the particular shape of the grip is patented. I have designed this SOFT GRIP using a mold of my hand on a pen dipped in clay. To be honest I've designed this pen, from sketches to renders in one day, and the final project had only minor changes before production.



BIC PRO+

US Design Patent and a detail of the ergonomic Grip





Lighting

Proel Lighting has its headquarters in Italy. I've designed most part of their range of products

proel 250 spot



Color Projectors systems



modular architectural led light

Mono Arm systems



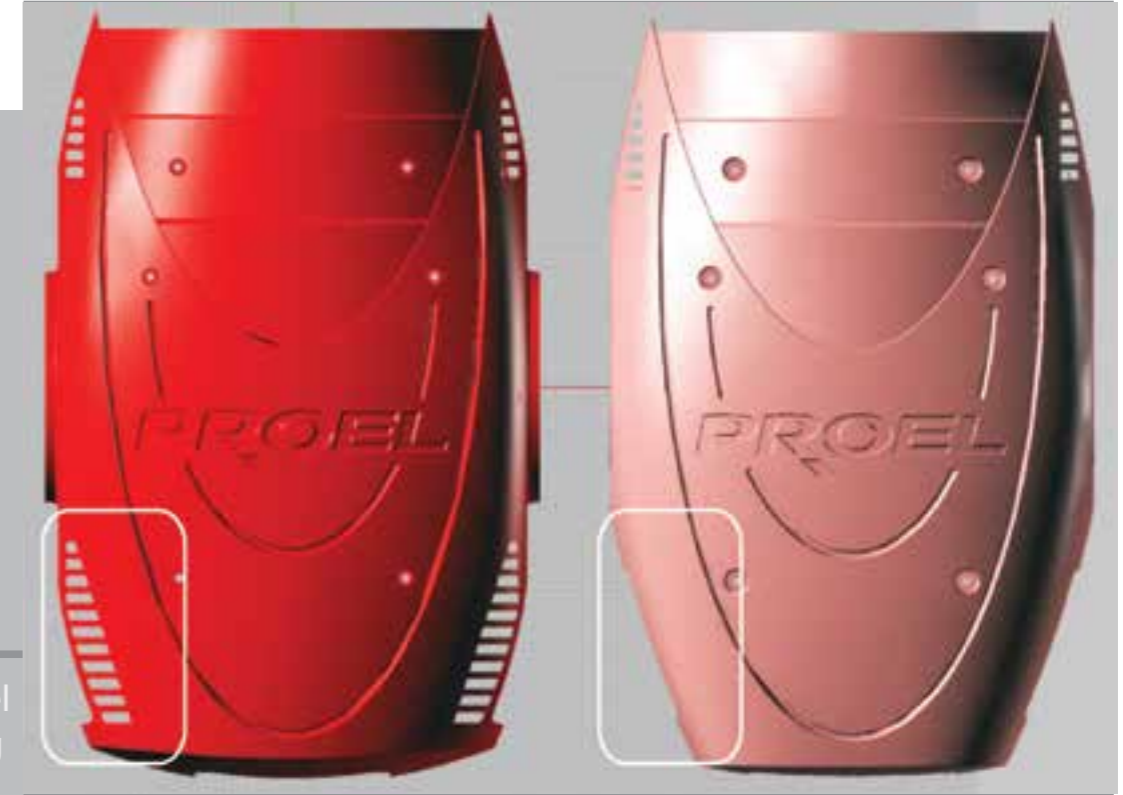
Proel has a big product range, but most of these are rebranded products, produced in China. These heavy lighting systems are based on steel frames, I've re-dressed dozen of this with new Plastic Carters, giving to a low quality product at least a nice style and when possible an optimized cooling system.

250 Spot final design





250 spot and Wash working Prototypes

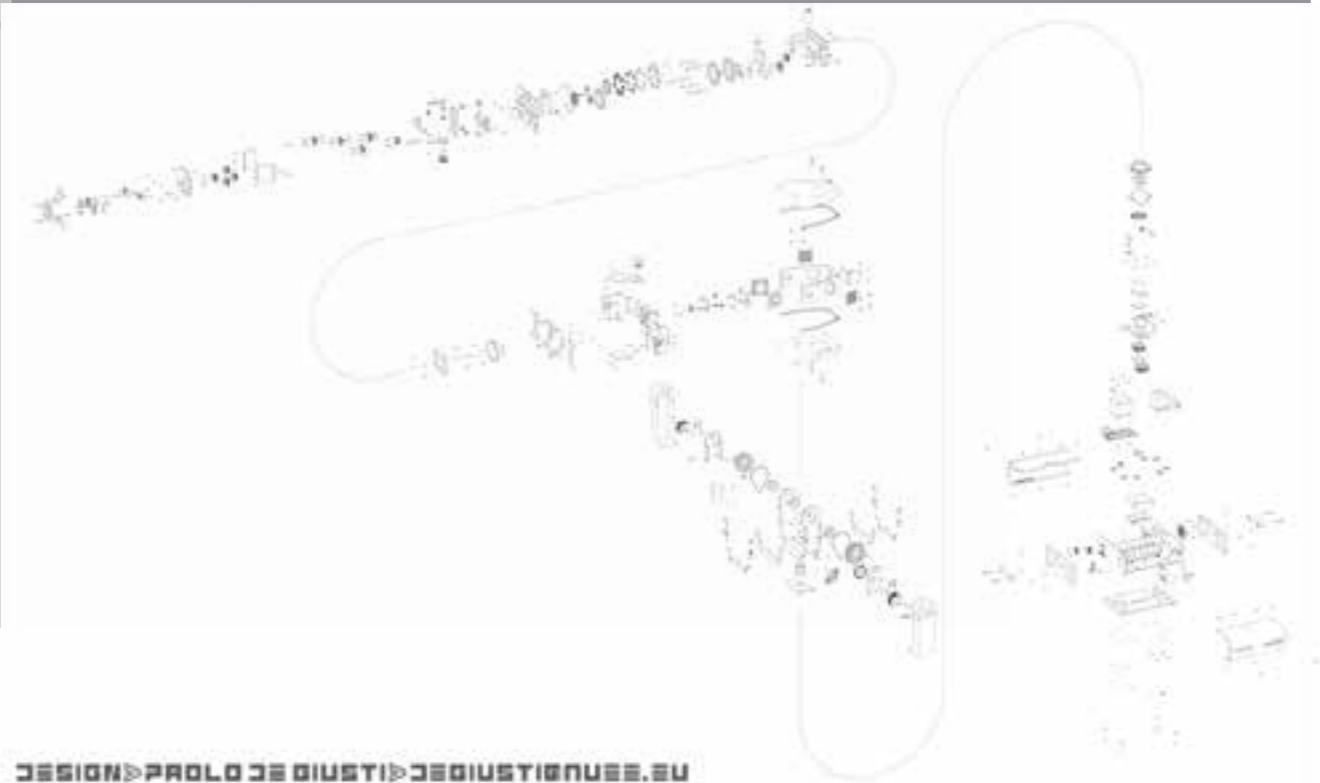


changes required on a mold by the supplier

I've designed the final model for the plastic mold, checking with the chinese supplier all the changes. Furthermore for each product I drew the 3d exploded view, measuring with a caliper and modeling each component...

