



LAURA TARDELLA



PROFILE & CONTACTS

Born in: San Severino Marche, Italy
February 5, 1993

Living in: Milan, Italy

Nationality: Italian

f www.facebook.com/tardellalaura
in www.linkedin.com/in/lauratardella
p www.pinterest.it/tardellalaura
ig www.instagram.com/lauratardella
website: www.ellaquadro.com

tardella.laura@gmail.com
+39 338 8174561



EDUCATION

Master Degree
Product Design for Innovation
Politecnico di Milano, Faculty of Design
December 2018
Full marks, with honors

Bachelor Degree
Industrial Design
IUAV - UNIRSM, San Marino Republic
November 2015
108/110

**High School diploma
in Classical studies**
IISS F. Filelfo, Tolentino
July 2012
82/100



WORK EXPERIENCE

Co-founder Ellaquadro design studio
June 2020 - today

**UNIRSM Design
San Marino University**
Teaching assistant
Geometry for Design
October 2019 - today, San Marino

Total Tool Milano
Product, System, Strategic designer
October 2018 - June 2020, Milan

Kensaku Oshiro design studio
Design internship
June 2017 - April 2018, Milan

Spalvieri & Del Ciotto design studio
Design internship
September 2014 - April 2015, Tolentino



ACADEMIC EXPERIENCE

Nutella - Hack The Icon
Analog Hackathon dedicated to
Nutella's jar upcycling
Politecnico di Milano + Nutella Italia
March 2018

Workshop 100% Nylon
Politecnico di Milano + Radici Group
tutor: Francisco Gomez Paz
with Enrico Baleri, 2016

Ceramics of Italy Laboratory
Laboratory exhibition for Expo 2015
UNIRSM + blumer and friends
+ Ceramics of Italy
Triennale di Milano, 2015

**Yona Friedman Museum vs blumer
and friends + UNIRSM**
Project related to "Iconostase"
installation by Y. Friedman
Fondazione Ratti, Como, 2015

Open kitchen
University projects exposition
UNIRSM+ UNIMC + Lube Cucina
Biennale di Venezia, 2014

TobeUs Summer Camp
One week campus for the brand
TobeUs, by Matteo Ragni
Design Studio
Pesaro, July 17-24, 2014

Workshop Surpresent
tutor: Matteo Ragni
UNIRSM + Coop. Baum, 2013



LANGUAGE CERTIFICATIONS

- **Italian** - native language
- **English** - level B2
 - PET
Cambridge English - 2011
 - IELTS
British Council - January 2016
6.5 / level B2



SKILLS

Product, Graphic, System, Strategic -
Design, Project management, Team work

Windows	██████████
Mac OS	██████████
Adobe CC	██████████
Rhinoceros	██████████
AutoCAD	██████████
SolidWorks	██████████
Keyshot	██████████
Microsoft Office	██████████
Modeling	██████████



EXPOSITIONS

The 6 Smart Stilts - Smart City 2019
Co-curatorship of "The 6 Smart Stilts"
installation by Giulio Ceppi, with Barbara
Ferrari - for Material Connexion Italia
Milan Design Week 19
Superstudio 13, April 2019

Nutella, Hack The Icon - Smart City 2019
Hackathon projects exposition
"Caffè?", moka coffee dispenser, 1st prize
and "Microcip", bird house
Milan Design Week 19
Superstudio 13, April 2019

World Spleep Day 2019 - Conference
Master Thesis presentation - "Bombyx,
automotive system for the balance of
human psycho-physiological rhythms"
Rome, ASSIREM Association, March 2019

Fuorisalottino 2018
"Vortex" ring exposition - Via Tortona
Milan Design Week 18, April 2018

Trame Nascoste
"Clàm" lamp exposition, for Digital Fucina
Milan Design Week 18
Via Plinio 50, April 2018
+ Bologna Design Week 17 (Ex Ospedale
dei Bastardini, Via Massimo D'Azeglio 41)
Bologna, September 26-30, 2017

Ultra Flying Objects
"Disco Volante" paper airplane exposition,
for Ultra Flying Objects,
Malpensa Airport - Terminal 1
September 2017

Fabric Action - Milan Design Week 17
"Paidia" hemp baby coat exposition,
project Fabric Action - powered by
Polifactory and Museo della Canapa
of Sant'Anatolia di Narco
Università Statale di Milano
Milan Design Week 17, April 2017

