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Associate Professor ICAR 13 (Design)
abilitazione nazionale professore I fascia

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Synthetic profile

Architect and Associate Professor at **Department of Design, Politecnico di Milano**, I teach *Interior Design Studio* at the School of Design and *Research in Design* at the PhD Programme in Design.

I am the **director of the specialization Master IDEA_Exhibition Design**, I mainly deals with **Design for Cultural Heritage** in terms of museography and exhibition design, communication and enhancement of local areas, new models and narratives of cultural experiences, the relationship among design, humanities and arts.

Since 2015 I am visiting professor in *Interior design* at **Science of Architecture School, Università degli Studi di Parma**.

I am visiting professor also at the Master's program in ***Design for Creative and Cultural Industries (for cities and territories)*** at **El Bosque University of Bogotá, Colombia**.

I have also several teaching and research assignments in various international institutions, including the Unisinos Universidade Rio Grande do Sul, Brazil; Tongji University of Shanghai, China; University of Dundee, Scotland; Universidad Nacional de Cordoba, Argentina, University YSUAC of Yerevan, Armenia; Asmara, Eritrea.

The teaching assignment is also extended to specialized education in terms of national and international **2° level specialising masters** (Master IDEA-*Exhibition design*, Master MUID-*Urban interior design*; Master MARCAP-*Management delle risorse culturali, ambientali e paesaggistiche*; MID-*Master Interior Design*; MCM-*Master in Communication Manager per il turismo*; MUMAT-*Master in Marketing Territoriale*; Master in *Collection/Exhibition Registrar per l'arte contemporanea e il design*; Master in *Progettare cultura*, Università Cattolica del Sacro Cuore di Milano; Master in *Eventi d'Arte. Progettazione di interventi d'Arte, Cultura e Design per città, imprese e territorio*, Università Cattolica del Sacro Cuore di Milano; MAMACON-*Master in Conservazione preventiva e programmata per la valorizzazione del patrimonio culturale*; Master di *Design for Innovative Environments*, Tongji University, Shanghai; Master in *Progettazione del restauro* University YSUAC, Yerevan, Armenia).

The constant relationship between the topics of the teaching activity and the topics of research is confirmed by the engagement in the PhD programs:

- **Phd program in *Design and Technologies for the valorisation of cultural heritage***, 2004-2010, member of the scientific board and the coordination team, as well as supervisor of 5 phd thesis
- **Phd program in *Design***, 2013-2018, member of the scientific board and the coordination team, as well as supervisor of 6 phd thesis.

I also was co-advisor of 5 Phd thesis within external PhD programmes.

I am member of the scientific board of the ASP (Alta Scuola Politecnica), special postergraduate master programme that involves Politecnico di Milano and Politecnico di Torino.

I am member of the scientific coordination team of the *HumanitiesDesign Lab*.

I am one of the first members of the *International Forum Design as a Process*.

I am member of the research network *D4T-Design for Territories* (dept. Design, Politecnico di Milano). dedicated to the investigation, teaching and application of design methodologies for the empowerment, regeneration and enhancement of territories.

I was the scientific responsible and coordinator of various national and international research projects: *Inspired by Beijing Opera and New Contemporary Authentic*; *Design for cultural heritage for the E.CH.I project*; *Interactive virtual spaces: New models of purchases between trade and narrative*; *Valorisar Sao Leopoldo* (Unisinos, Brazil); PRIN Research Program (deputy scientific responsible) *Design for Cultural Heritage among history, memory and knowledge*.

I participated in national and european research including:

national:

The Virtual Design Museum; *M.O.Ma Marketing per l'Oltrepo Mantovano*; FARB research *Humanities & Design Lab*; FARB research *TrendHub*; FARB research *Desy-Strategies and processes of valorization of artists's house museums*.

european:

European project FP7 MeLa-European Museums in an age of migrations; *European project SMARTA Environmental monitoring system through a network of sensors and wearable telemonitoring as a support to health services, prevention and safety for Active Aging*.

I have been a speaker at several national and international conferences, reviewer and **member of scientific committees as well as international design contest** (including Museo Federico Fellini in Rimini).

Detailed activities and qualifications

1. National and international research

2017-19 | 24 months | National research | Cariplo | operative coordinator, researcher and member of the scientific board

> Operative coordinator, researcher and member of the scientific board of the project *MuseumHub IN VERTICALE. Valorizzare i “repertori” del Castello Masegra e generare nuova fruizione della wilderness alpina (territorial marketing, territory and museum identity, exhibition design)* founded by Cariplo.

2017-18 | 12 months | National research | Farb | researcher

> Researcher at National Research *DESY. Strategies and processes of valorization of artists’s house museums* founded by Farb funds dept. Design, Politecnico di Milano, (resp. A. Mazzanti).

2016-17 | 12 months | National research | Farb | researcher

> Researcher at National Research *TREND_HUB. Highly User Based Trend activity center* founded by Farb funds dept. Design, Politecnico di Milano, (resp. M. Celi).

2015-16 | 12 months | National research | Farb | researcher

> Researcher at National Research *D4T. Design for Territories* founded by Farb funds dept. Design, Politecnico di Milano, (resp. M. Parente) <http://www.d4t.polimi.it/who-we-are/>.

2010.2014 | 48 months | National research | Lombardy region | researcher

> Researcher at National Research *SMARTA Environmental monitoring system through a network of sensors and wearable telemonitoring as a support to health services, prevention and safety for Active Aging* founded by Lombardy Region. Coordinator: Politecnico di Milano (resp. G. Andreoni).

2011.2015 | 48 months | European research | researcher and coordinator of the design research unit

> Researcher at European Research FP7 *MeLa - European Museums in an Age of Migration* co-funded by European Union in the 7th framework (Socio-economic Sciences and Humanities Program). Coordinator: Politecnico di Milano (resp. L. Basso Peressut dept. Dastu), other partners: CNR Consiglio Nazionale della Ricerca, University of Glasgow, Copenhagen Institute of Interaction Design, MACBA Museu d’Arti Contemporani di Barcelona, MNHN Muséum National d’Histoire Naturelle (Paris), the Royal College of Art (London), Newcastle University, l’Orientale University of Naples. <http://www.mela-project.eu>

> I was responsible (with E. Lupo) for the dept. Design Research Unit and I coordinate activities such as the experimental action at the Museo Diocesano di Milano ***Rethinking Religion Representation as Transcultural Experience in Museums.***

> I was responsible for the research program ***Pratiche, processi, sistemi e modelli di partecipazione, interazione e narrazione design driven ad alto potenziale tecnologico nella fruizione culturale urbana e museale (High-tech design driven practices, processes, systems and models of participation, interaction and narrative in the museum and urban cultural experience).***

and I set up a research fellowship on it.

> I was responsible of the research program ***Collaborazione alla ricerca in termini di contributi teorici ed operativi sul tema della relazione/network di musei e biblioteche (Collaboration to the research in terms of theoretical contributions about the network of museums and libraries)*** and I set up a research contract on it.

2013.2014 | 7 months | International research | Consorzio AST Vigevano, Lombardy region | researcher

> Tutor-researcher in *DESIGN+CONTEXT (D+C), Design of innovative products/services for the promotion of urban environmental contexts* (resp. D. Calabi).

2009.2013 | 32 months | applied international research | Interreg Program | scientific responsible and coordinator

> Scientific responsible and coordinator of the research *Il design dei beni culturali per il progetto E.C.H.I (Design for cultural heritage for the E.C.H.I project, urban identity, territorial enhancement)* (in the program “E.C.H.I. Etnografie Italo svizzere per la valorizzazione del patrimonio immateriale”/“Italy-Swiss Ethnography for the valorisation of intangible heritage” operative program cooperation Italy-Switzerland 2007-2013) co-funded by the Lombardy region.44

2012 | 7 months | applied research | Lombardy region | scientific responsible and coordinator

> Scientific responsible and coordinator of the applied research *Design al tombolo: progetto di un intreccio. Atelier PopUp di pratiche estetiche partecipate per la realizzazione di borse di frontiera.* (*Design&bobbin lace. Atelier PopUp of participated aesthetics and practices for handbags represenative of the border area*). This research (presented in partnership with Polidesign of Politecnico di Milano) won the Lombardy region announcement focused on experimental projects about safeguarding intangible cultural heritage in border area - Strategic Project "E.C.H.I Etnografie Italo-svizzere per la valorizzazione del patrimonio immateriale"/ “Italy-Swiss Ethnography for the valorisation of intangible heritage” - Cooperation project Italy-Switzerland 2007-2013.

2011.2015 | 12 months | Cariplo Foundation research | researcher

> Researcher at the research program *DOMINUS. Distretto Culturale dell'Oltrepò Mantovano per l'Innovazione, l'Unicità e lo Sviluppo del territorio (DOMINUS. Oltrepò mantovano cultural district: innovation and development of the territory)*.

> I elaborated the Communication Plan for the study of the operative feasibility.

The reserach is co-funded by Cariplo Foundation and involved 13 towns in the Oltrepò Mantovano area, Mantua Province, Chamber of Commerce, Industry, Craftsmanship and Agriculture, System of Libraries Legenda, Mantua Industrial Association, Consorzio Agrituristico Mantovano, Oltrepò Mantovano Cultural Associations (resp. F. Schiaffonati e M.C. Treu).

> I was co-coordinator and lecturer at the workshop “Cultura e sviluppo locale”, Pegognaga (Mantua), March 2015.

2011.2012 | 12 months | applied research | scientific responsible and coordinator

> Scientific responsible and coordinator of the applied research *Progetto di ambienti virtuali interattivi. Nuovi modelli d'acquisto tra commercio e cultura narrativa (Interactive virtual spaces. New models of purchases between trade and narrative)* (co-funded by Lombardy region, “Researcher-fund” and Beiersdorf company).

2011-2012 | 12 months | Farb Research | researcher and member of the coordination team and the scientific committee

> Rsearcher and member of the coordination team and scientific committee of the Farb research *Humanities & Design Lab* (resp. S. Zingale)

> In the 2010 I founded an academic team focused on this topic (the relationship between design and humanities) and I promoted and organised the conference *Design & Humanities. Giornata di studio intorno al ruolo delle discipline del progetto e delle discipline umanistiche nella didattica*, dip. Indaco Politecnico di Milano, 19th May 2010.

I was chairperson and speaker at *Le discipline del progetto e le discipline umanistiche tra design e metadesign*.

> I chaired the panel *Humanities centred innovation* at 4th International Forum of Design as a Process, 19th-22nd September 2012, Universidade do Estado do Minas Gerais, Belo Horizonte, Brazil.

