

## **SIMONE SERLENGA**

SPATIAL DESIGNER / ART DIRECTOR / CREATIVE

Visual communication design is Simone Serlenga's mediums to create and enhance spaces.

Set Designer and Art Direction for fashion, technology, corporate, art and culture, his continuous research focuses on the design of contemporary space and finding fresh ways to communicate creative content and brand values.

Aiming to add new dimension to corporate identity designing site specific environment that taking the entertainment to the next level, engaging the audience with playful and surprising interactivity.

Born in Turin (Italy) 7-11-77 with an educational background in Scenography, his creative attitude towards research, the selection of material and the study of light in a space, combining aesthetic sense and in-depth strategy lead him to offer bespoke conceptual ideas to emphasize the context and enhance it with visual elements.

He has on-going collaborations in Europe, UK and U.S.A. with different productions, agencies, studios and institutes, among the most important:

Gucci (IT/DE) - Bollywood Film Industry London (UK) - MoMa PsI NYC - Volkswagen (DE) - ZDF (DE) - Guidi 1896 (IT) - Ada Vaughan Ltd (UK) - Taschen (DE) - - Philips (DE) - Coca Cola Berlin (DE) - BMW Berlin (DE) - The Forumist Magazine (STHLM) - RD Content London (UK) - Spectcom Creative London (UK) Schaubühne Berlin (DE) - Goethe institute Madrid (SP) - BigArtGroup NYC - Matadero Madrid (SP) - Helsinki design week (FI) - General Electric (IT) - Samsung (IT) - Nivea (IT) - Peuterey (IT) Asphalt Piloten Berlin (DE) - Studio Tomas Saraceno Berlin (DE) - Plastique Fantastique Berlin (DE) - Tabakalera International Center For Contemporary Culture (SP) Mediacross Multimedia Agency Florence (IT) - Peaches Rock Berlin (DE) - Platoon Kunsthalle Berlin (DE) - Piano B Communication Agency Milan (IT) - Opera Theatre Rome (IT) Opera Theatre Arena Verona (IT)

Superpower team worker and resource investigator collaborate with directors, artists and crews, projects and thoughts are addressed to agency's and clients across a wide range of disciplines, including film industry, fashion shows, editorial, photo shooting set, commercials, corporate events, pop-up showroom and exhibition design.

2019 INTERIOR DESIGN: WE SHARE - UMI - Volkswagen group. Mollstr. I Headquarters. Interior Design - Set Design  
 2019 EVENT DESIGN, MILAN DESIGN WEEK 19: Furniture Design Competition, Selected Project. Showroom Guidi 1896 / Antonioni Milan  
 2019 EVENT DESIGN, TOA Europe's Leading Technology Festival, Funkhaus Berlin, Set Designer / Art Director.  
 2019 EVENT DESIGN, PARIS FASHION WEEK A/W 2019: GUIDI 1896 Pop Up Showroom Paris, Interactive Sensorial Installation. Set Designer / Art Director  
 2019 FASHION SHOW - EDITORIAL: The Fashionisto Magazine, Photoshooting Set. Set Design.  
 2019 FASHION SHOW - EDITORIAL: The Forumist Stockholm Magazine, Photoshooting Set. Set Design  
 2019 INTERIOR DESIGN: Interior Design, MIKVEH Chabad of Venice  
 2019 INSTALLATION - Fleet / Temporary Frame / Venice Carnival: Set Design and Art Direction. Location: IKONA GALLERY Campo del Ghetto Nuovo, Venice  
 2019 ZITADELLE, BASTION KRONPRINZ SPANDAU BERLIN: Unruhig Bleiben/staying With The Trouble, Video Design and Set Design  
 2019 PAF PERFORMING ARTS FESTIVAL BERLIN: Video Design, Set Design Video Shooting.  
 2018 JIMMY CHOO BERLIN (DE): Set Design, Props. Commercial AD Spot Jimmy Choo Perfume, Location: Transformatorenwerk Oberschöneweide, Malzfabrik Schöneberg, Berlin.  
 2018 GUCCI (IT): Windows Display Design Competition: Selected project, Gucci Store Milan.  
 2018 PERKBOX LONDON (UK): Set Design, Props. Commercial AD Spot brand corporate, Malcon Ryan Studios London.  
 2018 ABSOLUT VODKA BERLIN (DE): Stage Design, Props. BCN Bar Convent Berlin, International Bar and Beverage Trade Show 2018, Production: Undplus Architects Berlin  
 2018 WHAT ABOUT AGENCY: Agency for Contemporary Set Design. Art director, Founder. London/Berlin  
 2018 TANZMESSE DÜSSELDORF (DE) : Video Scenography, Art Director. Cinematography and Art direction, multi projection, show. Production: Asphalt Piloten Berlin  
 2018 BOLLYWOOD FILM, TIME TO DANCE, LONDON (UK): Art Director. Sunbeamstudios Set. Production: DCreative LTD London. Director: Stanley D'Costa  
 2018 BOLLYWOOD FILM, TIME TO DANCE, LONDON (UK): Art Director. London Elstree Aerodrome Hangar Set. Production: DCreative LTD London. Director: Stanley D'Costa  
 2018 SCI-FI FEATURE FILM, THE STRANGER, LONDON (UK): Production Designer. Production: Dreamscape Films LTD. Director: Bernard Kordieh  
 2018 PARIS FASHION WEEK HAUTE COUTURE JUN/JULY. EXHIBITION DESIGN: GUIDI SHOWROOM Production Designer. Location: La Cartonnerie Paris.

