

Benedetta Crippa is a graphic designer and consultant based in Stockholm with broad experience of the field of visual communication. She designs visual identities, digital platforms, printed matter and visual interventions, with capacity for strategic consultancy and creative oversight. Her practice is a focused investigation on how graphic design can expand beyond current boundaries of methodology and aesthetics.

She runs her own studio practice since 2012 for clients in the fields of culture and social equity, and starting 2018 she is lead graphic designer at the Stockholm Environment Institute—one of the most respected research institutes on sustainability globally. Benedetta holds a BFA and two MFA in graphic design from Italy and Sweden, and is engaged as researcher and educator at university level.

EDUCATION

- 2017 MFA Visual Communication, Konstfack, Stockholm, Sweden
A feminist program with a focus on norm-critical perspectives through form, based on individual research through practice. Graduated with *World of Desire*, a decorated artist's book and feminist statement on form, exhibited internationally.
- 2011 MFA Visual and Multimedia Communication, Luav University of Venice, Italy
A cross-disciplinary program with a team of international guests. Graduated with a critical publication on social structures of work and time in relation to creativity.
- 2009 BFA Graphic Design, Politecnico di Milano, Italy
A solid foundation on visual communication with a strong mix of theory and practice.

DESIGN PRACTICE

- 2012–now *Studio Benedetta Crippa*, Graphic design and visual interventions
Work includes visual identities, digital platforms, printed matter, consultancy work, illustration, animation, decorative interventions, writing and artistic research
- 2018–now Lead graphic designer, *Stockholm Environment Institute*
Work includes branding, printed matter, data visualisation, capacity building, trainings and workshops, strategic oversight and project leading, as well as design of a broad range of outputs. Work at SEI includes new research on sustainability through form
- 2020–now Creative Director, *Amphi Produktion*
Amphi works with inclusion and democratic processes. Work includes graphic design, web design, branding, capacity building and advisory work, with a keen lens on building power-critical perspectives through visual communication
- 2014 17 months research period in Nepal and Kyrgyzstan
- 2013 Graphic designer at Loop Associates, Copenhagen, Denmark
- 2009–11 Graphic designer at Studio Camuffo, Venice, Italy

Clients include organisations and companies in the cultural, social equity and sustainability sectors, along with: Amphi Produktion, Stockholm Environment Institute, Vasakronan, Kunsthall Stavanger, Konstfack, AIGA Eye on Design, A-Z Presents (Berlin), CommonInterest, Biennale of Venice, Open Eye Gallery Liverpool, Tamam Sweden, Teva Denmark, Apeiron Onlus, Studio Mossutställningar, The W-E-T Centre, Magasin du Nord Denmark

LATEST DESIGN WORK INCLUDES

The W-E-T Centre, website
2020

Web design for the practice of water artist Holly Keasey. The website is built as ethereal emotional experience through a series of carefully constructed aesthetic configurations.

thewetcentre.org

Artistic Undressings, visual identity
2018–2021 * *Nominated for Design-S Award*

Visual identity for the largest independent public arts programme in Scandinavia in 2018-21, run by the cultural organisation Mossutställningar. The identity is an aesthetic experimentation in color, refined typographic work and ornamental form.

Go to link

Amphi Produktion, design and consultancy
2019–ongoing

All-round design and advisory work on visual communication for Amphi Produktion, working with democracy and equality in the workplace. Includes branding, capacity building, strategic work, web design, printed and digital design work, animation.

AIGA Eye on Design, illustrations
2020

Illustrations for the leading American blog on visual communication, to accompany two texts by design critic Aggie Toppins.

Go to link

Plenary Beauty, workshop and artworks
2019

Performative lecture with custom-developed experimental 3D fractals and workshop, commissioned by Kunsthall Stavanger (NO).

Everything Has a Name, ornamental curtain
2020

Ornamental curtain commissioned by the project Teaching Design to be exhibited at A-Z Presents, Berlin's new space for experimental graphic design.

Itaca Solutions, visual identity
2020

Visual identity, digital, web and print design for newly born company working with climate adaptation in the Caribbean region.

