

Frida Doveil

Frida Doveil, born in Turin, lives and works in Milan. An architect and designer, since 1984 she has been active in design and research in the field of materials and environmental sustainability, concentrating from the outset on activates of education, awareness and cultural promotion, through lectures, seminars and design courses in Italy and abroad.

In the 1990s she was in charge of the “Design of materials and soft qualities of the constructed environment” area of the design Research Center of Domus Academy. There, she has designed for Abet Laminati, Ceramiche Brunelleschi, Lorica, Fratelli Guzzini and 3M, among others.

An author of texts on the role of new materials in the development of design culture, she has made a specific contribution to recognition of the Italian approach to the theme of innovation. She has curated thematic exhibitions on these issues, and has helped to promote dialogue between the technical and design worlds, collaborating with associations of manufacturers of raw materials and institutions, to develop new opportunities for interaction between these two worlds. In parallel, she has operated as a journalist and contributor to Italian and foreign magazines on themes related to product innovation, while contributing as an author to publications on Italian design. She was part of the Observatory of the ADI Design Index (from 1998 to 2000), and has been a juror in design competitions in Italy and abroad. Since 2004 to 2020 she has been a partner of FRAGILE, the Milanese studio founded in 1999 by Mario Trimarchi to give an Italian interpretation to the communication of corporate values. In Fragile she developed a particular focus on projects of environmental sustainability, the design of materials, interior architecture, exhibitions and displays, as well as working on projects of graphic design and corporate identity. Amongst her recent projects there is MATERIALias, 2018, project, aimed at uniting all the materials of Alias design collections, in a single color palette, arranged in the sequence of a textural alphabet of colors and finishes, and with the development of a specific textile palette. Her projects of environmental decoration for the laminated ceramics of Methis have received the Design Plus prize at Material Vision 2005, with the design Le Trame, and the EIMU2006 Wellness@Work prize in the new products category, with the decorations Mikado, Le Foglie and Dots.

Former professor of Materials and Technologies at Domus Academy since 2014 she is teaching Decoration at NABA Design Master Course.

Since 2019 she is contributor on future od materials for LifeGate, the Italian network, considered the point of reference for sustainability in Italy.

In 2013 she launched the research project “R-Riparabile?” on repairability and durability as new frontiers of responsible quality, and constantly update it by reporting the most relevant design at the interntional level.

R-RIPARABILE

is a project curated by Frida Doveil
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