

Jury President Biography

Jury type: Design
Name: Fred Gelli

Biography:

Fred Gelli is co-founder and creative director of Tátil, a strategic consultancy that uses design to create sustainable connections between people and brands, such as Coca-Cola, P&G, Natura, Philips and TIM.

Over his 25 year trajectory, he has accumulated over 100 national and international awards, including: iF Design Award, IDEA – USA, D&AD, and Cannes Lions. His latest achievement was designing the Rio 2016™ Olympic and Paralympic Games Brands and Creative Director of Paralympic Opening and Closing Ceremony Rio 2016™

In 2014, Fred was included in Fast Company's ranking of the 100 Most Creative in the world, while his company was included in the Top 10 Most Innovative in South America. In the same year, Brazilian magazine Época named him one of the 100 Most Influential Brazilians.

For the last 15 years, Gelli has been a university professor in the fields of Ecodesign and Biomimicry.