



CAMILLA TORNA

SACI instructor since 1992

Director of MFA in Communication Design Program

Design Area Head

Graphic Design, Visual Design, Infographics

MFA Graduate Seminar in Communication Design: History & Theory I (First Year)

MFA Graduate Seminar in Communication Design: History & Theory II (First Year)

EDUCATION

- 2010-11 Professional Training in Digital Publishing / E-books, Apps
- 1990 *Laurea* in Art History (thesis on “Push Pin Studios”),
University of Florence
- 1986 Graphic Design, School of Visual Arts, New York.
Illustration, Parsons School of Design, New York.

TEACHING EXPERIENCE

- 2016-present Director of SACI MX Designing the Museum Experience.
- 2015-present Director of SACI MFA in Communication Design Program.
- 2010-present SACI Design Area Head.
- 2014-present SACI Graphic Design, Visual Design, Infographics instructor.
- 2012-2014 Florence Design Academy Graphic Design Master I + II
instructor.
- 2012 *Infographics and Powerpoint* course on e-learning platform
www.espertoweb.it
- 2011 *The Ripple Effect: We are all Creative*
Workshops / Consonanze Formazione Florence.
- 2010 *Loud and Clear: Graphic Design for Non-Designers*
Workshops / Mapy Formazione Florence.
- 2002-2013 SACI Illustration instructor.
- 2002 *DoyouseewhatImean: Presentation Design*
Workshops / Women Career Network, Vienna, Austria
- 1992-1995 SACI Graphic and Italian Design Instructor.

PROFESSIONAL EXPERIENCE

- 2005 Founder of Icastic Visualizing Ideas www.icastic.com
- branding and communication
- teamwork with professional organizational coaches
visualizing concepts and group dynamics during meetings
and seminars
- ongoing project on Visualization of Time
<http://visualizingtime.net>

2003-2005	RovaiWeber design, Florence, Italy (graphic design, design for web).
2001-2007	Navreme Knowledge Development, Vienna. Design consulting.
2001-2002	Dunkl Corporate Design, Vienna, Austria. Corporate design.
1995-2001	Freelance graphic designer and illustrator.
1991-1995	Own design studio in Florence with illustrators Daniele Nannini and Simone Frasca.

CLIENTS

Classical music

- Società del Quartetto di Milano – website design and advertising campaigns
- Orchestra Giovanile Italiana, Fiesole – branding, brochure
- Le Dimore del Quartetto, Milano - branding, website design
- Associazione Piero Farulli, Firenze – branding, website design
- L'Homme Armé (music ensemble), Firenze – branding
- Georg Solti Accademia, Switzerland – branding, website design
- Simone Gramaglia, Quartetto di Cremona – violist, branding
- Diamoilla music education for children, Milano – website design

Museums and organizations

- Confindustria Toscana Nord (CID Detox Consortium / Greenpeace), Prato – branding, website design
- Museo del Tessuto, Prato – exhibitions, website, graphic + multimedia design
- Musei Diocesani e Opera del Duomo, Prato - graphic + wayfinding design
- Fondazione per i Beni e le Attività culturali e artistiche della Chiesa, Roma – website design
- Museo di Storia Naturale La Specola, Firenze – exhibition design
- Museo Archeologico di Firenze – exhibition design
- Lycée Victor Hugo Firenze – branding, website design
- Denominazione San Gimignano - branding

Commercial

- Kostelia The Group – branding
- Lineapiu, Bonaveri artistic mannequins – event promotion, animated graphics
- Made by You 1090, DIY ceramics store, Vienna – branding and website design
- Camaleo, DIY interior decoration, Vienna – branding and website design

Consultants

- Anna Zanardi International Board Advisor Executive Coach, Milano – on-the-fly visualizations
- Navreme Knowledge Development, Vienna – design consulting
- Democrazia Affettiva, Firenze – branding, infographics
- Human Relations, Firenze – branding, infographics
- StudioHR, Firenze – branding, infographics

- Brainswork, Vienna – graphic design, visualization tools

Publishers

Sillabe, Kluwers Academic Publishers (NL), Dorling Kindersley (GB), Giunti, Vallecchi, Fatatrac, Editoriale Olimpia, Panini, De Agostini, Giovanni Caselli Edizioni Internazionali, Le Lettere (IT) – corporate design, book design.

PUBLICATIONS

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| 2011 | “Visualizing Time ”in <i>Infinite Instances</i> , Mark Batty Publisher, pages 42-51. http://www.amazon.com/Infinite-Instances-Studies-Images-Time/dp/1935613219 |
| 2004 | Co-author of <i>The 15th Century</i> , Sillabe (art history book for children). |
| 1995 | Author of <i>Pubblicità</i> ("Advertising"), Panini (educational text for children). |