



Whatever your creative needs,  
Whatever your style, Whatever your personality...  
...I gotcha covered.





## Who is William Mazza?

Professor of Creativity, Creative Director, Art Director, Designer with extensive experience in unconventional creative marketing, promotional advertising, art direction, design, and corporate event planning for international companies in various sectors. Many years spent living and working in Italy, has cultivated a European eye and perspective regarding design, creative thinking while interfacing and conducting business and communications internationally. Inventor and Facilitator of a revolutionary creative thinking theory and method, called iMAZZiNATiON ©.

## Creative Methodologies & Publications

### **The iMAZZiNATiON © Method**

An innovative and revolutionary approach to the teaching of mindful creative thinking which has been delivered to over 1000 students and instructors. iMAZZiNATiON is a simple, active, and tangible strategy which allows its users to develop original ideas in a short period of time. At the European Institute of Design in Rome, The iMAZZiNATiON © Method has been applied to students of all disciplines to assist them in how to think and create a concept and original designs, branding campaigns, product design, fashion design, and food design, as well as, to instructors to help facilitate students in sparking their imagination and implementing their ideas.

### **The iMAZZiNATiON © Method and collaboration at Harvard University**

Invited to lecture a few sessions to a class of Professor Ellen Langer, PhD, social psychologist, on the iMAZZiNATiON Method. Dr. Langer has embraced my methodology and has labeled it as a perfect example of Mindfulness. Currently working with Professor Langer and the psychology research laboratory at Harvard creating and developing a Polysensory educational Toolbox of exercises expressing Mindfulness by incorporating the 5 senses for use in corporate training. Also engaged in creating other creative mindful education initiatives with Professor Langer and her lab.

### **Co-founder of Concreate Experience Design Consortium**

Along with Eleanor Tabi Haller-Jorden CEO of Paradigm Gmbh in Zurich, have established a collaboration called Concreate which focuses on developing innovative courses and workshops for education and business, mindfulness, creativity and social and emotional learning programs.



## Founder of the THINK Academy

An international academy hosting my teaching methods for online courses/workshops, in Norway, Italy, China, Mexico and upcoming in Egypt and Spain.

**Ten Mazza creative methodologies** based on my unique iMAZZiNATIOn © Theory which expresses randomizing and assigning variables to induce creative problem-solving in group dynamics.

- > **The iMAZZiNATIOn Method ©**, critical thinking to spark imagination based on my theory of distraction, enabling the mind to switch gears without knowing, which invites connection and focus through various cognitive reframing processes.
- > **The Corporate Flavor**, using the sense of taste for parallel marketing experiences.
- > **The Lazzaro Method**, a visual awareness method.
- > **EarthQuake**, a design reframing method.
- > **The Monogo Method**, a unique contemporary identity branding method.
- > **Lion Tamer**, an internship for creative directors /art directors on photo shoot sets.
- > **Revelation**, a visual awareness method to discern symbolic icons or markings to find hidden traits leading to the definition of the person.
- > **Mmmmm**, where food and art come together.
- > **The Prosthetic Touch**, an integrative process lending itself to designing prosthetic limbs to raise social awareness.
- > **Fire Five**, polysensory cognitive reframing for corporate training using the 5 senses to outline products and services.

## Professional Experience

**Mazza Creative Direction Inc**, Boston, MA and Florence, Italy 1980 – Present

Creative Director

**European Institute of Design (IED)**, Italy 2010 – 2017

Professor of Creative Thinking. Designed, developed, taught, and implemented courses in innovation and creativity entitled Creative Thinking and Design Thinking to International students in fashion, marketing, art direction and event management programs.

**Marchesi de Frescobaldi**, Florence, Italy (Wine) 2000 - 2016 Creative Direction

**Schoenhuber Franchi**, Bolzano, Italy 2000 – 2013 (Luxury Hotel furnishings)

Creative Direction / Art Direction Consultant

**The Lever Mazza Advertising Agency**, Florence, Italy 1990 - 2000 Creative Director

Led a staff of 27 at the largest agency in Florence. Served the industries of Fashion, Wine and Food, and Lighting and Architecture.



