

Oliviero Toscani

Branding & Marketing Pioneer and World-Class Photographer

CSA CELEBRITY SPEAKERS

Oliviero Toscani 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'.

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

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.

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.

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.

Topics

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

Languages

He presents in Italian, English, French and Spanish.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

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)