2010-2012 | 24 months | Ministerial Prin research | scientific deputy-responsible/coordinator

> Scientific deputy-responsible/coordinator of Ministerial Research Prin2008 *Il design del patrimonio culturale tra storia, memoria e conoscenza. L'Immateriale, il Virtuale, l'Interattivo come "materia" di progetto nel tempo della crisi (Design for cultural heritage among history, memory and knowledge. Intangible, Virtual, Interactive as a design "matter" in the time of crisis)*. National coordinator: Politecnico di Milano (resp. F. Irace). Other partners: Università degli studi di Bologna, Università degli studi di Genova, Università degli studi di Palermo.

> Scientific coordinator of the project work *L'Archivio Immateriale degli Allestimenti Temporanei* (The digital archive of temporary exhibitions) and responsible for the research program: *Scenari, strumenti, metodi, processi e pratiche design driven per la messa a punto di un modello di Digitale degli Allestimenti Temporanei: linguaggi, narrazioni, fruizioni* and I set up a research fellowships on it.

2009.2011 | 24 months | applied research | Lombardy region | researcher

> Researcher in the program *Il Museo Virtuale del Design* (Virtual Design Museum) funded by the Lombardy region (resp. G. Guidi, A. Seassarò).

2010 | 12 months | applied research | scientific responsible and coordinator

> Scientific responsible and coordinator (with E. Lupo) of the research *Inspired by Beijing Opera. Traditional culture of the Beijing Opera and new Contemporary Authentic*, funded by Ada Ceschin Pilone Foundation (Zurich, Svizzera).

2009 | 12 months | applied research | researcher

> Researcher-designer in the project *Commercio & Città della Cultura. Innovazione e sperimentazione nel retail system mantovano verso l'economia dell'esperienza* (Trade & Culture City. Innovation and experimentation in the "mantovano" retail system towards the experience economy) (resp. F. Schiaffonati). Research agreement 2008-2009 among Politecnico di Milano - Mantua University branch and Mantua Chamber of Commerce, Industry, Craftsmanship and Agriculture - Mantua Municipality - Lombardy region - DG Commerce Fairs and Markets, involvement of professional studios and academic researchers.

2007.2008 | 12 month | applied research | researcher and research unit responsible

> Researcher and responsible for the applied research *Comunicazione visiva per l'Oltrepò Mantovano* (Visual communication of Oltrepò Mantovano) (resp. F. Schiaffonati). Agreement 2007-2008 among Politecnico di Milano - Mantua University branch and Mantua Chamber of Commerce, Industry, Craftsmanship and Agriculture - Mantua Province and e 26 Oltrepò Mantovano towns.

2005.2006 | 18 months | international research | scientific responsible and project manager

> Scientific responsible and project manager of the international research *Valorizzare Sao Leopoldo (Brasile)* (Valorising Sao Leopoldo, Brazil: urban identity, territorial marketing), Unisinos (Universidade do Rio Grande do Sul, Brazil).

2004.2007 | 36 months | national research | researcher and research unit responsible

> Researcher at *M.O.Ma Marketing per l'Oltrepo Mantovano* (Resp. F. Schiaffonati, Stevan) and I was responsible with F. Celaschi for the Design research unit within the same research program. Research agreement 2004-2006 among Politecnico di Milano - Mantua University branch and Mantua Chamber of Commerce, Industry, Craftsmanship and Agriculture - Mantua Province and e 26 Oltrepò Mantovano towns.

2006 | International contest | special mention premio

Special mention to international contest *Mediterranean Landscape Prize* in PAYS.DOC project, second edition (The PAYS.DOC project is part of the European Union's INTERREG IIIB MEDOCC program) for the applied research "M.O.Ma Marketing per l'Oltrepo Mantovano".

2004-2006 | 24 months | Ministerial Prin research | researcher

> Researcher in the Ministerial Research Prin2004 *D.Cult. Il Design per la valorizzazione dei Beni Culturali. Strategie, strumenti e metodologie di progetto* (Design for cultural heritage. Strategies, tools and design methodologies), National coordinator: Università di Genova (resp. B. Spadolini). Other partners: Politecnico di Milano, Università Statale di Milano, Politecnico di Torino, Università di Roma, Università di Napoli.

2003.2004 | 18 months | departmental research | research fellow

> Fellow researcher in the research *Processi e metodi design based per la sistematizzazione, divulgazione e valorizzazione del patrimonio di esperienze, competenze, tecnologie, della cultura politecnica in materia di beni culturali: il progetto e lo sviluppo di eventi e prodotti informativi, formativi, di addestramento degli operatori* (Processes and methods "design based" for the systematisation, divulgation and valorisation of

the heritage of experiences, competences, technologies of the polytechnic culture in terms of cultural assets)
Resp. A. Seassaro, dip. Indaco, Politecnico di Milano.

2. Activities in Phd programs

2.1 Phd Program in Design

(coordinator F. Trabucco; since 2015: L. Guerrini; since 2017: P. Bertola)

2010.today | Phd Course in *Design* | coordination member, supervisor and (since 2013) member of scientific board

management activities

- > Member of the scientific board.
- > Member of the coordination team.
- > Member of the scientific committee of the international seminars *Milano Design Phd Festival*, from 2012-today.
- > Responsible for the communication and promotion project (communication artefacts and website).
- > I am a member of the competition committee for candidacies of the XXIV cycle (30th-31st October 2008), the XXVI cycle (1st July 2010), the XXXI cycle (June-July 2015), the XXXIII cycle (June-July 2017).
- > I am a discussant and a member of the academic committee for the final exam of the XXV cycle (22nd March 2013), the XXVII cycle (March 23rd 2015), the XXVIII cycle (8th July 2016).

teaching activities

- > 2014-today (4 editions) I am the regular lecturer of the course (in English) *Research in design. Academic case histories*
- > Curator of the following seminars:
Emotional Engagement with Heritage by Prof. D. Petrelli (Sheffield Hallam University, UK.), Polifactory, Politecnico di Milano, Campus Bovisa, 9th November 2017;
Progetto di un dialogo. Il dottorato in design incontra le aziende, Sala Verde, Politeca, Politecnico di Milano, Campus Bovisa, 16th November 2010;
La ricerca in design. Sette esperienze progettuali, Aula Castiglioni, Edificio PK, Politecnico di Milano, Campus Bovisa, 28th September 2011.
- > Speaker in the following conference:
Design&Cultural Heritage. Conservazione e valorizzazione del patrimonio storico nell'era digitale, Sala Conferenze, Museo del 900, 29th November 2014 with the speech *PhD Programme in Design and the Cultural Heritage field*.
- > 2013 I held the Course (with A. Biamonti) *Lezioni di design* where I coordinated the seminars cycle "Exploring design" in collaboration with Assolombarda.
- > Supervisor/tutor of several phd thesis (see point 2.6)

2.2 Phd Program in Design and Technologies for the valorisation of Cultural Heritage

(coordinator F. Schiaffonati)

2004.2011 | Phd Program in *Design and Technologies for valorisation of cultural heritage* | coordination member, supervisor and member of the scientific board

management activities

- > Member of the scientific board.
- > Member of the coordination team (and participated in the starting stage of the program).
- > Member of the scientific committee that worked on the national coordination of the PhD programs in design. In this context I was the curator (with E. Manzini, M. Ingaramo, V. Bucchetti, F. Costa) of a seminar on Phd Programs in Design. I was a speaker at *Quadro dei temi di ricerca* at the Seminar "Dottorati. Seminario di riflessione", Milan 1st February 2007.

> Member of the competition committee for candidacies of the XXI cycle (16th-17th November 2008).

teaching activities

> From 2005 to 2010 (5 editions) Regular lecturer of the course *Processes and methods in the cultural heritage system*.

> Lecturer and the curator of the following workshops:

- *I beni culturali enogastronomici come porta d'accesso per lo sviluppo locale e per la valorizzazione dei bbcc architettonici, territoriali e immateriali. Nuovi concept per la valorizzazione e fruizione del territorio* Mantua 30th June-7th July 2005;

- *Le piccole città murate. Fratte Rosa e il Convento di Santa Vittoria*, Fratte Rosa (PU) 11th-18th July 2005; *Valorizzare l'Oltrepò mantovano con azioni design oriented*, Quistello (MN) November 2005 (see applied research "M.O.MA Marketing per l'Oltrepò Mantovano" mentioned before);

> I collaborated with the University of Genoa (resp. P. Gambaro) in the organisation of the *Workshop design WSd.Pitti* (exhibition, communication and cultural experience), 27th-30th November 2006 (see Prin ministerial research "Prin2004 D.Cult.Design" mentioned before)

> Supervisor/tutor of several phd thesis (see point 2.6)

2.3 Phd Program in Design and Multimedia Communication

(coordinator E. Manzini)

2000.2007 | Phd Program in Design and Multimedia Communication | teacher and supporter of management activities

management activities

> Since 2007 member of the Design Universities National Association and speaker at the Seminar "Design, ricerca, prospettive. Seminario sul design e la ricerca nelle università italiane", 6th-7th July 2007, II University of Study in Naples. My speech was titled *La ricerca di Design. L'esperienza del dottorato in Design e Tecnologie per la valorizzazione dei beni culturali*.

teaching activities

> 2013 I held a cycle of lectures in the Course "I martedì semiotici" coordinated by M. Bonfantini.

2.4 Phd Program in Analysis and Management of Cultural Heritage at the IMT-Institute of Advanced Studies Lucca

> Co-advisor of the PhD thesis *Smart Replicas in Museums: toward a Research and Design Framework*, by Daniele Duranti (Supervisor Prof. E. Pellegrini), 2015-17.

