

CURRICULUM VITAE



PERSONAL INFORMATION

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Date of birth	May, 9th 1976

EDUCATION AND QUALIFICATION

Politecnico di Milano Milano, Italy (2009)	Ph.D. <i>cum Meritus</i> in Industrial Design and Multimedia Communication, XXI cycle, INDACO Department (Industrial Design, Art and Communication). Research unit: Communication Design. Thesis: <i>The bottom-up management of online information</i> .
McLuhan Program in Culture and Technology (MPCT) Toronto, Canada (2007)	McLuhan Fellow; research project "Digital Culture Epistemology": a framework definition of activities and tools to promote an international research network focused on Digital Culture and to define a pattern analysis of the "Era of the Tag".
Università degli Studi di Milano Milano, Italy (2005)	Graduate in theoretical Philosophy (110/110) with the thesis <i>The liquid architectures: the thought in the networks and the networks of the thought</i> .

PROFESSIONAL EXPERIENCES

Researcher Politecnico di Milano, Design Department Milano - Italy (September 2014 to present date)	Senior Researcher (Legge 240/10, RTD-B) at the Department of Design. The position is based on the call "Ritorno dei cervelli" Rita Levi Montalcini, won with a research project on Hybrid Ontologies. Professor of "Sociologia dei Media" and "Sociologia dei Processi Culturali e Comunicativi" (2 courses, 6 CFU each one). Main research topics: Communication and Social Media Studies (Transmedia Literacy, Big Data for Humanities, Cultural Analytics, Hybrid Ontologies Design, McLuhan and Toronto School of Communication; Semiotic of New Media); Executive Editor of the <i>International Journal of Transmedia Literacy</i> .
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Researcher
IN3 - Univ. Oberta de Catalunya
Barcelona – Spain
(January 2011 to September 2014)

Senior Researcher and Program Manager at the Digital Culture Research Program of the Internet Interdisciplinary Institute (IN3) directed by Manuel Castells – Universitat Oberta de Catalunya (UOC). Main research topics: Communication and Media Studies (Transmedia Literacy, Swarm and Cloud Intelligence, Connective Intelligence; Social Media for political participation, Media Ecology, historical and theoretical aspects of Media Evolution; McLuhan and Toronto School of Communication; Sociology of New Media); executive manager of the Program in Digital Culture; Editorial Director of the series *McLuhan Studies*.

Research Fellow
IN3 - Univ. Oberta de Catalunya
Barcelona – Spain
(February to December 2010)

Senior Research Fellow at the Internet Interdisciplinary Institute (IN3) directed by Manuel Castells – Universitat Oberta de Catalunya (UOC). The visiting fellowship was focused on “social media” and, specially, how social media practices can drive information into bottom-up knowledge, reframing the concept of ontologies into hybrid ontologies and popular taxonomies. Affiliation to the Digital Culture Research Program directed by Derrick de Kerckhove.

Adjunct Professor
Università degli Studi di Milano
Milano - Italy
(November 2005 to January 2009)

Adjunct Professor for the Labs *Hermes Net* and *New languages in information science* (Nuovi linguaggi informatici) at the Faculty of Letters and Philosophy. The lab courses were 20 hours modules with the aim to investigate the new practices of communication in information science, with a special focus on social media and online platforms to share knowledge.

Research Fellow
Regione Lombardia
Milano - Italy
(March – December 2007)

Research Fellow as the project leader for the REPLICA plan (*Reti Evolute Per L'Interazione e la Comunicazione Aziendale – Advanced Networks for Companies' Interaction and Communication*). The aim of the project was to permit a cross-fertilization between the academic research and specific territorial resource to promote the transmission of knowledge and the growth of business. Research Fellow at the LaborLab grants program with the project NERV (Neural Environment for Recombinant Visualization). The aim of the project was to empower how the skills within the Communication Design can approach new kind of visual interfaces for data management and to encourage the development of different methods in research and classification of online information.

Project manager / Web Analyst
Technet Group
Milano - Italy
(June 2001 – December 2014)

Project Manager and Web Analyst for different companies: Technet Group (Vobis – Buffetti Business); Nova Multimedia; 2F Group; Cattolica; Angelica HC; RW Group and Alter Ego among the others. Media analyst for Italian and Spanish magazines and newspapers (Velvet, D di Repubblica, Media 2000, L'Espresso, Leer, etc.). Main area of interest: cloud knowledge, folksonomies, deviant information, makers and digital craftsmen, new journalism, swarming intelligence in social network, sharing economies, transmedia productions.

