

Alice J. Crippa.

CREATIVE FUTURIST & CREATIVE DIRECTOR

Ciao!

I love meaningful questions about the future.

I am a believer in the power of creativity in building an inclusive future where we can thrive and stay true to ourselves. I have a passion for complex, world-building challenges and I seek collaborations with organizations working today to build the best possible tomorrow – not just for themselves but for everyone. I research creative facilitation methods designed to better allow under-represented skillsets, neuroabilities and sensibilities to effectively contribute to transformative group idea-generation sessions.

Experience.

2021 – Present

Zeus Jones

Creative Futurist

It's about imagining the future in ways that **align business needs with positive societal impact**. I help envision new markets at the intersection of nascent cultures, human needs and technological progress. I help envision what an organization or a project could become. Favorite tool: **future-back thinking** – a desire to imagine the world we'd want, and the ability to think about how we might get there, bringing others along.

2016 – Present

Design Faculty
Politecnico Di Milan

Lecturer / Professor

Leading the first *Body Thinking Lab* in Milan, focused on **making creative processes more inclusive and guided by our body intelligence, not just our rationality**. The goal is solving complex business challenges while helping non-creatively-trained experts become active forces in future-making. In this role, I also help young creatives use body listening and analogies to **redefine the terms of their future careers** and carve out a path more aligned with their definition of happiness, success, growth, mental wellbeing and life purpose.

2016 – 2021

FCB Chicago

Associate Creative Director & Innovation Catalyst

Since 2019 I've **led an innovation-oriented cross-functional team** working to amplify top agency's ideas through innovative, culturally-relevant creative solutions. I sparked and managed relationships with innovation partners such as Reddit, IBM, Community.com, Hello Alfred, WeTransfer and more.

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Education.

2017 – Present

The Second City
Chicago

Improv & Comedy Writing Program

Where I learned to think on my feet really fast and that EVERY living creature has an huge creative intuition we can be nurture, elevate and use as compass.

2010 – 2011

Politecnico di Milano
Final grade 110/110

Master's Degree in Art Direction & Copywriting

My creative upbringing thanks to over 20+ wonderful ECDs and CDs.

2007 – 2010

Politecnico di Milano
Final grade 110/110

Master of Science in Design & Visual Arts

Focus on information visualization and information networks.

2007 – 2010

Politecnico di Milano
Final grade 110/110

Master's Degree in Innovation Management

Focus on managing and evaluating innovation processes across multiple organizations.

Thought Leadership.

[Talking Futurism](#) With Gerety Awards

[The Vocabulary of Joyful Resilience](#)

Reimagining resilience starts with being inquisitive about the words we use to define it.

[Exploring Joy, Reimagining Resilience](#)

A reflection on the status quo and a new perspective that redefines the role of play in innovation & future-making.

Creative Mentoring & Judging.

Who's your Momma? – Powered by SheSays

Effie Effectiveness Bootcamp Mentor

Effie Collegiate Juror

AICP Post Awards Juror

IAA Grand Juror

The Young One's by The One Club Juror

Muse, Titan, Telly, Eventex, GSA, Gail Awards Juror

Awards.

EL OJO DE IBEROAMÉRICA

Gold | PRODUCCIÓN AUDIOVISUAL | Call From Nature — Michelob Ultra

RADIO MERCURY AWARDS

Best of Show | RADIO | Radio Flyer Tours

ADCE

Gold | INTEGRATED & INNOVATION | Samsung Smart Bike

ANDY'S

Silver | RESET & INNOVATION | Samsung Smart Bike

LIA

Silver + Finalist | DESIGN & NON-TRADITIONAL | Samsung Smart Play-board

D&AD

Wood Pencil | CINEMATOGRAPHY | Call From Nature — Michelob Ultra

CANNES LIONS

Gold Lion | PR | Samsung Maestros Academy

Bronze Lion | ENTERTAINMENT | Travel Agency for the Imagination — Radio Flyer

Bronze Lions | RADIO | Radio Flyer Tours

Bronze Lion | DIRECT + PROMO | Samsung Maestros Academy

Bronze Lion | PROMO | Samsung Smart Play-board

Shortlisted | INNOVATION | Samsung Smart Bike

Shortlisted | OUTDOOR & PRINT | Jeep Borderless

Shortlisted | FILM CRAFT | Call From Nature — Michelob Ultra

ONE SHOW

Silver | CROSS-CHANNEL | Samsung Smart Play-board

Silver | ART DIRECTION | Travel Posters — Radio Flyer

Merit | USE OF TECHNOLOGY | Samsung Smart Bike

Merit | INNOVATION + INTEGRATED | Samsung Smart Play-board

Merit | EXPERIENTIAL | Samsung Emotion Project

Merit | ART DIRECTION + ILLUSTRATION | Radio Flyer

Passions.

BODY THINKING

Experimental practices that allow our bodies to sit at the creative table and guide future-building decisions.

FIGHTING STIGMA

Shaping new narratives for marginalized behaviours.

NEURODIVERGENT THINKING

Hobbies.



Hiking



Travelling



Mind-Body
Connection



Running



Cooking