Inner part of the plastic cover with air duct

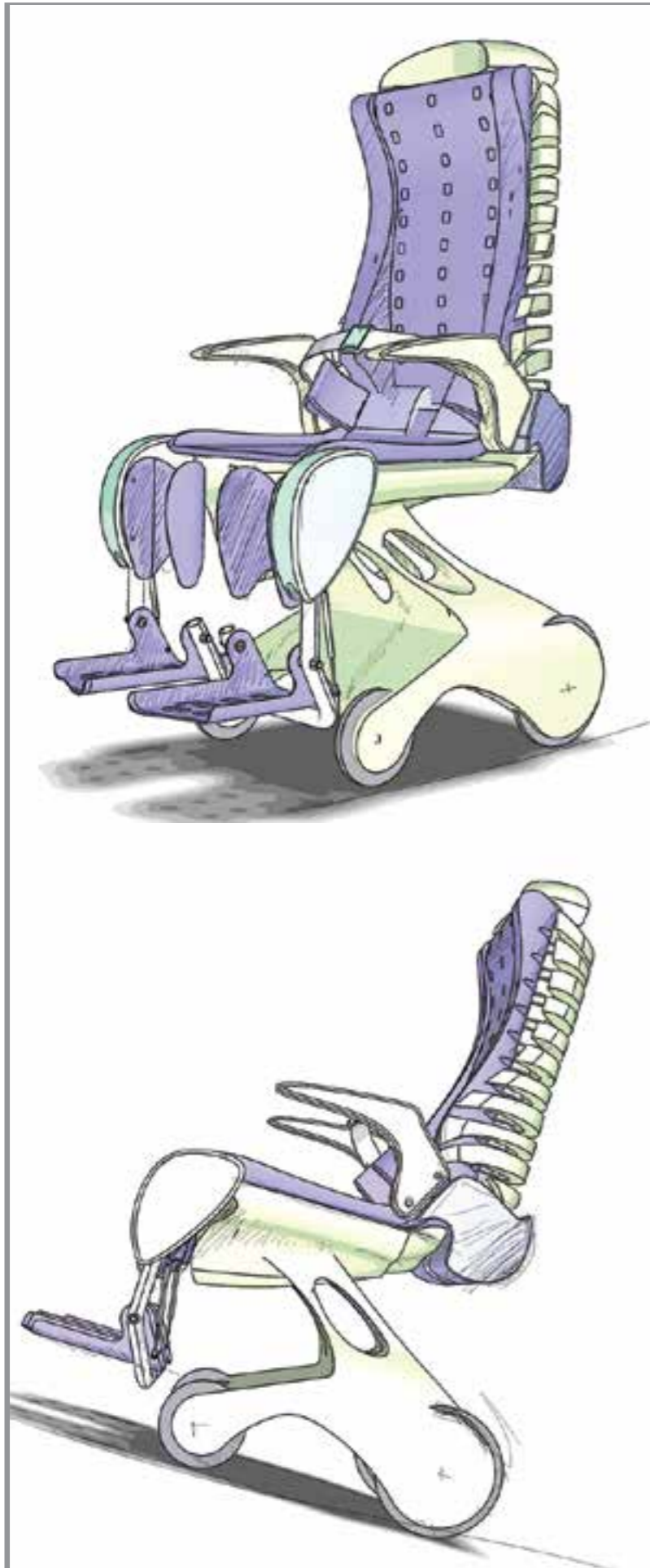
exploded view of 250 spot - 700 parts





Biomedical handmade

SACE 2, is born from a complex brief from ITOP, a research project to build an active chair for Distonia



sketches for SACE with external cover

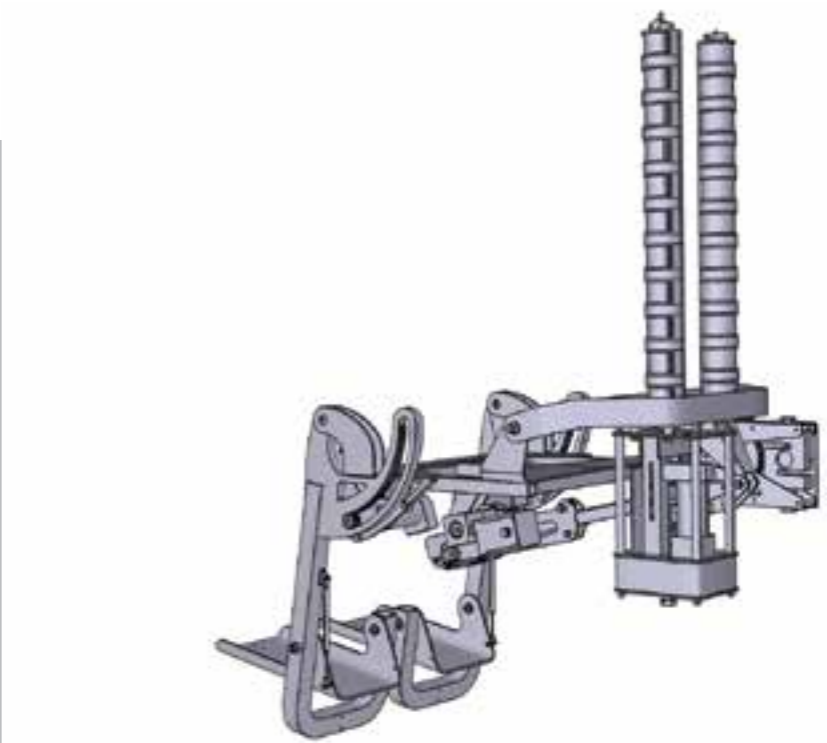
Industrial Designer is not an engineer, but I've something more than a passion for mechanical projects. For this project I've designed each mechanical part, I've selected engines and sensors, invented a mechanical system to mimic the articulation of the knee and a motorized active 3D printed spine.



