

## Biography

### Stefano Marzano

Stefano Marzano is CEO and Chief Creative Director, Philips Design, the international in-house design group at Philips responsible for all design work within the company.

Both Stefano Marzano and Philips Design are widely recognized as being in the forefront of the design profession. In 2005, *Business Week* (USA) named Stefano Marzano one of the four global 'Best Leaders of 2005' for Innovation; and in 2001, he was awarded the World Technology Award for Design by the World Technology Network. In 1998, Philips Design was selected as Design Team of the Year by Design Zentrum Nordrhein Westfalen (Germany), and its products can be found in the permanent collections of museums around the world.

Stefano Marzano is a regular speaker at international design, business and technology conferences, at which he addresses current and emerging issues in design and design management. He has also published widely on design topics, being the author or editor of a number of books describing the work of Philips Design and the humanistic philosophy on which it is based. These books include *Television at the Crossroads* (1994), *Vision of the Future* (1996), *Creating Value by Design: Thoughts and Facts* (1998), *City, People, Light* (1997), *Past Tense, Future Sense: Competing through Creativity – 80 Years of Design at Philips* (2005), and (with Emile Aarts) *The New Everyday: Views on Ambient Intelligence* (2003).

In addition to his responsibilities at Philips, Stefano Marzano takes a keen interest in design education. For many years (until 1998), he was Professor at the Domus Academy in Milan (Italy) and a member of the Academy's Strategic Board, and in 1999-2001 he was Visiting Professor in the Faculty of Design of the Milan Polytechnic Institute. He was instrumental in helping to set up the Faculty of Industrial Design at the Technical University in Eindhoven (The Netherlands), where he currently chairs the Supervisory Board. He is also on the Advisory Council of the Design Management Institute (Boston, USA), and on the Design Management Advisory Panel of the University of Westminster (UK). He is a regular juror for international design competitions.

Stefano Marzano joined Philips in 1973, working on projects with the Major Domestic Appliances division in Italy, later moving in 1978 to the Netherlands, where he worked as design leader for data systems and telecommunications products. He returned to Italy in 1982 to direct the Philips-Ire Design Centre (Major Domestic Appliances). In 1989, he became Vice-President of Corporate Industrial Design for Whirlpool International, a joint venture between Whirlpool and Philips. Stefano Marzano took up his present position at Philips Design in 1991.

Stefano Marzano was born in Varese, Italy, in 1950, and graduated from the Milan Polytechnic Institute with a doctorate in Architecture.

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