> Visiting lecturer at the international seminar, March 10th 2015, lecture: *Design for Cultural Heritage*

2.5 Phd Program in Comunicazione e mercati: Economia, marketing e creatività at the Libera Università di Lingue e Comunicazione IULM International University of Languages and Media Affari Istituzionali, Milan

> Reviewer of the PhD thesis *Teatro 2.0: Nuovi media e rete sociale* (Supervisor Prof. A. Besana), 2017-18

2.6 Supervisor PhD thesis

> Supervisor of the following PhD thesis in *Design*:

- Davide Spallazzo (XXIV cycle) (diploma cum laude) *Sociality and Meaning Making in Cultural Heritage Field. Designing the Mobile Experience.*
- Giulia Pils (XXV cycle) (diploma cum laude) *Rito, locus e habitus. Il contributo del design nella mise-en-scène delle pratiche rituali contemporanee tra polisemia e mutamenti sociali;*
- Sara Radice (XXVI cycle) (diploma cum laude) *Design for participation in cultural heritage. Design e processi partecipativi nella produzione dell'offerta culturale e nel progetto della fruizione;*
- Lucie Decker (XXIX cycle diploma cum laude) *Textile made of interlaced cultures: art and design for valorising transcultural properties.*
- Bogdan Stojanovic (XXX cycle) *Enhancement of the contemporary XX century architecture. Re-definition of the novel design strategies for raising the awareness of the eastern modernism architecture towards the major audience*
- Umair Malik (XXXIV cycle) *A unique museum experience based on smart use of digitized museum artefacts*

> Supervisor of the following PhD thesis in *Design and Technologies for the valorisation of the cultural heritage*:

- Carlo Franzato (XX cycle) *Il trasferimento dei processi caratteristici del design al settore dei beni culturali;*
- Rossana Gaddi (XXI cycle) *Urban Design Trajectories. Roles and skills of design in the communication of the city as cultural asset;*
- Marco Sammiceli (XXII cycle) (diploma cum laude) *Design del sacro. La cultura del progetto per la valorizzazione dei bbcc d'interesse religioso;*
- Mauro Martino (XXII cycle) *Sense of Place, Sensor of Place. Aspetti affettivi-emozionali nello sviluppo dei sistemi interattivi per i beni culturali;*
- Alessandra Spagnoli (XXIII cycle) (diploma cum laude) *Eventi culturali: nuovi scenari di fruizione e valorizzazione nel panorama urbano contemporaneo. Verso un progetto di "Archivio Immateriale degli Allestimenti Temporanei".*

co-supervisor:

in *Design and Technologies for the valorisation of the cultural heritage*:

- Anna Cavalleri (XX cycle) *Land Grammar, toward a language for development planning. A communication project for the Oltrepò Mantovano area* (supervisor D. Fanzini).
- Tania Catalina Delgado (XXV cycle) *The potential of the Oral Patrimony in the creation of a narrative that activates the connection between inhabitants and the cultural heritage - tangible and intangible- of the European Historic Centres - not in risk. Mantua case* (supervisor E. Mussinelli).
- Maria Podestà (XXVIII cycle) *Cultural events' knowledge spillover as input provider on the local capital. Evidence from two main literature festivals* (supervisor A. Poltronieri).

in *Design and Multimedia Communication*:

- Elena Enrica Giunta (XXII cycle) *Pro-Occupancy. Design dei microambienti urbani contemporanei: tra performatività dell'allestimento e appartenenze"* (supervisor L. Guerrini).

3. Institutional Teaching Assignments at Politecnico di Milano

3.1 Courses and workshops

from a.a. 2013.2014 to a.a.2018.2019 | PhD Program in Design

I am the regular lecturer of the Course *Research in design. Academic case histories* (in English).

from a.a.2017.2018 to a.a.2018.2019 | Interior design Studio | Undergraduate Interior Design

I am the regular lecturer of the *Interior Design studio* (topic: exhibition and museography in artists house museums).

a.a.2018.2019 | Laboratorio di sintesi finale/Main final Studio | Undergraduate Interior Design

I am the regular lecturer of the Laboratorio di sintesi finale *Interior Design studio* (topic: exhibition and museography in museums of the territory).

from a.a. 2015.2016 to a.a.2017.2018 | Laboratorio di sintesi finale/Main final Studio | Undergraduate Interior Design

I am the regular lecturer of the Laboratorio di sintesi finale *Interior Design studio* (topic: exhibition and museography in corporate museums).

a.a. 2016.2017 | Exhibition design Studio | Postgraduate Interior Design

I am the regular lecturer of the Course *Exhibition design* (in English) (topic: exhibition and communication design for places and territories).

a.a.2015.2016 | Exhibition design Studio | Postgraduate Interior Design

I am the regular lecturer of the Course *Exhibition design* (in English) (topic: exhibition and museography in corporate museums).

from a.a. 2001.2002 to a.a.2015.2016 | Metadesign Studio | Undergraduate Interior Design

(excluded a.a. 2011.2012)

I am the regular lecturer and the coordinator of the *Metadesign Course* (topic: cultural scenarios and new models of cultural experience).

a.a. 2009.2013 | Design Theories and practices Studio | Undergraduate Interior Design

I was the regular lecturer and the coordinator of the course *Design Theories and Practices*.

from a.a. 2007.2008 to a.a. 2011.2012 | Laboratorio di sintesi finale/Main final Studio | Undergraduate Interior Design

I was the regular lecturer and coordinator of the Laboratorio di sintesi finale *Design degli Interni*.

a.a. 2007.2008 | professionalising seminars | Undergraduate Interior Design

I was regular lecturer and coordinator of the *Corso Seminari professionalizzanti*.

2005.2007 | Course ASP | Politecnico di Milano and politecnico di Torino

I am teacher-tutor at the course ASP (Alta Scuola Politecnica).

I coordinated the team project: *Project junction. Supporting global competitiveness of Italian culturale capitals: Milano and Torino as poles for exploring new cultural strategies driven by design*, Milano-Torino July 2005-May 2007.

from a.a. 2005.2006 to a.a. 2008.2009 | Laboratorio di sintesi finale/Main final Studio | Undergraduate Interior Design

I was the regular lecturer and coordinator of the *Laboratorio di sintesi finale Design degli Interni* (topics: museography and exhibition design indoor and outdoor for enhancing the city of Milan).

a.a. 2005.2006 | Open Lectures | Postgraduate Interior Design

I was the regular lecturer and coordinator of the Open Lectures course "Design degli Interni. Nuove frontiere".

from a.a. 2002.2003 to a.a. 2006.2007 | Workshop | Undergraduate Interior Design

I was the regular lecturer and coordinator of the workshops.

from 2005 to 2010 | PhD Program in Design and Technologies for valorisation of the cultural heritage

I was the regular lecturer of the course *Processes and methods in the cultural heritage system*.

from a.a. 2002.2003 | Course of Industrial Design | Undergraduate Design

I was a contract lecturer in the Course of Industrial Design.

from a.a. 1995.1996 to a.a. 2000.2001 | Postgraduate Design

I was a tutor at the course *Course of Interior Architecture and Exhibition*, Prof. G. Rizzi.

3.2 Supervisor of master/postgraduate degree and bachelor degree thesis

master/postgraduate degree

I was/am supervisor of **70 thesis**: 64 in Interior Design; 4 in Communication Design and 2 in Product design. 10 of these thesis are focused on design for enhancing urban contexts

bachelor thesis

I was supervisor of **62 thesis** in Interior Design.

3.3 Thesis co-supervisor

postgraduate degree thesis

I was co-supervisor of **14 thesis**: 10 in Interior Design; 3 in Communication Design and 1 in Product Design.

bachelor thesis

I was co-supervisor of **40 thesis** in Interior Design.

4. Other teaching assignments at Politecnico di Milano

since 2017 | Idea Association-Polidesign, Politecnico di Milano | director and lecturer

Director of the 1st level specialising Master in *Exhibition Design*;
regular lecturer of the didactic unit “Nuove tipologie di esposizioni permanenti e temporanee”.

from 2002-today | SPD-Scuola Politecnica del Design-Polidesign | lecturer and unit coordinator

1st level specialising master MID-Master in *Interior Design* (dir. F. Scullica, A. Tartaro).
For the all 10 editions I have been a lecturer, the unit coordinator and member of the faculty.
From 2002 to 2005 I was a lecturer in the didactic unit: *Domestic Interiors*, responsible-coordinator and lecturer of the didactic unit: *Interiors in movie and photography*.
From 2006-today I have been responsible-coordinator and lecturer in the didactic unit: *Exhibition and museography*.

from 2012-today | ALMED Università Cattolica + Polidesign | lecturer and unit coordinator

2011>2012 1st level specialising Master (5th edition) in *Eventi d'Arte. Progettazione di interventi d'Arte, Cultura e Design per città, imprese e territorio*, Polidesign + ALMED Alta Scuola in Media Comunicazione e Spettacolo and Università Cattolica del Sacro Cuore (dir. G. Simonelli).
I have been a lecturer and the responsible-coordinator (with P. C. Marani) of the didactic unit: *Design dei beni culturali*.
2012>2014 1st level specialising (6th and 7th edition) Master *Progettare Cultura*, I have been a lecturer and the responsible-coordinator (with L. Collina, L. Crespi, A. Rebaglio) of the didactic unit: *Design degli eventi per la città*.
2015>today 1st level specialising (8th, 9th, 10th and 11th edition) Master *Progettare Cultura*, I have been a lecturer in the didactic unit: *Metadesign and concept generation*.

a.a. 2016.2017 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Designing mountain museums" in the *Laboratorio di metaprogetto* (resp. E. Giunta) Interior Design Course, 115h February 2017.
Lecture: *Design e narrazioni per il patrimonio culturale e la museografia*

2015 | Politecnico di Milano, Polidesign | lecturer

Lecturer at the course "Soluzioni innovative e tendenze per l'interior design" IPOG Brazil 2015.
Lecture: *Allestimento e Cultura del Temporaneo, nuovi approcci allestitivi*.

2013-2016 | Politecnico di Milano, Polidesign + Escuela Politécnica Superior Universidad CEU, San Pablo, Madrid | lecturer

1st level specialising Master in MUID-Master in *Urban Interior Design* (dir. L. Crespi, B. H. Rodriguez).

2014 | Politecnico di Milano, Polidesign + Camera di Commercio Italiana in Marocco | lecturer

Lecturer at international specialising course: *Soluzioni innovative e tendenze per l'interior design*, 21st-22nd November 2014, Camera di Commercio Italiana in Marocco, Casablanca, Marocco.

a.a. 2013.2014 | Didactic seminar | Politecnico di Milano | lecturer

Thematic seminar in the *Laboratorio di sintesi finale* (resp. G. Zuco), Postgraduate Product Design, School of Design, 15 ottobre 2013.

Lecture: *L'approccio design driven. Metodologie, teorie e pratiche*.

a.a. 2012.2013 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Abitare la soglia" in the *Laboratorio di progettazione dell'architettura degli interni* (resp. S. Varvaro) School of Architecture, 19th April 2013.

Lecture: *Opening doors to design. Un approccio design driven alla ricerca applicata*.

2012 | B.E.S.T. - Board of European Students of Technology | Didactic seminar | lecture

Lecturer at the cycle of the international seminar - workshop B.E.S.T. - Board of European Students of Technology "Design 360°: Interior Architecture, Fashion and communication design" Spring course 2012 (resp. M. Borsotti, D. Fassi, G. M. Conti, A. S. Zanolla Mancini).

