

Pigna Design Experience

I designed and directed a semester-long industry collaboration between **Pratt** Institute and **Pigna**, one of Italy's oldest and most respected paper and stationery companies, founded in 1839. Sold throughout Italy and internationally—including the **MoMA Design Store**—**Pigna** products have been part of Italian design culture for nearly two centuries.

Students were challenged to design an original notebook collection for **Pigna** through the same product development process used by the company's design and marketing teams. They researched the **Pigna** brand, developed concepts, presented their work directly to company representatives, responded to professional critiques, refined their designs, and prepared final production-ready presentations. Throughout the semester, I coordinated scheduling, project communications, photography, video production, interviews, and promotional materials supporting both **Pigna** and **Pratt**.

The project concluded with a final presentation and juried design competition. Student work was evaluated by representatives from **Pigna**, **Pratt** Institute, and me as the faculty lead and project director. The winning design was selected for commercial production as an official **Pigna** × **Pratt** notebook, manufactured in Italy and sold through **Pigna's** retail stores and online platform. The student designer received royalty payments, bringing international visibility to his work.

The collaboration demonstrated industry partnerships can become an integral part of design education giving students opportunity to work directly with international clients to see their work become a commercially manufactured product.

Pigna × Pratt Notebook

<https://pigna.store/products/pigna-x-pratt-notebook-soft-cover>

Official Pigna Campaign Design Announcement

<https://www.instagram.com/p/DGen02wJ3wJ/>

Commercial Product Launch

<https://www.instagram.com/p/DH62cO1SASS/>

<https://www.instagram.com/reel/DQC3gBBEpKn/>

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