

PROFESSIONAL

PROFILE

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LAURA MAGGI
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BIO

Born in Milan, Laura Maggi is an independent journalist, curator and copywriter with a vast experience in contemporary art, architecture, design, travels and lifestyle. She graduated in Literature and Arts at the University of Milan and until June 2015 was Managing Editor at Elle Decor Italia, also covering exhibitions and events in Italy and abroad. In the past she worked for weekly and monthly magazines such as L'Officiel Italia, Casa Vogue, Antiques, Vogue, Io Donna. As web editor, for TrendForTrend, Blouin Art Info, elledecor.it, ceramica.info. Since 2014 she has contributed to Elle Decor's exhibitions and in the organisation of talks and conferences. As copywriter she has been working for major brands of Made in Italy, producing projects of communication, press releases, catalogues, flyers, contents for the web and for social tools. Author of books and publications dedicated to arts, design and history of architecture, she has been in the jury of international contests (from Bombay Sapphire Designer Glass Competition to Inside World Festival of Interiors). Art and design addicted, she loves urban travelling as much as off the beaten tracks trips.

JOURNALISM & EDITORIAL ACTIVITY

MANAGING EDITOR

Elle Decor Italia, Hearst Magazines Italia
(until June 2015)

SENIOR EDITOR, NEWS & LIFESTYLE

Casa Vogue and Antiques, Condé Nast
(until July 1995)

FREELANCE JOURNALIST & WEB EDITOR

Novecento da Collezione (De Agostini), Io Donna (Rizzoli),
Anna (Rizzoli), L'Officiel Italia, Elle Decor Italia, Blouin
Art Info, TrendForTrend.com, ceramica.info, elledecor.it

AUTHOR

Dizionario del Design Italiano (Cantini)
Milano Anni Trenta. L'arte e la città (Mazzotta)
Berlino. Elle Decor indirizzi segreti (Edif)
Londra. Elle Decor indirizzi segreti (Edif)

EDITING

Design in Scandinavia, Design in Italia,
Design in Germania (Rizzoli editore)

TRANSLATIONS FROM ENGLISH & EDITING

Bronzi giapponesi (De Agostini)
Il secolo cinese (De Agostini)

EDUCATION

Master degree in Modern Literature and Arts, Milan, Università degli Studi
Writing for the Web (BBC, London)
Exhibiting Design (Domaine de Boisbuchet, Lessac, France)
Cambridge CPE, Certificate of Proficiency in English

COPYWRITING

ATLAS CONCORDE (catalogues / 2019, 2020)
GLAMORA (catalogues, web & social / 2018, 2019)
MINOTTI (catalogues & web / 2018, 2019)
MUTINA (catalogues & magazine / 2005-2015)
REBELQUEEN (web & social / 2019)

JURY & INTERNATIONAL AWARDS

BOMBAY SAPPHIRE (Milan & London / 2009)
INSIDE WORLD FESTIVAL OF INTERIORS (Barcelona / 2011)
DOMAINE DE BOISBUCHET, *La boîte à lettres* (2015)
RESTAURANT & BAR DESIGN AWARDS (London / 2016)
LEROYMERLIN, Member of the scientific board of
Osservatorio sulla Casa (Milan / 2016, 2017)

EXHIBITIONS, CONFERENCES & TALKS

Be Original (2012/2014), *Design for Life* (2015), *Rooms*
(2015), *Soft Home* (2016), *Elle Decor Grand Hotel* (2016,
2017, 2018, 2019), *Elle Decor Concept Store* (2017), *Onlife.*
Millennials at Home (2018), *Elle Decor at Work* (2019)

Life Size. Raffaello Bassotto, Spazio Logan, Milan (2014)