

Professor Simonetta Carbonaro, Italy/Germany/Sweden

Simonetta Carbonaro is an expert in consumer psychology, strategic marketing and design management. She carries out research in the area of consumer ethos and behavior, forecasting the directions consumer culture is moving in.

Since 2002 she has been a professor in Design Management and Humanistic Marketing at The Swedish School of Textiles at the University of Borås, where she directs the The Design of Prosperity, an action oriented transdisciplinary center focused on socio-cultural forces influencing customer behavior, driving societal changes and fostering new lifestyles. She has been member of the research committees of the postgraduate design school Domus Academy in Milan for ten years. She is a partner of the research-pool and member of the advisory board of the Swiss Gottlieb Duttweiler Institute for marketing and social sciences. For the last fifteen years, Carbonaro has been working as senior strategic advisor for main retail companies. She is a partner at REALISE, a business consulting firm based in Germany, where she is actively involved in values branding, strategic design and innovation management.

“People today call for much more than just ecological, economic and socially sustainable products. They are looking for products that also can deliver a message for the ecology of their mind and of their spirit. Products that express their ethos through a powerful aesthetic impact. That means products that can reconcile us with a future we thought they had lost.”