



## Oliviero Toscani

**Branding & Marketing Pioneer and World-Class  
Photographer**

*"The man behind some of the most memorable and controversial  
ads in history"*

Oliviero Toscani's work is internationally recognised and includes corporate images, often highly controversial, and advertising campaigns. He is the creative force behind some of the most successful brands including Benetton, Esprit, Valentino, Chanel and Fiorucci. Currently Oliviero runs a research facility for modern communication called 'La Sterpaia'.

### TOPICS:

- The True Colors of Oliviero Toscani
- Realizing Advertising's True Potential
- Branding & Marketing
- Modern Communication
- Creativity & Innovation
- The Power of the Media

### IN DETAIL:

As a photographer Oliviero has worked for international magazines such as Elle, Vogue, GQ, Harper's, Esquire, Stern. Perhaps best-known for designing controversial advertising campaigns for Italian brand Benetton from 1982 to 2000 which included a photo of a man dying of AIDS, lying in a hospital bed surrounded by his grieving relatives. In 2005, five years after his resignation from Benetton, he sparked controversy again with his photographs for an advertising campaign for the men's clothing brand 'Ra-Re'. His work has been exhibited all over the world and he has won numerous awards.

### LANGUAGES:

He presents in Italian, English, French and Spanish.

### WHAT HE OFFERS YOU:

No stranger to controversy Oliviero Toscani has gained a reputation as a unique, masterful and highly creative individual. Being able to communicate in ways unthinkable to a traditional multinational corporation his presentations provide fascinating insights into the mindset of a true pioneer. Toscani's work may be a form of cynicism, or it may be a vehicle for stirring up debate around social issues. Or it may be both.

### 2015 More Than Fifty Years of Magnificent Failures

### 2010 Guy Bourdin: Polaroids (with Guy Bourdin)

### 2009 Workwear: Work Fashion Seduction (with Olivier Saillard)

### 2006 Gay Pride

### 2000 1000 Objects: Extra-Ordinary Everyday Things English (German Edition) (with Colors Magazine)

### HOW HE PRESENTS:

Oliviero Toscani is a frank and passionate speaker and a truly colourful character, very comfortable with the seeming contradictions in his nature.