During the Lunch Break, wall painting
2020

Ornamental wall painting for the exhibition During the Lunch Break by curator Christina Zetterlund, exhibited at ABF Stockholm.

Stockholm Environment Institute,
design and consultancy
2018–ongoing

As lead graphic designer at the Stockholm Environment Institute I cover a wide range of design and advisory work, including: design of publications; branding; data visualisation; consultancy on capacity building, norm-critical perspectives and sustainability through form. Includes extensive work of project leading and coordination of design work of bigger teams.

Fikra Design Biennial, commissioned artwork
2018

Animation with experimental digital formations, exhibited as projected curtain with sound during the first biennial of graphic design of the UAE Region. Commissioned by CommonInterest (N. Paim and C. Gisel).

Go to link

TEACHING, TRUST AND SPEAKING ENGAGEMENTS (PAST 4 YEARS)

Benedetta has intervened as speaker and educator at universities and events in Sweden, USA, Switzerland, Norway, Italy, Finland, Estonia and Germany. Currently guest teacher at Konstfack university. Benedetta's teaching methods are grounded in feminist pedagogy.

2021

(Oct) Invited speaker at panel *Ornamentikens samtid och framtid?*, Stockholm
(May) *Writing in Form*, lecture and workshop, Beckmans College of Design
Guest advisor on students' portfolios, Portfolio Café 2021, Estonian Academy of Arts (EKA)
Speaker on visual sustainability at conference *Design for the Common Good*, Switzerland
Quantum Thinking, Lecture on visual sustainability, Aalto University
Director, 2-week course on data visualisation "*Visualising Power*", Beckmans College of Design
Quantum Thinking, Lecture and workshop on visual sustainability, Umeå University of the Arts
Tutor, MFA Visual Communication, Konstfack, fall 2020–spring 2021

2020

Speaker at *AIGA Design Conference 2020*, panel *Eye on Design Summit: Ecology+Design*
Speaker on visual sustainability, *Art of Research* conference, Aalto University, Helsinki
Invited speaker at the presentation of Menelique Magazine #4, on the topic of design and power
Director, 4-week course on *Visual Sustainability*, BFA Graphic Design, Konstfack
Writing in Form, lecture and workshop, Konstfack
Reviewer, international design conference *Design as Common Good* (Swiss Design Network)
Opponent, final examinations MFA Visual communication, Konstfack
Invited lecturer on visual sustainability, Umeå University of the Arts
Invited lecturer on visual sustainability, Bremen University of the Arts
Writing in Form, lecture and workshop, Beckmans College of Design
Working with images through norm-critical perspectives, lecture and workshop, SEI
Tutor, MFA Visual Communication, Konstfack, spring semester 2020
Co-director, 4-week course on *Sustainability and Change*, BFA Graphic Design, Beckmans College of Design (with Brita Lindvall)
Director, 4-week course *Sustainability Through Form*, BFA Design, Konstfack

2019–2018

Director, 4-week course *Sustainability through Visuality*, BFA Graphic Design, Konstfack
Workshop, *Mapping Visual Communication*, Amphi Produktion, Stockholm
Invited speaker, *Mostro Graphic Design Festival*, Milan
Plenary Beauty, lecture and workshop, Kunsthall Stavanger (Norway)
Opponent, final examinations MFA Visual Communication, Konstfack
Writing in Form, lecture and workshop, Konstfack / Beckmans College of Design / HDK
Tutor, final degree BFA graphic design, Beckmans College of Design
Guest critic, examinations MFA Visual Communication, Konstfack
Educator and artist, workshop *The Social City*, Stockholm
Things I Had No Words For selected for Capacious conference, Lancaster, PA
Guest speaker at panel *Deconstructing Design Education*, Beyond Change, Basel
Invited speaker, *Beyond Change* international design conference, Basel
Guest critic, examinations MFA Visual Communication, Konstfack
Guest critic, examinations BFA graphic design, Beckmans College of Design

EXHIBITIONS, GRANTS, PRESS, AWARDS (PAST 4 YEARS)

2021

Stockholm City artist studio support grant, 2021-2023 (grant)
Interview for online magazine Design@Large, "On Teaching Diversity" (press)

