

GIUSEPPE MORANDO

Design Head

Giuseppe lives and breathes design to the hilt. He is constantly striving to raise the bar and pushing the boundaries, ensuring the product is aligned with the design aspiration.

His genuine speculative approach has taken him to explore new paths with clients and manufacturers to design and produce cutting edge products. He is interested in the design process beyond mere aesthetic, driven by both advanced digital and analogic tools.

Giuseppe has worked with Studio Marco Piva-Milan and Zaha Hadid Architects in London and has multiple awards, publications, lectures, exhibitions and citations to his credit. He is the found-er of OSW, a networked research group of architects and designers and Design Head at Urban Frame. His experience includes design at all scales, from masterplan and complex buildings and interiors to product and temporary installations exhibited at various design events, Milan Design Week, Berlin Design Week, Venice Design Week and Minsk Design Week among others. His involvement in academy includes interior design teaching in Milan, lecturing and Jury member at international schools, Tulane Unioversity New Orleans, IAAC Barcelona, SPD Milan, RV college Bangalore and Bangalore School of Interior Design.

Accolades and Awards

// AAP American Architecture Prize - Interior Design Category

// USGBC Excellence in Sustainability Award Gold Prize - Project of note

// ACADIA Conference - Design Agency - Project Selected, Los Angeles, USA

// Giovanni Gallil Award 2001, by Silent Gliss and Scuola Politecnica di Design, Milan, Architecture category

// IN/Arch Campania Award - Italy, Health Headquarter, Benevento, Italy

// Metra Award - Local Health Headquarter, Benevento, Italy

Lectures and Exhibitions

// Archistardust, architetture emigranti, by oikos and designcontext magazine, Milan, Italy
// New Generations Festival - Milan, "Collaboration and Network", Milan, Italy
// Architects and Job - young architects and their future by Consulta Regionale Lombardia, Milan, Italy // Contemporary Young Architecture, professional experiences in Italy and abroad by VAGA, Vicenza, Italy // Call for Young Architects Talent, projects by under-40 architects, Bari, Italy
// AvantGarde Architecture, from research [slow] to construction [fast], Bari, Italy
// Engineering Complexities, design and control of complex projects, Milan, Italy
// Minsk Design Week, Design through materials, Minsk, Belarus
// Lecture IAAC Barcelona
// Jury member Tulane University Rome Program
// Jury member JD Institute, Final Thesis
// Pugliarch Festival, Bari, Italy
// Lecture BSD, Bangalore School of Design
// Origini del Futuro, milan design week, Milan - Italy
// Cirque Ouvert, Pugliarch 2012 - Festival of Architecture, Bari, Italy
// Cirque Ouvert, Milan Design Week, Milan, Italy

Education

// M Arch (Architecture), IUAV - University of Architecture of Venice, Italy
// Post Graduation Master Interior Design, SPD - Polytechnic School of Design, Milan
// Research course: "Management of Complex Projects", IUAV - University of Architecture of Venice, Italy // Protocollo Itaca Specialist, National framework for identifying and implementing green building design