LANGUAGE SKILLS

ITALIAN

Mother tongue

ENGLISH

Reading excellent, writing and verbal good
(Level B2 British Council, BEC Vantage)

SPANISH

Reading excellent, writing and verbal good

I.T. SKILLS

CERTIFICATES:

Full ECDL (European Computer Driving License) based on Syllabus 4.0

OPERATING SYSTEM: MS-Dos and Windows (release from 3.11 to Windows 10; basic knowledge of NT and Windows Server);
Mac OS (release from 7.5.1 to 10.x);
OS running on system based on 680x0 processor ;
Basic knowledge of Linux in its various distribution; BeOS, AS-400 and OS-2;
WinCE/Pocket Pc system, Palm OS, Epos, Symbian
Good knowledge of Android and iOS system

SUITE: Microsoft Office (Word, PowerPoint, Excel, Access and Onenote) in the various edition;
Microsoft Works; Lotus SmartSuite (123, Approach, Word Pro, Freelance Graphics);
Suite Claris – now Filemaker Inc. (Works e Filemaker)
Suite Adobe (Creative Cloud applications)
Other suite: MS Publisher, Corel Draw, Macromedia Captivate, Multimedia Builder;
Basic knowledge of Microsoft VB, VBA languages and most popular DTP Software

INTERNET SOFTWARE: Frontpage and basic knowledge of Dreamweaver and Flash; Homesite, Fireworks;
IIS and webserver Apache (LAMP solutions);
Program languages - basic knowledge of ASP, PHP, XML, MySQL, PostgreSQL and HTML;
Browser – MS Explorer, Netscape, Mozilla/Firefox, Opera, Chrome and Safari;
Mail – MS Outlook, Messenger, Eudora.
Basic Knowledge of tools and protocol for P2P software, Deep Web (TOR)
Use of different remote conferencing system (Skype, Hangout)

HARDWARE AND DEVICES: Advanced knowledge of computer hardware: disassembling and reassembling laptop and notebook; use of O.S. hardware tool (Raspberry PI, Arduino);
Basic knowledge of mobile devices architecture and features.

CONFERENCES AND SEMINARS (ORGANIZATION)

Transmedia Literacy
Barcelona,
December 10, 2013

Organization of the International Seminar *Transmedia Literacy*. 4 Invited Worldwide Keynotes; 5 Panels/20 talks; 150 participants; Over 100 double blind peer reviewed proposals.
Overall budget raised: 12.000 Euro.
UOC University.

McLuhan Galaxy 2011
Understanding Media Today
Barcelona, May 23-25, 2011

Organization of the International Conference *Understanding Media Today*, for the McLuhan Centenary. 22 Invited Worldwide Keynotes/Speakers; 6 Panels/60 talks; 290 participants; 86 peer reviewed papers published in the proceedings; Over 300 double blind peer reviewed proposals.
Overall budget raised: 67.000 Euro.
University Pompeu Fabra, UOC University, CCCB Barcelona.

Su Jacques Derrida
Gargnano del Garda,
April 19-21, 2007

Organization of the National Symposium *Su Jacques Derrida*. 11 Invited Keynotes; 40 participants; Overall budget: 6.000 Euro.
Università degli Studi di Milano.

Free Software and Freedom in
Scientific Research
Milan, April 20, 2004

Organization of the *International Conference Free Software and Freedom in Scientific Research*. 8 Invited Worldwide Keynotes; 200 participants; Overall budget: 5.000 Euro.
Università degli Studi di Milano.

**CONFERENCES AND SEMINARS
(PRESENTATION)**

DRS 2016 Conference
Future Focused Thinking
Un. Brighton / Un. College London
June 27-30, 2016
Brighton

DH Digital Humanities Conference
University of Belval
June 9-10, 2016
Luxembourg

Transmedia Literacy
UNAM - Universidad Nacional
Autónoma de México
May 2, 2016
Ciudad de México, México

Universidad y Transmedia
Universidad de Entre Rios
June 19, 2015
Parana, Argentina

Opening Time. Process Unfold
IN3/UOC
July 30, 2014
Barcelona, Spain

Storycode Barcelona
Explosión digital de la narrativa
July 2, 2014
Barcelona, Spain