2019–2020

5 Takeaways From EoD's Ecology + Design Panel Discussions, on AIGA Eye on Design (press)
Design-S Award 2020, nominated in the category Graphic Design with *Artistic Undressings* (award)
Ornament and Possibility, on Communication Arts (press)
Domestic Systemic Pandemic exhibition at Detroit Gallery, Stockholm (group show)
Included in *Pli06 Minimal<>Maximal*, Pli Editions, October 2020 (press)
Look Here and Never Look Back, artworks.se (solo digital show)
Invited artist at *Varese Design Week 2020*, Varese, Italy
Teaching Design at A-Z Presents, Berlin (exhibition, commissioned artist)
Ung Svensk Form at Dunkers Kulturhus, Helsingborg (group show)
Att ta saken i egna händer, curated by Christina Zetterlund, ABF Stockholm (commissioned artist)
Selected for creative Mentorship programme with Dr. Nadine Chahine (ongoing)
Villa San Michele grant, Capri, Italy (1-month artistic residency)

2018–2017

Commissioned artist at *Fikra Graphic Design Biennial*, Sharjah (UAE), also on various press outlets
Artist's Books, Hangmen Gallery, Stockholm (group show)
Ung Svensk Form 2018: ArkDes, Stockholm / Form Design Center, Malmö
RIAN Design Museum, Falkenberg / DesignArt, Tokyo (group shows)
Darkness and Dream, Studio Mossutställningar (studio show)
Stockholm City artist studio support grant, 2018-2020 (grant)
Commissioned artist for public artwork, ArtMadeThis, Stockholm
Vårsolanche Galleri Slätten, Malmö (group show)
Ung Svensk Form 2018 Award, with "World of Desire" (award)
World of Desire at Konstfack Library, Konstfack (group show)
Konstfack Vårutställning 2017 (degree show)
Konstfack GFI/VK scholarship (grant) and Konstfack degree work scholarship (grant)
Works on Desire, Konstfack (solo show)

WRITINGS

Benedetta writes critical and feminist perspectives on visual culture, usually on the role of visual communication in building social equity and challenging structures of power.

2021–2012

The Colour of Green, on Saturated Space
What Is "Visual Sustainability"? on AIGA Eye on Design
A for Anything, on Depatriarchise Design, and in Menelique Magazine #4, Turin
Pedagogies of Freedom for Visual Communication, on Depatriarchise Design
Dystopia is the New Porn, on Depatriarchise Design
Closer Looks at Beyond Change, on Depatriarchise Design
Vernacular Design in Central Asia, and *Never Married: Visual Review of a Stereotype*, on Medium

Studio Cinema, Thought Experiments in Graphic Design Education
Design and History, Progetto Grafico 24, AIAP, Milan
What is missing in Italian graphic design schools?, Abitare Magazine
Histories and Atoms, in Graphic Design Worlds / Words, Electa

REFERENCES

From Svante Helmbaek Tirén, art historian and curator

Benedetta dives into new layers of the decorative explored in both theory, method and practise. The process includes thorough analyses of political and creative issues that are all part of coming to terms with how the very notion of “decorative” represents a hidden system of cultural hierarchies and narrow distribution of legitimacy. In Benedetta’s case, it is no longer a question of joyful kitsch versus restrained purism, or maximalism contrasted to minimalism. Instead, it is a freedom from these binary opponents altogether and a focus on developing a new sensitivity beyond polarising structures and concepts.

From Toby Gardner, Director, Trase, Stockholm Environment Institute

Benedetta can be relied upon to provide clear, constructive and well-informed contributions. She brings a superb eye and fresh perspective to our design work, both on the high level strategy and visual identity, whilst also helping evaluate the inputs of external consultants. She places great value on respect and trust and this shines through in all our interactions with her.

From Maya Ober, designer and researcher, founder of Depatriarchise Design

Through the process of constant research, parallel with the one of unlearning mythical aesthetics, principles, and norms domineering our visual landscape, Benedetta has developed a new visual language, while making a political statement. The juxtaposition of lines, drawing, painting, and writing underpinned with a thorough research of ornament as a design-category opens up a myriad of possibilities for a new radical systematic change, presenting a tangible, material alternative to the design as we were coerced to define and accept.



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