

VITTORIO BO

CURRICULUM VITAE



VITTORIO BO

Born in Buenos Aires (Argentina) on July 3, 1953

Resident in Torino, Corso Cairoli, 28

Tel +39 0118172442

Mob +393356004717

c/o Festival della Scienza

direttore@festivalscienza.it

c/o Codice. Idee per la cultura

Via Giuseppe Pomba 17

10123 Torino

tel +39011 19700579

fax +3901119700582

v.bo@codicecultura.it

EDUCATION

Degree in Philosophy, thesis on Elias Canetti, from the University of Genoa

Course in German Studies from the University of Halle

LANGUAGES

English

French

German

TEACHING EXPERIENCE

1997-98 1st level Course in “Economics of Publishing Companies” at the Faculty of Arts of the University of Siena

1998-99 2nd level Course in “Economics of Publishing Companies” at the Faculty of Arts of the University of Siena

2002-2003 Course in Publishing at DAMS – University of Torino

2002-2003 Course in Book Publishing at DAMS – University of Torino

Course in Publishing for the Master’s degree in Scientific Communication at Sissa in Trieste

2003-2004 Course in Publishing and Management of Publishing Companies at IULM in Milan and the University of Torino

2004-2006 Courses in Cultural Marketing at the University of Pesaro/Urbino

2005-2008 Seminars in Cultural Marketing and Planning at the Trento School of Management

ACTIVITIES

2003-2014 Director of the Science Festival in Genoa – which he created and organized; in just a few years it became Europe's most important event dedicated to the popularization of scientific knowledge, with over 250,000 visitors over a span of 13 days between October and November. A true new media, the Festival is a bridge between the community of specialists and the general public's desire to learn more;

- Organized and produced the following exhibitions:
 - Darwin 1809 – 2009, the largest exhibit about the great English scientist, on the occasion of the 200th anniversary of his birth (Rome, Milan and Bari: 2009-2010);
 - 2050. The planet needs you (Milan, 2010-2011 and Genoa 2013-2014);
 - Race to the end of the earth (Genoa, 2011-2012);
 - On the Silk Road (Rome, 2012-2013);
 - Homo Sapiens, the great history of human diversity (Rome, Trento, Novara: 2011-2013);
 - Brain: the inside story (Milan, 2013-2014);
 - Numbers (Rome, 2014)

 - Organized the Italian edition of the Social Media Week 2012 (Turin)
 - Directed the activities of the week-long Science Festival at the Auditorium in Rome;
 - Developed the Feasibility Study for the future Science Center of Torino for the Piedmont Region;
 - Member of the TopEsof 2010 Programming Committee;
 - Member of the Authority Committee for the celebrations commemorating the 150th anniversary of the Unity of Italy, chaired by Carlo Azeglio Ciampi
 - Member of the Programming Committee of the yearly international convention "The Future of Science," organized by the Veronesi Foundation, the Cini Foundation and the Tronchetti Provera Foundation;
 - Member of the Executive Committee of FERPI, the Italian Public Relations Federation;
 - Collaborated on defining the program and coordinated the communications and marketing activities of Innovaction, Udine's trade fair on innovation (February 14-17, 2008);
 - Collaborated on defining the program and coordinating the marketing activities of R2B, Research to Business, an Innovation Trade Fair during Bologna's trade fair (June 2008);
 - Director of the Scientific Publishing Trade Fair in Trieste in 2007;
 - Created and coordinated a museum project in Torino on the evolution and the history of language entitled "Città della Parola" ("The City of Words"), with the Politecnico and other bodies and institutions.
- In 2007 received the Award for Scientific Popularization at the 19th Eni Awards.
- 2003 Founded the publishing company Codice Edizioni, whose catalog pays particular attention to the popularization and the history of science and technology. The company publishes approximately 30 books each year (www.codicedizioni.it);
- 2002 – Founded the company Codice. Idee per la cultura, which is involved in the planning and promotion of cultural activities and systems: museums, exhibits, editorial activities, festivals (www.codicecultura.it);
- Scientific Director of the Carlo Bo Foundation for European literature in Urbino;
 - Consultant on museum projects for the City of Torino (Guidelines for the Egyptian Museum) and Mantua, where he was president of the Promoting Committee for the activities at Palazzo Te in 2003 and 2004, where he also planned and organized a series of exhibits and the Human Rights Day;
 - Consultant for various Italian publishing companies. In particular, De Agostini/Utet and Mondadori, for which he planned and realized the Mondadori Junior Festival in Verona, a manifestation dedicated to the world of children – this year, the 3rd festival registered 100,000 visitors in 4 days;
 - Developed projects of Cultural, Territorial and Tourist Marketing: see Genoa (see: <http://www.marketingdellacultura.it/>), Siracusa and Urbino
 - Vice President of Fabrizio De Andrè Foundation
 - Member of Scientific Committee of FEG, Edorado Garrone Foundation