Rethinking Intermediality
ISIS Conference
October 24-26, 2013
Cluj Napoca, Romania

McLuhan 100 anni dopo
Accademia dei Lincei
July 20, 2012
Rome, Italy

Casa della Cultura
McLuhan Centenary
December 14, 2011
Milano, Italy

Come Usare McLuhan nell'epoca
delle reti (McLuhan 100 Conf.)
University of Lecce,
December 15-16, 2011
Lecce, Italy

Art Identity and the Technology of
Transformation Int. Conf.
Universidade do Porto,
Nov. 30-Dec. 2, 2011
Porto, Portugal

Presentation of the research *The narratives and the supports: Remediating Design Culture in the translation of transmedia artefacts.*

Presentation of the research *From top-down education to convergence culture: the rise of a Transmedia Literacy.*

Invited Keynote with the presentation of the research *Transmedia Literacy: an Introduction*

Invited Keynote with the presentation of the research *Universidad y Transmedia Literacy*, with G. Di Rosario

Presentation of the research *Opening Time, The Process Unfold*, with B. W. Powe, C. M. De Almeida

Presentation of the research *Opening Time, On the Energy Threshold*, with B. W. Powe, C. M. De Almeida

Presentation of the paper *Transmedia Literacy. From Amniotic Network To Distributed Authorship*, with G. Di Rosario

Presentation of the research *Personal Square* and introduction to the deliveries of the McLuhan critical thought

Presentation of the Lecture *Se il mezzo è il messaggio gli utenti sono il contenuto (If the Medium is the Message, the Users are the Content)*, with E. Patti.

Presentation of the *paper Understanding Media, today: The International Journal of McLuhan Studies*, with E. Patti.

Presentation of the paper *The Web of Matter*, with C. Miranda de Almeida.

McLuhan incontra Pompei
National symposium,
November 15, 2011.
Pompei, Italy

Then Now Next - McLuhan 100,
University of Toronto,
November 7-10, 2011
Toronto, Canada

Congreso Internacional Sociedad
Digital,
Universidad Complutense,
October 24-25, 2011
Madrid, Spain

Congreso Internacional Sociedad
Digital,
Universidad Complutense,
October 24-25, 2011
Madrid, Spain

The Media Connection - Arts &
Social Justice International
October 20-23, 2011
Nicosia, Cyprus

Social Media Cultures
International Conference
September 22, 2011
Yogyakarta, Indonesia

McLuhan Galaxy 2011
Understanding Media Today
May 23-25, 2011
Barcelona, Spain

EAD 2011 - The Endless End
European Academy of Design
May 4-7, 2011
Porto, Portugal

DRS 2010
Design Research Society
International Conference
July 7-9, 2010
Montreal, Canada

IADSR 2009
International Association of
Societies of Design Research
October 21, 2009
Coex - Seoul, South Korea

IMETI 2009
2nd Int. Multi-Conference on
Engineering and Tech. Innov.
July 10-13, 2009
Orlando, USA

Invited Keynote with the Lecture *Cittadinanza responsabile e riattivazione politica 2.0 (Civic Responsibility and Political Reactivation 2.0)*.

Presentation of the paper *The Gutenberg Galaxy in the era of convergence culture. The new International Journal of McLuhan Studies to rethink academic critique as a hypertextual, interconnected and open-ended intellectual discourse*", with E. Patti.

Presentation of the paper *Networking democracy. A social media framework to enhance political reactivation in bottom-up environment*, with V. Widmayer.

Presentation of the paper *Connecting Knowledge. Innovation through bottom-up collaboration to promote and diffuse cultural heritage*, with C. Miranda de Almeida

Presentation of the paper *A Social Media Framework to enhance democratic participation*, with V. Widmayer.

Presentation of the paper *Political Reactivation in Bottom-up Environment. A social media framework to enhance participation from online network to everyday life and vice versa*.

Presentation of the paper *Open Archipelago. Designing Isles of Knowledge in the Web 2.0 Era*, with U. Eccli, F. Perotta.

Presentation of the paper *Knowledge Isles in an Open Access World: the Project Open Archipelago*, with U. Eccli, F. Perotta

Presentation of the paper *From Ontologies to Folksonomies. A Design-driven approach from complex information to bottom-up Knowledge*, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.

Presentation of the poster *Designing in transition - Empowering bottom-up knowledge in the "space between"*, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.

