



## Mick Odelli

Mick Odelli studied "Visual Communication" at the University of New England, Sydney. That is where he got passionate about digital media and started to think about a professional project of his own.

He founded his first company back in 2008 in Padua, Italy: DrawLight, a creative studio specialized on the creation of artistic, emotional and technological installations. Now a brand and a reference in the immersive media market. Mick loves to define himself as an "Innovation Consultant" due to his unbridled passion for any kind of technology that is able to create emotions on the human being. He is a curious person and an early adopter, under constant updating.

His conceptual approach comes from the know-how that he acquired along with DrawLight in the last six years, working with companies that love to innovate and to amaze.

He became an entrepreneur when he created a laboratory for new technologies and innovative solutions for the market, thus taking a short step from his previous "startupper" status. He was able to establish a space for debate and experience exchange, as well as a meeting point for experts, innovators and tech developers.

In 2015 Mick founded Senso Immersive, at the age of 33. He also developed two innovative patents that are meant to revolutionize the retail world and that of shopping experiences. Teca and Scigno: showcases with a technological soul. He also invented Vedo, an instrument able to create immersive atmospheres, changing the architecture of a whole space completely, as well as its interior design and lighting. Teca, Scigno and Vedo are now icons of excellence and quality.

Mick Odelli is always increasing his experience and skills. He shares them with great enthusiasm in the Veneto Region, a territory that is very important and close to him.

Another recent important step on Mick Odelli's career was the election as Vice President of the Young Entrepreneurs of Confindustria Padova, of which Anna Viel is President. The guidelines for 2016-2019 put education and training at first place so that schools and universities may become partners, thus working towards the market demands. The intention is to bring young people together in the professional world as well, finding new synergies and filling the training gaps within companies.

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