

# arch. **ENRICO GLAUCO CLEVA** IDC

Architect & Interior Designer - International Business Development Consultant

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## **CAREER DEVELOPMENT**

- **ARCHITECT & INTERIOR DESIGNER ACTIVE IN MILAN SINCE 1997. FOUNDER OF MY OWN ARCHITECTURE AND INTERIOR DESIGN PRACTICE IN 2005**, with selected private and corporate national and international clients in Milan and more recently in Toronto, managing projects up to 15 mln € budget.
- **PARTNER FOR THREE YEARS OF THE INTERNATIONAL ARCHITECTURE FIRM WORK ARCHITECTS**, as leader of the Milan team active **ON NATIONAL AND OVERSEES PROJECTS IN ROMANIA AND CORSE ISLAND**.
- **A TWO YEARS RELOCATION IN TORONTO, CANADA** for an initial idea of a sabbatical time to learn English at the **UNIVERSITY OF TORONTO**, lead to the construction of a new career in **CONSULTING TO THE DESIGN AND EXHIBITION BUSINESSES**.
- **THE INTERNATIONAL BUSINESS DEVELOPMENT CONSULTING CAREER** grew leveraging the knowledge of the Italian design business for Canadian clients and on Canadian, UK and USA markets for Italian clients, such as B2B shows and private companies.
- **I AM CONSULTANT FOR IDC - INTERIOR DESIGNERS OF CANADA ON THEIR INTERNATIONAL LIAISONS** through a focused networking and public speaking activity at fairs, events and conventions.
- **REPRESENTATIVE OF THE 3 TOP B2B SHOWS ORGANIZED BY FIERA MILANO** (Host.Milano, Tuttofood, HOMI) on the Canadian and UK markets in all their activity sectors including: design, food, foodservice equipment, coffee, tableware, baking, gelato, ingredients.
- **SPEAKER** at exhibitions and conventions in Italy, North America and Asia.
- **CONTRIBUTING WRITER ON FURNITURE BUSINESS, NEW DESIGN TRENDS AND INTERIOR DESIGN** on international magazines and for blogs and events.
- **PRESIDENT (CO-FOUNDER) OF THE MILAN CHAPTER** of NEWH, The Hospitality Industry Network since January 2020 as a volunteer position. NEWH is one of the most influential association in the hospitality business in the USA with more than 6,5k members.

## **EDUCATION AND PROFESSIONAL ACCREDITATIONS**

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### **Education**

- 2002 Master's Degree in Architecture | **Politecnico di Milano University** - Milan, Italy
- 2003 **Registered Architect** - Ordine degli Architetti - Milano #13.395
- 2006 Accreditation in **Safety coordination for construction sites** as required by Italian law
- 2011 Comprehensive English | **University of Toronto**
- 2018 Affiliate Interior Designer - IDC Interior Designers of Canada

### **Languages**

- Italian - native
- English - full professional proficiency

### **Computer skills**

- Mac & Windows platforms

### MANAGEMENT & CONSULTING

Host.Milano, Fiera di Milano S.p.A. - Strategic Consultant (2015\*) + 2017 + 2019 + 2021 editions

#### **International Business Development - Canada & UK\*\***

I have been Strategic Consultant of the hospitality and foodservice show Host on the Canadian market since the 2015th edition, broadening the collaboration from only my expertise on design to all the show's sectors, like foodservice equipment, coffee & tea, vending, baking, tableware, ingredients. I started building a six years partnership for Host.Milano with Restaurants Canada, the biggest national restaurants and foodservice association. I also built partnerships with many other relevant Canadian associations like the Baking Association of Canada, the Convenience Stores Association, the NEWH the hospitality Industry Network, the Canadian vending association CAMA. I secured agreements with the most important Canadian magazines and publishing companies in all of Host's sectors, getting the best exposure for the show in Canada. I scout for about 100 top buyers from Canada and the US at Host's 2017 and 2019 and managed the mission's to a great success. I am actually working on the next edition of 2021 on the Canadian market and from January 2018 I am also operating on the UK market.

\*only on the design market, on Canada and USA

\*\*UK from 2018

Tuttofood, Fiera di Milano S.p.A. - Strategic Consultant 2021 + 2023 editions

#### **International Business Development - Canada**

I am leveraging the success of the job made on Host.Milano to grow the recognition of the sister-show Tuttofood on the Canadian market, consolidating the connection with some of Host's partners and expanding the outreach to other food focused associations.

