

DR DANILO AUDIELLO

Economist PhD, Creative Educator, Project Manager, Inspirational Speaker
World Champion of Magic, Creative Director, Guinness World Records Holder

Skills relevant to the position of Support for educational activities and preparation of related teaching materials, as envisaged by WP2 Training course for HEI lecturers on creative learning pedagogical methodology of the Erasmus+ project CLABio

Creative teaching & creative learning content development

Successfully designed and developed an extensive collection of innovative teaching resources, totaling more than 400 hours of content. These materials cater to educators, professionals, and university students, delving into various topics at the intersection of economics and the environment. The subjects covered encompass a diverse range of interests, including investment strategies and the cognitive biases that influence decision-making processes. Additionally, created comprehensive lecture material specifically tailored for new university courses, focusing on the concept of future-making through the lens of engineering and the principles of the circular economy. This work aimed to inspire individuals to reshape their perception, foster sustainable solutions, and navigate the complex challenges of our evolving world.

Economics, bioeconomy, environmental disciplines research

Awarded PhD Economics Analysis and Political Economy, UNIFG; MSc International Business Economics, Anglia Ruskin University of Cambridge; BSc Economics and Global Markets Information, UNIFG (cum laude); Bachelor in Economics Analysis, UNIFG (cum laude). Certificate in Social Enterprise, University of Cambridge (community involvement for environmentally sustainable social enterprises)
Co-authored academic publications both in economics and creative learning.

International collaborations & specialization courses

Delivered around the globe lectures and inspirational speeches on themes interconnecting economics with illusionism, behavioral sciences, consumer psychology, marketing, communication, and decision making. Completed the specialization course of the Cambridge University's Accelerator of the Judge Business School, on applying creative learning practices to teach on multidisciplinary scientific domains, including but not limited to economics, sustainability, circular economy, engineering for the environment, synthetic biology, as well as teaching academic transferable skills. Co-founded the Academy of Magic & Science, the educational organization disseminating science by using magic as the springboard for scientific applications, from chemistry and electronics to physiology and psychology. Built academic and creative teaching bridges between Universities in Italy, the UK, China, India and more.

Performance, public speaking, presentation, and artistic skills

By the stage name, Alexis Arts: world class creative director in the theater world, illusionist, escapologist, inventor, having performed in the greatest theaters and biggest arenas. Creatively directed and curated shows, exhibitions, pop-up museum installations in Italy, China the UK and across the globe. Currently the fastest escapologist in the world, holding seven Guinness World Records for: the fastest escape from a pair of handcuffs; the fastest escape from a straitjacket; the largest card illusion revelation and the largest mentalist mnemonics book test and more fascinating records involving magic and skillset. Received a long list of awards, including two FISM awards for the European Championship of Magic 2014 and the World Championship of Magic 2015, becoming in both the best in the category of Big Stage Illusions.

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Education	Accelerator Program Judge Business School, University of Cambridge, UK <i>Entrepreneurship, Startup Development and Creation of entrepreneurial spine for creative learning project and science dissemination.</i>	2016-2017
	PhD Economics Analysis and Political Economy <i>University of Foggia – Italy</i>	2011-2015
	Certificate in Social Enterprise <i>St John's College, University of Cambridge, UK</i> <ul style="list-style-type: none">• Role of Community Involvement and co-creation in social enterprises in developing countries for a sustainable future• Business plan development for environmentally sustainable social enterprises• Social policy nexus in developing countries & sustainability for future business	2014
	MSc International Business Economics <i>Anglia Ruskin University – Cambridge UK</i>	2014
	BSc Economics and Global Markets Information <u>110/110 cum laude</u> • <i>Faculty of Economics, University of Foggia – Italy</i>	2008-2010
	Bachelor in Economics Analysis <u>110/110 cum laude</u> • <i>Faculty of Economics, University of Foggia – Italy</i>	2005-2008
Application relevant publications	Audiello, D., & Symeonidou, A. (2022). Stuporism: The Philosophy of Wonder . In <i>Encyclopedia of Quality of Life and Well-Being Research</i> (pp. 1-4). Cham: Springer International Publishing.	2022
	Symeonidou, A., Audiello, D., & Garone, C. (2022). Enchanting Educational Settings: Creative Practices from the World of Illusion to Improve Collaborative Learning Schemes and Educational Leadership Protocols . In <i>Doing Rebellious Research</i> (pp. 406-420). Brill.	2022
	Audiello, Danilo. (2016). Internationalisation and Bioenergy Effects on Economic Growth . 10.14274/UNIFG/FAIR/338336. PhD Thesis	2016
	Audiello, D., De Lucia, C., Conto, F., & Vecchione, V. (2015). Second Generation Biofuels: Opportunities and Challenges for the Development of Rural Areas . <i>Energy Science and Technology Vol. 12: Energy Management</i> , 12, 290-304. ISBN 1-62669-073-5; ISBN 1-62669-061-1	2015

