

Franco Bellino
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Philosophy. Ph.D. Thesis: "*Creative Thinking and Computer Simulation of Intellectual Activities*" (1967)

Travels all around the world.
He loves Venice, Siena and Capri.
Also India, Paris, Bali, Nantucket, Kathmandu Valley,
Celebes, Barbagia, Santorini, Sukothai.

Copywriter at **CPV** : campaigns for Shell, Palmolive, Polaroid.

Scriptwriter at **General Film** (18 years) : all the campaigns for all the Mira Lanza products: Lip soft fabrics detergent, Kop dish detergent, Ava & Biol laundry detergents, soaps, toothpastes, shampoos, shaving creams, etc.
Creation of Brand Personality and campaigns for 'Brooklyn', the Italian chewing-gum that outsells in Italy any US brand and that General Foods tried to buy.
Wrote and produced hundred of commercials for almost every product and service.

Creative Director first at **Norman Craig Kummel**
(as Italian member of the International Task Force for Colgate-Palmolive)
then at **ADV Center** : all the campaigns for all the Richardson Merrill products :
Oil of Olaz, Infasil, Hegor, Victors, Vicks Sinex, Medinait.

From '83 to '95 "*Director of TV Production*" first,
then "*International Creative Director*" at **Young & Rubicam Italy** :

campaigns for Pasta Barilla, Olio Cuore, all the Colgate-Palmolive products (for Italy, France, Belgium, Denmark), Johnson & Johnson, Kraft, Il Sabato, BASF, Andersen Consulting ...

Professor of “AudioVisual Creativity (Scriptwriting)”

at the Catholic University of Milan, University of Siena, the Publitalia’s Masters in Business Communication, IED (Istituto Europeo di Design), IULM Feltre Free University, the professional courses of the Italian Advertising Association and Centro Sperimentale di Cinematografia.

Today owns a **Studio** which creates and produces communication projects for agencies, clients , production houses and public offices.

Clients of the Studio : WWF, Acer computers, Federico Motta Editore (exhibition “*India*”), Comune di Milano (exhibition “*Magnasco*”), ‘Snapple’ Quaker, Skira editore & “Antiquaria” (exhibition “*Ethnos*”), Trussardi, Fondation ‘Antoine de Saint-Exupéry’, Region of Valle d’Aosta, studio Mongiardino, World Kite Festival, Novartis, Avedisco, Amplifon, Ferrero Rocher 2001 “Ambrogio is back”, Centro Lugano Sud, prevention of tumor-colon cancer with controversial Piero Manzoni “Artist’ shit”, Casa della Carità, ...

Nothing notable in his life, except for a few intimate women friends.