2018 SCI-FI SHORT FILM, THE MORTAL, (LONDON UK): Production Designer. Production: Ada Vaughan Ltd UK, SableFilms Ltd UK. Director: Chris Hastings

2018 PARIS FASHION WEEK: EXHIBITION DESIGN: GUIDI SHOWROOM: **Spatial Designer. Inflatable Installation. Location: La Cartonnerie Paris.**

2017 FILM TV SERIES, INTERPLAY LONDON : **Art Director, Production Designer.** Production LonRom Film Production Ltd- Thunderhawk Pictures.

2017 ZDF BERLIN, FILM TV SERIES: **Props master ass.** "Der Mordanschlag" Production Network Movie Berlin, Director Miguel Alexandre.

2017 FILM TV SERIES, PILOT, LES HÉRITIERS DE PATMOS: **Art Director, Production Designer.** Production Loc.Nar London, Director Franco Franchini.

2017 FASHION EXHIBITION DESIGN: GUIDI 1896, KÜHLHAUS BERLIN (DE): **Exhibition Designer, Production Designer.** Art Exhibition: Art For Art's Sake, 28 April - 01 May, BerlinArtWeek

2016 VIDEO SHOW, ENVIRONMENT BERLIN (DE): **Video Scenography;** Large scale video Installation, multi projection, space 22 M length. Cinematography, technique, location scouting.

2016 EXHIBITION DESIGN, TABAKALERA SAN SEBASTIAN (ES): **Video Scenography;** Cinematography, Video projections, exhibition design, a Join project Agency of Living Organisms Berlin.

2016 EXHIBITION DESIGN, MILAN FURNITURE WEEK (IT): **Production;** Inflatable structure, environmental public exhibition space, a Join project Plastique-Fantastique Berlin.

2016 EXHIBITION, HELSINKI DESIGN WEEK (FIN): **Video Scenography;** Inflatable structure, environmental public exhibition space, a Join project Plastique-Fantastique Berlin.

2016 COMMERCIALS, GUCCI SPRING 2016 BERLIN: **Props master ass.** Production Made in Germany Berlin, Production Designer Andreas Olshausen

2016 VIDEO SHOW, SCHAUBHÜNE BERLIN: **Ass. Live Video Show;** Videoprojections, Live camera, Bella Figura by Yasmina Reza, Direction: Thomas Ostermeier

2016 VIDEO SHOW, PERFORMANCE, ASPHALT PILOTEN BERLIN: **Video Scenography, Art Director;** Cinematography and Art direction, multi projection, show date Feb-2016-June-2016

2016 OPERA THEATRE FLORENCE (IT): **Project Design, Creative Director;** Theatre Foyer, project design for environmental meeting point, Client General Electric.

2016 OPERA THEATRE FLORENCE (IT): **Project Design, Creative Director;** Theatre Foyer, project design for revolving armchair for Gear-VR, Client General Electric.

2016 EXHIBITION DESIGN, NRW FORUM DÜSSELDORF: **Set design;** Inflatable structure environmental exhibition space, a Join project Plastique-Fantastique Berlin.