Render of the executive project

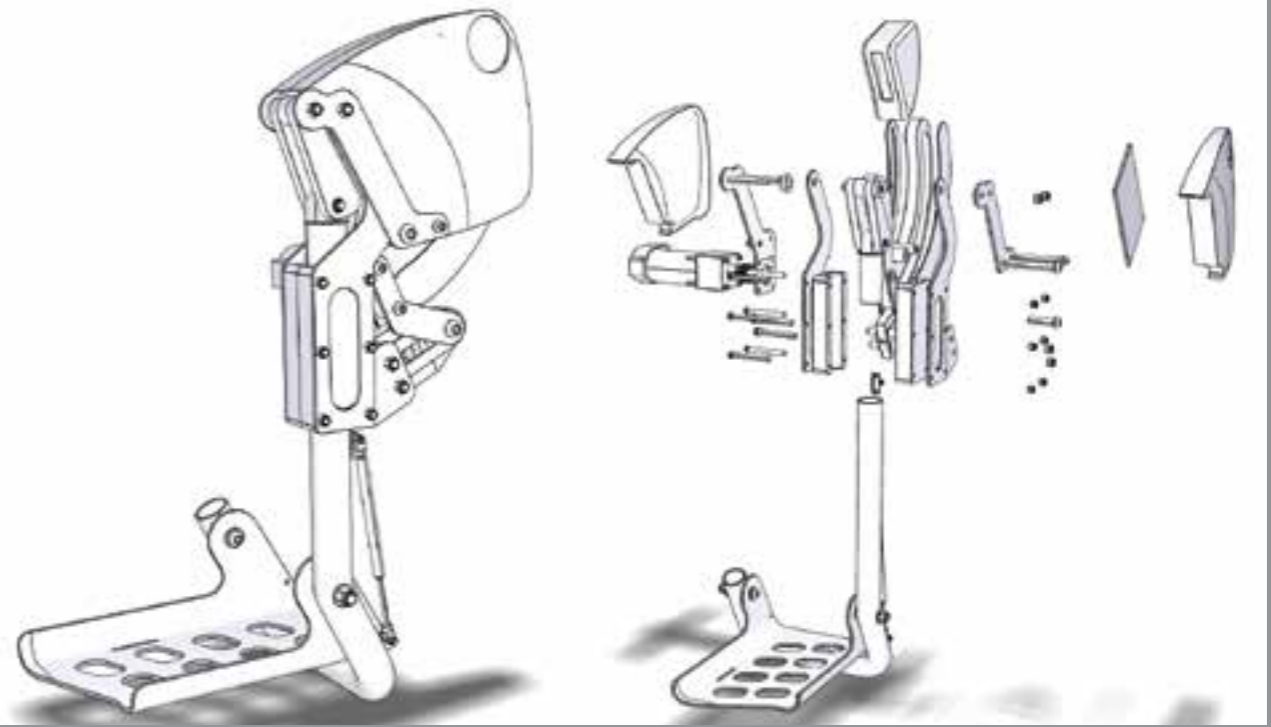


SACE 2 is a robot, an exoskeleton, connected to the human Body it can restrict or help the movements. Even the artificial spine can flex through a cable system



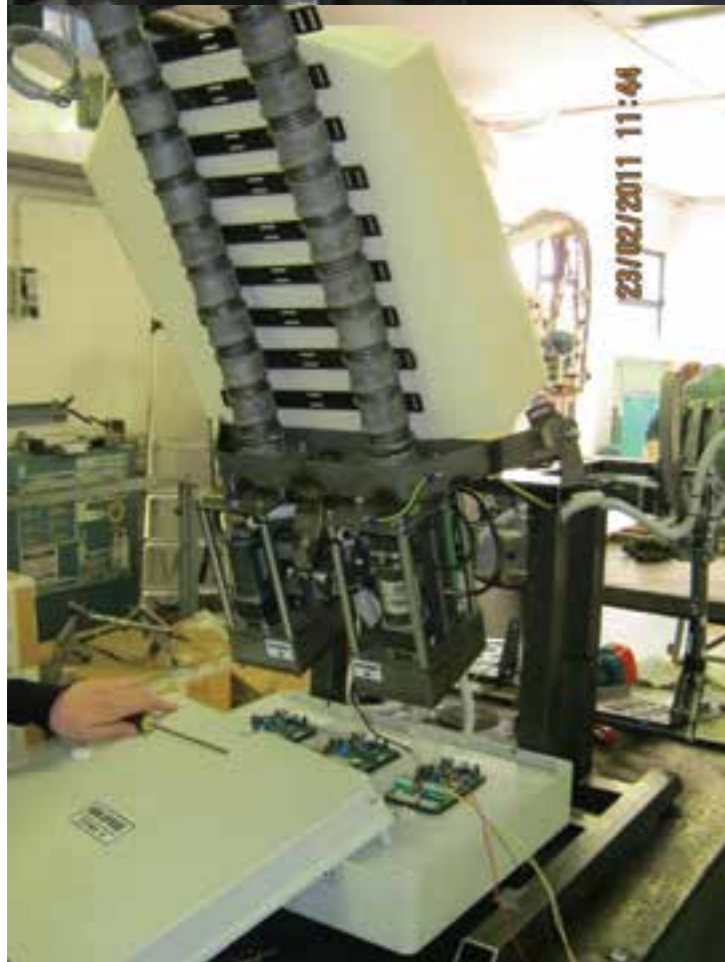
Basic structure with active spine

Knee Joint





Connecting The sensors- ITOP lab



main electronic control

being the designer, no other person knew how to assemble the SACE, so I literally built by hand the entire prototype, assisted by an electrical engineer to connect the robotic/electronic parts. SACE is actually in experimental clinical trial.





CHALLENGE

Valtra "triple - V" is the winner of the honorable mention in Valtra international design challenge 2017

