

SILVIO COCCO

GRAPHIC DESIGN + ART DESIGN

www.silviococco.it | silviococcomail@gmail.com

- 1979 Diploma in graphic design.
- 1981 **Graphic designer and illustrator** / Torino design and communication agencies.
- 1982 **Creative director for GFT** / international fashion company.
Graphic design projects, advertising campaigns, stores and exhibitions design.
___ **MAIN BRANDS** : *Christian Dior, Louis Feraud, NewMan, Montana, Ungaro, Valentino.*
Visual consultant for cultural communication field
Events design, social communication, cultural posters, magazine and art publishing design.
- 1989 **Graphic designer in London** / Food packaging sector for international companies.
___ **MAIN BRANDS** : *Alemagna, Bacardi, Tesco, Unilever.*
- 1990 **Graphic designer in Singapore** / Cosmetic sector for Asian and Australian companies.
___ **MAIN BRANDS** : *Clinique, Eau D'Issey, i Coloniali.*
- 1991 **Creative director in Torino** / partnership in design company Cocco s.a.s - M&T blu.
Graphic projects for international fashion collections. Adv campaigns, print, logos, photo shooting supervisor on sets and fashion shows in Milan.
Widening my company range of clients. Finance field, automotive, insurance, social issues.
___ **MAIN BRANDS** : *Pitti Uomo Firenze, Fiat, Alfa Romeo, Banca Intesa San Paolo, Sai Assicurazioni, Magneti Marelli, Turismo Torino, La Stampa.*
- 2002 **Product designer** / toy design for italian-chinese company based in Hong Kong.
___ **MAIN BRANDS** : *Fun Box, Shrek table games, Kinder Ferrero.*
- 2007 **Creative Director Research Department of Ferrero Group** / international food company.
___ **MAIN BRANDS** : *Ferrero Rocher, Nutella, Kinder, TicTac, Raffaello, MonCheri.*
- 2009 **Academy professor in Bangkok** / educational field about graphic design, product design, corporate communication.
- 2010 **Creative Director Ferrero Headquarters**
Selected team for new research and experimental projects for Ferrero Group management.
- 2011 **Director of Graphic Department Academy in Bangkok** / educational field.
- 2012 **Chief of Design Advisor Group, Ferrero Headquarter Montecarlo** / Pralines department.
- 2014 **Art designer** / Focusing on the passion for typography and graphic design as social tool of communication, or art experimentation, I shaped a new project as contemporary translation of the job of graphic designer. In the last few years I've produced more than 20 books according to the development of graphic design theories and social observations.
Book maker / My theories are unfolded through books as evidence of the work of research and development of the initial ideas and insights.
___ **MAIN TITLES** :
SMS / a new monograms communication code based on Didot and Helvetica styles.
EMOTIONAL GARAMOND / an extra enhancement of emotional meanings of Garamond.
CRISIS EMOTICONS / a social research in pop style and good sense of humor about smileys.
REVOLUTIONS YEARS / the concept of netizens (citizens of net) in contemporary history.
TEXTI / short poems in dreamlike visual forms.
CITY MOLECULES / landscape photography according to a graphic designer traveller.
UNCERTALIN TESTAMENT / illustrations from a lost testament of a lost civilization.
IMAGINARY ERBARIUM / a new ideograms language for poetical and philosophical concepts.
BLACK DRAWINGS NOTEBOOK / a large collection of unusual drawings.
STRAY DOGS / contemporary history focused through an urgent social issue.
CONSTANTLY CONNECTED / a humoristic review of contemporary urban habits.
40 MONOGRAMS FOR THE FUTURE LIFE / 40 new existential words to describe the future.
Exhibitions and Courses
According to some of my researches I produced exhibitions for academies-universities audiences, such as special courses with the purpose to stimulate creative thinkings and a more vibrant vision of the work of a graphic designer. The new society needs sharp translators and independent thinkers.
Each of my books can generate conferences and debates since the core issues are social viewpoints.
___ **MAIN COURSES** : **LOVING DEADLINES** - GraphD. / **GRAPHIC DESIGN FOR FASHION** - GraphD.
FONTS LANDSCAPES - GraphD. / **WHY PACKAGING?** - GraphD. / **COLOR POEMS** - GraphD.
WHAT IS CREATIVITY...REALLY? - GraphD. / **PRESENTATION AND STORY TELLING** - GraphD.
MODERN IDEOGRAMS - Graph.D. / **TOYS DESIGN** - ProductD. / **FUN DESIGN** - ProductD.