2015 EXHIBITION 4-DAYS-PRAGUE (CZ): **Set design;** art installation, inflatable lungs, hallway, sound wall, a Join project Plastique-Fantastique Berlin.

2015 VIDEO SHOW, SCHAUBHÜNE BERLIN: **Video Scenography;** Videoprojections, Live camera, Der Geteilte Himmel/Divided Heaven by Christa Wolf, Direction: Armin Petras.

2015 COMMERCIALS, PHILIPS BERLIN - PLASTIC-FANTASTIC BERLIN: **Supervising set design;** Philips, Super an der spree, Plastique-Fantastique, Location, Tempelhof Airport Berlin.

2015 COMMERCIALS, COCA-COLA BERLIN: **Art Director;** Advertising Spot Coca-Cola, Production Oxigeno Barcelona; Director Javier Navarro, location Berlin.

2015 VIDEO CLIP, PEACHES ROCK BERLIN: **Stage design**; Player Peaches, Director Fubbi Karlsson, Props Plastique-Fantastique, location Uferstudios Berlin.

2015 PLATOON KUNSTHALLE BERLIN: **Video Shooting**; Platoon Magazine Lunch;

2014 EXHIBITION DESIGN, GENERAL ELECTRIC ITALY: **Set Designer, Creative Director**; Leopolda Station Florence, featured by Mediacross Multimedia Agency Florence

2014 ARCHITECTURAL VIDEOMAPPING, PLASTIC-FANTASTIC BERLIN, HAMM: **Video Scenography**; Urban Light Ruhr Festival Hamm.

2014 STUDIO TOMÁS SARACENO BERLIN; **Creative Director**; Multimedia, Graphic Design, Web Design, architectural model.

2014 EXHIBITION GENERAL ELECTRIC ITALY, PLASTIC-FANTASTIC BERLIN, GORGON PROJECT CARRARA ITALY: **Production props**.

2014 PLASTIC-FANTASTIC BERLIN, BILBAO: **Production props**; Polyphemus' Eye for Alhóndiga Bilbao.

2014 VIDEO CLIP, DENVER COLORADO: **Art Director**; Concept, Production Design, Character Design: Max Mool – Vela Collective, Denver Colorado.

2013 ARTISSIMA TURIN, PERFORMATIVE URBAN VISIONS act.02- GOAL: **Videomapping-Video Scenography**; Urban Videoprojections Scenography; Urban Videomapping.

2013 VENICE ART BIENNALE, PERFORMATIVE URBAN VISIONS act.01 - TRAFFIC: **Videomapping-Video Scenography**; Urban Videoprojections Scenography; Urban Videomapping.

2013 VIDEOMAPPING FESTIVAL VANVARA TURIN: **Videomapping-Video Scenography**; Ex Cemetery San Pietro in Vincoli Turin; Sacred icons weeping in the tabernacle, icons from, Sevilla ES

2013 MOVIES AND TELEVISION MILAN: **Filmmaking, Digital Filming, Photography**; workshop intensive of techniques of filmmaking.

2013 SOUP STUDIOS: **Collective-Group** dedicated to intervention visual-perceptual operating indoor-outdoor of places-spaces-lounges-toilets... through videos and installations languages

2012 VIDEOMAPPING FESTIVAL NEXT STEP MILAN: **Videomapping**; Arduino, Processing, Workshop to Interactive Installation; Chioistro dei Glicini Milano IT

2012 MOVIE "FLORENCE FIGHT CLUB": **Ass. Art Director, Graphic Design**; Director S.Lorenzi Set Designer B.Scarpato.

2012 CONTAMINATE NYC, NEW YORK: **Videomapping-Video Scenography**; Contesta Rock Hair Salon; AfterTenShot, Installation-Set Upside Down, Night Contest Show.

2012 CONTAMINATE NYC, NEW YORK: **Videomapping-Video Scenography**; Art Salon Under Control; Slip Video Installation \_Loss of soul\_ Multi Projectors-

2012 CONTAMINATE NYC, NEW YORK: **Videomapping**; Contesta Rock Hair Salon: Solo show Melissa Murray; video installation.

2012 ABRONCE ART CENTER NYC, BIG ART GROUP NEW YORK: **Stage Design**; Broke Haus, Theatre Performance, Multi Projections, Live Cameras, Plastic Costumes, Mask.