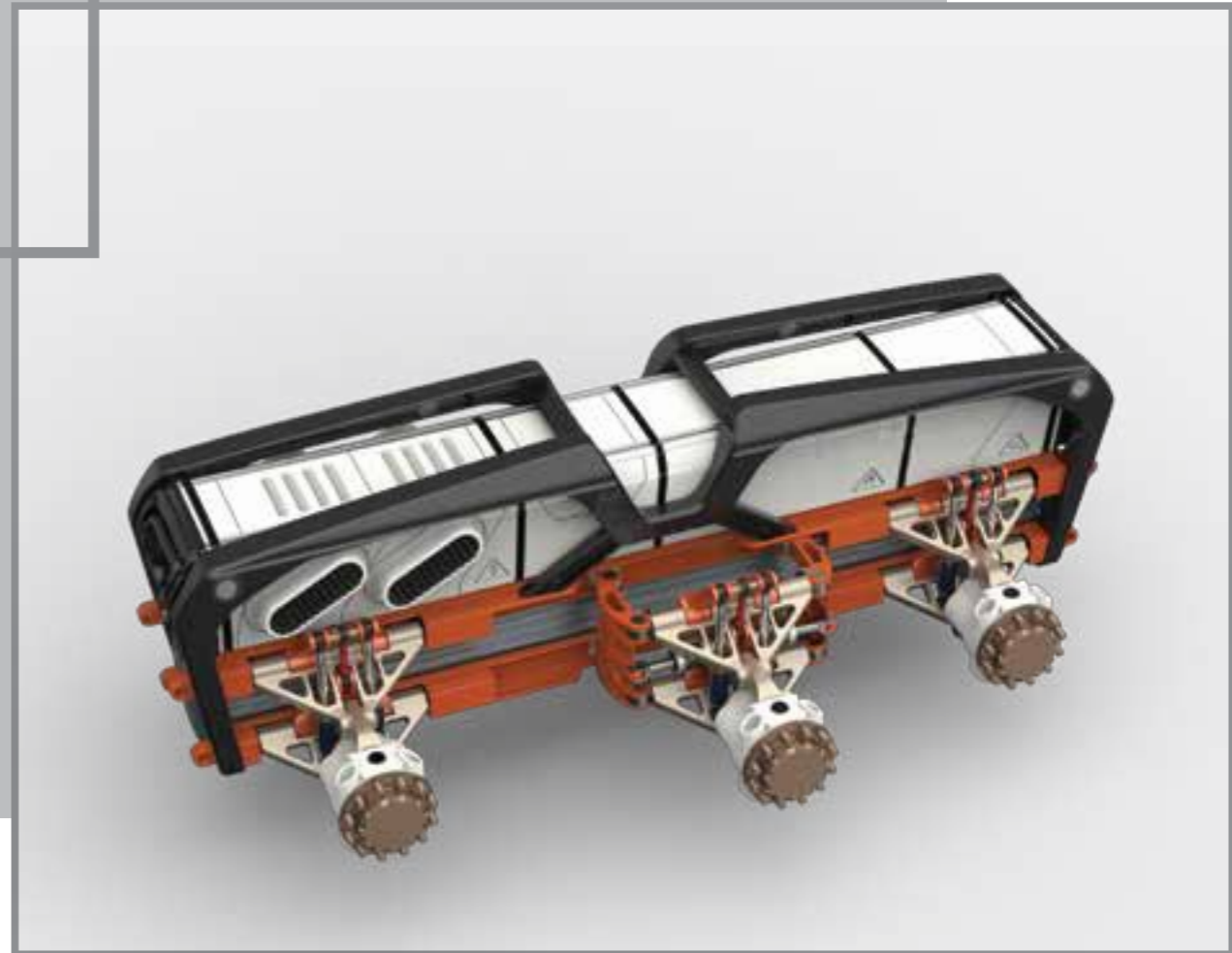


customizable power unit and big battery

Valtra design contest
theme Was 2040 Tractor.

