



A I C GENEVA 2022

IAC 2022 CONGRESS -- MELTING POT
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Keynote Lecture: The Necessity of Beauty

Alberto Cavalli, Executive Director of the Michelangelo Foundation (Switzerland)

BIOGRAPHY

After graduating in International Political Sciences at the Cattolica University in Milan and pursuing a Masters in Communication, Alberto Cavalli starts his career in fashion. In parallel to working as Press Office Manager at the Dolce & Gabbana International Press Office, he keeps a role as researcher at the University and develops a career as a journalist, collaborating with numerous magazines. In 2007, he starts directing Franco Cologni's non-profit Foundation (Fondazione Cologni dei Mestieri d'Arte) dedicated to the promotion and protection of the finest Italian arts and crafts. From 2010 he is a visiting professor at the Creative Academy in Milan and from 2014 he teaches "Bellezza Italiana" (the code of Italian beauty) at Milan's Politecnico University. In 2016 he is named Executive Director of the Michelangelo Foundation for Creativity and Craftmanship, a private non-profit institution located in Geneva, that aims to promote, protect and perpetuate the métiers d'art of excellence, bridging them into the future.