

Luca Bar – Curriculum Vitae

Personal data:

Born: April 16th 1980 in Turin – Italy

Living in: Italy - Via Casteldelfino 1, 12100 Cuneo (CN)

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EU Driving License A & B (Motorcycles with no restrictions and cars up to 3.5 Tons)

Married since December 2006, dad since February 2011.

Professional Experience:

(7/2007-Today) *Designer and Founder* BAR-DESIGN.NET (Italy)

The bar-design.net born by my passion for motorcycles in 2007, with the accession to MDA, as an online consulting firm. The first works were the realization of sketches and rendering for specialized press. In 2012 has become my main occupation. I usually work alone but I can build a teamwork for more challenging projects, ranging from graphic design to engineering. I provide a service of style & design for the motorsport industry. From sketches to 3D CAS and physical model (to 3rd parts). I can also offer additional services such as colour & trim, exhibit design for on stands or showrooms.

(9/2012-Today) *Visiting Professor* at IAAD (Italy)

Within the Transportation design degree, I teach Motorcycle & Scooter design to 2nd year and graduating students. The course begins from basic understanding of how a motorcycle is made to a reflection on style, design and consistency with the brands. Particular attention is given to environment impact.

(1/2007-4/2012) *Graphic Design Coordinator* Napapijri , VF International Lugano (Switzerland).

Recently, inside the visual merchandising office, we developed the new "concept" for partnership and department stores. The project started with the project strategy, and led to design and prototyping of furniture, ending with the opening of first "new concept" store in partnership (Florence 2010).

In close cooperation with the Visual Merchandising Manager I developed POP material, custom windows, stands for trade fair. From preliminary concepts and renderings I developed the design and followed the production with several suppliers, from small artisan productions for VIP customers to large scale production of POP for wholesale customers.

For the Retail department I worked as consultant for store design, internal architecture and store layouts. I was also responsible for the *corporate graphics* of the Napapijri brand, for the worldwide logo usage and supervision of printed material, such as the seasonal workbooks, company profiles etc...

(10/2005-12/2006) *Graphic Developer* Napapijri & Nautica , VF International Lugano (Switzerland).

I've been hired for the startup of the Lugano headquarter, after the acquisition of the brand by VF. With the supervision of the Product Department Manger, I defined the technical organization of the product development office, from the software choice to the realization of templates and the formation of people, in order to reach a standard that allows Napapijri to work with worldwide suppliers.

After the very first startu I managed for a year the graphics for the product department defining the workflow.

(2/2005-9/2005) *Desk Auto Coordinator*, ICE "Italian Institute for Foreign Trade"

Based in the Turin's office. Working as technical expert of the automotive field, I was responsible of the Desk Auto, for the promotion of the automotive supply chain in foreign markets.

(3/2003-12/2004) *Designer Freelance*, I.De.A. Institute In the Design Dept for automotive and product design, I developed sketches and 2D rendering of interior-exterior of cars and industrial products, such as 3G mobile phones, peripherals, washing machines and so on.

Educational Background:

(12-2004) - Master in Sustainable Design (*Design del prodotto ecocompatibile*). I spent this two years working and studying. The Thesis was about the communication of recycling by public administrations. A short of my work is published on the University website at the following link: <http://www.architesi.polito.it/>

(12-2002) BA Industrial Design at the Politecnico di Torino, with a Thesis about an eco-packaging on large scale retail trade.

(6-1999) – Liceo Scientifico (77/100), M. Curie Grugliasco, (Torino)

University extra background:

Reporter for the Politecnico di Torino – Sustainable Design Course at the seminary: “10th ZERI anniversary” at the United Nation University of Tokyo.

Reporter for the Politecnico di Torino – Sustainable Design Course at the seminary: “The emergency of a new competitive business model” Unione Industriale di Torino, presenting a new project.

Workshop “Strategic Design” with the Architect *Mario Virano*.

Workshop “Company Management” with *Luciano Bruni* CEO of Integra S.p.a. (software company)

Lecturer at the course “Industrial Design 1” with the Prof. Piergiorgio Robino. (3/2002-7/2002)

Internship of 250 hours and following cooperation with *Studio Nucleo* in Turin. (7/2002-12/2002).

Contests & Publishing:

2013 Italian Custom Motorcycle (UK) Featuring my design “Ducati D66”

2012 Quatro Rodas MOTO (Brazil) Featuring my design “Triumph 125”

2009 Motorcycling South Africa: Editorial about my work

2009 SoloMoto30 (Spanish motorcycling magazine): Editorial about my work

2007 I became a member of MDA (Motorcycle Design Association).

2005 SoloMoto30 (Spanish motorcycling magazine) Publishing of *previews*, rendering and sketches.

2003-“*Gift Design for Rotary*” Design contest for a set of “Gifts” for Rotarians reporters. First Prize.

2002 “*B.I.G.*”(Biannual International of young artists) Design contest for a light transportation equipment to distribute ethnic bread. First Prize, project realised.

2001 “*L’autostrada più bella*” S.I.T.A.F. (*Beautyfull motorway*) S.I.T.A.F. Special prize out of contest.

Professional Skills:

Professional background of product design and project management. Industrial design and styling on consumer products and transportation.

Professional background on creating and editing of raster and vector images, paging and prepress adjustments. Excellent skills on photo editing and 2D rendering.

Professional background of 3D modeling, solid and surface environments + GI photorealistic rendering;

Academic background of System Design and Ecodesign. Environment impact evaluation and ecological process design.

Commonly used softwares (Expertise): Photoshop(10), Illustrator(8), Indesign(7), Acrobat(8), Dreamweaver(6), Freehand(10), Director(6), Microstation(7), Rhinoceros(8), AutoCAD(6), 3D Studio Max(7), V-Ray (8), Brazil(7), SketchUp(10), Microsoft Office(7).

Language Skills:

Italian: mother tongue

English: good knowledge, written and spoken - University of Cambridge P.E.T. Certificate (*With merit*)

Spanish: basic

Hobby & Sports

Motorcycle enthusiast since I was a child I got my license when I was 16, than I've never ended. Mostly road bikes, couple of times in a racetrack, I like classic mechanics.

I played volleyball between 14 to 18, getting some county finals (Under 16 and Under 18) I played in D series for a season than I started to work during university and I had to stop. I'm still playing in a local tournament indoor volley and beach volley in the summertime.

In wintertime I do snowboard (free carving)