Triple V includes convincing
solutions to real life problems

Valtra Triple V



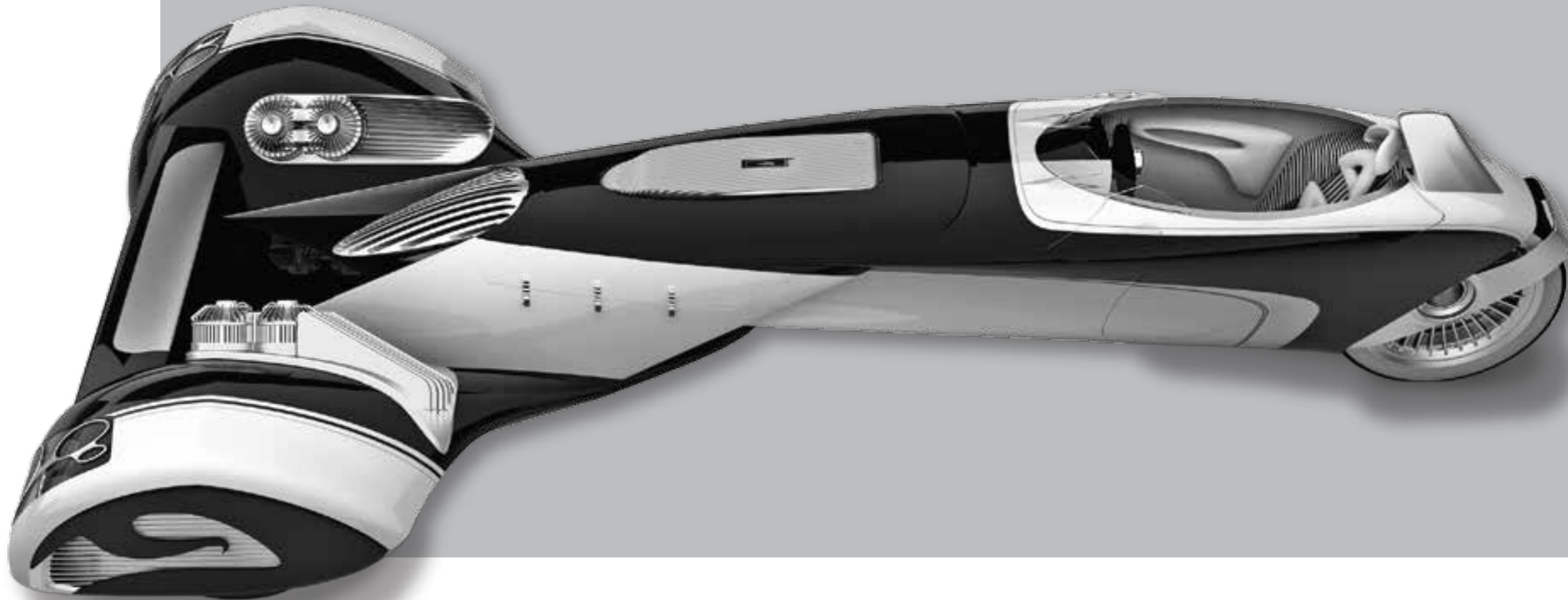


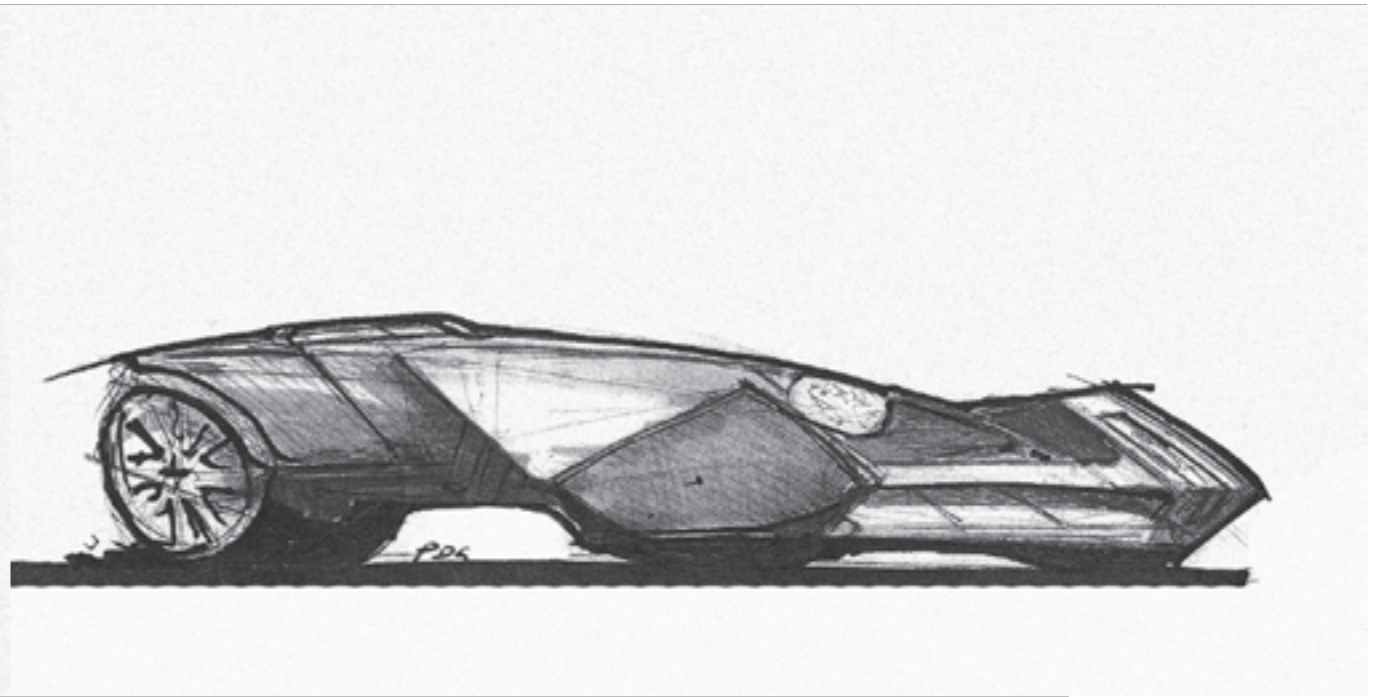
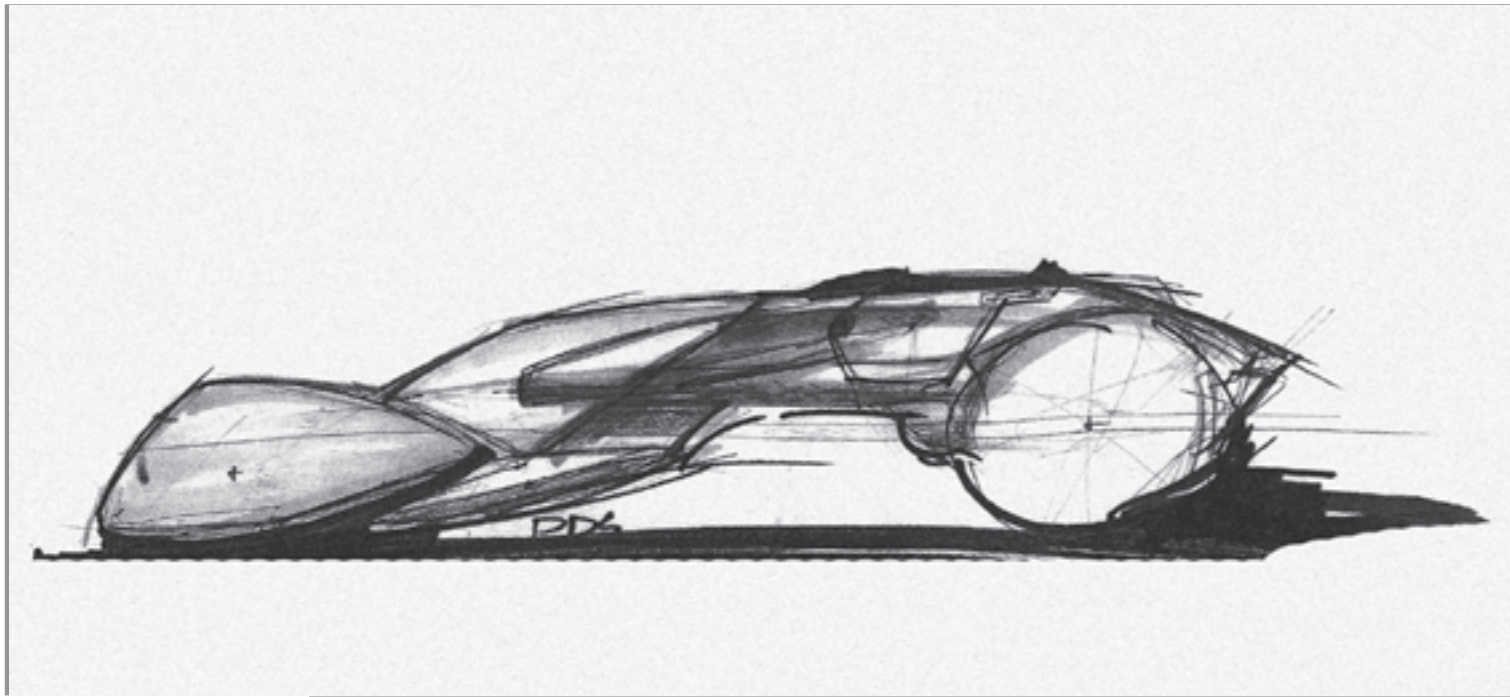
Triple V is a tractor capable of operating in large plains but also in lands unfavorable for agriculture, in the next future it will be important to increase efficiency by cultivating areas that actually are considered inadequate. The concept is based on the search for maximum versatility tractor, fully customizable.