Presentation of the paper *Interactive Design, Knowledge and Augmented Realities*, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.

Design Connexity
8th EAD International Conference
April 1-3, 2009
Aberdeen, UK

ISEA 2008
14th International Symposium
on Electronic Art
25 July – 3 August 2008
Singapore

Changing the Change
International Design Conference
July 10-12, 2008
Torino, Italy

CEIC Meeting conferences
May 23, 2008
Bilbao, Spain

Cumulus 2008
International Design Conf.
March 28-31, 2008
Kyoto, Japan

Mamboday 2007
Symposium on Mambo CMS
November 22-23, 2007
Reggio Calabria, Italy

Scripta Manent?
Italian conference on writing
Cuneo, 7-8 September 2007

MICSU 2005
Università degli Studi of Milano
June 22, 2005
Milano, Italy

Casa della Cultura
Conference on
Philosophy of writing
December 10, 2004
Milano, Italy

CLASSES (COURSES)

Milano, 2014 to present date
Politecnico di Milano

Barcelona, 2010-2014
Universitat Oberta de Catalunya

Milano, 2006-2009
Università degli Studi di Milano

CLASSES (INVITED KEYNOTE)

Napoli, 2011

Presentation of the paper *The space between. Designing bottom-up knowledge in an interconnected society*, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.

Presentation of the paper *W.Book & E.Margin*, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.

Presentation of the paper *Hybrid ontologies. Design knowledge in a hyper-connected fluid society*.

Invited Keynote at Collective Identity Research Centre for Area 3: Identidad en la sociedad del conocimiento. Presentation of the research: *Wired Identity. The web as hybrid environment for interaction and knowledge sharing*

Presentation of the paper *Hybrid Ontologies. Design knowledge in bottom-up process*.

Presentation of the paper *CMS e flessibilità: il progetto di sistemi a supporto della ricerca e della didattica*.

Invited Keynote. Presentation of the research *La scrittura liquida. Comunicazione e connettività nell'epoca della scrittura digitale*

Moderator for the seminar session on *Media criticism* for the Master in Information Technologies for humanistic sciences

Invited speaker. Presentation of the research *Il laboratorio Hermes_Net: esperienza teoretica di scrittura collaborativa online*.

Sociologia dei Media (6 CFU), 140 students/year
Sociologia dei Processi Culturali e Comunicativi (6 CFU), 170 students/year

Advances in Digital Culture, PhD School IN3; PhD Candidates of the various programs; open lectures

Nuovi Linguaggi informatici (3 CFU), 20-30 students each semester
Hermes_Net Lab – Scrittura Telematica (3 CFU), 30-40 students each semester

Università Federico II – Lesson on the *Liquid Architecture in Web environment*

Rome, 2010

Università Luiss - Lesson on *The era of the tag*, with D. de Kerckhove

Toronto, 2007

University of Toronto, MPCT – Seminar on *Grassroots for Digital Epistemology*

Rome, 2006

Università Roma Tre – Lesson on *Philosophy of the Hypertextual writing*

SUMMER SCHOOLS

YBPBR 2012
Youth Politicians' Best Practice
School of Politics and Policy
October 12-14, 2012
Gardone Riviera, Italy

Invited speaker at the Youth Politicians' Best Practice School of Politics and Policy
Lecture: *New Web Languages. Bottom-up Administration and Public Consensus 2.0*.

Summer School RENA 2nd ed.
Buon Governo e
Cittadinanza Responsabile,
September 2-8, 2012
Matera, Italy

Invited speaker at the RENA (Rete per l'Eccellenza Nazionale – Network for the National Excellence) Summer School.
Lecture: *Sovranità 2.0* (Sovereignty 2.0).

Summer School RENA
Buon Governo e
Cittadinanza Responsabile,
August 27 – September 4, 2011
Matera, Italy

Invited speaker at the RENA (Rete per l'Eccellenza Nazionale – Network for the National Excellence) Summer School.
Lecture: *Attivismo civile e sociale 2.0* (Civil and Social 2.0 activism).

PUBLICATIONS AND PEER REVIEWED PAPERS

Year 2017

(38) *Media Culture Design. Introduzione alla Cultura dei Media per il Design della Comunicazione*. Milano: FrancoAngeli, 2017. ISBN: 978-88-917-6027-2.