The workshop is aimed at european students of Engineering, Architecture and Design promoted by Politecnico di Milano and Milan Municipality.

2012 | Politecnico di Milano, branch of Mantua | lecturer

1st level specialising Master MAMACON-Master in Conservazione preventiva e programmata per la valorizzazione del patrimonio culturale (dir. Prof. D. Fanzini).

Lecture "Territorio e valorizzazione culturale", 19 novembre 2012.

2012 | International Summer School, Politecnico di Milano, branch of Como | co-director and lecturer

I was part of the scientific board, co-director (with R. De Paolis) and lecturer at the International summer school "Drawing the genius. 3D mapping, ICT e design for places" (dir. and resp. G. Amoruso), School of Design Politecnico di Milano, branch of Como, 17th-27th of July.

2008.2009.2010 | Polidesign, Politecnico di Milano | lecturer and faculty member

Lecturer at the course of specialisation *BST - Brand dei Sistemi Territoriali. Progettare la marca di un territorio e l'incoming turistico*. 1st, 2nd and 3th editions, May 2008, May 2009, May 2010.

a.a. 2006.2007 | Didactic seminar | Politecnico di Milano, branch of Mantua | lecturer

Seminar "Living&working. A contemporary domestic landscape", Interior Architecture course (M. Borsotti) Facoltà di Architettura, 23th May 2007.

Lecture: *Work at Home. Verso nuovi scenari di progetto*.

a.a. 2005.2006 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Processi e Progetti" in the course of Building construction (P. Talso), Facoltà di Architettura, Milano Campus Leonardo, 23th November 2005.

Lecture: *L'abitare contemporaneo. Nuovi concept e nuove visioni*.

2005 | Polidesign, Politecnico di Milano | lecturer

Higher training course "New Entertainment Design" (dir. N. Ticozzi).

a.a. 2004.2005 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Esterni urbani contemporanei" in the Laboratorio di Sintesi finale (F. Celaschi, G. Iacchetti, M. Ragni) Postgraduate Product design, Facoltà del Design, Milan, 27th October 2004.
Lecture: *Culture urbane e segni metropolitani*.

from a.a. 2003.2004 to 2004.2005 | Politecnico di Milano, branch of Mantua | lecturer and unit coordinator

1st level specialising Master MARCAP-Management delle risorse culturali, ambientali e paesaggistiche, FSE (dir. F.Schiaffonati).

2004.2005 > Lecturer and coordinator of the didactic unit "Comunicazione per i beni culturali"

2003.2004 > Lecturer and coordinator of the didactic unit "Comunicazioni e strategie progettuali per la città di Sabbioneta" and lecturer at the didactic unit "Ambiente".

a.a. 2002.2003 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Semiotica e poetiche del design" in the Semiotic course (G.Proni), Facoltà del Design.
Lecture: *Poesia e design: alcuni esempi*.

a.a. 2002.2003 | Politecnico di Milano | lecturer-tutor

Workshop CaLABria DESIGN *Il design per valorizzare i contesti di artigianato artistico calabrese a partire dalle esperienze della collezione Atena*, Gioiosa Jonica (RC) 29th September-2nd October organised by Agenzia SDI (Sistema Design Italia), Facoltà del Design.

2002 | Polidesign, Politecnico di Milano | lecturer-tutor

Workshop funded by Mangiameli (luxury handbag company) aimed at product innovation.
Lecturer, tutor and coordinator of the Product section projects.

a.a. 2001.2002 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "La moda e i modi della vita" in the Semiotic course (G. Proni), Facoltà del Design.
Lecture: *Il corpo e la moda fra travestimento e omologazione*.

1998 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Corpo, comunicazione, ambiente" in the Course "Teorie del linguaggio" (M. Bonfantini and G. Proni), Corso di laurea in Disegno industriale, III Facoltà di Architettura.
Lecture: *Prosemiche e dinamiche relazionali negli allestimenti culturali*.

1997 | Didactic seminar | Politecnico di Milano | lecturer

Seminar "Architettura degli Interni e Psicologia", Corso di laurea in Disegno industriale, III Facoltà di Architettura, 28th November 1997.
Lecture: *Simboli e archetipi nell'abitare*.

a.a.1996.1997 | Politecnico di Milano | lecturer-tutor

Refresher course "La casa psicologica" offered by Ufficio Istruzione Permanente (resp. G. Rizzi).
I held a cycle of lectures and tutoring teams of students.
I was the curator of the working book: *La casa psicologica. Progettualità e interiorità dello spazio abitativo*.

5. Assignments at other universities

since 2017 | University El Bosque, Bogotá, Colombia | professor and member of the faculty

Professor/lecturer and member of the faculty at the *Master's program in Design for Creative and Cultural Industries for cities and territories*.

2017 | Asmara Heritage Project, Asmara, Eritrea | lecturer and co-coordinator didactic unit

lecturer and co-coordinator of the didactic unit *Project for the existing buildings, exhibition and museography* within the specialising master *Capacity Building For Safeguarding Asmara's Historic Urban Environment* - Europeaid/151773/Dd/Act/Er (resp. Susanna Bortolotto).

since 2015 | Università degli Studi di Parma, Italy | visiting professor

I hold the course *Interior design* at Science of Architecture School.

2016 | Didactic seminar | Sapienza Università di Roma | lecturer

Seminar "Cultural Heritage" in the Laboratorio di Sintesi Finale in Communication Design (V. Cristallo and I. Cortoni) Facoltà di Architettura, Corso di Laurea magistrale in Design della comunicazione visiva e multimediale, Sapienza Università di Roma, 4th April 2016.

Lecture: *Estetiche urbane tra arte e design: performance, interferenze e nuovi rituali*.

2013 | Universiy YSUAC, Yerevan (Armenia) | lecturer and didactic unit coordinator

2nd level specialising Master in *Progettazione del restauro. Formazione al restauro in Armenia. Un progetto di cooperazione allo sviluppo* (dir. M. Boriani).

Lecturer and the responsible-coordinator (with M. Borsotti) of the didactic unit: *Exhibition and museography*.

2011 | Tongji University, Shanghai | lecturer and didactic unit coordinator

2st level specialising Master EMDM - Executive Master di *Design Management for Innovative Environments*.

I was a lecturer and the coordinator of the didactic unit: *Concept design. User's observation, moodboard, brief definition and space planning for interior design*.

Lecturer in the branches of Shenzhen: *Scenario Building and Concept Generation in interior design field* and Hangzhou: *Retail, exhibition and communication in interior design*.

2010 | ENAIP Lombardy region + Scuola di Botticino | lecturer and didactic unit coordinator

1st level specialising Master in *Collection/Exhibition Registrar per l'arte contemporanea e il design*, promoted by ENAIP Lombardy (National Authority Professional Education) Scuola di Botticino - Regional school for valorisation of cultural heritage.

Lecturer and the coordinator of the didactic unit: *Musei del design: nuove dinamiche museografiche e nuovi modelli di fruizione*.

2007 | Università Cattolica del Sacro Cuore, branch of Piacenza | lecturer

1st level specialising Master *MUMAT-Master in Marketing Territoriale*.

Lecture: *Design e strategie di valorizzazione del territorio in un'ottica di turismo culturale*.

a.a. 2005.2006 | IAL Emilia Romagna + Campus Internazionale Turistico Alberghiero di Cervia | lecturer and didactic unit coordinator

1st level specialising Master *MCM - Master in Communication Manager per il turismo*.

Teacher and coordinator of the didactic unit: *Comunicare il territorio. Dall'identità alla valorizzazione*.

2012 | GIDE-International workshop Dundee (Scozia) | workshop | lecturer-tutor

Workshop GIDE "Design in action", University of Dundee, DJCAD department, Dundee, Scozia in collaborazione con il V&A museum di Dundee, 12th-17th February 2012.

GIDE (Group of International Design Education) made of School of Design of Politecnico di Milano, Milan, Italia + Katholieke Hogeschool, Mechelen, Belgio + Leeds College of Art & Design, (BA (Hons) Interior Design), Gran Bretagna + Scuola Universitaria Professionale della Svizzera Italiana (SUPSI), Lugano, Svizzera + Duncan of Jordastone College of Art and Design, University of Dundee, Scozia, Gran Bretagna + Academy of Design, Ljubljana, Sloveni.

2010 | Università de L'Aquila, International School | lecturer-tutor

International workshop "The Abruzzo Project. Historic Centres Rehabilitation" (EDUAC program Lifelong Learning Program - Leonardo European Community) (coordinators: G. Amoruso and R. Continenza) May 2010.

2010 | Fisac + Unicredit + Milan Province | lecturer

Seminar-workshop for Fisac and Unicredit promoted by the Milan Province, project Monza Brianza (resp. S. Morganti, Università Milano Bicocca) Riccione (RN) July 2010.

Lecture: *Design e Architettura. Linguaggi progettuali al femminile. l'innovazione attraverso un approccio design driven.*

2009 | Università degli Studi di Firenze + AND Journal | lecturer

Workshop "Progettare la sostenibilità 2" (resp. arch. M. Cucinella) promoted by: Florence Province and Municipality, Università degli Studi di Firenze School of Architecture and Engineering, Dept. of Design, Professional orders and promoted by AND Journal, 26th March 2009, Stazione Leopolda, Florence.

Lecture: *Marketing territoriale e design strategico" all'interno della conferenza "Pianificazione e marketing territoriale.*

2008 | Politecnico di Torino, International Summer School | lecturer-researcher

I was part of the research team (in particular the Metadesign team) in the workshop "Open and Safe Places", 13th-29th July 2008, International Summer School "Designing Connected Places" spin-off of Turin 2008 World Design Capital coordinated by Politecnico di Milano and Politecnico di Torino (resp. E. Manzini).

2008 | SEI (Scuola Estiva Internazionale/International Summer School) Sardinia | lecturer-tutor

Workshop "Design and Environment", SEI (Scuola Estiva Internazionale) Facoltà di Architettura di Alghero, Università di Sassari Facoltà del Design, 13th-21st September, Olbia 2008.

Lecturer and tutor of the topic: *Sostare i passaggi. Olbia: da "territorio di transito" a "luogo destinazione".*

2007 | SEI (Scuola Estiva Internazionale International Summer School) Sardinia | lecturer-tutor

Workshop "Design and Environment", SEI (Scuola Estiva Internazionale) Facoltà di Architettura di Alghero, Università di Sassari Facoltà del Design 7th-15th September, Bosa 2007.