2012-2016 IIDEXCanada - Toronto, Canada - Informa Exhibitions - Consultant

#### **International Business Development - Sales and Marketing Manager - Europe**

I have been the European based consultant overseeing business development, marketing and exhibit sales for Canada's national design + architecture exposition & conference in Toronto. I created and oversaw the International Pavilion that hosts European brands interested in the development of the Canadian market. **In three years I brought to Canada about 35 new companies to exhibit and direct investments in the show for about 250.000 CA\$. I create partnerships with three of the major Italian fairs: Milan, Verona and Pordenone.**

2012-2018 IDC - Interior designers of Canada - Toronto, Canada - Consultant

#### **International Liaison - International Business Development**

I consult IDC on the promotion and the development of business partnerships with International fairs, professional and industry associations, manufacturers and media. From my base office in Milan I report directly to the CEO on projects in Italy, Europe and Asia. **Throughout my networking activity, a value equal to 300,000 CA\$ has been directly invested by European fairs and associations in projects with IDC. I am establishing IDC as a Canadian privileged business partner for the Italian design community.**

2015-2018 ASID - American Society of Interior Designers - Consultant

#### **International Liaison - International Business Development**

I consult ASID on the international promotion from my base in Europe, scouting for International partners and working on the promotion of business collaborations with fairs, manufacturers associations, media and publishing companies. I promote the association Industry Membership for Italian companies interested in the US market. **I built strong relationship with global players in the furniture manufacturing industries and trade shows in Italy, Europe and South East Asia.**

2014-2015 MIFF - Malaysia International Furniture Fair - Kuala Lumpur, Malaysia - Consultant

#### **International Business Development - Italy**

I consulted MIFF the Malaysian International Furniture Fair to expand the European network and attract exhibitors. I have been International Guest Speaker at MIFF for the editions of 2014, 2015, 2018, 2019. **In 2015 I sold at MIFF's the very first booth since its foundation to an Italian exhibitor.**

Marmomacc - Verona, Veronafiore S.p.A.

#### **International liaison with Interior Designers - Canada, USA**

I have been working on networking activities and partnership creation for the show with North American Interior Design associations and have been Team Leader for the Marmomacc Stone Academy in 2017, 2018, 2019.

2013-2014 IDS - Interior Design Show - Toronto, Canada - Informa Exhibitions - Consultant

#### **International Liaison - Italy**

I consulted IDS to research and select International keynote speakers in the Italian fashion and design community for the 2015 edition. Including connections with Armani Casa, Missoni, Roberto Cavalli Home.

## ARCHITECTURE & INTERIORS

[enricocleva&co. | architects & consultants | Milan & Toronto](#)

### **Founder & Co-Owner**

enricocleva&co. is a boutique architecture, interior design and exhibition design firm. We work on corporate offices, hospitality and high-end residential projects focusing on biophilia principles and the WELL certification standards. Our focus has recently turned to international marketing, sales and business development consulting for multinational companies and international fairs, as well as liaison with associations, although we are still active on interiors projects in Milan and Toronto.

From 2008 to 2013 the practice merged the International architecture firm Work System Architects as the Milan branch, working on the management of international architecture projects.

[2008-2011 Work Architects Bolzano, Milan and Bucharest](#)

### **Principal - Milan Partner**

As a partner of the firm and principal of the Milan office, I coordinated some international projects for Milan-based multinational clients. In 2009 I was involved in the opening of a new Work Architects office in Bucharest, Romania.

[1997-2007 Studio Cugnasca - Architecture, Milan](#)

### **Senior Architect & Project Manager**

I started my career in this firm reaching the most seniority level, working on residential, industrial, commercial, hospitality and mixed-use projects. I have been involved in all aspects of the work of an architect, directing teams, coordinating technical consultants, overseeing the relations with the clients and the institutions in several realized projects with budgets up to 15m€.

## JOURNALISM, PUBLIC SPEAKING

[Since 2014 Canadian Interiors - Magazine, Toronto](#)

### **Journalist/contributing writer - Interior Design Show reports**

I wrote show reports on European and Asian events like: Maison&Objet Singapore; 100% Design London; Orgatec Cologne; Habitat Valencia, Spain, iSaloni, Milano, Biennale Interieur, Kortrijk, MIFF Malaysia and IFFS Singapore.

[2015 Host Milano](#)

### **Host Canadian Ambassador**

I was the Canadian Ambassador for the Be My Guest column on the Host website.

Guest speaker @

[2014, 2015, 2017, 2018, 2019 MIFF - Malaysia International Furniture Fair](#)

[2016 DOMOTEC - Athens - Greece](#)

[2015 IFFS International Furniture Fair Singapore](#)

[2015 CERSAIE - Bologna](#)

[2014 Salone del Mobile - Design context - Milan](#)

## REFERENCES

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- Contacts for references available upon request