# Giulio Cappellini

Architect, Art Director, but above all Talent Scout of several Talents of the International design scene.

His name is related to beautiful and practical furniture and objects, realized by Giulio Cappellini himself and by designers from all over the world, which are suitable for the most different homes and settings.

Born in 1954, after taking the degree in Architecture and attending the School for Management Direction at the Bocconi University in Milan, in 1979 Giulio Cappellini becomes part of the family firm Cappellini S.p.A., giving it new creative impulses and making it springboard for the most important international designers.

Following a desire for international growth and a precise will to have a stronger presence in the worldwide market, in 2004 Cappellini S.p.A. joins the Poltrona Frau Group and its project of a new pole for high-quality Italian design.

Giulio Cappellini deals with the Art Direction of Cappellini as well as with the Company’s product and communication strategies.

All the work of Giulio Cappellini is dominated by an entrepreneurial spirit which is the synthesis of various languages and cultures curiosity, passion, instinct and great sensitivity towards the ‘new’, together with the creativity and talent of the designers that cooperates at its success. He also collaborates with several opinion leaders in writing texts about the history of Design.

Giulio has been invited as Visiting Professor by several International Universities and design academies such as the Faculty of Architecture of the Politecnico and the  Domus Academy in Milan, the Montreal University and other Academic Organizations in the world.

He is often part of the Jury of many Design Contexts all over the world (Bejiing, Courtrai, Moscow, Milan).

Several Cappellini products are part of the Permanent Collection of the most important Design Museums: the MUSEUM OF MODERN ART  New York (10 pieces), the MUSEUM OF MODERN ART San Francisco, the MUSEE DES ARTS DECORATIVES Paris, the MUSEUM FUER ANGEWANDTE KUNST Koeln, the VICTORIA AND ALBERT MUSEUM London, the CENTRE GEORGE POMPIDOU Paris, the GALLERIA D’ARTE MODERNA Rome.

The most important Architecture & Design magazines have written about his activities and projects. He has been nominated by the magazine *Time* one of the ten most important trend setters in the world.