The Business Aperitif
"Didù" sugar box and smartphone holder
exposition - for Digital Fucina
Milan Design Week 17
Via Plinio 50, April 2017



PUBLICATIONS

XXVI Compasso d'Oro
Honorable mention and publication
of "PONO: Fastening system" project
- ADI XXVI Compasso d'Oro, edited
by ADI - Industrial Design
Association (Project in collaboration
with C. C. Antonietti, L. Yue, M.
Pontillo, M. Tolomei, M. Zangoli)
- September 2020

**Smart City - people, technology,
materials / Edizioni LSWR**
Exposition book - Material
Connexion Italia, March-April 2019
with the Installation "The 6 Smart
Stilts", p. 16-24 + Nutella Hack the
Icon projects, p. 264-265
- November 2019

ASSIREM - No Profit
Master Thesis, online publication
"Bombyx, automotive system for the
balance of human psycho-physiolo-
gical rhythms" - February 2019

ADI Design Index 2018
Selection and publication of "PONO:
Fastening system" project - ADI
Design Index 2018, edited by ADI -
Industrial Design Association
(Project in collaboration with C. C.
Antonietti, L. Yue, M. Pontillo, M.
Tolomei, M. Zangoli) - October 2018

Wired Italy
Article "Hack The Icon - Nutella",
publication of "Caffè?" - moka coffee
dispenser, 1st prize (project in
collaboration with A. Zerbi) -
p.84-85, Wired Summer n. 85,
- May 2018

Smart City 18 - Material Connexion
Conferences reports of Smart City
2018 - April 2018

PopUp Magazine
Online article "Conversations about
the role of design in upcycling" -
interview with the winners of
"Nutella - Hack The Icon"
PopHouse Magazine n.4,
- March 2018

Domus
Article "Le sorprese della canapa",
publication of "Paidia", hemp baby
coat (project in collaboration with
C. C. Antonietti e M. Tolomei)
*Domus Green, supplement of
Domus 1016 - September 2017*

Interni Magazine
Article "Fabric Action, Valnerina
Experience", publication of "Paidia" -
hemp baby coat - p. 134, *Interni n.3*
- June 2017

Corriere della Sera
Article "Dai tessuti ai pannelli edili.
Così la canapa risolve l'Umbria
ferita dal sisma", publication of
"Paidia" - hemp baby coat
p.40, *Corriere della Sera,*
Saturday 8th - April 2017



Research & personal INTERESTS

Innovation, Science, Sustainability,
Geometry, Art, Architecture,
Astronomy, History, Illustration,
Photography, Books, Animation,
Cultural travel, Fashion, Wellness



AWARDS

**ADI Targa Giovani
Honorable Mention**
PONO: Fastening system
(project in collaboration with C. C.
Antonietti, L. Yue, M. Pontillo, M.
Tolomei, M. Zangoli)
- September 2020

University Seal - UNIRSM
"in product design, for the victory
of national and international
competitions with projects that
promote a sustainable behavior for
the environment and communities"
- May 2019

Certificate "Lombardy Excellences"
Products and projects selected by
ADI INDEX 2018 - Recognition to
"PONO: Fastening System"
- December 2018

**ADI Design Index - Targa Giovani
2018 - PONO: Fastening System**
Selection of "PONO: Fastening
system" for ADI Design Index 2018,
edited by ADI - Industrial Design
Association - October 2018

Nutella - Hack the Icon / 1st Prize
Hackathon winning with the project
"Caffè?" - moka coffee dispenser
Nutella Italy, Wired Italy, Alessi,
Politecnico di Milano
(project in collaboration with
Alberto Zerbi) - March 2018

Mural dedicated to Franco Albini
Winning and realization of a mural
dedicated to Arch. Franco Albini -
Franco Albini Foundation,
Politecnico di Milano, Triennale di
Milano, Comune di Milano
Ponte via Curie - April 2017

**Fabric-Action / Winning project for
Milan Design Week 2017 + ADI
Design Index 2018**
Selection and exposition of "Paidia" -
hemp baby coat + Fabric Action
initiative selected for ADI Index 2018
Politecnico di Milano / Polifactory,
Museo della Canapa di Sant'Anatolia
(project in collaboration with C. C.
Antonietti, M. Tolomei)
- February 2017 (MDW17) + October
2018 (ADI Index to Fabric Action)

**Design Contest 3D Hubs - Fashion
Accessories / 1st Prize**
Fashion accessories design
Confartigianato Imprese Marche
(project in collaboration with Chiara
Pirro) - December 2015