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Michela Magas



Michela Magas is a designer who bridges science and art, design and technology, and academic research and industry, with a track record of over 25 years of innovation.

She is innovation advisor to the European Commission and the G7 leaders, and is the creator of the concept of the Industry Commons which enables sustainable cross-domain data-driven industry collaboration. In 2017 she was awarded European Woman Innovator of the Year and in 2016 she was presented with an Innovation Luminary Award for Creative Innovation. She is Chair of the Industry Commons Foundation and Innovation and Sustainability Manager of OntoCommons which creates an ontology ecosystem for industrial interoperability based on data documentation for Industry Commons.

Michela is the founder of MTF Labs, a global community prototyping platform of almost 8000 creative innovators and scientific researchers. The platform places arts and creativity at the centre of cutting-edge innovation in areas as diverse as neuroscience, forestry and microcomputing, and has been hosted worldwide by partners including Microsoft Research New England, Centre Pompidou in Paris and the London Symphony Orchestra at the Barbican in London. She currently advises on the role of Culture and Creative Industries in the context of EU Industrial Policy and has served on the Connect Advisory Forum of the European Commission's Horizon 2020 programme 2013-2018.

Michela co-founded Stomatolite Design Innovation Lab in 2000, developing futures concepts for a series of international clients including Apple, Nike and Nokia with Peter Russell-Clarke, who is now part of the Apple Industrial Design Team. She graduated from the Royal College of Art in London in 1994, worked on the global expansion of the Financial Times until 2000, and has developed programmes and courses for the Royal College of Art and Goldsmiths, University of London, including Design Critical Practice, Design Entrepreneurship, and Creative Computing, franchised globally.

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