

## Brief biography

Nino A Conserva  
\*March 29, 1964, Swiss/Italian

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### Know-How<sup>+</sup>.

International experience in the exclusive high-luxury world, leadership and executive competence in holistic brand building and all-inclusive communication in all its forms.

### Specialisation.

Extensive consultancy/practical experience in holistic strategic corporate culture/design and art projects. Copywriting/Text/Naming and Claiming work for CI/CD and advertising campaigns. Project coaching/management of communication/design and specialist teams, national/international.

### Qualifications.

Swiss Federal Graphic Designer's Diploma (St. Gallen), Typographer and Master of Arts (MA) in Communication Art & Design, Royal College of Art (London). Examiner for diploma examination at the School of Design (St. Gallen). Guest lecturer/speaker at the Lucerne School of Art & Design (course: Design Management International). Observer/speaker at Credit Suisse international marketing meeting (Ermatingen).

### Network.

Personal contacts with top international creative personalities and producers from the fields of graphics, illustration/animation, interaction/fashion/product/vehicle design, architecture, applied art, art education and science. (Alumni of the Royal College of Art) as well as with some superb ordinary people.

### Peculiarity.

High degree of multi-dimensional/cross-disciplinary thinking, working and acting. Ultra-liberal mindset; manually a virtuoso. Generously offering thinking beyond common schemes, with distinct empathy and an eye to future chances. Tends to be slightly impatient when contents, objectives and involved individuals are less-than-perfectly synchronised.

### Convictions.

Believes in those who refrain from indulging in green economy euphoria and who inspire more convincingly with their philosophy of "less design responses, more response-ability through design". (quoted from own RCA Dissertation)

### Human factor.

In relationships with people, he adopts a diplomatically provocative approach, with a breeze of British humour and genuine Mediterranean generosity.

"Admires all those who do not rush to copy trends, but create them themselves. Such people prefer respectful caring for branding heritage to lowbrow advertising campaigns, creative esotericism and deflecting pseudo brand rankings."

### Insights.

"Marvels at the magnificent craft-mastery of nature, because she doesn't need stuffy cocktailing to celebrate her performances. Grateful for the everyday life gifts, such as family, friends, free time and view slots on as yet unknown horizons."

### Qualifications.

1999-2001

Master of Arts, MA CAD  
Communication Art & Design  
Royal College of Art, London

1984-1988

Swiss Federal Graphic Designer  
Diploma, GRF, St.Gallen

1984-1986

Typographical training with  
Jost Hochuli, int'l renowned  
Typographer, St. Gallen

### Linguistic skills.

German (fluent)  
English (fluent)  
Italian (fluent)  
French (adv. conversation)

### Private life.

Living in Zurich City and culturally in multiple spheres. Cares about family, friends & life around them.

### Recent activities.

Nov.'15-Spring 2021

Conception of portfolio website for Brandslife, Self-initiating branding, comm. and identity projects

May-October 2014

Freelance identity consultant  
Corporate culture designer

April 2014

Innovation.tank  
course participant/networking  
June-November 2013

fau-Lucerne

course participant/graduation  
2012-2013  
Identity consultant  
Corporate culture designer for freelance projects

### Former employers.

2010-2011

Suis'state<sup>ltd</sup>  
Architectural Projects (Zug)  
Executive Project Supervisor

2009-2011

Finerys<sup>®</sup> (Zug/Worldwide)  
Brands & Strategies Director

2009-2011

Akreum<sup>®</sup>  
FamilyOffice (Zug/Worldwide)  
Glob. Brands & Strategies Dir.

2007-2009

Blesq<sup>®</sup> (Zug/Worldwide)  
Brands & Strategies Director

1989-1993

Fabrik Atelier am Wasser  
(Zürich)

Member of Executive Board,  
Creative Director, in charge of  
department/apprentices

1988-1989

Advertising agency P. Wirz  
(Zurich) Magazine designer

### Independent activities . . .

2012-2021

Brandslife  
(Zurich/Worldwide)  
Atelier for Brand Cultivation

2007-2008

Blesq<sup>®</sup>  
High Luxury Brand Creation  
(Zug/Worldwide)  
Corporate Brand Strategist

2007

University of Applied  
Sciences and Arts (Luzern)

Guest Lecturer, Speaker

2001-2007

Brandemotion<sup>®</sup>  
(Lucerne/London/Vienna)  
Studio Founder, Creative  
Strategist

2000-2002

Conserva/Fella  
Brandy  
(Lucerne/London/Vienna)  
CoFounder, Conceptualist

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1998-1999

Conserva/Guarini  
Dialogo Identity Studio  
(Frauenfeld)

Owner, Creative Director

1997-1998

Conserva/Stuber  
Design Studio (Frauenfeld)  
Expo '01 Project Creative  
Lead

1996-1997

Expo'01 Schweiz.  
Offic. Competition-Winner,  
Creative Envisioner

1995-1995

Elektrowatt Gruppe (World-  
wide)

Corporate Mission Designer

1993-2009

Communication Design  
(F'feld/Vienna/lvrea/Lucerne)  
Int'l IdentityBrand Consultant,  
Corp./Product Designer