


Luiss Debates - How to Run a Global Design House from a Marketing Point of View

 8 novembre 2019 ore 18:00

 Luiss LOFT Viale Romania 32, Roma



When Martin Hiesboeck, an international branding and corporate strategy consultant, left his position at a leading tech marketing agency in Taipei to work as the Head of Global Business Development for one of the world’s leading interior design companies, he had no clue about design, as he admits in his **personal blog** (<https://martinhiesboeck.com/2019/03/12/my-journey-into-interior-design/>): “Whereas before I dealt with purchasing managers, salespeople, the C-suite of humdrum B2B companies, and the odd F&B manager or hotel director, I now suddenly find myself thrown into a world of subtle beauty and fine nuances, of understated elegance and a global world of luxury design. I am talking about experiential luxury and ceiling heights, about rattan and marble textures, about spaces and locality”.

The easiest way to grasp what a design house does is probably to look at their outputs. AB Concept, is a renowned interior architectural studio, founded in 1999 by Ed Ng and Terence Ngan, a designer and architect duo who together have made a remarkable impact in the world of luxury design. One of their most fascinating projects is the **Paper Moon Giardino** (<https://www.abconcept.net/#projects-paper-moon-giardino>) in Milan, a restaurant housed within a 200-year old mansion in Palazzo Reina. The design for Paper Moon Giardino takes inspiration from the area’s eclectic history and architecture to create an elegant and calming sanctuary within the bustling city.



In this Luiss Debate, Martin Hiesboeck and Prof. Michele Costabile will engage in a discussion to explore what it takes to work in the marketing sector of a global design house. What qualifications do you need to land a job in this exciting industry, and what are the challenges of branding in the design space? Students and participants will have the opportunity to learn from a professional with first-hand experience the secrets and key aspects of marketing in the design sector.

Luiss Debates are meetings where scholars meet and discuss with top experts in given fields to discuss practice-based topics and develop solutions to real-world problems. This educational model combines academic excellence and rigor with practical relevance, with the aim of producing relevant, truthful and insightful knowledge that positively impacts the world.

Michele Costabile is Professor of Marketing and Entrepreneurship at Luiss, Director of Luiss-X.ITE, a Research Center on Marketing and Technology. He has been a visiting scholar at Northwestern University – Kellogg Graduate School of Management – and research assistant at Harvard University – Graduate School of Business Administration. He has been advisor for many mid-sized Italian companies and big global corporations. For many of them he also delivered expert opinions and evaluations on intangible assets, advising national and international legal firms within antitrust procedures and litigations. He is currently involved in managing the Luiss Alumni Investment Club, supporting tech start-up “Luiss-related”

Martin Hiesboeck is an international branding and corporate strategy consultant. Originally from Austria, he has been living in Asia for almost 30 years and helped countless European companies enter Asian markets and Asian companies internationalize. He was previously owner-director at Geber Consulting, a leading marketing firm and prior to that deputy director of the Austrian Trade Office in Taiwan. He is the head of AB Concept's Milan office, speaks 8 languages fluently, but has absolutely no clue about interior design.

✎ Registrazione all'evento ([//www.luiss.it/eventi/registrazione-evento?event= Luiss Debates - How to Run a Global Design House from a Marketing Point of View](http://www.luiss.it/eventi/registrazione-evento?event=Luiss+Debates+-+How+to+Run+a+Global+Design+House+from+a+Marketing+Point+of+View))

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