Lecturer and tutor (with A. Seassaro) *Cultural and Heritage Design. Progettare l'identità: applicazioni design driven per la valorizzazione del territorio.*

a.a. 2006.2007 | Didactic seminar | Politecnico di Torino | lecturer

Seminar "Design e innovazione di processo" in the *Course of Innovation, Management and Communication* (F. Celaschi) Facoltà di Architettura, Corso di Laurea in Disegno Industriale, Politecnico di Torino, 14th May 2007.

Lecture: *Direction design. Il paradigma del teatro come dispositivo progettuale.*

2006 | Universidad Nacional de Cordoba (Argentina) | workshop | lecturer-tutor

Workshop "Innovación-sistema-producto", Facultad de Arquitectura, Urbanismo y Diseño, Universidad Nacional de Cordoba, Argentina, March 2006.

Lecture: *El Diseño, la Comunicación y el Marketing para la valorización del territorio y de los bienes culturales.*

2006 | Unisinos-Universidade Gesuita do Rio Grande do Sul (Brazil) | research | scientific responsible and lecturer

Scientific responsible and project manager of the research *Valorizzare San Leopoldo (communication identity and valorization of the territory)* (Brazil) at Unisinos-Universidade Gesuita do Rio Grande do Sul. In this research I am the lecturer and the curator of the Workshop where were involved designers, researchers and Phd students in Design.

a.a. 2005.2006 | Didactic seminar | Università Milano Bicocca | lecturer

Seminar in the course of History of Psychology (S. Morganti), Università Milano Bicocca, 15th October 2005.

Lecture: *Funzionalismi e strutturalismi del progetto.*

2004 | Università degli Studi di Napoli Federico II | lecturer-tutor

Lecturer-tutor at the workshop WD4 *Segni e memorie del tempo* in the program "Il design per la promozione dell'identità territoriale" 6th-11th September 2004 (resp. E. Guida).

2003 | Università degli Studi di Napoli Federico II | lecturer-tutor

Lecturer-tutor at the workshop WD3 *Un'opera in mostra* in the program "Risorse museali e territorio", Morcone (BN) 1st-6th September 2003 (resp. E. Guida).

a.a. 2000.2001 | Didactic seminar | Università Bocconi di Milano | lecturer

Seminar "Il corpo e l'abito: semiotica e moda" in the Semiotic course (G. Proni).
Lecture: *L'ambiente come scena del corpo*.

2000 | CUT-Centro Universitario Teatrale dell'Università di Parma | lecturer and coordinator

Lecturer and the coordinator of the cycle of 3 seminars *Design e teatro*.

6. Seminars conferences (promotor, curator, speaker and chairman) and workshop

2019 | Milan | Palazzo Reale | speaker at national conference

Conference *Spazi eloquenti. Case, atelier, studi del "faber" fra sistema e valorizzazione*, 10h June 2019, Palazzo Reale within Farb DESY project: *Strategies and processes of valorization of artists' house museums*.

Speech: *L'atelier in scena: identità, esperienze di valorizzazione e paradigmi allestitivi*.

2019 | Paris | Université Paris 8 + Ensa Paris Malaquais | speaker at international conference

Conference *DEA, Design d'espace/Allestimento/Exhibition design. Méthodes, Enjeux, Glissements conceptuels*, 13h-14th June 2019, Université Paris 8, Ensa Paris Malaquais.

Paper presentation: *Participatory approach to design cultural experiences in museums and temporary exhibitions*.

2019 | San Petersburg | speaker at international conference

Conference "Design Principles and Practices" San Petersburg University, 2ndnd-3th March 2018.

Paper presentation: *The Transcultural Identity of the Batik in the Relationship between Art and Design*

2018 | Milano | Politecnico di Milano | speaker at international conference

Conference "Cultural Heritage at Politecnico di Milano" Politecnico di Milano, 12h January 2018.

Speech: *Design for Cultural Heritage*.

2017 | Dubai | Politecnico di Milano | speaker at international conference

Conference "Cultural Heritage at Politecnico di Milano" Politecnico di Milano, 12h January 2018.

Speech: *Design for Cultural Heritage*.

2017 | Napoli | Università degli Studi di Napoli Federico II | speaker at international conference

Conference "XIII Conferenza del Colore" Centro Congressi, Università degli Studi di Napoli Federico II, Napoli, 4th-5th September 2017.

Paper presentation: *Patrimoni tessili e color trend in contesti territoriali montani: il paesaggio cromatico nell'intreccio del pezzotto valtellinese*.

2017 | Rome | Università di Architettura di Valle Giulia | speaker at international conference

Conference "Design For Next" Università di Architettura di Valle Giulia, Roma 12th-14th April

Paper presentation: *Metaphorical spaces. The art used by designers to explore, experiment and express concepts of Interiors.*

2016 | Turin | Castello del Valentino | speaker at international conference

XII Conferenza del colore, 8th-9th September 2016, Castello del Valentino, Politecnico di Torino.

Paper presentation: *Monocromi: provocazioni estetiche tra arte e design.*

2016 | Lisboa | Green Line Institute | speaker at international conference

Conference *Heritage 2016 - 5th International Conference on Heritage Sustainable Development*, Lisboa 12th-15th July, Green Line Institute.

Paper presentation: *Digital Archive of Temporary Exhibitions. Enhancing the Design Culture.*

2016 | Valencia | Universitat Politècnica de València | speaker at international conference

Conference 6th International Forum of Design as a Process, Bernabé Hernandis Ortuño (ed. by) *Systems & Design. Beyond processes and thinking.*

Paper presentation: *Tangible interaction in museums and temporary exhibitions: embedding and embodying the intangible values of cultural heritage*

2016 | Milan | Salone internazionale del Mobile | speaker at national conference

Conference "Design e Classico: nuovi scenari", Salone del Mobile di Milano, Rho Fiera, 15th April 2016.

Speech: *Design per il patrimonio culturale.*

2015 | Milan | speaker at national seminar

Conference "XI Conferenza del Colore" jointed meeting with Colour Group (GB), Centre français de la couleur nad Groupe français de l'imagerie numérique couleur, Politecnico di Milano, 10th-11th September 2015.

Paper presentation: *Design & Rito: cultura del progetto e valore simbolico del colore negli artefatti rituali.*

Chairman in the session: "COLOR E PROGETTAZIONE. Arredo, design, moda, tessile, grafica, comunicazione, packaging, lettering, cosmesi, colore nell'industria alimentare food design, marketing; spazi pe ril cibo."

2015 | L'Habana | speaker at international conference

Conference "Forma 2015", VIII Congreso Internacional de diseno de L'Habana June 16th-18th, Istituto Superior del Diseno, L'Habana, Cuba.

Paper presentation: *Performance as paradigm in designing museum experience.*

2015 | Gorizia | speaker at national seminar

Seminar "Nuove tecnologie e patrimonio culturale: strategie innovative per valorizzare il visibile e l'invisibile delle città" June 4th, Museo della Grande Guerra, Borgo Castello in the event *Festival In/visible cities-Urban multimedia festival*, June 3h-7h, Gorizia, Italy.

Speech: *Design e narrazioni culturali.*

2015 | Bologna | speaker at national seminar

Seminar "Programma ISA TOPIC 2015. La modernità del processo creativo, imprenditoriale e culturale di Aemilia Ars: attualizzazione e valorizzazione nello scenario del design e del sistema-prodotto" May 11th, Palazzo D'Accursio, Bologna, Italy.

Speech: *Il caso E.Ch.I: etnografie italo-svizzere per la valorizzazione del patrimonio immateriale.*

2015 | Pegognaga (Mantua) | lecturer and co-coordinator

Co-coordinator and lecturer at the workshop "Cultura e sviluppo locale" into the research project *Dominus Distretto Culturale dell'Oltrepò Mantovano per l'Innovazione, l'Unicità e lo Sviluppo del territorio (DOMINUS. Oltrepò mantovano cultural district: innovation and development of the territory)*, Cariplo Foundation research.

2014 | Belo Horizonte | key-note speaker at international conference

Conference “Design&Semiótica: linguagem, comunicação e cultura”, Memorial Vale, December 5th, Universidade UEMG, Belo Horizonte, Brazil.

Lecture: *The semiotic approach in the design for cultural heritage: narratives of objects, exhibitions and territories.*

2014 | Milan | speaker at national seminar

Seminar “Design& Cultural Heritage. Conservazione e valorizzazione del patrimonio storico nell’era del digitale”, Museo del 900, November 29th, Milan, Italy.

Speech: *Metodologie e tematiche della ricerca nazionale Prin “Design and Cultural Heritage”.*

2014 | Milan | lecturer at didactic seminar

Seminar “Patrimoni culturali e ambientali come attrattori turistici”, Course *Geografia dell’Ambiente e del Paesaggio* (Prof. M.C. Zerbi), Undergraduate Course in Scienze dei Beni Culturali, Università Statale, November 3rd, Milan, Italy.

Lecture: *Design per i Beni Culturali.*

2014 | Guadalajara | speaker at international conference

Conference 5th International Forum for Design as a Process *The shapes of the future as the front end of design driven innovation*, 18th-20th September 2014, Tecnológico de Monterrey, Campus Guadalajara, México.

Paper presentation: “Designing perspectives for the territory among communities, cultural assets and strategies. Two projects regarding cultural policy for the Lombardy Region and the Italian-Swiss border.”

2014 | Milan | speaker at national seminar

Seminar “Souvenir d’Italie. Per un Grand Tour contemporaneo”, ExpoGate, 17th July.

Speech: *E.C.H.I Etnografie italo-svizzere. Viaggiare E.C.H.I: percorsi di progetto nella cultura immateriale dei territori transfrontalieri alpini fra paradigmi di identità, comunità, pubblici e pratiche di saperi collettivi*

2014 | Milan | speaker at national conference

Seminar “Il design per i musei”, Triennale di Milano, 20th May.

Speech: *Valorizzare l’Effimero-Temporaneo*

2014 | Florence | “demonstration” at international conference

MWF2014: Museum and the Web Florence 2014.

Demonstration *Strategies for connecting religious cultural heritage. The role of technologies in an on field experimental action of Museo Diocesano, Milan* R. Capurro, S. Chiesa, E. Lupo, D. Spallazzo, R. Trocchianesi.

2014 | Paris | speaker at international conference

Conference “Histoires d’Expositions”, Centre Pompidou, Université Paris 8, INHA, 6th-8th February.

Lecture: *Archiving, documenting, visualizing and enhancing the design culture: towards a “digital Archive of Cultural Temporary Exhibitions”.*

2014 | Rome | speaker at national conference

Conference “Esperienze e conoscenze. Progetti internazionali nei paesi emergenti”,

University La Sapienza, Rome 4th February.

