

# DANILO SEREGNI

**January 7th 1961** Born in Milan

## education

**1979** High School Graduation

**1983** Degree in Graphic Design and Art direction at European Institute of Design, Milan

## work experience

**1983** Art junior at **Mario Convertino Design**. Cover and Labeling Italian Pop Music. Digital Graphic for Rai TV shows

**1984** Art junior at **Gaffuri Studio**. BTL and ADV

**1984/88** Art director at **Studio Troisi** for clients like Sirrah (lamp design), Mobileffe (forniture), Casa Editrice Universo (magazines)

**1986/2012** External consultant at T. Marketing Milan. BTL and ADV specifically for textile and clothing. Clients: Hugo Boss, Absorba, Gruppo Marzotto (Marlane, Guabello), Mantero, Tessuti di Sondrio, Laneifici Biellesi, Du Jardin, Italdenim, Tusk (Fratelli Tallia di Delfino), Cerruti 1881, Henry Cotton, Footloker.

**1989/1991** Art Director at **Carmi e Ubertis Design**/Pubblicis Group. Brand design, BTL and ADV for clients like Fila (sportwear). Cerruti (rotoprinting machines), Rossini (rotoprinting), Fontana di Trebbia (pelletterie), Bibigi e Recarlo (jewellery).

**1991/1996** Art director at **Gruppolitalia**. BTL and ADV jewellery oriented. Clients: Recarlo, Sant'Agostino, Arata Design (jewellery)

**from 1997** Owner of **Daniilo Seregni Design** operating in Brand Design and Communication Design. Clients: Fila (sport active wear), Gruppo Valmet (coating and laminating), API (courier), Milani Preziosi (jewellery), Raima Gioielli, Luca Carati, D.Duke Diamonds (high jewellery), IGI Istituto Italiano Gemmologico, Franco Raselli spa (jewellery production), Echos e Pianoechos (music festivals), Dirce Repossi (liberty jewellery design), Radiopopolare/Radiogold, TRA (theatre production).

## teaching activity

**1999/2001** Lecturer at Departement of Architecture of **Politecnico** in Milano Bovisa

**dal 2001** Professor at **Naba** Milano (Graphic Design, Corporate Identity, Multilayer Editing and Special Projects)

## art exhibitions

**2009** **"Simbologie Teriomorfiche"**. Borsalino Hat Foundation, Pecetto Monferrato. Solo exhibition

**2010** **"Simboli del sacro"**. Sartirana Castle. Select group exhibition  
**"Arte in Vigevano"**. Vigevano Castle. Select group exhibition

**2011** **"Otherway"**. PricewaterhouseCoopers, Milano. Select group exhibition  
**"Doppio senso"**. PAN, Palace of the Art Naples. Select group exhibition  
**"Fossili Futuri"**. Museo Cerio, Capri Island. Select group exhibition  
**"Premio Basi"**. Cave di Roselle, Grosseto. Select group exhibition

**2012** **"Arte in Pila"**. Sartirana Castle. Select group exhibition

# DANILO SEREGNI

## publications

**"Simbologie Teriomorfiche"**. Exhibition catalogue  
**"Basta"**. Book published by Lupetti Edizioni  
**"Per"**. Book published by Lupetti Edizioni (coming soon)  
**"Esthetica"**. Magazine

## personal info

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**www.daniloseregni.com**

## language

**english:** Intermediate level.  
**french:** Scholastic level

## about him

Daniilo Seregni owns the word, the sign and the meaning; he dominates and plays with them.  
(*Lia Lenti from "Simbologie Teriomorfiche", September 2009*)

His creations, conceived to dominate large spaces, evolve to reach totemic dignity.  
(*Beppe Palomba, From "Dopiosenso" July 2011*)

Seregni's symbolologies gratify the aesthetic taste and the enthusiasm towards self awareness through stories that are part of the heritage of a mankind in constant search for spirituality.  
(*Elisa Belintani, from Hestetika n°2, June 2011*)