Year 2016

(37) *Cultural Heritage Design for Electronic Literature*. In Di Rosario, G., Borràs, L. (edited by), *Pixelated Words*, Barcelona: Institució de les Lletres Catalanes, ISBN: 978-84-393-9581-2.

(36) *Augmented Reality for Collaborative Media*. In Powe, B. W., *Opening Time. On the Energy Threshold*, Milano: LED, 2016, ISBN: 978-88-7916-807-6.

(35) *Il principio di traduzione nel progetto transmediale* (with D. de Kerckhove). In Caratti, E., Baule G. (edited by), *Design e Traduzione*, Milano: Franco Angeli, 2016, ISBN: 978-88-917-4426-5.

(34) *L'informazione mediata. Il processo d'interazione nella cultura del testo*. In P. D'Alessandro, *Lo Stile del Pensiero. Una lettura ipertestuale del caso emblematico di Friedrich Nietzsche*. Milano: LED, 2016, ISBN: 978-88-7916-806-9.

Year 2015

(33) *The narratives and the supports: Remediating Design Culture in the translation of transmedia artefacts* (with D. de Kerckhove). in: P. Lloyd & E. Bohemia, eds., *Proceedings of DRS2016: Design + Research + Society - Future-Focused Thinking*, Volume III, pp. 1111-1122, ISSN: 2398-3132, DOI 10.21606/drs.2016.272

(32) *Transmedia Literacy: A Premise* (with G. Di Rosario). In *International Journal of Transmedia Literacy*, issue 1, Milano: LED, 2015, DOI: 10.7358/ijtl-2015-001-cias.

- Year 2014
- (31) *Transmedia Literacy. From Storytelling to Intercreativity in the Era of Distributed Authorship* (ed.), IJTL, issue 1, Milano: LED, 2015, ISBN: 978-88-7916-760-4; ISSN: 2465-227X; eISSN: 2465-2261
- Year 2013
- (30) *Transmedia Literacy Resource Handbook. Barcelona International Seminar* (ed. with G. Di Rosario), Barcelona, Digital Culture Research Program at IN3, 2014, ISBN: 978-88-7916-665-2
- (29) *Il web come lo spazio della relazione. Prodromi di un'ecologia del testo*, in M. Ciastellardi, M. Andreozzi (edited by) *Ecologia del Testo. Esperienza del Pensiero*, Milano: LED, 2013. DOI:10.7359/643-2013-cias.
- Year 2012
- (28) *Ecologia del Testo. Esperienza del Pensiero* (edited with M. Andreozzi) Milano: LED, 2013. ISBN: 978-88-7916-643-0.
- (27) *McLuhan and the Quest for New Patterns in the Era of Total Surround*, in *International Journal of McLuhan Studies*, issue 2 (Winter 2012), Barcelona: Editorial UOC Press, 2012. ISBN 978-84- 39995-4-4
- (26) *Education Overload. From Total Surround to Pattern Recognition. International Journal of McLuhan Studies* (editor), issue 2 (Winter 2012), Barcelona: Editorial UOC Press, 2012. ISBN 978-84- 39995-4-4
- (25) *The empowering of the personal and situated dimensions of knowledge* (with C. Miranda de Almeida), in *Always Already New Proceedings*, Milano: Limina, ISBN 978-88-95286-09-9
- (24) *The Gutenberg Galaxy in the era of convergence culture. The new International Journal of McLuhan Studies to rethink academic critique as a hypertextual, interconnected and openended intellectual discourse* (with E. Patti), in *Then, Now, Next, McLuhan 100 Conference Proceedings*, University of Toronto Press, Toronto, 2012.
- Year 2011
- (23) *Recognizing McLuhan's Critical Thought* (with E. Patti), in *International Journal of McLuhan Studies*, 1 (Autumn 2011), Barcelona: Editorial UOC Press, 2011. ISBN 978-84-938802-5-5
- (22) *Understanding Media, Today. McLuhan in The Era of Convergence Culture. International Journal of McLuhan Studies* (edited with E. Patti), issue 1 (Autumn 2011), Barcelona: Editorial UOC Press, 2011. ISBN 978-84-938802-5-5
- (21) *Networking democracy. A social media framework to enhance political reactivation in bottom-up Environment* (with V. Widmayer), in *ICONO 14 Actas*, n° 8, Madrid. ISSN 16978293
- (20) *Connecting knowledge. Innovation through bottom-up collaboration to promote and diffuse cultural heritage* (with C. Miranda de Almeida), in *ICONO 14 Actas*, n° 8, Madrid. ISSN 16978293
- (19) *Matéria conectada* (with C. Miranda de Almeida), in Perello, J. Y Massip, C. *Matèria. Noves Fronteres de la ciència, l'art i el pensament*, Barcelona: Arts Santa Monica, Generalitat de Catalunya press, ISBN 9788415224365
- (18) *Political Reactivation in Bottom-up Environment. A social media framework to enhance participation from online network to everyday life and vice versa*, in Widodo, Y. (edited by), *International Conference "Social Media Cultures". Political, Economic, Social, And Journalistic Challenge. Proceedings*, Faculty of Social and Political Sciences, Yogyakarta: University Of Atma Jaya Yogyakarta Publisher, 2011. ISSN: 2088-9542
- (17) *Understanding Media, Today. McLuhan Galaxy Conference Proceedings* (edited with C. M. de Almeida, C. A. Scolari), Barcelona: Editorial UOC,