Paper presentation: *Design&Artigianato latino. Artesano: valorizzazione di pratiche artigianali colombiane.*

2013 | Florence | speaker at international conference

Conference "IX Conferenza del Colore" jointed meeting with Colour Group (GB), Università degli Studi di Firenze, 19th-20th September 2013.

Paper presentation: *Il colore fra tradizione e sperimentazione nella pratica*

artigianale design driven. L’esperienza di Design al Tombolo: atelier di pratiche estetiche partecipate.

2012 | Copenhagen | contribution at international seminar European Project

I participated in the international research meeting "Mela Workshop and Public Event" and was part of the working session in the European research FP7 Mela_European Museum in Age of Migration, CIID_Copenhagen Institute of Interaction Design, 30th May -1st June 2012 Copenhagen with the working paper *Communication registers, new technologies and narrative frameworks in the design of the multi-inter-transcultural museum cultural experience*.

2012 | Bologna | speaker at international conference

Conference "VIII Conferenza del Colore", Università di Bologna, 13th-14th September 2012.

Paper presentation: *Il Noir: da genere narrativo a espressione progettuale nell'illustrazione e nell'allestimento*.

2012 | Belo Horizonte (Brazil) | speaker and chairman at international conference

Conference "4rd International Forum of Design as a Process" Universidade do Estado de Minas Gerais, Belo Horizonte (Brazil) 19th-22nd September 2012

Papers presentation: *Design and theatre: crossed paths* and

Iconology as a matter of design between information visualization and artistic approach.

Chairman (Track 3) in the panel: "Humanities centred innovation".

2011 | Palermo | speaker at national seminar+conference Prin research program

Seminar+conference "Crisi e trasformazioni nella gestione e valorizzazione dei beni culturali in Sicilia. Il progetto del design", Dept. of Architecture, Orto Botanico, Palermo 14th-15th December 2011.

Speech: *Design & Narrazione nella fruizione culturale. Linguaggi, strutture e modelli narrativi come materia di progetto*.

2011 | Rimini | speaker at national seminar Prin research program

Seminar "Projects work", Università di Bologna, Rimini 4th-5th May 2011

Speech *Project work Archivio digitale degli allestimenti temporanei e Il corpo come dimensione privilegiata del progetto per la fruizione del Cultural Heritage (seconda parte)*.

2011 | Rome | speaker and chairperson at national conference (international scientific committee)

Conference "VII Conferenza Nazionale del Colore", Università La Sapienza, Roma 15th-16th September 2011.

Paper presentation: *Il colore come materia di progetto della nuova pelle architettonica. Schermi, interferenze, metamorfosi*.

Chairman in the panel: "Il colore nella progettazione: architettura, arredo, comunicazione, cosmesi, design, grafica, moda e piani del colore".

2011 | Genua | speaker at national seminar Prin research program

Seminar "Design & Open Source for Cultural Heritage", Università di Genova, 5th October 2011

Speech (essay published): *Musealizzare il design: linguaggi, narrazioni, fruizioni. L'esperienza del Museo Virtuale del Design*.

2011 | Turin | speaker at international conference

International conference "3rd International Forum of Design as a Process Innovation in Design Education",

Paper presentation: *Design teaching and cultural companies. Languages, tools and methods toward a profitable involvement*, Castello del Valentino, Torino 4-5 novembre 2011.

2010 | Milan | promotor, curator and speaker at national seminar Prin research program

I coordinated and was a speaker at the kick off meeting of the research (Milan, 29th March 2010).

2010 | Milan | curator and speaker at national seminar

Coordinator and speaker at the seminar "Design & Humanities. Giornata di studio intorno al ruolo delle discipline del progetto e delle discipline umanistiche nella didattica", dip. Indaco Politecnico di Milano, 19th May 2010.

Speech: *Le discipline del progetto e le discipline umanistiche tra design e metadesign*.

2010 | Milan | promotor, curator and speaker at national seminar Prin research program

Coordinator and speaker at the "conceptual workshop" organised in four round tables with researcher from all university partners (Milan, 28th-29th June 2010).

2010 | Lecce | speaker at national conference (international scientific committee)

Conference "VI Conferenza Nazionale del Colore", Università del Salento, Lecce 16th-17th September 2010.
Paper presentation: *Identità cromatiche e brand territoriali. Strategie, strumenti e forme di valorizzazione design oriented.*

2010 | Aveiro (Portugal) | speaker at international conference

Conference "2rd International Forum of Design as a Process", Universidade de Aveiro, 28th-30th October 2010.

Paper presentation: *Design and Narration: Languages, structures and narrative models as matter for design*

2010 | Milan | curator and speaker at national seminar

Coordinator and speaker at the seminar "Progetto di un dialogo. Il dottorato di ricerca in design incontra le aziende" dept. Indaco Politecnico di Milano, 16th November 2010.

Speech: *Linee e temi di ricerca.*

2010 | Florence | lecturer at lectio magistralis

Cultural and Environmental Heritage Week, cycle of seminars and events "Florens 2010-Strategie Design Driven per il patrimonio culturale".

Lectio Magistralis: *Gli oggetti d'uso come archetipi culturali: design e valori intangibili della cultura materiale*, Museo Antropologico, Palazzo Non Finito, 19th November 2010.

2010 | Genua | speaker at national seminar and workshop Prin research program

Seminar and workshop "Casi studio & Scenari", Università di Genova 14th-15th December 2010

Speech: *Il corpo come dimensione privilegiata del progetto per la fruizione del Cultural Heritage (prima parte).*

2010 | Milan | speaker at national seminar

Seminar "Tecnologie multimediali per il design" Triennale di Milano, 29th April 2010.

Speech: *Le tecnologie 3D per i beni culturali e il progetto di Museo Virtuale del Design*

2009 | Rome | speaker at national conference

Conference "Un nuovo made in Italy per lo sviluppo del Paese. ICT per la valorizzazione dei beni e delle attività culturali" AICA 2009, Roma, Università la Sapienza 4th-6th November 2009.

Paper presentation: *Il museo come organismo sensibile. Tecnologie, linguaggi, fruizione verso una trasformazione design-oriented.*

2009 | Florence | speaker at national conference

Conference "Pianificazione e marketing territoriale", 26 marzo 2009, Stazione Leopolda.

Speech: *Marketing territoriale e design strategico.*

2009 | Milan | speaker at national seminar

Seminar "La semiotica incontra il design", School of Design, Dept. Indaco, Politecnico di Milano, 21st May 2009.

Speech: *Design e valorizzazione del territorio. Un percorso: nuove definizioni e terminologie, sintesi visive, narrazioni.*

2008 | Turin | speaker at national conference

Conference "La didattica degli eventi nelle Facoltà di Architettura e Design Italiane", Castello del Valentino, Politecnico di Torino, 28th November 2008.

Speech: *Design degli eventi & beni culturali. Progettare la fruizione.*

2007 | Milan | speaker at seminar

Seminar "Design e Inovação", organised for professors and rector of Universidade Unisinos do Rio Grande do Sul, Brazil, Polidesign, 17th April 2007.

Lecture: *Design&comida*.

2007 | Florence | speaker at national conference

Conference "La fruizione dei musei di Palazzo Pitti. Design e comunicazione" Palazzo Pitti, 20th April 2007.

Speech: *L'azione del design per i beni culturali. Quali prospettive*.

2007 | Milan | speaker at national seminar

Cycle of seminars "Narrare la Città", School of Design, Politecnico di Milano, 14th June 2007.

Speech: *Città arte design*.

2007 | Naples | speaker at national seminar

Seminar on Design and Research in the Italian universities "Design. Ricerca. Prospettive", II Università di Napoli, 6th July 2007.

Speech: *La ricerca di Design. L'esperienza del dottorato di ricerca Design e Tecnologia per la valorizzazione dei beni culturali*.

2006 | Gonzaga (MN) | speaker at national seminar

Event "Fiera Millenaria dei Gonzaga", Gonzaga 10th September 2006.

Speech: *Progetto di valorizzazione per l'Oltrepò mantovano*.

2006 | Milan | speaker at international event

Event "Wellness & Food Design" Wellness World Exhibition, Fiera di Milano 21st October 2006.

Speech: *Design&food*.

2005 | Lisboa | speaker at international conference

Conference "Pride & Pre-design. The Cultural Heritage and the Science of Design", IADE, Lisboa 26th-27th-28th May 2005.

Paper presentation: *Project of a System for Small Historical Walled Urban Centers (SHUC)*.

2005 | Milan | speaker at international conference

Conference "MIDECH.Multimedia Information Design for Cultural Heritage" Politecnico di Milano 5th April 2005.

Paper presentation: *La ville radiouse*.

2005 | Milan | speaker at international event

Event "No design, no business one year later. Real change and hypotetic developments" Fiera Vicenzaoro 2, 11th-12th June 2005.

Speech: *Design&Innovation.New territories of product hybridization*.

2005 | Milan | speaker at international event

Company event Framesi "Metamorphosis" Spazio Alcatraz, Milano, 10 ottobre 2005.

Speech: *Design in mutamento*.

2005 | Fratte Rosa (PU) | speaker at national event

Event "Valorizzare Fratte Rosa", Ex Convento di Santa Vittoria, Fratte Rosa (PU) 19th November 2005.

Speech: *4 progetti di design per Fratte Rosa*.

2004 | Milan | speaker at international conference

Event-conference "Città storiche e turismo sostenibile. Modelli di cultura urbana e sviluppo economico" BIT 2004 (Borsa Internazionale del Turismo/International Tourism Fair), Fair of Milan.

Speech: *Sabbioneta: tourism, culture, local identity. Towards a sustainable development*.

7. Reviewer at conferences/research projects and member of scientific committee (publishing and conferences)

2019 | international conference and proceedings

I am part of the scientific board of the 7th *Latin design network*, Universidad Nacional de Colombia, *Design and Territory. Emergencies and Conflicts*, March 2020.

2019 | international conference and proceedings

I am part of the scientific board of the *DEA-Design d'espace/Allestimento/Exhibition design. Méthodes, Enjeux, Glissements conceptuels*, Université Paris 8, Ensa Paris Malaquais.

2018 | international prize

I was part of the board of the professional competition about *Museo Federico Fellini*, Comune di Rimini.

2018 | international prize

I am part of the board of the *Color Award GdC 2018*.

since 2017 | museum scientific board

I am part of the scientific board of the project *MuseumHub IN VERTICALE. Valorizzare i "repertori" del Castello Masegra e generare nuova fruizione della wilderness alpina and the Museum: CAST-Il Castello delle storie di Montagna*.