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Career History & Accomplishments

Chairman of “Cambridge Innovation Hub ltd”

2015-current

The Hub has been created with the support of the Cambridge University’s Accelerator of the Judge Business School to enhance alliances between academics education and the creative industries. It encompasses the following spectrum of edutainment operations:

A- Academy of Magic & Science (www.CambridgeMagic.com)

2016-current

A fast growing educational project delivering corporate workshops, conferences, school lecture-shows and interactive exhibitions based on creative learning. Our mission is to communicate various scientific disciplines through visual storytelling interweaving mystery, wonder and technology

B- Inventions

2015-2018

Invented, designed and developed creative illusions that received a great number of awards: European Championship of Magic Award, FISM, Marseille. World Championship of Magic Award, FISM, Rimini 2015, Chimelong International Theater Award, Zhuhai, Macao and Guangzhou 2016

C- Project Management

2015-current

Managed external relationships with international speakers, academics, artists and industry experts. Designed and organized edu-tainment festivals and events. Negotiated contracts, access rights, confidentiality agreements, administered equipment loans and sponsorships. Coordinated internal teams, highly international and multidisciplinary, that supported administrative tasks, overseeing their needs and tasks in various academic and professional projects.

Museums:

Incantarium pop up museum, Italy

- Cultura in Cammino Towers of Apulia – Vieste 2021
- Lighthouses of Apulia – Ugento 2021
- Teatro Verdi, Brindisi 2021,
- GrandaApulia Mall, Foggia 2019

Museo dell’ Incanto for the City Council of Accadia, Italy 2020

World’s largest collection of science and magic installations of impossible objects, Italy & UK 2019

Festivals:

Slydini Magic Festival, Puglia, Italy 2017 and 2018

Whipple Museum of History of Science, University of Cambridge, Magic Festival. UK, 2018

Cambridge Science Festival, UK, 2018

Chinese New Year Gala, UK, 2018 and 2019

e-Luminate Festival of Light, Cambridge, UK, 2015-2017

IIT Festival of Technology, Mumbai, India, 2016

Science & Illusionism, Jiao Tong University, Shanghai, China

Conferences: Rethinking Wellbeing in Healthcare, Old Divinity School, Cambridge University, UK, 2017

Recoding Perception, Magical Insights from Marketing and Behavioral Sciences, St’ John’s College, University of Cambridge, UK, 2017

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Events, Shows & Ceremonies: Reverspective Art- Exhibition, Patrick Hughes, 2019
Slydini's Flame to HSH Prince Albert II of Monaco, 2018
Legends' Scheme - Brian Cox, Quantum Universe, 2018
Legends' Scheme - Sir John Pendry, Invisibility, 2018
Legends' Scheme - Stephen Fry, Legend of Words, 2018
Creative Learning and consulting for innovation, 2017-2019
Magical Inventions that changed History, 2017 and 2018
The genius of Leonardo Da Vinci, 2016-2018
The Science of Love, 2018
Human Wellbeing, 2016-2018
Multiple Human Intelligences, 2017-2018
Misdirecting 21 Senses, 2016-2018

International Collaborations

2014-current

Gianni Quaranta, production design and art direction
Dario Uri, enigmas, puzzle design and magic inventions
Francis Tabary, contemporary art, sculptures of impossible figures
Piero Angela, science journalism and communication
Patrick Hughes, reverspective art, optical illusion exhibitions
Toby Churchill, engineering communication aids
Gabriella Cristiani, video editing and multimedia productions
Juliana Chen, creative projects, interacting with audience, China

Charitable Mission

2011-current

Organised, powered and performed in fundraising events. Delivered inspirational speeches to empower the communities and raise awareness for the general public.

