

Arturo Dell'Acqua Bellavitis

Abstract

The building of a brand: made in Italy between marketing and communication.

The process of the building of this brand did not follow a rational plan but was due to the lower cost of labour in Italy, which made investors from the German speaking countries and later from the United States start production there in the textile and the movie industry. Together with the communication of the values of the Italian way of life and the strong relationship with the historical heritage, the productive system has gone on building the myth of "bello/ benfatto", which is a strong point to promote the design /fashion system. The developing of great fairs and exhibition events in the two sectors – textile and movie industry – has supported production with great new ideas like the Satellite Pavillion for young designers and White area during Milan fashion weeks. The structure of the industrial districts is very strong in the country and allows innovation and integration among different supply chains.

Nevertheless, now companies start understanding how important it is to pay attention to moral values and to different ideas of beauty in different markets in order to promote in the correct way, the production beyond big mistakes performed by some brands. This also directs companies in planning specific production and presenting products in different ways. The tool of retail is another important point in the communication of brands, which switch from product companies to proposers of an integrated life style.

The new aim is to let the client have an unforgettable experience, both in his online and offline shopping.

CV Arturo Dell'Acqua Bellavitis

Arturo Dell'Acqua Bellavitis, architect, has been for ten years president of the Triennale Design Museum in Milan, for which he has developed the new concept of a changing museum and the different editorial lines on new Italian design, the masters and new looks on new design from far away countries.

He is Industrial Design full professor, at the Design School of the Politecnico di Milano, where, he has covered for eight years the role of Head of the Design Department and for seven years the role of Dean of the School of Design.

He is one of the founders of the College of Design of the Politecnico and of the Interior Design PhD course and later the Design PhD course.

He has started for Polimi, and he is still directing design courses in India and exchange course with American and Chinese top Fashion Schools.

He lectured at the Universities of Copenhagen, Helsinki, Oslo, Barcelona, Montreal, Berlin, Shanghai, Beijing, Orleans, Paris, Melbourne, Buenos Aires, Santiago, New York, Tashkent, Tehran, Istanbul, São Paulo and Rio de Janeiro.

He is one of the founder and actual President of Milan Fashion Institute connecting Politecnico di Milano, Università Bocconi and Università Cattolica in their activities in the field of fashion management and design. In the board of this consortium, he has planned the master courses delivered by this institution.

He has developed scientific researches on interior design and fashion, and more recently on retail and new scenarios. His actual area of interest is interior and fashion.

He has planned and directed master courses and short courses to Chinese professionals on interior and design both in different Chinese cities and in Italy for many years. He is actually director of International Art and Design Center in Shenzhen (China) where he is actually taking care of the Design museum, which will open in a few months.