2017 | international referred scientific journal

Peer reviewer for the *IDEA Journal* The Journal of the Interior Design/Interior Architecture Educators Association.

2017 | international referred scientific journal

Peer reviewer for the *The Design Journal* An International Journal for All Aspects of Design, Routledge Taylor&Francis Group

2017 | international referred conference and proceedings

Peer reviewer for the 5th INTBAU International Annual Event, Springer publisher.

2017 | international referred book

Peer reviewer for the volume: A Vermeeren, L Calvi, A Sabiescu (eds by) *Museum experience design*, Springer publishing

2016 | international referred scientific journal

Peer reviewer for the *PAD Journal*, Pages on Arts and Design, n°13 Lettera Ventidue publisher.

2016 | national ministerial referred survey

Peer reviewer for the VQR survey (Cineca, Miur).

2016 | international referred scientific journal

Peer reviewer for the *AI & SOCIETY* (Special Issue on *Cultural Diversity and Community Technology Design*), Springer publisher.

2015 | international referred scientific journal

Peer reviewer for the article selection at ACM Journal on *Computing and Cultural Heritage* (JOCCH).

2015 | international referred scientific journal

Peer reviewer for the article selection at Journal *Digital Application in Archaeology and Cultural Heritage* (DAACH).

2015 | international referred scientific journal

Peer reviewer for the article selection at IDEA Journal *Interior Design, Interior Architecture, Educators Association*.

2015 | international referred scientific journal

Peer reviewer for the article selection at the Strategic Design Research Journal, Unisinos Universidade Rio Grande do Sul, Sao Leopoldo (Brazil).

2015 | international conference and proceedings

Peer reviewer for the paper selection at *EAD 11* “The Value of Design Research”, 11th International European Academy of Design Conference, April 22-24th 2015, Paris.

2015 | international referred conference and proceedings

Peer reviewer for the paper selection at *Cumulus* “The Virtuous Circle”, June 3-7 Politecnico di Milano, Italy.

2014 | scientific journal

Peer reviewer for the article selection at the scientific journal *Zone Moda Journal*, Spazio Zone Moda Italian Fashion Studies, <http://spaziozonemoda.wordpress.com/>.

2014 | international conference and proceedings

Peer reviewer for the paper selection at *5th International Forum of Design as a Process*, Tecnológico de Monterrey/Campus Guadalajara.

2014 | conference+international journal and proceedings

Peer reviewer for the paper selection scientific platform “Design, Principles and Practice” and, in particular, at the *International Journal of Architectonic, Spatial and Environmental Design*, University Center Chicago (2015).

2013.today | Cineca research projects (cineca consortium of universities and ministry of university and research)

Peer reviewer for the evaluation of research ministerial projects *Prin 2012* and *Futuro in Ricerca 2013*, Ministry of Education, University and Research.

2012 | international conference and proceedings

Peer reviewer for the paper selection and member of the scientific committee at *Agrindustrial Design 2. Product and service design symposium and exhibition on agricultural industries*, 26th-28th April 2012, Industrial Design Department, Faculty of Fine Arts and design, Izmir University of Economics.

2012 | international conference and proceedings

Peer reviewer for the paper selection at *4th International Forum of Design as a Process*, 19th-22nd September 2012, Universidade do Estado do Minas Gerais // UEMG, Belo Horizonte (Brazil).

2012 | international conference and proceedings

Peer reviewer for the paper selection at *Migrating heritage: networks and collaborations across European museums, libraries and public cultural institutions* International Conference, University of Glasgow, UK, 4th-5th December 2012 Organised by HoA - School of Culture and Creative Arts, University of Glasgow as part of EC-funded FP7 project European Museums in an Age of Migrations (MeLA).

2012 | international seminars | member of scientific committee

Member of the scientific committee of Milan Design Phd Festival, (1st edition 15th-29th March 2012; 2nd edition 18th-22nd March 2013; 3th edition 24th-28th March 2014), cycle of 6 conferences with international speakers).

from 2012-today | international conference | member of scientific committee

Member of the scientific committee of the international conference *Conferenza del Colore* promoted by a university network: Politecnico di Milano, Università di Bologna, University of Art and Design Helsinki, Università di Urbino, Sapienza Università di Roma, Università degli Studi Roma Tre, École Centrale Paris, Università degli Studi di Padova, Università degli Studi del Salento, Università degli Studi di Genova, Università di Cagliari, Università degli Studi di Catania, Politecnico di Torino, Italy, Università di Palermo, University of Granada, Spain, Università degli Studi di Parma, Italy, Università di Milano Bicocca, University of the West of England, University College London, University of New South Wales, University of Pannonia.

from 2002 to 2012 | book series | member of scientific committee

Member of the scientific committee of the book series *Tracce di Architettura*, Alinea, Firenze.

2012 | International summer school | member of scientific committee

Member of the scientific board of the International summer school *Drawing the genius. 3D mapping, ICT e design for places* (dir. G. Amoroso), Scuola del Design Politecnico di Milano, branch of Como, 17th-27th July 2012.

8. Management responsibilities and activities

since 2016 | ASP (Alta Scuola Politecnica) | member of the scientific board

Member of the scientific board of the ASP (Alta Scuola Politecnica), special postgraduate master programme that involves Politecnico di Milano and Politecnico di Torino, I specifically am responsible of the courses and educational path.

since 2016 | School of Design, Politecnico di Milano | member of the committee for students applications

Member of the committee for students applications in the *Interior Design* Master degree, School of Design, Politecnico di Milano.

from 2014 to 2017 | website department | member of the editorial committee

Member of the editorial committee for the communication contents in the website department.

from 2005 to 2012 | research and didactic unit | assistant coordinator

Assistant coordinator of the research and didactic unit *DeCH_Design for Cultural Heritage* (coordinator: A. Seassaro until 2010 and F. Irace from 2011 to 2012).

9. Exhibitions related to Politecnico di Milano

2005 | Satellite pavilion-Salone del Mobile, Politecnico di Milano | coordinator and designer

Coordinator of the event and the exhibition designer (with L. Anselmi, G. Brugnoli, V. Iannilli, F. Lavizzari and D. Riccò) *Cultura del progetto. Codice design*, Facoltà del Design, stand in the Satellite pavilion, Salone del Mobile, Fiera di Milano, April 2005.

2002 | “Fuori Salone” event-Salone del Mobile, Politecnico di Milano + Tecno | coordinator and designer

Coordinator of the event and the exhibition designer of *La Porta del Design* opening event of the building site of Caselli di Porta Garibaldi. Co-partners: Politecnico di Milano and Tecno (furniture company), Milan April 2002.

2002 | didactic exhibition Politecnico di Milano | vice-coordinator and designer

Deputy-coordinator of the event and the exhibition designer of *Open Lab* (resp. P. Padova), exhibition about works of students, “N” building, Campus Bovisa.

2002 | didactic exhibition Politecnico di Milano | vice-coordinator and designer

Deputy-coordinator of the event and the exhibition designer of *Giornata dell'orientamento didattico* (resp. P. Padova) about works of students and information service about Facoltà del Design, Leonardo branch, Piazza Leonardo da Vinci.

Scientific publications

96. introduction in book

(2018) Trocchianesi R. “Introduction” in: Gaddi R. *Design e città. Forme e processi di valorizzazione urbana*, Aracne, Canterano (Rm) 978-88-255-0987-8

95. essay in book

(2018) Vermeeren A. P. O. S., Calvi L., Sabiescu A., Trocchianesi R., Stuedahl D., Giaccardi E. Radice S., “Museum Experience Design: Crowds, Ecosystems and Novel Technologies”. In: Vermeeren A. P. O. S., Calvi L. (eds by) *Museum Experience*, Design Springer International Publishing AG, ISBN: 978-3-31958549-9

94. essay in book

(2018) Trocchianesi R. “Reciprocità e interrelazioni tra dimensione tangibile e intangibile del patrimonio culturale: ambiti d'intervento e dimensioni progettuali”. In: Parente, M. & Sediti, C. (a cura di) *Design Per I Territori. Approcci, metodi, esperienze*. Unione Europea: LIST Lab. ISBN 9788899854614

93. paper in proceedings

(2018) Trocchianesi R. Design al tombolo. Progetto E.Ch.I. Etnografie italo-svizzere per la valorizzazione del patrimonio immateriale. In: Parente M., Lupo E., Sediti C. (a cura di) “Tangible/Intangible. Dialoghi sul design per i territori” Politecnico di Milano, dipartimento di design, Milano ISBN 978-88-942591-1-7

92. paper in proceedings

(2018) Stojanovic B., Spallazzo D., Trocchianesi R. “Valorisation Experience Process for Raising Awareness of the Eastern Modernist Architecture Towards Layperson Audience” in Amoruso G. (ed by) *Putting Tradition into Practice: Heritage, Place and Design*, Proceedings of 5th INTBAU International Annual Event, Springer, Cham, Switzerland ISSN 2366-2557

91. author of book

(2017) Trocchianesi R., Pils G. *Design e rito. La cultura del progetto per il patrimonio rituale contemporaneo*, Mimesis, Sesto San Giovanni ISBN: 978-88-5753-516-6

90. paper in proceedings

(2017) Stojanovic B., Spallazzo D., Trocchianesi R. “Boosting the consciousness of the public concerning the post-war architecture in the urban city envelope” in Gemma Belli, Francesca Capano, Maria Ines Pascariello (eds by) VIII Congresso AISU-The City, the Travel, the Tourism Perception, Production and Processing, Cirice, Napoli 978-88-99930-02-8

89. paper in proceedings

(2017) Trocchianesi R., Bollini L., Borsotti M., Pirola M. “Metaphorical exhibitions between art and design: a mutual relationship beyond borders” in E. Duarte, S. Gonzaga, A. Nolasco (eds by) 9th International Conference, Senses & Sensibility. Design Beyond Borders and its affiliated conference Rhizomes, Funchal, Madeira Island, Portugal 978-989-8473-23-3

88. author of book

(2017) Duranti D., Spallazzo D., Trocchianesi R., “Tangible Interaction and Cultural Heritage. An Analysis

of the Agency of Smart Objects and Gesture-based Systems” in Crabu S., Giardullo P., Miele F. Turrini M. (eds by) *Sociotechnical Environment*, Proceedings of 6th STS Italia Conference 2016, Trento, November 24–26, 2016, Sts Italia Publishing, Milano ISBN: 978–88–940625–1–9