RETROFUTURISM

This concept car has been designed for the second Peugeot design contest

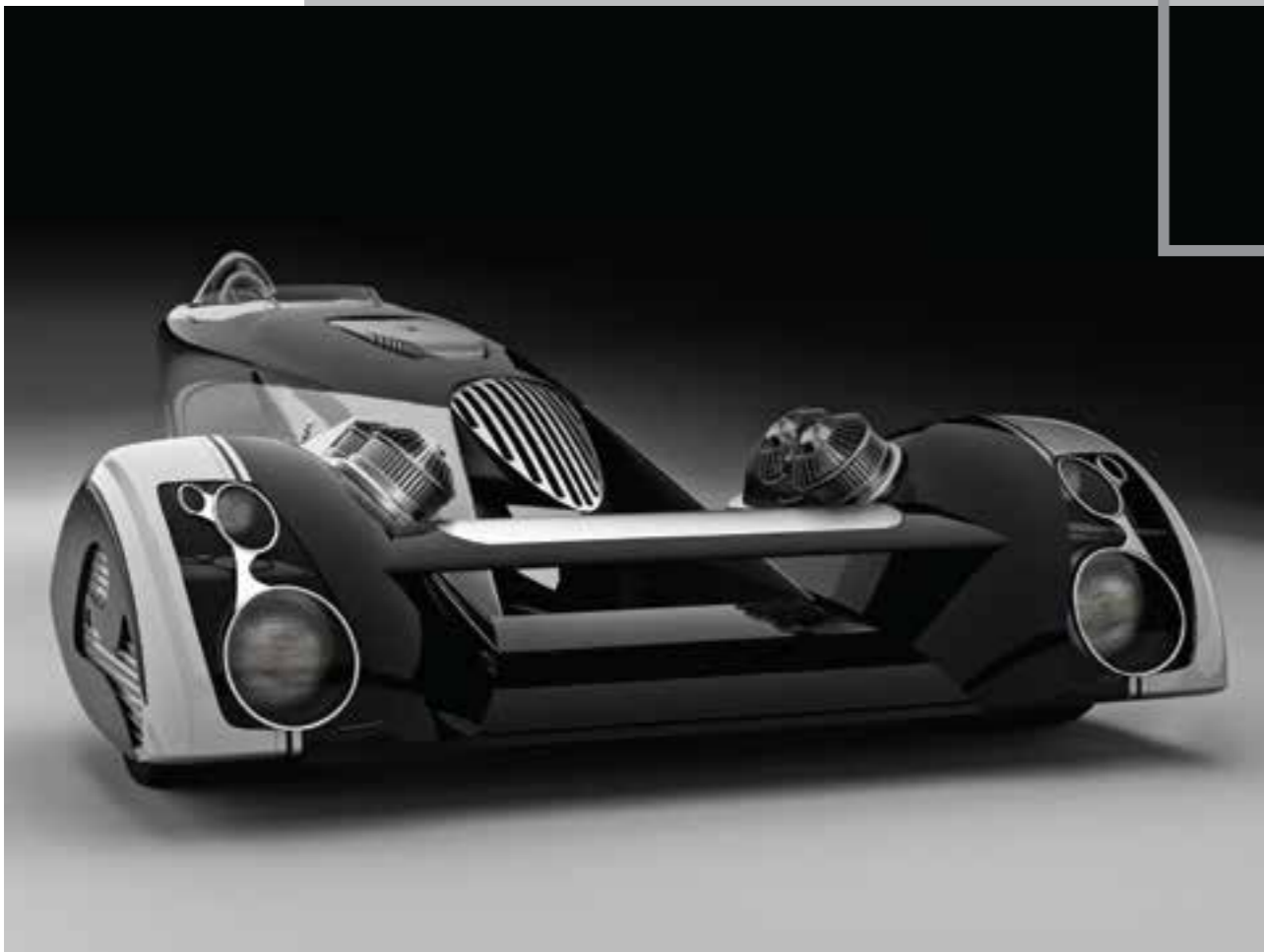


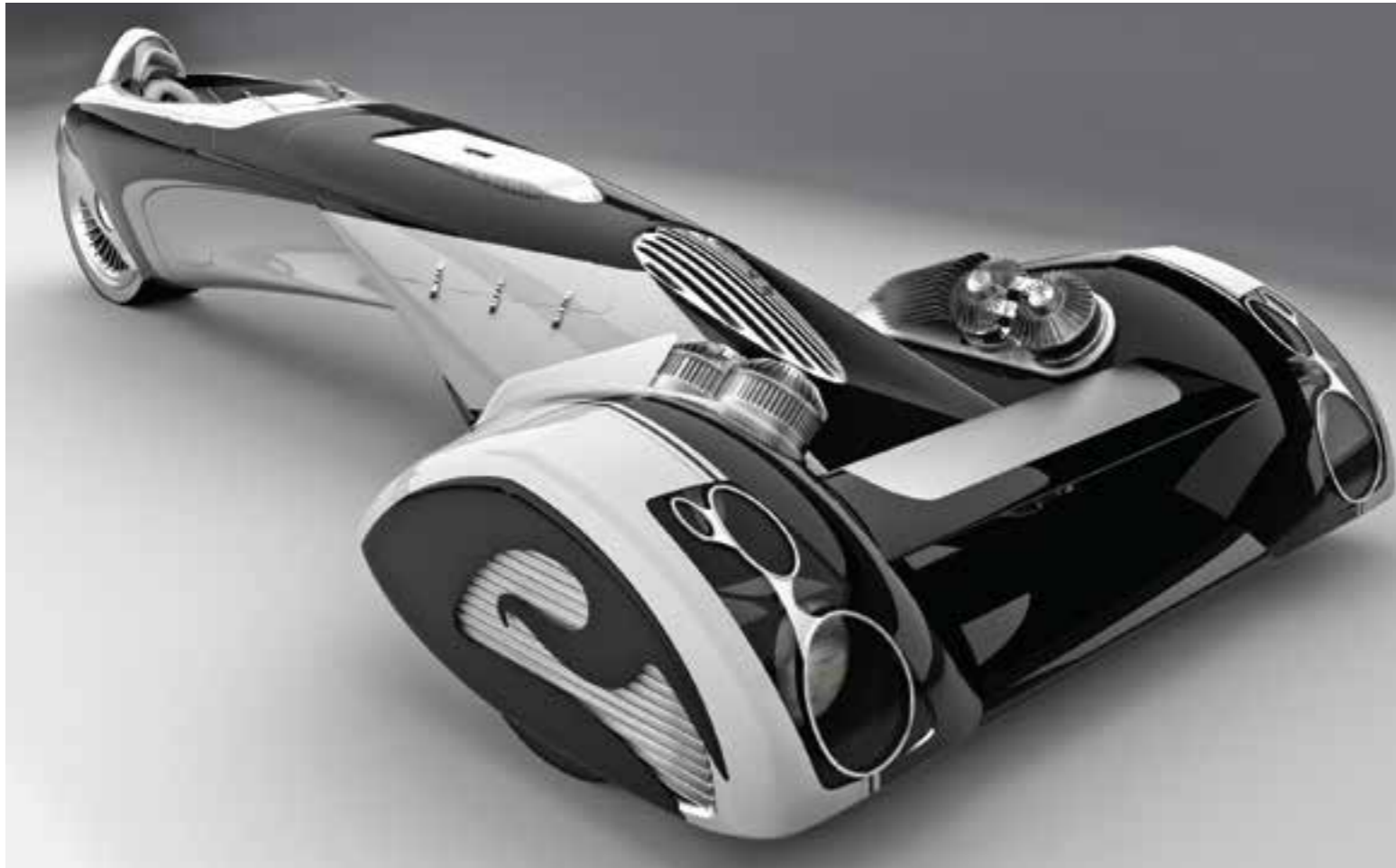


Egochine Sketches - Black Bic and Marker

Peugeot Contest theme Was Retrofururism. Egochine was inspired by the ancient luxury cars, like Isotta Fraschini.

