



WOODIE
Milano

woodie.it



Power Anywhere

Company Overview

Who we are

Based in Milano, the city known for design and fashion, Woodie Milano is a consumer technology company whose mission is the marriage of design and technology. Beautiful materials and effortless technology in one. Woodie blends Italian style, the finest materials and cutting edge technology to build real world products that are elegant, effortless and extraordinarily useful.

About Woodie

Woodie is the first premium Power Hub which combines brains and beauty. Reflecting magnificent Italian design with pure efficiency. The single port device provides a place to wirelessly charge your smartphones, whilst also offering usb ports and AC sockets. The result is a whole new perspective in technology and style that is undeniably Italian. Woodie conveys all your power needs into a single object of everyday use.

Team

Francesco Paolo Dolce

Francesco studied Architecture and Design at Politecnico of Milano. He moved, with a double degree program, to Universidad de Belgrano in Buenos Aires for his master degree. There he spent two years, from 2013 to 2015. During the double degree program, where he met Marco Lorenzi, both conceptualized the Woodie and founded with Marco Iurilli Woodie Milano in March 2015. Francesco has always lived fashion and design in first person since he was young, being part of a family-owned fashion company based in Milano.

Marco Iurilli

Marco is the economic person of the team. After a bachelor degree in Finance at Bocconi University, he started working in the financial division of Kraft Foods in Milano. In search of new experiences he quited his job after two years to start a backpacking trip in South America. He soon after obtained a master degree at Rotterdam School of Management which gave him the possibility for an inspiring trip to Silicon Valley. From there he came back with the idea to create something and get out of the standard path. Thanks to his academic background and a five months internship in a dutch incubator he's got the tools to support that choice.

Marco Lorenzi

Marco studied Architecture and Design at Politecnico of Milano. He experience the Visual Art School at the University of Western Australia before moving to Buenos Aires, where he met Francesco, at Universidad of Belgrano during the double degree program. There they designed Woodie. Marco has always been sensitive to arts since he was young; he studied piano at the Conservatory of Brescia when he was a child, then his interests moved from music to design and with Woodie he found his vocation.