

Pier Paolo Pitacco

Born in Milan in 1953

Graduate at the Accademia di Brera

Degree in Art Direction at the Istituto Europeo di Design in Milan.

Registered journalist since 1982.

In 1982 he founded "Cento per Cento srl", his consulting Agency that has developed the Brand Image of the most important Italian and international brands, together with advertising, fashion, packaging and corporate design.

Proof of it are, for example: Missoni, Ermenegildo Zegna, Fiorucci, Enrico Coveri, Gianfranco Ferrè, Armani, Swatch, Valentino, Guardiani, Fratelli Rossetti, Tod's, Fay, Stefanel, Wella, Cartier, Iceberg, IWC, B-Ticino, Loro Piana, Platinum Guild, L'Oréal, Marzotto, Aldo Coppola, Closed, Byblos, Postalmarket, Best Company, Prénatal, La Perla, Gucci, Puig Profumi, Audi, Furla, Agnona, Gioiellerie Gavello, Alessi, Lion Japan, Condé Nast Italy, Hachette France, Russia, Italy, Hearst USA, Corriere della Sera RCS, Mondadori France and Italy, Il sole 24 ore, Rizzoli Italy e Usa, Federico Motta Editore, Class editori, Idea books.

- 1977-79 in charge of the Art Direction at Uomo Vogue

- 1979-80 Art Director at McCann Erickson Italy

- 1980 takes part in the editorial project for "Donna" magazine, of which he will be Art Director for advertising and special promotions until 1987.

- 1981 realizes the graphic project of Mondo Uomo magazine, of which he will be Art Director until 1988.

- 1985-87 in charge of the graphic project of the new architecture and design magazine "Modo", together with Andrea Branzi, and the graphic project of fashion trends magazine "Sportswear International".

- 1988-99 realizes and develops the Art Direction of Elle Italy.

- 1996 in charge of the graphic project and art direction of the new insert of the daily newspaper "Il Corriere della Sera", that is the women weekly "Io Donna", of which he will be Art Director until 2003.

- 1999-2001 develops the editorial project of the news magazine "Primo Piano" for Mondadori Italy, insert of the daily newspapers "La Nazione", "Il Resto del Carlino", "Il Giorno".

Simultaneously he follows three project of graphic restyling for "Fit for Fun", "Happy Web" and "Speak Up" at Gruppo De Agostini Rizzoli.

- 2001 in charge for Gruppo Richemont to develop the editorial project of the international magazine "Cartier Art", in both English and French editions, of which he will be Art Director until 2006.

- May 2003 - July 2006 in charge for Condé Nast Italia to develop the project for "Vanity Fair" in a weekly formula for the Italian market.

- September 2006 - November 2008 develops a new graphic project for "Elle Russia" and "Marie Claire Ukraine" for Hachette International as Creative Director. Simultaneously he follows other new projects for the same editorial group in Paris.

- December 2008: Creative Director for Mondadori France, developing the project "Grazia France", published in September 2009.

- December 2008 - December 2013 in charge of the creative direction for group Mondadori France

- March 2014 - present day: realizes a new graphic project for the historic news magazine "Panorama" for Mondadori Italia.

32 international and awards and acknowledgments (especially in the USA)
23 awards assigned by the Italian Art Director's Club.

In 2000 he published his book "Stile Italiano: Twenty years, graphic design in Italian Fashion" (Lupetti Editore) in Italian and English editions, tracing his work since its origins.

At the moment, Pier Paolo Pitacco lives and works in Paris and Milan.
A lover of art, photography and music, in 2006 he began developing artistic and design projects drawing on his sensitivity for graphics, colour and the contemporary.

EXHIBITION:

Reliquia «Sotto Spirito» Art exhibition AIAP Gallery Milan.
Height Cm. 50 Ceramics and glass in acrylic box - April 2006. Catalogue

Landscape Milan city exhibition, Piazza della Scala. Milan.
Height Cm. 200 - Plastic, acrylic paint, terra cotta - Christmas 2007. Catalogue

Tile for the World exhibition and auction. "100 E+Ceramiche X il Paradiso"
Cm. 30 x 30 Ceramics - February 2008, Milan. Catalogue

Chic Art Fair 22-25 October 2010 Paris, with Visionairs in art gallery, Paris.

«101 microlezioni di jazz» Solo exhibition, 20 pieces 140x100 cm. Books.
Milan Design Week. 12-17 april 2011. Fondazione Arnaldo Pomodoro.

Biennale di Alessandria. 14.04.2011/31.07.2011 Catalogue

MIA - Milan Image Art Fair . 13/15 Maggio 2011 Superstudio Più Milano. Catalogue

« TWINS » Photographies et mixed media. Solo Exhibition
20 septembre-14 octobre 2011. Visionairs Gallery, Paris.

Art Verona 6-10 october 2011. Sabrina Raffaghello arte contemporanea.
Project Room : Urban nightmares.s Menzione speciale Premio "Icona" 2011.

Fotofever 11/13 2011 november Paris with Visionairs in art gallery, Paris

MIA - Milan Image Art Fair . May 3/6, 2012 with Sabrina Raffaghello arte contemporanea.
Catalogue

Temporary Museum for New Design . Milan design week, april 7/12, 2012.

Photissima 8/11 november 2012 Turin

MIA - Milan Image Art Fair . May 10/12, 2013 with The Format gallery. Catalogue

Fotofever – Paris, carrousel du Louvre. 15/17 november 2013. With Sabrina Raffaghello gallery

Photography Now - Alessandria, Palazzo del Monferrato. By Sabrina Raffaghello.
20.12.2013/02.03.2014