2011. ISBN: 978-84-938802-1-7.

- (16) *Knowledge Isles in an Open Access World: the Project Open Archipelago* (with U. Eccli, F. Perotta), in M. Ciastellardi, C. M. de Almeida, C. A. Scolari (edited by) *Understanding Media, Today. McLuhan Galaxy Conference Proceedings*, Barcelona: Editorial UOC, 2011. ISBN: 978-84-938802-1-7.
- (15) *Open Archipelago. Designing Isles of Knowledge in the Web 2.0 Era* (with U. Eccli, F. Perotta), in *EAD 2011 – The Endless End, Conference Proceedings*, University of Aveiro in Porto, 2011.
- Year 2010
- (14) *From Ontologies to Folksonomies. A Design-driven approach from complex information to bottom-up Knowledge* (with de D. de Kerckhove and C. M. de Almeida), in Bousbaci, R., Chen, L.L., Durling, D.; Gauthier, P., Poldma, T., Roworth-Stokes, S. and Erik Stolterman (edited by), *Conference proceedings*, Montreal: DRS, 2010. ISBN: 978-2-9811985-0-1
- (13) *The World as Wide Web: following codes to access knowledge-lands* (with A. Cruciani, C. M. de Almeida, D. de Kerckhove) in *Journal Technoetic Arts*, vol. 8. Intellectbooks, Bristol, 2010. ISSN: 1477965X
- Year 2009
- (12) *Design, Knowledge and Augmented Realities* (with A. Cruciani, C. M. de Almeida, D. de Kerckhove), in N. Callaos, H. Chu, Y. Yingling, C. D. Zinn (edited by), *IMETI Proceedings vol. 1*, Winter Garden: International Institute of Informatics and Systemics, 2009. ISBN: 10-1-934272-67-1.
- (11) *Le architetture liquide. Il pensiero in rete e le reti del pensiero*, Milano: LED, 2009. ISBN: 978-88-7916-416-0.
- (10) *The space between. Designing bottom-up knowledge in an interconnected society*, (with A. Cruciani, C. M. de Almeida, D. de Kerckhove), in Aa. Vv., *Design Connexity Proceedings*, Aberdeen: EAD Publishing, 2009. ISBN 978-1-901085-97-6
- Year 2008
- (09) *Hybrid ontologies. Design knowledge in a hyperconnected fluid society*, in C. Cipolla, P. P. Peruccio (edited by), *Changing the Change Proceedings*, Torino: Umberto Allemandi & C., 2008. ISBN: 8842216704
- (08) *W.Book & E.Margin* (with A. Cruciani, C. M. de Almeida, D. de Kerckhove), in Aa. Vv., *Proceedings of ISEA 2008*, Singapore: ISEA2008 Pte, 2008. ISBN 978-981-08-0768-9
- (07) *Hybrid ontologies. Design knowledge in bottom-up processes*, in E. Salmi (edited by), *Cumulus Working Papers Kyoto 2008*, 20/08, Kyoto: University of Art and Design Helsinki pub., 2008. ISBN: 978-951-558-273-7
- Year 2007
- (06) *Tracce per l'epistemologia della cultura tecnica (extract)*, in M. Bertoldini, *La cultura Politecnica 2*, Milano: B. Mondadori, 2007. ISBN 8842421081
- (05) *Ricerca e didattica della filosofia in rete. Il laboratorio teoretico Hermes_Net*, in A. Andronico, G. Casadei, *Didamatica 2007 - Informatica per la Didattica*, Bologna: Asterisco, 2007.
- Year 2006
- (04) *Provocazioni della tecnica*, in *Filosofia della Tecnica*, P. D'Alessandro e A. Potestio, Milano: LED, 2006. ISBN 978-88-7916-330-9
- Year 2005
- (03) *La nascita della pratica ipertestuale*, in P. D'Alessandro, I. Domanin, *Filosofia dell'ipertesto*, Milano: Apogeo, 2005. ISBN 88-503-2329-8