ANPIS "Assoc. Nazionale Polisportive per l'Integrazione Sociale" 2023
"Noi per Voi" – for the benefit of Polizia di Stato, "U.Giordano" 2021
Campagna Polio Plus – Rotary Club "U.Giordano"- Distretto 2120, 2019
Cancer Research UK, Addenbrooke's Hospital, 2015 - 2018
Teenage Cancer Trust UK, 2016 – 2018
Clinical School University of Cambridge, Doctors' Training, 2015-2017
Gala Thelethon, Open Colonna, Rome, Italy, 2016
San Patrignano Community, Ko Alla Droga, San Patrignano, Italy, 2016
Magpas Charity Cabaret Fundraiser, Cambridge, UK, 2014
San Giovanni Rotondo, Puglia, Italy, 2014
Muscular Dystrophy UK, Charity Evening, Cambridge, UK, 2014
Adotta un Angelo Project, Ce. RS Onlus, San Giovanni Rotondo, 2011
Ce.RS Onlus, Rotaract National Day, Kursal di Bari, Italy, 2011

Post 2015 all charitable actions were hosted under the Cambridge Innovation Hub, where as chairman he maximized the impact of these missions.

Cambridge University Postgraduate Inspirational Speaker

2015-2016

Lectured and mentored prospective postgraduate Cambridge University students

Consultant and Project Developer

Italian Ministry of Justice & Department of Juvenile Justice "Paths of Legality" (CUP: J72B09000030007)
National Operational Program "Convergence Objective for 2007-2013"

2011-2012

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	Consultant by Decree	<i>Jan-July 2011</i>
	For the President of the Italian Republic No. 658 of 12.2.1968, ANFE (National Association of Migrant Families) “ <i>Social and economic analysis in national and international territories</i> ”	
	Mentor	<i>2011</i>
	“ <i>Juvenile Justice Centre of Bari, Mentoring USA/Italia – Onlus 2011</i> ”	
	Accountant Intern	<i>2008-2011</i>
	For Dr Giorgio Campagna, District Court of Foggia, No. 137 / A	
	Research Assistant	<i>May- Sept 2008</i>
	DSEMS, University of Foggia - Consortium Uning soc.cons. a r.l. “ <i>Statistical research and market analysis in the agro-food sector for the “Quality” project of the Capitana market on data collected in the Apulia region</i> ”	
	Consultant in Law Firm	<i>March-June 2007</i>
	For Vincenzo Audiello-Frentum Srl “ <i>Economic analysis for the establishment of the Aeolic Energy generation Park in sant’Elena Sannita (IS) with no. 4656 of 07.07.2006, in the Molise region</i> ”	
	Intern, Chamber of Commerce of Foggia (Italy)	<i>June 2005</i>
	Debate Delegate	<i>May 2005</i>
	Represented Italy in the European Commission during the contest “ <i>Europe on the Board</i> ” for creating a multimedia work to solve social and economic matters	
Artistic Career History	“Dante in Puglia” media project composed of a series of 3 episodes celebrating Dante Alighieri and Nicola Zingarelli on creative learning co-produced with Teatro Pubblico Pugliese e Regione Puglia. (www.DanteinPuglia.it) <i>Con il patrocinio di: Università degli studi di Foggia, università degli studi Bari, Università LUM, Università del Salento, Università degli studi di Napoli Federico II, CERN, New York Stem Cell Foundation, Osservatorio Astronomico di Capodimonte, Biblioteca La Magna Capitana, Istituto Treccani, Puglia Promozione, Apulia film commission, Sistema Dei Poli Biblio-Museali, celebrazioni 700 Dante del Comune di Firenze.</i>	<i>2021-2023</i>
	“The Secret of Life”	<i>March 2019</i>
	Interview and inspirational event with Nobel laureate Sir John Gurdon <i>Gurdon Institute, University of Cambridge, Cambridge UK</i>	
	Chinese New Year	<i>February 2019</i>
	Creating enchantment and wonder to inspire creative learning <i>Corn Exchange Theater, Cambridge, UK</i>	
	Zauber der Illusion	<i>January 2019</i>
	Stage shows <i>Prince Regent Theater – Munich, Germany</i>	
	Troia Cathedral 1000 Anniversary	<i>December 2018</i>
	Magic Projection <i>Troia, Italy</i>	
	Slydini Magic Festival	<i>August 2018</i>
	Street magic festival and gala show <i>Foggia, Italy</i>	
	The World’s Greatest Magicians	