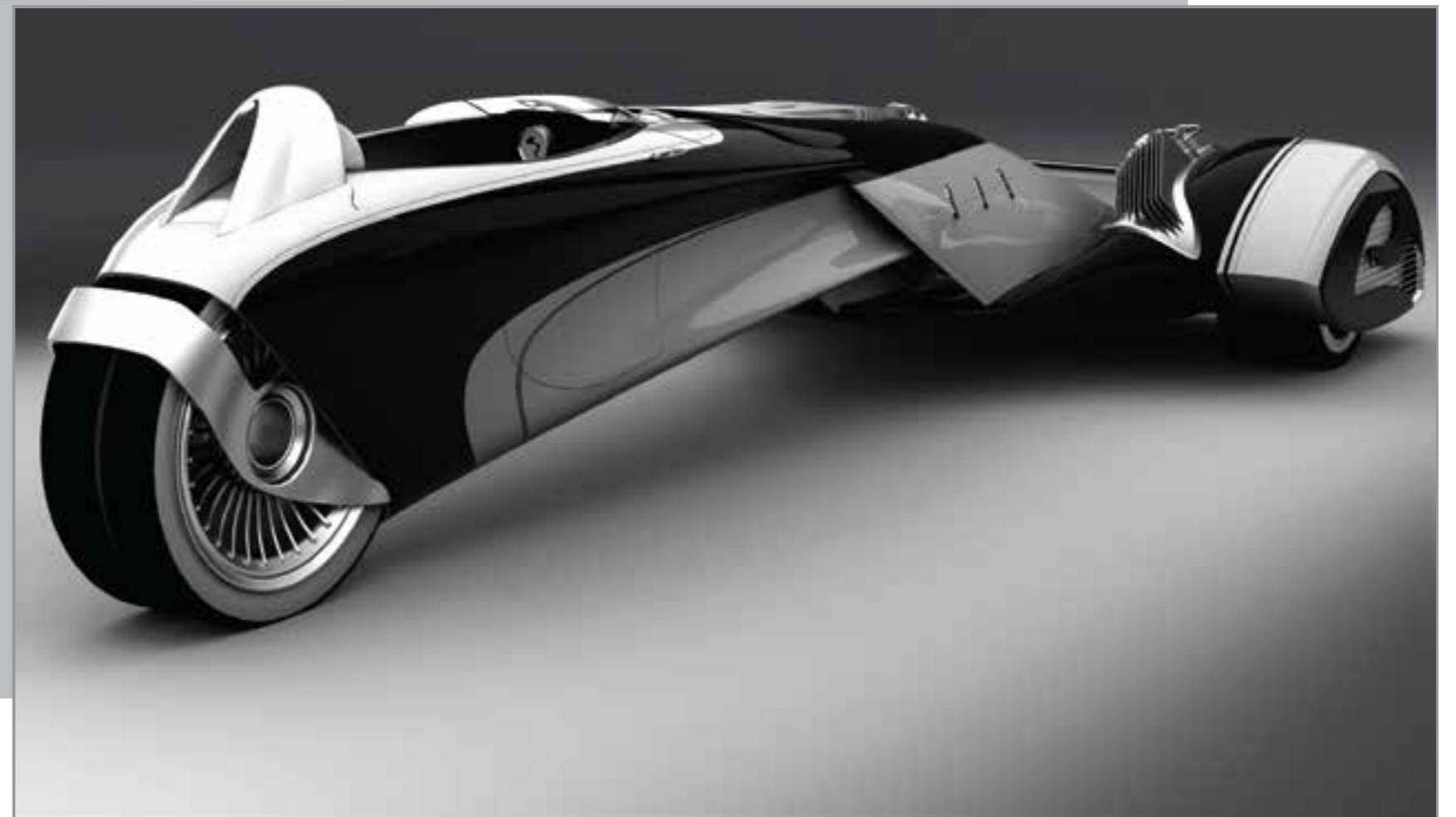
Egochine





This Model has been redesigned some years ago. It has some little differences with the first version. The Original one was modeled in 3d

Studio Max, and was **Blue** (...the jury of the contest was French). The new Model has been redesigned in Rhino, and some details have been added, like the front electric motors.