## Selected Client Accomplishments

- > **The Reformation of the XXI Century** between The European Delegation and The United States Government. Commissioned to provide graphics and publicity for the groundbreaking political event, this convention had many important world leaders in attendance, including William J. Clinton, Massimo D'Alema, Tony Blair, Gerhard Schroeder, Lionel Jospin, and Fernando H. Cardoso. A framed image designed for the event hangs in the White House.
- > **Salvatore Ferragamo.** Led team to produce 65 catalogues per year in cooperation with Saks Fifth Avenue, Neiman Marcus, Harrods, Nordstrom and Barneys, among others. Produced the promotional campaigns and worked closely with overseas partners in order to handle all of the branding and communication aspects for Salvatore Ferragamo.
- > **Richard Ginori and Officina Profumo Farmaceutica di Santa Maria Novella.** Initiated a project to successfully create cross-marketing and visibility initiatives, alongside other participating companies.
- > **Art & Vino:** International Wine Expo. Designed and implemented a poly-sensory journey in six cities (Milan, Bolzano, Bologna, Rome, Naples and Florence). The project described seven estate wines using the five senses.
- > **Luce della Vite.** Designed a \$450,000 event to launch Luce della Vite's superior quality wine, via sensory marketing.
- > **Other Wine industry clients.** Mazzei, Allegrini, Villa la Selva, Gruppo Matura, as well as, Marchesi de' Frescobaldi, Luce della Vite and Donnafugata,
- > **Lighting & Architecture Collaborations.** Created and implemented creative projects with Targetti Sankey and Lucifero's (Lucifero Illuminazione) and Ciani Lighting and Home Furnishings, three high-tech lighting companies.
- > **Personal Branding and collaborations.** Lorenzo Bellini, Alessandro Mendini (international architects), Larry Fink (world-renowned photographer), Michelin Star Chef, Davide Oldani, "Cheese Artist," Hansi Baumgartner.
- > **Shoffner & Associates Law firm in Boston:** Created some unique imagery and branding concept of Ancient Goddesses associated with law.

## Seminars, Workshops, and Events for the iMAZZiNATION Method©

- > **IED Factory Roma.** Presented Corporate Flavor and Common Sense workshops as part of the annual week-long workshops. Guided students from all departments through the my methodology.



- > **Three International Museums in Rome:** Palazzo Massimo, Terme di Dio Cleziano and the Museo di Capitolini, September 2013. iMAZZiNATiON made its first major public debut, Assisted and produced with top 15 creative thinking students students.
- > **Harvard University, Guest lecturer,** invited by Dr. Ellen Langer, to explain the iMAZZiNATiON Method © to Harvard professors and students of psychology.
- > **A.S.C. Lady & The Institute of Ortofonologia** in Rome, Italy. Presented, along with students, to spread knowledge about the many benefits of using the iMAZZiNATiON Method with teachers and psychologists.
- > **Unindustria in Rome (Manufactures Association of Italy).** Conducted promotional workshops on the use of iMAZZiNATiON as a team building tool.
- > **Menz & Gasser.** Two seminars for specialized chefs on the use of Dreamland to create high-quality confectionery products.
- > **Elis Corporate school/Italia Labs.** Seminars to provide an educational experience applying the iMAZZiNATiON Method to the world of engineering for scientists and engineers at the following companies: Alcatel Lucent, Vodafone, Telecom.
- > **F.U.A. Florence University of Arts.** A 3-month branding workshop in collaboration with Mazzei wines.
- > **Richmond University,** Florence Campus. “A Journey into Creativity” presented to Study Abroad Program.
- > **S.A.C.I. College of Art,** Florence. iMAZZiNATiON Creative Thinking workshop.
- > **Harding University,** Florence Campus. 2 workshops; “Creagination” Creativity and Imagination workshop with The iMAZZiNATiON Creative Thinking Method and The Lazzaro Visual Awareness Method presented to Study Abroad Program.
- > **Zhengzhou Information Technology School in Zhengzhou China.** This was a 6-week course to strengthen the exchange and cooperation of international design and culture in China. The CEIDA invited me to conduct an online Creative Thinking/Design Thinking course. The results were phenomenal!

## Education and Training

Attended: The New England School of Art and Design (Dean’s List)  
The Boston School of the Museum of Fine Arts

**Visit my portfolio on my web : [williammazza.com](http://williammazza.com)**

Facebook: Mazza Creative Directon