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TV show for RTL Germany <i>Porsche arena, Stuttgart, Germany</i>	August 2018
Chinese New Year Gala The trilogy of fortune, wisdom and creativity <i>Corn Exchange Theater, Cambridge, UK</i>	February 2018
St John's College May Ball Annual Creative Learning activities at the 7 th best party in the world <i>St John's College, University of Cambridge, Cambridge, UK</i>	June 2018- current
Cognitive and Perception biases Show series on creatively exploring human senses and challenging perception, <i>ADC Theater, Cambridge, UK</i>	October 2017
Amazing Show series on crafting wow moments and magical experiences <i>Zhubai University Campus, Zhubai, China</i>	January 2017
Theater Shows Chimelong festival, highlight shows tours & interviews <i>Zhubai Stadium Centre, Chimelong Circus Theater, Macao</i>	2016-2017
International Italian Magic Festival <i>Abano Terme, Italy</i>	2016
Telethon Gala <i>Palazzo delle Esposizioni, Open Colonna, Rome, Italy</i>	August 2016
Cirque Musical Live Orchestra Variety Magic Show <i>Foggia, Italy</i>	July 2016
Les Plus Grand Cabaret du Monde <i>Tv show, TF2 Paris</i>	2016
Taormina Film Festival Magic projection show <i>Ancient Greek Theater, Taormina, Sicily, Italy</i>	2016
TECHFEST Fantascientific show one-man + technology in Asia's largest technology festival, <i>IIT Bombay, India</i>	December 2015
Shanghai 2015 International Magic Festival <i>Shanghai, China</i>	October 2015
Theatre show <i>Theatre du Casino a Enghin-les-Bains, Paris, France</i>	2015
TV show <i>Paris Premiere, Theater Bobino</i>	2015
World Championship of Magic <i>FISM 2015 Rimini, Italy</i>	2015
Italian World Championship of Magic <i>Parma, Italy</i>	2015
Argos Hippium Award Gala <i>Basilica of Santa Maria Maggiore, Siponto, Italy</i>	2015
	2014- current

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	Advisor, e-Luminate Foundation Cambridge	2013
	Creative Director Italian Musical Aladdin, Pooh Version, Rome	2012
	Creative Director Cartoon Network's Ben 10, the Musical, MAS, Milan	2011
Publications, Creative Learning Conferences & Lectures	"Bio Hub" project, promoted by the <i>Municipality of Orsara di Puglia and financed by Gal Meridaunia s.c.ar.l. through the F.E.A.S.R. - PSR PUGLIA 2014-2020 fund.</i> Local Action Plan "Monti Dauni - Interventions for Social Agriculture: Support for Investments in the Creation and Development of Non-agricultural Activities," in collaboration with the Ortovolante, Socialservice, Anteo Cooperatives, the Volunteering Association Tutti in volo, and the Consortium of Social Cooperatives Oltre. Involved in organizing 13 events aimed at minors with difficulties related to relational issues resulting from neurodevelopmental disorders, as well as adults under the care of mental health services and at risk of marginalization.	March 2023-current
	"Festa della Famiglia" , creative learning educational entertainment intervention organised by <i>Centro servizi per le famiglie "Giovanni Paolo II" with Comune di Cerignola</i>	May 2023
	"Slydini Magic Festival" Art direction of the science outreach festival for the <i>City Council of Vieste</i> to celebrate Tony Slydini, The event is annually presented presented also at <i>BIT, Borsa Internazionale del Turismo", at Milano Convention Centre</i>	2019- current
	"The magic of science" edutainment activity at Torre Alemanna, <i>Cooperativa Sociale Frequenze, Comune di Cerignola</i>	December 2022
	"Notte delle Meraviglie" , Art direction of the varietà organized by <i>City Council and Associazione ARS Manfredonia</i>	July 2022
	DIGI_Tale, "Il digitale come ponte tra umanesimo e scienza" . To celebrate 100 years anniversary of the humanist and scientist Cosimo de Giorgi. Organised by <i>sistema dei poli biblio museali della Regione Puglia at Convitto Palmieri di Lecce.</i>	2022
	"Food for good" , closing conference-show and event for the project project of Fondazione Golinelli founded by Fondo mense scolastiche biologiche <i>MIPAAF & Comune di Bologna.</i>	May 2021
	Stupore al Museo , delivered 10 educational interactive conference shows for the project founded by Regione Puglia, promoted by Comune di Foggia in collaboration with Polo biblio-Museale UtopikaMente Aps	Spring 2021
	"The world without Italians" & "A magical journey with Italian Giants" Live broadcasting of 2 events for <i>l'Istituto Italiano di Cultura di Amsterdam, Ministero degli Esteri"</i> . With the participation of the Ambassador Giorgio Novello, and the Oscar prize winner Gabriella Cristiani.	February 2021
	"The magic Leonardo da Vinci" designed and presented for <i>fondazione Apulia Felix, at Chiostro di Santa Chiara, Foggia</i>	January 2020
"European Investment Forum" Creative Learning lecture on spotting and addressing investment illusions <i>Centre for Endowment Asset Management, University of Cambridge</i>	April 2019	