2012 MOMA PSI NYC, BIG ART GROUP: **Ass. Video Scenography**; Show, Performance, Bonde on Blonde; MoMaPSI Dome.

2012 OPERA THEATRE GOLDONI LEGHORN IT: **Video Scenography**; The Threepenny Opera di B.Brecht; Director D.Haughton G.Verde.

2012 MENSWEAR TRADE SHOW, PITTI IMAGE FLORENCE IT: **Set Decorator**; Gant, Roy Rogers, Fred Perry.

2011 COMMERCIALS, KINDER FERRERO: **Ass. Art Director, Props**; Advertising Kinder Ferrero IT; Director A.Cesena, Photography A.Castiglioni, Production Cinema Florence.

2011 COMMERCIALS, ARISTON HOT POINT: **Ass. Art Director, Props**; Advertising Ariston IT, Director P.Pratesi, Production Cinema Florence.

2011 ARCHITECTURAL VIDEOMAPPING: **Videomapping**; Methodologies and design of a 3D architectural mapping;

2011 ARCHITECTURAL VIDEOMAPPING; V.I.D.E.O Visual Interactive Design Events Outdoor: **Videomapping**; video projection applied to video art and video mapping.

2011 SHORTFILM, MIRO/MIRANDA (IT,USA): **Production Assistant**; Director F.La Loggia, Production F. La Loggia/ Plancton studio Roma;

2011 OPERA BOLGHERI ARENA (IT): **Stage Director**; Teatro alla Scala in Milan Ballet, Dream of a Midsummer Night's, Director M.ro M.Vaziev.

2011 OPERA BOLGHERI ARENA (IT): **Stage Director**; Maggio Musicale Fiorentino Ballet, The Genesis tribute, choreography F.Ventriglia.

2011 EXHIBITION, CASTLE PASQUINI CASTIGLIONCELLO LEGHORN (IT): **Set Decorator**; The Tommasi, Post-Macchiaioli, Painting.

2011 PERFORMANCE FESTIVAL, CASTLE PASQUINI CASTIGLIONCELLO LEGHORN (IT): **Set Decorator**; In Balance, Theater-Dance-Performance festival.

2011 OPERA THEATRE VERONA, LA TRAVIATA (IT): **Stage Decorator**; Director Scenes Costumes H.de Ana, Production Design Scenography Barbaro Florence.

2011 OPERA THEATRE PALERMO, CINDERELLA (IT): **Stage Decorator**; Director Scenes M.Varamo, Production Design Scenography Barbaro Florence.

2011 OPERA THEATRE ROME, MANON (IT): **Stage Decorator**; directed by Jean-Louis Grinda scenes Paola Moro, Production Design Scenography Barbaro Florence.

2011 OPERA THEATRE ROME, DON QUIXOTE: **Stage Decorator**; scenes of F.Zito; set designer Raffaele Del Savio. Production Design Scenography Barbaro Florence.

2011 SHORTFILM, FROM SWAMP YOU CAN SEE SEA (IT): **Art Director**; Directed M.Smuraglia, production Film School Anna Magnani Firenze IT.

2010 PERFORMANCE, BRAC FLORENCE (IT): **Art Director**; Florence Brick Company; Disarming; Library Of Contemporary Art.

2010 PERFORMANCE, BRAC FLORENCE (IT): **Art Director**; Florence Brick Company; The words of the the red wire: Video Scenography.

2009 DOCUMENTARY FILM, "A SAD PLACE" LIBERATION OF FLORENCE, 1944: **Stage Decorator**, historical research and breeding environments.

2009 OPERA THEATRE FLORANCE IT: "The Bell" of G.Donizetti Opera in three acts; Realization scenes (advanced training course for designer creator) direction: Raffaele Del Savio.

2009 CASTLE PASQUINI, CASTIGLIONCELLO LEGHORN: "Nino Costa and macchiaioli" exhibition shows, decorating rooms inside the castle, building light fixtures on the ceiling.

2009 COMMERCIALS, TOM DIXON, MILAN DESIGN WEEK: **Ass Art Director**; exhibition about of the most innovative research in the field of design, art, fashion and technology.

