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Damian Santamaria, Marketing Director, Sublime Magazine, UK

Damian Santamaria has worked as an independent communication design practitioner and consultant in the UK for over 15 years. He co-founded *Sublime* (The first international sustainable lifestyle magazine) in 2006, created as a vehicle for communicating non-consumerist values to mainstream audiences, www.sublimemagazine.com. Damian holds an MA in Visual Communication Design from UNLP (Universidad Nacional de La Plata Argentina), and was appointed Visiting Fellow at the Faculty of the Creative Industries (Southampton Solent University) in recognition for his professional contribution in the area of communication design and sustainability. He is also regular visiting lecturer at London College of Communications, Goldsmiths University and the London College of Fashion.