

Giancarlo Pace

EXPERIENCE

Neos Logos, Milano — *Chief Operating Officer*

JUNE 2016 - PRESENT

I'm responsible for all aspects of the company's digital media business, including the vision, strategy, product and partnership.

Neosperience, Milano — *Digital Customer Experience Specialist*

DECEMBER 2015 - PRESENT

I help clients find the subject and medium that best fits their unique identity, and then I produce high-quality tools that meet their objectives.

Rainlab, Milano — *Co founder and Art Curator*

JULY 2015 - PRESENT

In art we trust. For exactly this reason we founded a cultural non-profit organization. We develop project related to arts, new media and social innovation.

Università degli Studi di Torino, Torino — *Digital consultant*

DECEMBER 2016 - FEBRUARY 2017

I've been collaborating on "Vita delle Opere" project, a fascinating mix of art, digital and storytelling.

EDUCATION

Università Cattolica, Milano — *Master Degree*

SEPTEMBER 2013 - SEPTEMBER 2015

Cultural resources management.

Università degli studi di Palermo, Palermo — *Bachelor's Degree*

SEPTEMBER 2009 - MARCH 2013

Arts and philosophy.

INFO

SKILLS

UX DESIGN

UI DESIGN

COPYWRITING

MANAGEMENT

LANGUAGES

ITALIAN

ENGLISH

SPANISH

PROJECTS

Google Arts and Culture

From January 2016, Rainlab joined the Google Arts and Culture, the online platform developed by Google to promote and preserve worldwide culture. Rainlab published a digital collection of about 150 works of Street Art photographed in the city of Milan and organized some of these pieces of art in online exhibitions.

Milan Street Art Map

An interactive and detailed graphical representation of street art widespread in the city. The map at the moment counts more than 300 works made with different techniques such as stencil, spray and installations. The works are created both by local and international artists like Blu, Millo, 2501, Invader, Ozmo, C215 and many other.

Vita delle Opere

Vita delle Opere stems from the need to make visible to the public the long history every work of art has gone through during its lifetime. Works of art, indeed, did not originally appear as we see them today and were not made for the museums where they are currently on display. Rather, they have been transformed and relocated over time, subject to interventions and alterations on the part of artists, custodians, restorers, scholars, collectors, dealers, thieves, conservators: generations of people who have written the artworks' biography and enabled its transmission to the present.