



Fabio Massimo Faggi

SEMIOLOGIST , WRITER

EXPERTISE

- **Communication Consultant with professional and academic experience**
- **Branding, Corporate Identities, Symbolic Strategies, Propaganda, Names, Logos, Titles, Personal Expressions**
- **Analysis of Public Opinion Perception, Interpretations, Trend Studies, Corporate Reputations, Institutional Philosophies**

SELECTED PROJECTS

2008 - 2015

Owl, San Francisco, CA, USA

Corporate strategy and international development; in charge of monitoring and evolution of client relations

1996 and 2000

World Gold Council, Milan, Italy & Anglo Gold, London, UK

Studied yellow gold crisis within western countries; identified causes and recommended strategies to promote favorable trends

1999

The Government Of Bosnia-Herzegovina, Sarajevo, BIH

Phare Project - European Community, Conducted socio-political study on the applicability of western legal tools to the emerging Bosnian Legal System.

1998

Invision Co./Nintendo, Tokyo, Japan

Analyzed symbols and values of US teenage demographics in order to plan defensive strategy against Sony PlayStation; performed semiotic analysis of the Nintendo brand for advertising purposes

1994 and 1996

Invision Co./The Coca Cola Company, Atlanta, GA, USA

Performed conceptual and graphical analysis of market potential for new soda product. Developed and proposed symbolic languages and market positioning for Powerade beverage

1995

Invision Co./Ikea, Sweden

Recommended new elements (props and design) for the layout of Company's Californian stores; executed a brand check with specific focus on Company's US Hispanic clients

1993

Invision Co./Milk Board Of California, California, USA

In conjunction with Goodby, Berlin & Silverstein, conducted semantic and semiotic analysis, which led to the "Got Milk?" campaign; utilized a variety of promotional tools to drive brand awareness, sales, and customer loyalty

AMONG OTHER CLIENTS

Saturn/General Motors; Dr. Martens Shoes; Foster Farms; The Body Shop; Infoteca; Emmelunga; Cole & Weber; Leo Burnett; Hal Riney; Saatchi & Saatchi; Widen & Kennedy; Goodby, Berlin & Silverstein; Strange Quark Films.

CONTACTS :

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TECHNICAL SKILLS :

Analysis
Public speaking
Interpretations
Writing

LANGUAGES :

Full proficiency in

- **Italian**
- **English**
- **Spanish**

OTHER INFO :

EU and US Citizenships
Born in Italy (1959)

REFERENCES :

Available upon request

PREVIOUS PROFESSIONAL EXPERIENCE

1988 - 1990

Ferruzzi Finance USA, Wilmington, DE

Vice President and Member of the Board of Directors; developed and co-directed the issuance of Auction Preferred Stock in the NYSE; responsible for corporate rating

1986 - 1990

McGlinchey, Stafford, Mintz, Cellini & Lang P.C., New Orleans, LA

Attorney at Law (Associate), Primarily involved in Negotiations, Corporate and International Law; drafted corporate and commercial agreements for local and international business clients

FORMER PROFESSIONAL MEMBERSHIPS

American Bar Association | Louisiana Bar Association | International Bar Association
Bar of the US Court of International Trade

MISCELLANEOUS

1996 - 2002

Mirabili s.r.l. (artistic furniture productions), Firenze, Italy

Partner

2010 - Current

Panario, Philosophical Garden, Grosseto, Italy - www.panario.it

Founder

ACADEMICS

2019 - Current

Accademia di Belle Arti di Firenze, Florence, Italy

“Professore a Contratto”, Course: Creative Writing
The program includes the artistic expressions of letters (poetry, prose, scripts, graffiti, copy writing, etc.) as well as the study of any argumentative structure (evolution of language, rhetorics, symbolic speech).

2014

IED (Istituto Europeo di Design), Roma, Italy

Visiting Professor, Course: Semiotic Analysis

2013

IED (Istituto Europeo di Design), Roma, Italy

Visiting Professor, Director of a Seminar entitled “Verbal Creativity”

2004 - 2005

HEC Paris, France

Visiting Professor, Course: Semiotic Analysis

2002 - 2004

Collegio Nazionale Cicognini, Prato, Italy

Director of “Sportello 360” : Experimental Program combining Psychology, Philosophy and Communication

1997 - 1999

Università degli Studi di Firenze, Law School, Florence, Italy

Lecturer on Legal Philosophy (Jurisprudence), directed interdisciplinary seminars on “Freedom” (1997 - 1998) and “Creativity” (1999)

F. M. Faggi

EDUCATION

1990-1992

Harvard University, Cambridge, MA, USA

Researcher, Visiting Scholar; studied Semiology and the Psychology of Communication

1986

Harvard Law School, Cambridge, MA, USA

Master of Laws, LLM, Thesis in Negotiation Strategies

1986

The Hague Academy, Holland

Researcher on Diplomatic Relations

1979-1984

Università degli Studi di Firenze, Florence, Italy

Doctor of Law, LLD, Dissertation in Legal Anthropology

PUBLICATIONS

"Decameramundi", (Curator) ABAFI, Florence 2020

"Semi di Lemma", (Curator) IED Publications, Rome 2014

"Glass Book", (Autor) Collezione Bertini, Biblioteca Nazionale, Firenze, 2013

"La Pelle del Libro", (Autor) Collezione Bertini, Biblioteca Nazionale, Firenze, 2012

"Semiotic Strategies", (Autor) Russian State University Review, Moscow, 2003

"Semantic reflections and potential of Neologisms", (Autor) SUNY Review, 2009

"Toommy Tohkky", (Autor) Pince Nez Press, San Francisco, 1998

"Righetta", (Autor) Bandecchi & Vivaldi, Pontedera, 1997

"Ordini e Descrizioni", (Autor) Edizioni Del Destino, Milano 1995

"Schede Poetiche Tra Due Mattoni", (Autor) Edizioni Del Destino, Milano 1994

"Atalanta Polena", (Autor) Edizioni Del Destino, Milano 1992

"Virgole Verdi", (Autor) Gori Editore, Prato 1991

"All the Roads", (Catalogue), curreted by Yan Lichao, Changsha, China, 2019

LINKS

<https://www.saatchiart.com/FabioMassimoFaggi>

<http://ryl.rs/il-cosmo-nel-mio-cuore/>

<http://www.iedfactory.net/workshop/creativita-verbale/>

<http://home.alfredosabbatini.com/2014/01/fabio-massimo-faggi-ris-vid/>

ARTISTIC STEPS

1994

Height Gallery, San Francisco, CA, USA

Personal exhibition

1997

Galleria Tornabuoni, Firenze, Italy

Personal exhibition

1999

Point Reyes National Park, CA, USA

Moves back to California devoting most of the time to Creative Writing and Visual Poetry

2005

Argentina

Starts using glasses and mirrors as an artistic medium; moves to Buenos Aires and devotes most his time to writing and studying

2008

Spazio d'Arte Pietra Serena, Firenze, Italy

Performance and Personal exhibition

2016

Studio 108, Firenze, Italy

Personal exhibition

2019

All the Roads, Changsha, China

Collective exhibition

Presently represented by Raffaella Bozzini, Gallerist, Rome, Italy