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- Conference-Show as finale for the Fieragricoltura at Palazzo dei Congressi, Foggia with “**Made in Puglia**” May 2019
- “**Women Magical Discoveries that changed the history**”.
curated and presented for *Università di Bologna, Notte dei Ricercatori* September 2019
- “**Re-engineer learning & creative consulting through magic**”
Globally broadcasted and in parallel translated to all spectators’ languages,
KUDO Global Stage January 2019
- “**Let’s strive for the impossible**”
Lecture on bridging magic and science, bringing great thinkers and legends on stage, *Magdalene College, University of Cambridge* December 2018
- “**Transforming reality and juggling worlds**”
MAPIC International Retail Property Trade Show
Cannes, France November 2018
- “**The spectrum of multiple Human Intelligences**”
Rosalind Franklin STEM Conference
Newnham College, University of Cambridge, Cambridge, UK June 2018
- “**Heritage and Collections Magical Promotion**”
Crafting creative learning experiences for the general public to engage with museum collections
Whipple Museum of the History of Science, Cambridge, UK May 2018
- “**Making Sense of the World**”
Sensory systems and the magical misdirection
Cambridge University Science Festival 2018, Charles Babbage Lecture Theater, Cambridge, UK March 2018
- “**The Science of Love**”
Lecture challenging perceptions of romantic love tracing back to biology and magical thinking
Anglia Ruskin University, Cambridge, UK February 2018
- “**Building Resilience and Focus**”
Lecture on building soft skills and hope through creative learning and magic
St John’s College, University of Cambridge, Cambridge, UK November 2017
- “**Cross-culture communication**”
Lecture on building magical bridges to connect people in the artistic, academic and professional world
Shanghai Jiao Tong University, Shanghai, China September 2016
- “**IIT Technology Festival**”
Lecture on sparking innovation in technology
IIT University, Bombay, India December 2015
- “**Reframing**”
Lecture and magical storytelling on crafting connections between science and magic
Cambridge Union Chamber, Cambridge, UK February 2015
- “**Future Prospects for the World Economy**”
The image of the world in 2050
Executive Education, Judge Business School, University of Cambridge, Cambridge, UK October 2014

