



# curriculum

**Paolo Fancelli**  
**Dipl. Industrial Designer ESAA**  
**Zurich, Switzerland**

- 1964        born in Biasca (Ti), Switzerland
- 1990        Diploma in "Industrial Design" at ESAA College of Design in Lausanne.  
'91-'99      Industrial Designer at Walser Design Ltd., Baden, Switzerland.
- 1993        Working stage at a Design company in Pittsburgh, USA.
- 1995        Post-graduate course «Transport-Design», Domus Accademy, Milano.
- from 1999   Freelance Designer within own company in.

## Projects, Awards:

- 1995        Line of Oszilloscope «LC» for Le Croy, Meyrin.
- 1995        **IF** Design Award, Hannover Industrie Forum (Germany)
- 1996-99     Competition project for Stoll Giroflex Ltd.: Design «Program 64»
- 1998        Mountain tractor Terratrak 270 for Aebi & Co. Burgdorf, Switzerland
- 1999        Award „Goed Industrieel Ontwerp” Holland, Giroflex 64
- 2000-04     Gardening tools for Felco Ltd., Les-Genèveys-sur Coffrane
- 2001        Automatic coffee machine TX 550 for Turmix Ltd, Jona
- 2001        Winner of design competition, Disetronic Ltd, Burgdorf
- 2002        Insulin-Infusionsystems for Disetronic Ltd, Burgdorf
- 2003        Mountain tractor line for Aebi-Rasant, Schwamberg, Austria
- 2004        Line of office chairs Athos /Aramis, Stoll Giroflex Ltd., Koblenz.
- 2004        Line of pocket-knives "Evolution" for Wenger Ltd., Delémont.

## Current reference list of clients:

ABB Baden – Aebi & Co. Burgdorf – Agathon AG Solothurn – Bindler  
GmbH Bergneustadt – Bühler Ltd. Uzwil – Diamond SA Losone –  
Disetronic Medical Systems Ltd. Burgdorf – Felco SA Les-Genèveys-sur  
Coffrane – Stoll Giroflex AG Koblenz – HTT AG Biel – Mikron SA Agno –  
Proceq SA Schwerzenbach – Riposa AG Bilten – Urma AG Rapperswil –  
Ventura Design on Time SA, Volketswil – Wenger SA Delémont.

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## **My Design Philosophy**

**My professional contribution is the creation of identifiable, archetypical product identities, in which functional and ergonomic qualities are highlighted by pointed design. Purpose, desirability and product-value are communicated and enhanced by coherent form and shape.**

Product design is an integrative process. I understand my role as being the communicator within a development team. As such, I ask questions that often lead to mutually optimized solutions and are more effective than ready answers.

To me, a product is not a silent sculpture, but an interactive part of our daily lives. The person and his/her visual and physical interaction with the product is always central to every of my consideration.

Thus, the grip of a tool will become an extension of the hand. While an ergonomic, body-friendly form requires free-form surfaces, it needs not to appear as complex organic shape. I create a clear and harmonic appearance with proportion, the tension of rounded contours, the partitioning of components and the usage of color.



For the coffee maker, I chose in contrast a geometrically defined contour. In fact, I projected the internal process flow inside the machine to the outside «skin» and created a visual focus pointing toward the coffee production. This visualization also leads to a sense of flow and elegance.

Every new project is a fresh deck of cards, each time the cards are played differently; the importance is to play the trump card at the right time and place.