(02) *Linguaggi, metalinguaggi e strumenti del digitale collettivo*, in P. D'Alessandro, I. Domanin, *Filosofia dell'ipertesto*, Milano: Apogeo, 2005. ISBN 88-503-2329-8

(01) *Il testo digitale: traduzione e mappatura del pensiero*, in P. D'Alessandro, I. Domanin, *Filosofia dell'ipertesto*, Milano: Apogeo, 2005. ISBN 88-503-2329-8

COMPETITIVE GRANTS

Program "Rita Levi Montalcini"
Rientro dei cervelli
MIUR, Italy
2014 to present date

The project aims at investigating the concept of Hybrid Ontologies in terms of emerging knowledge and contents production/consumption in social media environment.

Overall budgets: 203.000 Euro; Position as RTD-B (Legge 240/10), MIUR Competitive call, blind review.

Design and Translation
Milano, Italy
2015

The project aims at investigating what translation reveals about human condition by the means of design.

Overall budgets: 24.000 Euro; FARB Politecnico (Italy)

Competitive call, committee review.

6 researchers.

Transalfabetismo
Barcelona, Spain
2015 - 20

A project to investigate the skills of young people related the possibilities to adopt transmedia storytelling to express themselves.

Overall budgets: 88.000 Euro; MINECO (Spain)

Competitive call, blind review.

7 Universities, 7 researchers.

I-Future
Barcelona, Spain
2014

The project is based on a research about the possibilities of creativity to favor economic growth and innovation.

Overall budgets: 67.000 Euro; MINECO (Spain)

Competitive call, blind review.

3 Universities, 8 researchers.

Selfiestories
Barcelona, Spain
2014

The project aims at investigating with a hybrid methodology the visual narratives emerging from personal data and selfies.

Overall budgets: 62.000 Euro; BBVA (Spain)

Competitive call, blind review.

2 Universities, 6 researchers.

ACADEMIC RESEARCH TEAM

Design & Cultures
Politecnico di Milano
(2014 to present date)

Member of the research section Design & Cultures (Politecnico di Milano), directed by Giovanni Baule.

Digital Culture Research Group
IN3 Barcelona
(2009 to 2014)

Managing director and research member of the Digital Culture Research Program (IN3 – Universitat Oberta de Catalunya) directed by Derrick de Kerckhove.

D-Com
Politecnico di Milano
(2006 to 2009)

Member of the research section D-Com (Politecnico di Milano), directed by Giovanni Baule.

MEMBERSHIP

META – Politecnico di Milano
(2016 to present date)

Member of the research unit META - *Unità di studi umanistici e sociali su scienza e tecnologia* (Politecnico di Milano).

ESA – European Sociological
Association
(2016 to present date)

International Journal of McLuhan
Studies
(2011 to 2014)

McLuhan Galaxy
International Conference
(2011)

BOARD AND COMMITTEE

Impara Digitale
(2016 to present date)

International Journal of
Transmedia Literacy
(2015 to present date)

McLuhan Studies Series
(2011 to 2014)

McLuhan Galaxy
International Conference
(2011)

Member of the ESA; affiliation to the research network of Sociology of Culture and Sociology of Communications and Media Research

Editorial Director and Board Committee Member of the *International Journal of McLuhan Studies* (Spain - Canada)

Member of the scientific committee of the International Conference *McLuhan Galaxy 100* – Universitat Oberta de Catalunya (Spain)

Member of the steering committee of Impara Digitale, a research association focused on emerging learning methods (Italy)

Executive Director of the *International Journal of Transmedia Literacy* (Spain – Italy)

Editorial Director and Board Committee Member of the series *McLuhan Studies* (Spain - Canada)

Member of the scientific committee of the International Conference *McLuhan Galaxy 100* – Universitat Oberta de Catalunya (Spain)