

# Mario Trimarchi

*Mario Trimarchi, an architect and designer of the “freehand” generation, strongly believes drawing helps to understand the things around us.*

*In 1999 he founded FRAGILE, a corporate identity studio, where alongside projects of strategic positioning and communication for corporations and institutions, he conducts his own personal design research.*

*The aesthetic experimentation of his work also leads to design objects, focusing on the relationship between unstable geometries and sculpture, almost always accompanied by drawings and short illustrated stories.*

*He works on a relatively continuous basis with Alessi, creating unexpected products like the family of baskets and trays “La Stanza dello Scirocco” (Good Design 2010), the series of silicon and copper kitchen molds “Il Tempo della Festa” (Design Plus 2013, Honorable Mention for the 23rd Compasso d’Oro ADI). In 2014 he has designed the Ossidiana coffee maker, which has received the prestigious XXIV Premio Compasso d’Oro ADI, the Red Dot Award, the International Design Awards Silver and the DfA-Quality Label Design for All.*

*In 2015-2016 he has produced the collections “Oggetti Smarriti” and “Strawberry Fields Forever”, borderline exercises on the future of new unstable but optimistic domestic objects.*

*He took a degree in Architecture, studying with Franco Purini, with whom he worked on several projects in the Belice Valley in Sicily. At the start of the 1990s he was appointed director of the Masters program in Design at Domus Academy, and he later directed DDA, a joint venture between Domus Academy and Mitsubishi, alternating long work trips in Japan with conferences, lectures and workshops in different countries around the world.*

*For almost ten years he was part of the Olivetti Design Studio, where he designed personal computers and cash dispensers with Michele De Lucchi. During that same period he moved forward with his own personal research on the possibility of giving a domestic face to technological innovation, doing concept and product designs for Philips, Siemens and Matsushita Denku.*

*From 2005 to 2015 he taught Corporate Identity at the University of Genoa UNIGE, and since 2013 he has taught the course in Brand Design of the degree program in Product Design at NABA in Milan. Since 2016 he has been Design Advisor for Korea Craft & Design Foundation.*