

# In conversation with... Gianluca Toccafondi, IKEA

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Welcome to the first 'In conversation with...' a series featuring our clients, partners and peers.

This month, Gianluca Toccafondi, Global Integrated Media Manger at IKEA, tells us why Renzo Piano is his professional hero and his thoughts on the good and bad of social media...

What was your first-ever job?

My very first job was actually as an assistant in a medium-sized hospital. It was just after university and I did most of the finances, I used to calculate the costs of ultrasounds!

Who is your professional hero and why?

The Italian architect, Renzo Piano, I think he's been able to project an "Italian genius" through beauty and science – his work is something of the future. As you might be able to tell, I am very proud of my Italian origin and heritage, both culturally and intellectually.

If you could have any other job, what would it be and why?

I would love to work in an organisation dedicated to creating a more sustainable world. I feel this is the last generation who can make a real difference. Sometimes I ask myself, how can I use what I have learned in the last 20 years to contribute to a better planet for my kids?

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When are you at your happiest?

The day before a well-deserved vacation, especially after a long and intense period of work. It's that feeling when you know you've done a good job, I can free my mind and the people I love can have all of me.

What have you never understood?

I still struggle to comprehend why the Italian economy isn't doing well. It makes me sad as I can't totally comprehend why.

What's your favourite social media channel?

Truth be told, I actually don't like them. Professionally, I'm interested in understanding how

they work, including the most recent successes of channels like TikTok. Overall, I feel that they have a role of democratising content and creativity but unfortunately, they also encourage superficial conversations.

What do you do to relax?

There are three things: Music, Music, Music. Aside from that, I like reading and playing football.

Best-ever TV series?

Probably Friends or Happy days. I couldn't choose between them! More recently it would be Game of Thrones.

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