

**Marco Bevolo**  
**Author and Sociologist**

MARCO BEVOLO was born on the same day as W.A. Mozart, only a few years after. He is currently Principal Foresight and International Affairs at the Embassy for Cultural Affairs, Tilburg, and Lecturer in International Leisure Management at NHTV University of Applied Sciences, where he designed and delivered a scientific course in “Strategic Decision Making in Corporate Management and Public Policy,” a vocational course in “Urban Brand Experience,” and the supervision of projects commissioned by Philips Consumer Lifestyle, LightProjects NYC, BrainJuicer NYC, Dutch Design Week and 515/BBB Berlin. He is the founder of Marco Bevolo Consulting, working for selected customers in Europe and Asia, including FIAT Chrysler, Lighting Design Collective (Madrid) and CitiesNext GmbH (Vienna). In this extracurricular capacity, since 2010 he is the Principal Research Urban Futures for Philips Lighting in Europe, Poland, Czech Republic. He is the editor/co-author of four books, including the global edition of *city.people.light* (2007), an anthology of world class urban futures concepts and the European “Create the Livable City” (2014), published by AJ Books EMAP (with Tapio Rosenius). He is the recipient of a 2011 Award of Excellence by Emerald Literati.

Until 2009 he was a Director at Philips Design headquarters in the Netherlands, where he was the driving force behind CultureScan, the cultural futures research program. He primarily works in the areas of strategic design, people research and thought leadership. He graduated in Psychology of Communication from the University of Turin. Bevolo started his professional career at Italdesign Giugiaro in 1990. He was Editor in Chief for Intervista, an Italian lifestyle editorial spin off from Flash Art. Bevolo worked as copywriter with Armando Testa for clients like P&G and Bolton, joining Euro RSCG in 1998.

A PhD candidate (University of Tilburg, NL) with Grounded Theory research on the role of design in urban futures, Bevolo is also the author of “The Golden Crossroads” (2009, Palgrave, UK) and of “Premium by Design” (Gower/Ashgate, 2011), the latter in collaboration with Howard Moskowitz and Alex Gofman. He has had work published in the “Event Design” (2014, SAGE), “Prestige Retail” (2014, edited by Prof. R. Peiser, Harvard), “The New Everyday” by O10, Rotterdam (2004), in the Italian book “Nuova Enciclopedia della Comunicazione,” as well as in the renowned Japanese design magazine Axis and in the Design Management Review of Boston. He was interviewed on cultural futures, trends and branding by the Korean national TV, Repubblica, ViewPoint, Der Spiegel and Marketing Tijdschrift. As journalist and researcher, he engaged in dialogs the likes of Richard Meier, Robert Venturi, Denise Scott Brown, Miuccia Prada and more.

He lectured at the UNAM Post-graduate School of Architecture of Mexico City, at the Temasek Polytechnic of Singapore, at the Art Center College of Design in Pasadena, and as module coordinator of the Master of Arts in Design Management at INHOLLAND of Rotterdam. He has been regularly invited to contribute at leading events by ESOMAR, ENG and DMI and the Global Urban Summit, (Rotterdam, 2010.)

He lives between Eindhoven, The Netherlands, and Turin, Italy, with his Japanese wife, Keiko Goto Bevolo.