



## curriculum vitae

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### **sonia audoly • architect & journalist**

date of birth: 09. 03. 1970 • nationality: italian • marital status: married

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### **employment history**

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#### **elle decor italy • editor • milan, italy, 2002 - 2010**

full time editor - directly involved with all activities and decision making during the publication process for each issue of an interior design, lifestyle and design trends magazine.

- personally responsible for the research, proposal and writing of articles and columns covering news, events, trends and styles within the design world as well as hotels, shops and travel itineraries.
- energetic team member contributing to the production of specially targeted european city guides and interior design dvd collections.
- contacting and interviewing architects, artists, interior, product and fashion designers for feature articles.
- photo-shooting stylist, creating and developing imaginative sets together with location hunting, object, accessory and detail gathering.
- in charge of photographer liaison, briefing, supervision and choreography guidance for each shot.

#### **federmobili • free-lance consultant • milan, italy, 2000 - 2004**

chief editor - of a trade orientated furniture and interior design magazine. responsible for the planning, management and realisation of each number, typical editorial tasks included:

- theme identification and content supervision of collaborating journalists.
- coordination, proof reading and editing of all articles, features and columns.
- copywriter of summaries, titles, headlines and coverlines.
- art direction of the graphic design, page layouts, photo editing, advertising positioning and colour proofing.
- planning of external consultant's assignments and goals whilst liaising with the in-house editors, management, and marketing to maintain important, publication timeframes and deadlines.

#### **interior stylist • free-lance consultant • milan, italy, 2000 - 2010**

interior and editorial stylist - developing personalised projects in tandem with private clients such as: benetton, zegna, bossi, graziano, dornbracht, rex-electrolux, whirlpool, tips images hitachi and caffe verniano.

- editorial styling for furniture and interior design catalogues. renewing the company's image through the identification and development of design languages with conceptual mood boards. designing each still life and working together with the photographer for the composition of each picture.
- advertising campaign styling, art and design buyer, prop identification and sourcing.
- interior styling and seasonal window design of bossi's high-street shop. cost effective solutions gained by combining contemporary iconic design pieces together with the client's fabrics and textiles.
- event organiser and designer, responsible for client contact, follow-up and financial budgets. supervision of light designers, sound specialists, caterers and set fitters.
- food design, working in partnership with chefs and caterers creating choreographic food presentations with original packaging ideas for events and photo-shoots.



## employment history

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### **journalist • free-lance consultant • milan, italy, 2000 - 2004**

editor - working for different architectural, interior design and lifestyle magazines and newspaper supplements, such as: vogue, interni, io donna (corriere della sera newspaper) and grazia casa.

- proposing feature articles and columns on design, interiors, trends and happenings.
- set design and styling development together with establishing supplier networks and resource databases.
- reporting and documenting on the five day milan furniture fair with photographers for interni's online magazine.

### **domus academy research centre • researcher • milan, italy, 1997 - 2000**

junior researcher - in an internationally recognised trend, graphic design and research centre.

- fully committed and reliable team member actively involved in the creation of design research reports.
- analysing and evaluating product materials, colours, textures, trends and aesthetical languages as a springboard for product innovation. clients included: 3M, guzzini, taipei design centre, alias.

## skills

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### **languages**

italian: mother tongue.      english: fluent spoken, mid-level written.      french: mid-level spoken & written.

### **pc and apple macintosh computers**

design software: photoshop, in design and quark xpress.      desktop software: microsoft office.

## education

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### **italian association of journalists, milan, italy. 2001**

national qualification as a practicing journalist and member of the journalists association italy.

### **italian association of architects, milan, italy. 1996**

national qualification as a professional architect and member of the architects association milan.

### **hammersmith college, london, england. 1996**

cambridge first certificate in english.

### **politecnico di milano, architecture department, milan, italy. 1991 - 1996**

first class degree with honours - bachelor of arts in architecture.

### **uiah - university of industrial arts, helsinki, finland. 1995**

winner of erasmus scholarship - bachelor of arts in architecture.

### **beccarla classical high-school, milan, italy. 1986 - 1991**

italian and french literature & language, latin and greek literature & history, philosophy, history of art, maths.

## voluntary activities

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**culture** • enjoy literature, exhibitions, architecture, interiors, fashion, cinema and photography.

**travel** • continue to take pleasure in extensive global travel.

**sailing** • vice skipper in the a.r.c. cross-atlantic regatta 1994, class II.