

## ANNAMARIA TESTA

Communication and creativity expert, Teaching Fellow at Bocconi University

### Biography



Annamaria Testa works on communication and creativity topics. She is the owner of [Progetti Nuovi](#). She is a teaching fellow and a writer.

She started her career as a copywriter in 1974, while she still was a student at Università Statale. She founded her own advertising agency in 1983. Between 1990 and 1996 she served as creative director and chairman of the Italian subsidiary of Bozell International Group. In 2005 she established Progetti Nuovi.

She has been a registered journalist since 1988. She contributed to several papers and magazines and collaborated with the Italian public broadcasting company RAI. She has often worked on political communication topics.

She taught at Università La Sapienza in Rome (1994-95), the Università degli Studi in Turin and the Università degli Studi in Milan (2001-02), the Università IULM (1998-2006). She has been teaching fellow at Bocconi University (Milan) since 2007.

In 2003 she created, produced and launched a non-profit project called [“I nostri bambini. Come proteggerli. Come soccorrerli”](#), a paediatric first aid 30’ video, then updated in 2014. Between 2004 and 2005 she was coordinator and scientific director of the creativity program organized by Regione Toscana. For the term 2007- 2011 she was member of the Board of Directors at Illy spa. Between 2010 and 2011 she was part of the Giuria dei letterati of the Campiello literary award. In 2012 she joined the Italian Art Directors Club’s Hall of Fame, as the first woman from the advertising profession in over 25 years of the Club’s activity. In 2013 Rai Storia [dedicated her an episode](#) together with Emanuele Pirella. In 2015 she conceived the initiative #dilloinitaliano against the spread of itanglish. In 2015 she was awarded the Pirella prize as *Communicator of the year* by the University of Modena and Reggio Emilia.

Since 2008 she has been editing the non-profit website [Nuovo e Utile](#), on creativity theories and practices. In 2012 she started writing for [Internazionale.it](#).

She wrote a book of short stories, *Leggere e amare* (Feltrinelli, 1993), and several essays on creativity and communication: *La parola immaginata* (Pratiche, 1988, updated in 2000), *Farsi capire* (Rizzoli, 2000, updated in 2009), *La pubblicità* (Il Mulino, 2003, updated in 2007), *Le vie del senso* (Carocci, 2004), *La creatività a più voci* (Laterza, 2005), *La trama lucente* (Rizzoli, 2010) and *Minuti scritti* (Rizzoli, 2013).