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“Social Innovation Program” Identifying innovative solutions for local organizations project <i>Cambridge Hub, UK</i>	October 2014
“Biodiversity, Ecosystem and Sustainability” 16th Annual BIOECON Conference <i>King’s College, University of Cambridge, Cambridge, UK</i>	September 2014
“Cambridge Business & Economics” 2014 Annual Conference <i>Murray Edwards College, University of Cambridge, Cambridge, UK</i>	July 2014
“Networks, Institutions and Economic History” <i>Madingley Hall, University of Cambridge, Cambridge, UK</i>	June 2014
“Beyond the Now” 11th Technology Ventures Conference <i>Cambridge University Entrepreneurs, Cambridge</i>	June 2014
“Climate Change & Food Security Marketplace” Forum for the Future <i>Murray Edwards College, University of Cambridge, Cambridge, UK</i>	June 2014
“Smart Grids & Cleanpower” 6th Cambridge Investment Research Conference <i>Murray Edwards College, University of Cambridge, Cambridge, UK</i>	June 2014
“Meeting the zero-hunger challenge” Festival of plants <i>Sainsbury Laboratory, University of Cambridge, Cambridge, UK</i>	May 2014
“Innovation Leaders – Future of Clean-Tech” 2014 Annual Conference by the Bioenergy Initiative <i>Clare College, University of Cambridge, Cambridge, UK</i>	February 2014
“International Student Development Scheme” <i>Gonville and Caius College, University of Cambridge, Cambridge, UK</i>	January 2014
“Innovation in Crops 2013: Biosciences, Biorenewables, Bioeconomy” InCrops Annual Conference <i>Norwich, UK</i>	November 2013
“Crossing the barriers – Sustainability” Post-doc society of Cambridge University Researchers <i>Robinson College, University of Cambridge, Cambridge, UK</i>	October 2013
“Oxbridge Biotech Roundtable” This house believes research is better done in industry <i>Cambridge Union, University of Cambridge, Cambridge, UK</i>	October 2013
“Recognising Opportunities” Unlocking potential in a landscape and spotting future needs <i>Emmanuel College, University of Cambridge, Cambridge, UK</i>	January 2013
“Biofuels supply chains: sustainability and entrepreneurship in local agricultural systems” 73rd IAES conference (International Atlantic Economic Society) <i>Istanbul, Bahcesehir University, Turkey</i>	March 2012

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	“Biomass Energy Production in the EU”	July 2012
	EPROBIO, Departments of Economics and International Relations <i>University of Foggia, Italy</i>	
Scholarships & Awards	Premio dei Pugliesi del Mondo , Puglia, Italy	2019
	Creative Innovation Award , Kappa Intelligence, London, UK	2018
	Premio Re Manfredi , Puglia, Italy	2017
	Belgrade Magic Festival Award , Belgrade, Serbia	2017
	Chimelong International Theater Award , Zhuhai, Macao and Guangzhou, China	2016
	Fire Bird Award , Zhuhai, China	2016
	Outstanding Performance Award , Chimelong, China	2016
	Telethon Award for Charitable Work , Open Colonna, Rome, Italy	2016
	Taormina Film Festival, Video Mapping & Creativity Award , Sicily, Italy	2016
	World Championship of Magic Award , FISM, Rimini, Italy	2015
	British Cultural Centre Award , Shanghai Jiao Tong University, China	2015
	Mandrakes D’Or Award , Paris, France	2015
	Honorary Award “Argos Hippium” , for Italians excelling internationally	2014
	European Championship on Big Stage Illusions , FISM, Marseille, France	2008
	Scholarship from the CESE (European Economic and Social Committee) – Brussels	2005
	First National Award from the National Italian Federation “Cavalieri del Lavoro”	2005
	Award in Mathematics from “F. Rotundi”, ITC P. Giannone, Foggia	2004
Guinness World Records	Largest Mentalist Mnemonics Book Test <i>Cambridge University Library, UK</i>	2014
	Fastest Escape from Straitjacket <i>Puglia, Italy</i>	
	Fastest Escape from Double Locked Handcuffs <i>Puglia, Italy</i>	2014
	Largest Card Illusion Reveal <i>Sidney Sussex College, University of Cambridge</i>	2014
	Fastest Escape from handcuffs <i>Argos Hippium Award, International GWR</i>	2009
	Fastest Escape from Straitjacket <i>Argos Hippium Award, International GWR</i>	2009
Memberships	Honorary President of Cambridge University Magic Society, Cambridge, UK	
	Member of the Magic Circle, London, UK	
	Member of the Italian Magic Club (CMI), Italy	
	Charity for Teenage Cancer Research, Addenbrooke’s Hospital, UK	
	Charity for Muscular Dystrophy, Cambridge, UK	

I authorize the processing of personal data present in the CV pursuant to Legislative Decree. Lgs. 101/2018 and of the GDPR (EU Regulation 2016/679).