

Curriculum vitae

INFORMAZIONI PERSONALI

Steinfl Andrea

PARTITA IVA: 10375680583

📍 Via Angelo Brunetti, 24, 00186 Roma (Italia)

📞 3483836055

✉ andrea.steinfl@gmail.com | andrea.steinfl@lolaetlabora.com

🌐 www.andreasteinfl.com www.lolaetlabora.com

Sesso Maschile | Data di nascita 16/01/1965 | Nazionalità Italia

DICHIARAZIONI PERSONALI

Entrepreneur, creative director, interactive media designer, graphic designer. Specialties: TransmediaBranding Experiences, Advanced Storytelling.

ESPERIENZA PROFESSIONALE

2003–alla data attuale

Owner + creative direction

LOLAETLABORA, Rome, Milan, Treviso
www.lolaetlabora.com

Lola, office for creative direction. Co-founded with Antonella Marra. Multidisciplinary design collective that develops innovative crossmedia branding and communication projects and researches. Deeply focused on hybrid communication languages, visioning and design of new "information experiences".

Creative direction for: Luiss University, Elite Model Look Paris, Pitti Immagine Firenze, Babelgum London and NY, Golden Typhoon China. Projects for: Engineering, Emi Music, FIAT Automobiles, Telbios-San Raffaele Hospital, Wind Telecomunicazioni, S&B, SMP+, SEAT Yellow Pages.

2014–alla data attuale

CEO, co-Founder

The Mixxie, Rome
www.themixxie.com

The Mixxie is a native publishing format created for visual media, it's engaging and immediate. A different approach to storytelling. Telling becomes showing. Reading becomes watching.

1998–alla data attuale

Owner + creative direction

ants.org, Rome

Recent clients include: Engineering, Fiat, Arion Bookshops, Fatal Error, RAI, RAI SAT, La7, Mondadori, Telecom, OVO, Oredaria Art Gallery, Angelo Nardelli, ArtForward, Marangoni Institute, Vodafone, Ascanio Celestini, Unicredit Bank, VBL, Playvalley.

2009–2017

Creative Director

LUISS Guido Carli University, Rome

Direction of Brand Experience, Creative and Art Direction of Visuals, Design Strategies.

1996–2006

Workshop leader

ISIA Urbino, Urbino

Fullcontact design workshops

2002–2004

Professor

Università degli Studi di Urbino 'Carlo Bo', Urbino

Non linear languages, content architectures and story telling experiences

1999–2000 Creative + Design direction

Yond / Athena 2000

Interactive projects for Fininvest group. Redesign of the digital branding and identity of company. Development of new communication formats for Mondadori, Mediaset, Giochi Preziosi, Edilnord, Fininvest Corporate.

1997–1999 Creative + Design direction

ORF ON, Wien

www.orf.at

Design director of the ORF Austrian television websites. Pioneers a language for websites design that owes more from TV than the usual printed-page metaphor. A website that is still online after 15 years in its original form.

1997–1997 Freelance Art Direction

Saatchi & Saatchi

Together with Stefano Palombi, creative director and copywriter at Saatchi & Saatchi - Rome, I've art directed social campaigns for no-profit organizations. In 1997, the anti-mines campaign won the Silver Prize at Art Direction Club Italiano; in 1998, the new anti-mines campaign won the Social Gold Prize.

1990–1997 Co-founder + Creative Direction

Nofrontiere Design, Wien

Multi culti design company. Development of interactive multimedia communication projects and design projects for Lego, Lotto, Apple Europe, Microsoft, Scientific American, RAI - Italian television, Procter&Gamble, Siemens, Swatch, ORF Austrian Television, Flammarion, Santa Cruz Snowboards.

1996–1996 Art director

Village

Art director at Village, a monthly lifestyle magazine, directed by Vittorio Corona

1990–1991 Art director + designer

Swatch Group, Milan

Part of the "Scuba" watch development team. Designer for several Swatch collections and specials, including "Columbus", celebrating the 500 years of discovery of the America.

1990–1990 Art direction + designer

Rai - Radiotelevisione Italiana S.p.A.

Moda1990 was one of the first tv programs to experiment an hybrid language using graphic and typographic elements in post-production

1988–1989 Art direction + Designer

Matteo Thun & Partners, Milan

Thundesign is the studio founded by Matteo Thun, architect and co-founder of the Memphis Group, a design movement that helped shape form and style through the '80s. Clients include: Mandelli, Swatch, Villeroy & Boch, Campari, Omega, Keramag, WMF.

1987–1989 Art direction

G&Z

Curriculum vitae

Graphic projects for SIP, STET, AGIP, RCS Publishingg, IP Petroli, Pioneer, Commodore, Montedison, Italeco, Cerved.

ISTRUZIONE E FORMAZIONE

1983–1986 **Bachelor of Arts - BA, Design and Illustration**
Istituto Europeo di Design

1978–1983
Liceo Scientifico J.F. Kennedy

COMPETENZE PERSONALI

Lingua madre italiano, croato

Lingue straniere	COMPRESIONE		PARLATO		PRODUZIONE SCRITTA
	Ascolto	Lettura	Interazione	Produzione orale	
inglese	C2	C2	C2	C2	C2
tedesco	B2	B2	B2	B2	B2

Livelli: A1 e A2: Utente base - B1 e B2: Utente autonomo - C1 e C2: Utente avanzato
Quadro Comune Europeo di Riferimento delle Lingue

Autorizzo il trattamento dei miei dati personali ai sensi dell'art. 13 d.lgs.30 giugno 2003 n° 196 – "Codice in materia di protezione dei dati personali" e dell'art. 13 GDPR 679/16 – "Regolamento europeo sulla protezione dei dati personali".