2009 COMMERCIALS, SAMSUNG PUBLICITY CAMPAIGN MILAN: **Creative Director**; itinerant led lights magnetized logo Ultra-T (Samsung mobile advertising model in question)

2009 COMMERCIALS, PLANTS RICHARD GINORI MILAN: **Ass Art Director**; Equipment Exhibition-Parade Peuterey 2009/2010 collection.

2009 COMMERCIALS, LA GAZZETTA DELLO SPORT MILAN: **Ass Art Director**; Windows Display, creation shop window Biffi two, interior shop Biffi one,

2008 COMMERCIALS, NIVEA CREMA TORINO E VENEZIA: **Ass Art Director**; Works management mounting exhibition structure, direction interiors.

2008 THEATRE VERTIGO LEGHORN: **Set Design**; Construction elements (ports) of the scene.

2008 SEGNO MATERICO TORINO: Studio-Laboratory Associate Scenography, furniture, fittings.

2008 TURIN PHOTO FESTIVAL, TORINO: Photo exhibition, exhibition displays works with personal Segno Materico location.

2008 SOCIAL DESIGN 2008 RIO DE JANEIRO: A project devoted to the socio-economic development in artistic environment underdeveloped,

2007 "CIRCU" CIRCUS FESTIVAL OF ARTS" TOWN OF AREZZO: **Production Design**; Roman Amphitheatre: Design and scenography, Segno Materico.

2007 PARATISSIMA PARA-ARTISSIMA, TORINO SHOW OF CONTEMPORARY ART: Sculptures of light, selection and award works on display.

2007 DESIGN AND METAL PROCESSING COMPANY, TORINO: Client for personal achievement luminous works. Unrealized.

2007 CENTOVETRINE DISPLAY, TELEVISION AND FICTION IN TURIN: **Assistant Interior Decorator**.

2007 MILAN EXHIBITION COMPANY: Exhibition Design; Monge, ICEM, implementation Hamburg.

2006 WORKSHOP SERLENGA SIMONE

2005 THEATRE PINEROLO TURIN: Machinist.

2004 THEATRE : Set Construction.

2004 VISUAL MERCHANDISER: Windows Display

## SKILLS/TASKS:

VISUAL COMMUNICATION

CREATIVE MIND

CREATIVE HAND

TECHNOLOGY/MEDIA

PROBLEM SOLVING

DEVELOPING PROJECTS PLANS

CLIENT PRESENTATIONS

RESEARCH AND ANALYTICAL

LEADING TEAMS

RESPONSIBILITY

SALES ABILITY

ABILITY TO WORK UNDER PRESSURE

COMMUNICATION SKILLS

PHOTOGRAPHY

DRIVING LICENCE

SOFTWARES:

WORD, EXCEL & POWERPOINT

3D SOFTWARES SPACE DESIGN: *C4d, Rhinoceros, Autocad, Sketch-Up,*

2D SOFTWARES GRAPHIC DESIGN: *Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)*

VIDEO EDITING, FX SOFTWARE: *After Effect, Premiere, Isadora, Arena 5, MadMapping*

LANGUAGES SPOKEN AND WRITTEN: *English (c) German (b) Spanish (c) French (b) Italian (mother tongue)*



## EDUCATION:

2107:TAO (Tech open Air 2017) Visual marketing strategy. Berlin (DE)  
2016: Interactive solution for show. Isadora Werkstatt Berlin (DE)  
2015: TU Berlin. Staging the Stage – Theater Museum Exhibition, Technical University of Berlin (DE)  
2012: certificate of digital filming, Film & Television School, Milan (IT)  
2012: certificate of Video Mapping + interactive device, Academy of Fine Art, Milan (IT)  
2011: certificate of projection mapping, Academy of Fine Art, Verona (IT)  
2011: Academy for New Technologies. Certificate of video mapping technique. Venice S.Servolo (IT)  
2001-2004: Degree, Scenography, Interior&Exhibition Design, Academy of Fine Art, Florence (IT)  
1997-2001: Degree, Academy of Fine Arts, Turin (IT)  
1996: Graduate, Graphic Design, Turin (IT)

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WEBSITE • [WWW.SIMONESERLENGA.COM](http://WWW.SIMONESERLENGA.COM)

MAIL • [SERLENGASIMONE@GMAIL.COM](mailto:SERLENGASIMONE@GMAIL.COM)

MOBILE • +49 (0) 1726660827

ADDRESS • PAUL-LINCKE-UFER 44A 10999 BERLIN