Positions held until November 2001

2000 Le Monnier, Athena, Poseidonia (Florence, Bologna)

Member of the Board of Directors

1998 Elemond S.p.A. (Electa Einaudi Mondadori – Milan)

CEO

The Società Elemond, created in 1989, brings together the activities of Mondadori's scholastic publishing companies (Minerva, Mondadori scuola, Einaudi scuola, Enti e Aziende, Signorelli), its art and museum services publishing activities with the company Electa, and other company activities

Giulio Einaudi Editore.

Libri Mondadori (Milan)

Vice General Manager

Edizioni di Comunità (Torino)

President and Delegated Councilor

Riccardo Ricciardi (Milan)

President and Delegated Councilor

1997 Edizioni E.Elle (Trieste)

President

1994 Giulio Einaudi Editore S.p.A. (Torino)

CEO and General Manager

On the occasion of the sale of the company Elemond to Gruppo Mondadori, Giulio Einaudi Editore was inserted into the activities of the Group's Book Division.

On this occasion assumed the role of Delegated Councilor.

1990 Giulio Einaudi Editore S.p.A. (Torino)

General Manager

1990/05 Elemond S.p.A.

Head of Special Projects

Joined Gruppo Elemond with the role of Head of Special Projects, with particular reference to the Museum Activities of Palazzo Te in Mantua and the books "Colombo di Genova" for the festivities celebrating the 500th anniversary of the discovery of the Americas.

Positions held until May 1989

1989/05 Dalmine S.p.A. (Milan-Bergamo)

Head of the General Secretariat and External Relations.

Within Gruppo Ilva of Bergamo concentrated on the coordination and implementation of activities dealing with external relations in general – press office, corporate identity, historical archives, institutional relations – and control and management of the company's general services.

1989/01 ILVA S.p.A. (Genoa-Rome)

Head of the Group's Coordinated Image

Head of Institutional Relations

Developed the Coordinated Image project of Gruppo Ilva, which at the time was undergoing a major process of consolidation and reorganization of the steel companies belonging to IRI.

At the same time, also oversaw the Group's institutional relations: Ministries, related Associations, local Bodies.

Positions held until November 1988

1988 Gruppo ERG S.p.A. (Genoa-Rome)

Head of Communications and Image

Developed the Coordinated Image project of the head company Erg spa and the operative companies it controls, in particular Isab and Erg Petroli. Coordinated the promotional and advertising materials and also developed the design for its gas stations, with the collaboration of Ettore Sottsass, and for its communications.

Positions held until January 1988

1978-88 Ansaldo S.p.A. (Genoa)

Head of the Press Office and Image

Head of Cultural Projects (Historical Exhibits and Historical Archives)

Joined Gruppo Ansaldo with the duty of setting up the historical exhibit of the company's 125 years of history and later to create its Historical Archives, which has become one of the most important

archives of European companies, for the quantity and quality of the material in the collection, and the services that are offered to visitors and scholars.

Later, oversaw the creation of the Coordinated Image project, which was vital to a Company that in those years was acquiring new companies and thus needed similar and homogeneous signs and communications models.

Starting in 1976 also became Head of the Press Office.

Previous editorial activities

1976 Il melangolo (Genoa)

Editor

With colleagues and professors of the University of Genoa, founded the publishing company Il melangolo, which right from the start developed publishing project in the fields of philosophical non-fiction, the history of ideas, and fiction.

Turin, January 2014