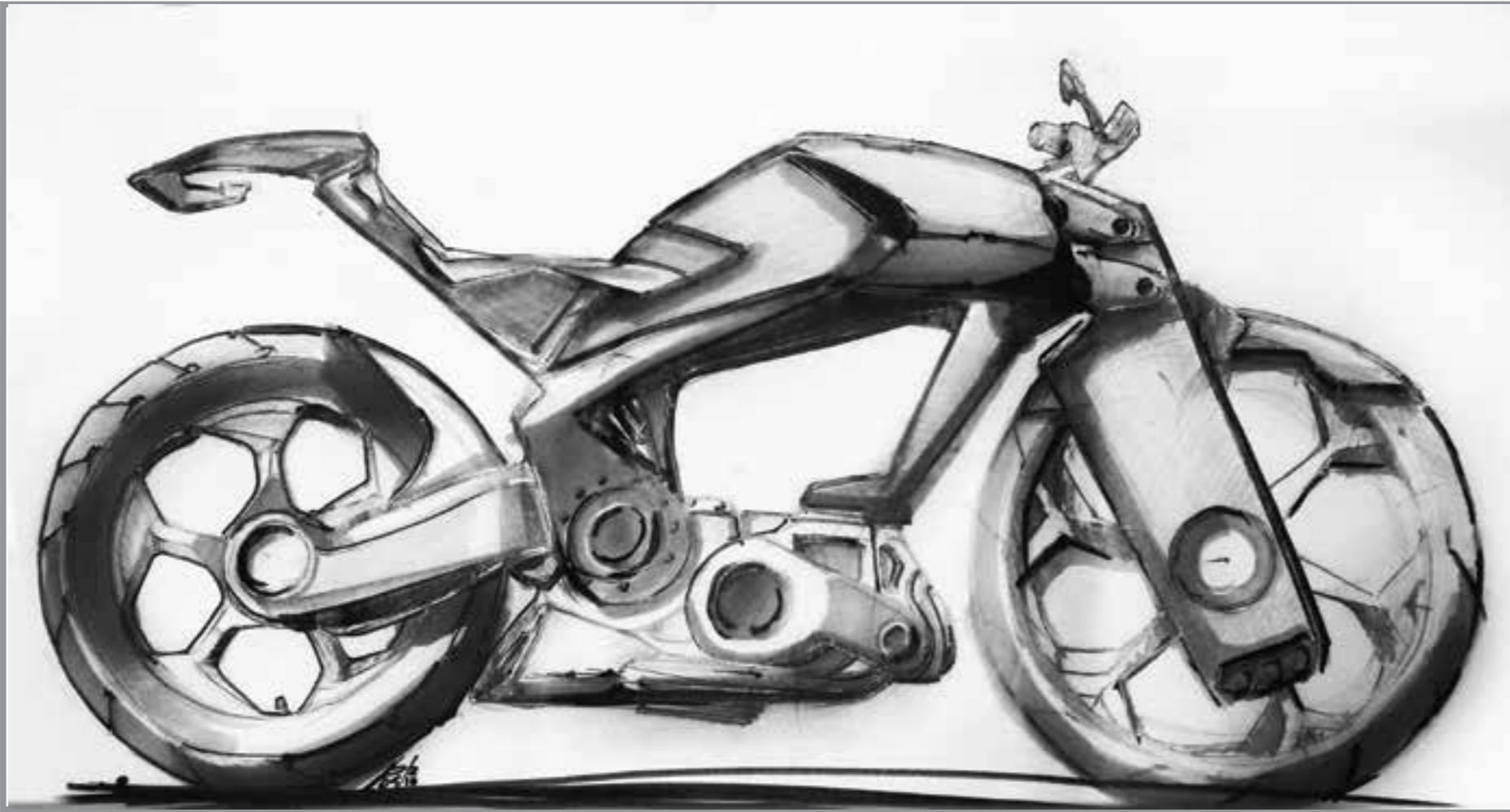


Freetime

Freetime is when you do the same thing you do at work but for free .

BIG MONO and BIG BATTERY are 2 bike concepts developed just for fun, but in a very detailed way.

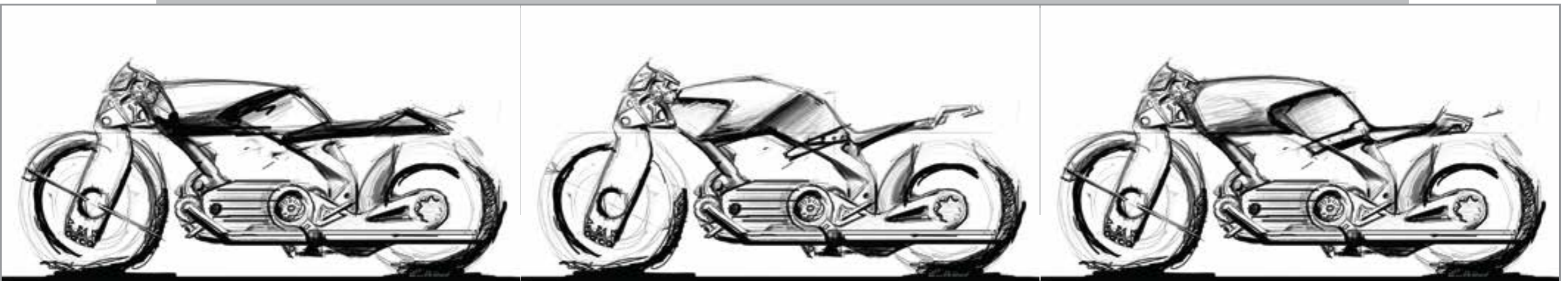




sketch on paper, black bic and marker

The bike concept has been developed in two versions, classic and electric. Has been written an hypothetical brief, looking for a design inspired to sensations and ergonomic coming from the past, mixed with the best of actual technology.

fast sketches to check the shape of the tank





Work in progress screenshots from Rhinoceros

BIG MONO NAKED concept bike - combustion engine





Big Mono Naked
been designed as homage
to the ancient Motoguzzi
single-cylinder running on a
night the Mllano-Taranto (an
ancient road race)

BIG MONO NAKED concept bike - combustion engine



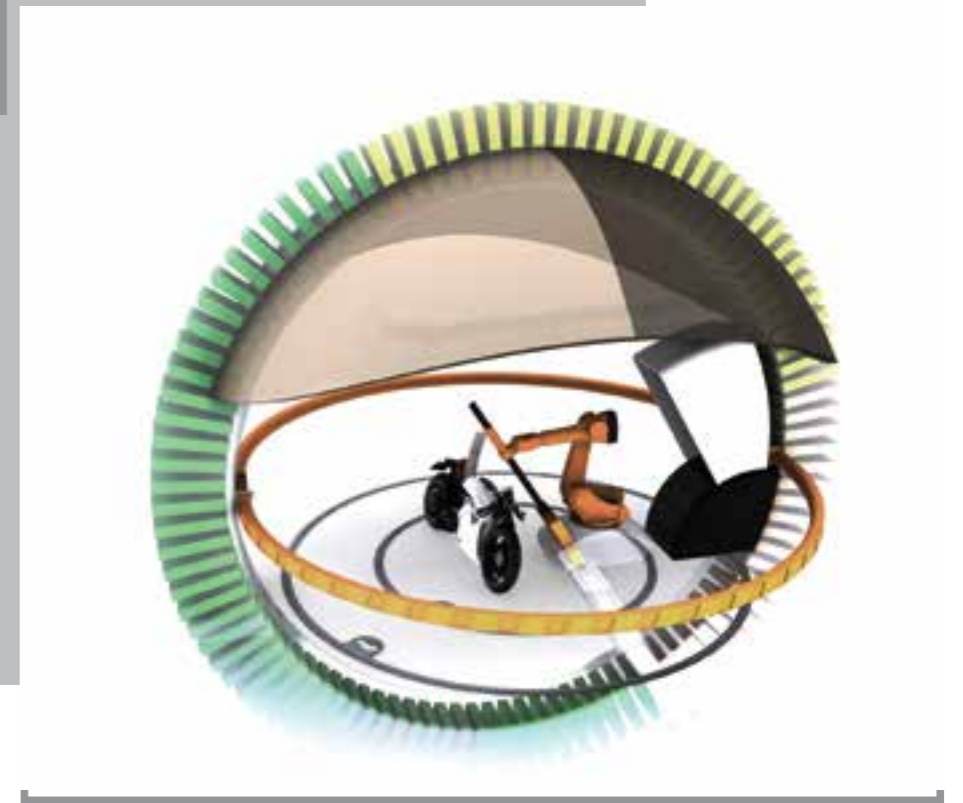
BIG BATTERY NAKED concept bike - electric engine

the Electric version has been designed to have a swap battery system and Hub Motors. I've designed a swap station too, with a robot arm to move the heavy power pack



BIG BATTERY NAKED - power pack

BIG BATTERY NAKED - swap station





Paolo De Giusti

for more info and High resolution Portfolio visit
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