

OLIVIERO TOSCANI

Oliviero Toscani was born in Milan, Italy, in 1942 and studied photography and design at the University of the Arts in Zurich from 1961 through 1965.

He is internationally renowned as the creative force behind some of the world's most successful brands, through the years creating what have become some of the most famous corporate images and advertising campaigns.

UNITED COLORS
OF BENETTON.

His latest projects include collaborations with the Italian Red Cross, the Istituto Superiore della Sanità and the United Nations High Commissioner for Refugees, as well as campaigns dedicated to improving road safety, fighting anorexia, combating violence against women and raising awareness on the plight of stray dogs.

After more than five decades of publishing innovation, advertising, film and television, Toscani now deals with creativity applied to various communication media, producing, with his studio, editorial projects, books, television programs, exhibitions and workshops.