

## **BIOGRAPHY**

Oliviero Toscani Oliviero Toscani, son of a photo-journalist of the Corriere Della Sera, born in Milan, Italy, studied photography and design at the Hochschule fur Gestaltung in Zurich from 1961 through 1965. He is internationally renowned as the creative force behind some of the world's most successful magazines and brands, including corporate images and advertising campaigns through the years, for Esprit, Valentino, Chanel, Fiorucci, Prenatal, and many more. His work has appeared as fashion photographer in the pages of magazines as: Elle, Vogue, Uomo Vogue, GQ, Harper's Bazaar, Esquire, Stern etc. From 1982 to 2000 (18 years), he built United Colors of Benetton into one of the world's most recognized brand, giving the company its corporate image, identity and communication strategy, and developing its online presence; he also created Playlife, Benetton's sportswear line. In 1990 he conceived, created and directed Colors, the world's first global magazine, making of it a cult magazine, which did set a trend for all new editorial and communications projects all over the world; in 1993, he invented, founded, and directed Fabbrica, the international center for research in the arts of modern communication, Toscani commissioned to the Japanese architect Tadao Ando to design it; Fabbrica produced editorial projects, books, television programs and exhibitions for the United Nations, UNHCR, La Repubblica, ARTE, MTV, RAI, and movies which have won 3 jury prizes at Cannes and Venice film festivals. Toscani's work has been exhibited at the Biennale of Venice, San Paolo, Triennale of Milan, Lausanne, Mexico City, Helsinki, Rome and a couple of dozen other museums around the world. He has won numerous awards, including 4 Lions d'Or at Cannes Festival, the Unesco Grand Prix, twice the Grand Prix d'affichage and several Art Directors Club such as New York, Tokyo, Berlin, Milan etc.. He has been teaching at two Universities, and has written several books on communication. From 1999 to the end of 2000 Toscani has been the creative director at Talk Miramax in New York. He has created the image of several films and television projects, directed short films on social problems like anorexia, osteoporosis and juvenile violence. In 2003 he has edited and directed a publication of over 500 pages about the last thirty years of history for the French newsdaily Libération. After more than three decades of innovation in editorial, advertising, film and television, now he is focusing his creative and communication experience to find new languages for the different medias and he is creating with La Regione Toscana a new research center for modern communication called La Sterpaia. He lives in Tuscany, producing olive oil and breeding horses.