87. paper in proceedings

(2017) Guglielmetti I., Trocchianesi R. “Patrimoni tessili e *color trend* in contesti territoriali montani: il paesaggio cromatico nell’intreccio del pezzotto valtellinese” in Marchiafava V., Valan F. (a cura di) *Colore e Colorimetria. Contributi Multidisciplinari. Vol. XIII A*. Proceedings of the XIII Conferenza del colore, 4th-5th September 2017, Università degli Studi di Napoli Federico II, Gruppo del Colore – Associazione Italiana Colore ISBN 978-88-99513-05-4

86. article in journal

(2017) Trocchianesi R., Pirola M. “Metaphorical spaces. The art used by designers to explore, experiment and express concepts of Interiors” in *The Design Journal An International Journal for All Aspects of Design*, Published by Informa UK Limited, trading as Taylor & Francis Group. ISSN: 1460-6925

85. paper in proceedings

(2017) Crespi L., Di Prete B., Rebaglio A., Trocchianesi R. “Intercultural narratives beyond borders” in (ed by) Gospodini A., Proceedings of the International Conference on Changing Cities III: *Spatial, Design, Landscape & Socio-Economic dimensions*, University of Thessaly, Syros-Delos-Mykonos Islands, Greece, June 26-30, 2017, Grafima Publications, Thessaloniki, Greece. ISBN: 978-618-5271-12-1

84. essay in book

(2016) Lupo E., Trocchianesi R. “Design Envisioning for Museums: the experience at Museo Diocesano”. In R. Capurro, E. Lupo (eds by) *Designing Multivocal Museum. Intercultural Practices at Museo Diocesano*, Milano, Politecnico di Milano, Milan. ISBN: 978-88-941674-0-5

83. essay in book

(2016) Lupo E., Trocchianesi R. “Researching by design and co-designing with the users an intercultural museum experience”. In R. Capurro, E. Lupo (eds by) *Designing Multivocal Museum. Intercultural Practices at Museo Diocesano*, Milano, Politecnico di Milano, Milan. ISBN: 978-88-941674-0-5

82. article in journal

(2016) Trocchianesi R. “Erranze nella città dell’immaginario. Forme contemporanee di esplorazione e narrazione urbana”. In: *Ananke* n° 77 Gennaio 2016, Alinea, Firenze. ISBN: 978-88-98743-63-6

81. paper in proceedings

(2016) Trocchianesi R., Mazzanti A. “Monocromi: provocazioni estetiche tra arte e design”. In V. Marchiafava (a cura di) *Colore e Colorimetria. Contributi Multidisciplinari. Vol. XII A*. Proceedings of the XII Conferenza del colore, 8th-9th September 2016, Castello del Valentino, Politecnico di Torino, Gruppo del Colore – Associazione Italiana Colore.

80. paper in proceedings

(2016) Trocchianesi R., Lupo E., Parrino L., Pedrazzini N., Spagnoli A. “Digital Archive of Temporary Exhibitions. Enhancing the Design Culture”. In: Amoeda R., Lira S., Pinheiro C. (eds by) *Heritage 2016 - 5th International Conference on Heritage Sustainable Development*, Lisboa 12th-15th July, Green Line Institute. ISBN: 978-989-8734-14-3

79. essay in book

(2016) Trocchianesi R. “Uma abordagem semiótica e narrativa do exhibit design/A semiotic approach and narrative of exhibit design”. In: D. De Moraes, R. Álvares Dias, R. Bom Conselho Sales (eds by) *Cadernos de estudo avançados em design: Design e Semiótica/Collection of advanced studies in design: Design and Semiotics*, Editoria da Universidade do Estado de Minas Gerais, Barbacena 978-85-62578-62-5

78. paper in proceedings

(2016) Duranti D., Spallazzo D., Trocchianesi R. “Tangible interaction in museums and temporary exhibitions: embedding and embodying the intangible values of cultural heritage”. In: Proceedings of 6th International Forum of Design as a Process, Bernabé Hernandis Ortuño (ed. by) *Systems & Design. Beyond processes and thinking*, Editorial Universitat Politècnica de València, June 22nd – 24th 2016. ISBN: 978-989-8734-13-6

77. paper in proceedings

(2016) Pils G., Trocchianesi R. “Design and Ritual. Crossed narratives among design, anthropology and sociology”. In: *The Value of Design Research*, Proceedings of the 11th International Conference of the European Academic Design (EAD), Paris Descartes University, 22sd-24th April 2015. ISBN 978-1-84387-393-8

76. article in journal

(2016) Trocchianesi R., Borsotti M., Mazzanti A. “Artistic Placements. Reading and Interpreting Artistic Interventions in the Landscape as a Design Approach for the Development of the Territory”. In: *The International Journal of Architectonic, Spatial and Environmental Design* vol 10, Issue 2, Common Ground Publishing, Illinois, USA. ISSN: 2325-1662

75. essay in book

(2016) Celaschi F., Penati A., Trocchianesi R. “Design e Humanities al Politecnico di Milano”. In: Celi M., Formia E. (a cura di) *Humanities Design Lab. Le culture del progetto e le scienze umane e sociali*, Maggioli editore, Sant’Arcangelo di Romagna, ISBN 978-88-916-1240-3

74. article in journal

(2016) Guglielmetti I., Trocchianesi R. “Activating new strategies for the Lombardy Region and the Italian-Swiss border area: A cultural design approach”. In: *Strategic Design Research Journal*, 9(3): 138-144 September-December 2016 Unisinos, Brasil.

73. paper in proceedings

(2015) Pils G., Trocchianesi R. “Design&Rito: cultura del progetto e valore simbolico del colore negli artefatti rituali” in M. Rossi, V. Marchiafava (ed by) *Colore e colorimetria. Contributi multidisciplinari* vol XI A Politecnico di Milano 10th-11th September 2015, Gruppo del Colore - Associazione Italiana Colore, Milano 2015. ISBN 978-88-99513-00-9

72. essay in book

(2015) Trocchianesi R. “Design in mostra. Percorsi narrativi tra reale e virtuale”. In: P. Gambaro, C. Vannicola (eds by) *Design and Open Source for Cultural Heritage*, Alinea Editrice, Firenze. ISBN 978-88-6055-840-4

71. author of book

(2014) Trocchianesi R. *Design e narrazioni per il patrimonio culturale*, Maggioli Editore, Sant’Arcangelo di Romagna. ISBN 978-88-9160-425-5

70. essay in book

(2014) Lupo E., Parrino L., Radice S., Spallazzo D., Trocchianesi R. “Migrations and multiculturalism: a design approach for cultural institutions.” in P. Innocenti (ed. by) *Migrating Heritage. Experiences of Cultural networks and Cultural Dialogue in Europe*. London: Ashgate. ISBN 978-1-4724-2281-1

69. essay in book

(2014) Capurro R., Chiesa S., Lupo E., Spallazzo D., Trocchianesi R. “Rethinking religion representation as transcultural experience in museums: the on-field experimental action at Museo Diocesano di Milano” in Basso Peressut L., Colombo C., Postiglione G. (eds. by) *Museum Multiplicities: Field Actions and research by Design*, Politecnico di Milano, Milan. ISBN 978-88-95194-43-1

68. paper in proceedings

(2014) Trocchianesi R., Ciuccarelli P. "Iconology as a matter of design between information visualization and artistic approach" in "Diversity: design/humanities" Proceedings of fourth International Forum for Design as a Process EdUEMG (Editora da Universidade do Estado de Minas Gerais), ISBN 978-85-62578-33-5

67. paper in proceedings

(2014) Celi M., Trocchianesi R. "*Design and theatre: crossed paths*" in "Diversity: design/humanities" Proceedings of fourth International Forum for Design as a Process EdUEMG (Editora da Universidade do Estado de Minas Gerais), ISBN 978-85-62578-33-5

66. paper in proceedings

(2014) Trocchianesi R., Pineros Canon A. "Design&Artigianato latino. Artesano: valorizzazione di pratiche artigianali colombiane". In: De Leo D., Di Lucchio L., Giofre' F., Trusiani E., Zevi S. (a cura di), *Esperienze, conoscenze e progetti*. Atti I Conferenza Nazionale Centro PVS-Planning for Viable Sustainability with the emerging regions, Università di Roma La Sapienza, 4th February 2014, Orienta, Roma, ISBN 9788896467305

65. paper in proceedings

(2014) Guglielmetti I., Trocchianesi R. "Designing perspectives for the territory among communities, cultural assets and strategies. Two projects regarding cultural policy for the Lombardy Region and the Italian-Swiss border.". In: Proceedings of 5th International Forum for Design as a Process *The shapes of the future as the front end of design driven innovation*, 18th-20th September 2014, Tecnológico de Monterrey, Campus Guadalajara, México, ISBN 9786075151472

64. editor of book

(2013) Lupo E., Trocchianesi R. (eds. by) *Design e memoria del Temporaneo/Design and memory of the Ephemeral*, Mondadori Electa, Milano, ISBN 978-88-370-9944-2

63. essay in book

(2013) Trocchianesi R. "Oggetti transitivi. Il potenziale narrativo dell'oggetto nel progetto espositivo" in Penati A. (ed. by) *Il design vive di oggetti-discorso*, Mimesis, Sesto San Giovanni, ISBN 978-88-5752-107-7

62. essay in book

(2013) Seassarò A., Trocchianesi R. "Introduzione/Introduction" in Lupo E., Trocchianesi R. (eds. by) *Progetto e memoria del Temporaneo/Design and memory of the Ephemeral*, Mondadori Electa, Milano, ISBN 978-88-370-9944-2

61. essay in book

(2013) Trocchianesi R. "Cultura del temporaneo: presupposti e temi"/"The Culture of the Ephemeral: assumptions and themes" in Lupo E., Trocchianesi R. (eds. by) *Progetto e memoria del Temporaneo/Design and memory of the Ephemeral*, Mondadori Electa, Milano, ISBN 978-88-370-9944-2

60. essay in book

(2013) Trocchianesi R. "L'Archivio Digitale degli Allestimenti Temporanei: contesto culturale, motivazioni, questioni aperte"/"Digital Archive of the Temporary Exhibition: cultural context, exhibition, open questions" in Lupo E., Trocchianesi R. (eds. by) *Progetto e memoria del Temporaneo/Design and memory of the Ephemeral*, Mondadori Electa, Milano, ISBN 978-88-370-9944-2

59. essay in book

(2013) Trocchianesi R. "Design del patrimonio culturale tra narrazione e nuove tecnologie" in Daverio P., Trapani V. (eds. by) *Il design dei beni culturali. Crisi, territorio, identità*, Rizzoli, Milano, ISBN 978-88-17-06986-1

58. essay in book

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