

CURRICULUM VITAE



PERSONAL INFORMATION

Name	Matteo Ciastellardi
E-mail	matteo.ciastellardi@polimi.it
Place and Date of birth	Milano. May, 9th 1976

EDUCATION AND QUALIFICATION

National Scientific Qualification
Abilitazione Scientifica Nazionale
Italy (2017)

Politecnico di Milano
Milano, Italy (2009)

McLuhan Program in Culture and
Technology (MPCT)
Toronto, Canada (2007)

Università degli Studi di Milano
Milano, Italy (2005)

PROFESSIONAL EXPERIENCES

Adjunct Professor
Google – FIEG Instructor
Politecnico di Milano,
Design Department
Milano – Italy
(September 2017 to present)

National Scientific Qualification 2016 (Italian ASN) for Associate Professor in discipline 08/C1 – Design. Specific field ICAR 13 – Communication Design. Rated 5/5 by the Commission. Special note on transdisciplinary approach to media studies, digital humanities and communication design.

Ph.D. *cum Meritus* in Communication Design, XXI cycle, INDACO Department (Industrial Design, Art and Communication). Research unit: Communication Design. Thesis: *The bottom-up management of online information*.

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”.

Graduate in theoretical Philosophy (110/110) with the thesis *The liquid architectures: the thought in the networks and the networks of the thought*.

Adjunct Professor at the Department of Design. Professor of “Sociology of Media” (130 students per semester, class in Italian and English) and “Sociology of Cultural and Communication Processes” (190 students per semester, class in Italian). 6 CFU each course. Main research topics: Communication and Social Media Studies (Human Algorithms, Transmedia Literacy, Big Data for Humanities, Cultural Analytics, Hybrid Ontologies Design); Instructor for the Google –

Senior Researcher
Politecnico di Milano,
Design Department
Milano - Italy
(September 2014 to September 2017)

Senior Researcher
IN3 - Univ. Oberta de Catalunya
Barcelona - Spain
(January 2011 to September 2014)

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

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

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

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

FIEG Lab initiative for Journalists. Instructor for the courses of "Social Media Journalism", "Storytelling", "Data Journalism", "Web strategies for online writing". Classes in several publishing groups, such as Mondadori, Sole24ore, Class Editore, MilanoFinanza, Libero, Giornale di Sicilia, Gazzetta del Mezzogiorno and Giornale di Brescia among the others.

Senior Researcher (Law 240/10, RTD-B) at the Department of Design. The position is based on the Rita Levi Montalcini call, the most prestigious Italian competitive call for young researchers to favour their return from foreign countries. The position won is related to the research project "Hybrid Ontologies": a pattern recognition analysis of narrow and broad communities to understand the bias of people in knowledge sharing using Social Networks. Professor of "Sociology of Media" (160 students per semester, class in Italian and English) and "Sociology of Cultural and Communication Processes" (200 students per semester, class in Italian). 6 CFU each course. Main research topics: Communication and Social Media Studies (Transmedia Literacy, Big Data for Humanities, Digital Humanities Cultural Analytics, Hybrid Ontologies Design, McLuhan and Toronto School of Communication; Semiotic of New Media); Executive Editor of the *International Journal of Transmedia Literacy*; Co-Director (with Derrick de Kerckhove) of the book series "Humanities by Design".

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 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 for the Labs *Hermes Net* and *New languages in information science* (Nuovi linguaggi informatici) at the Faculty of Letters and Philosophy, Department of 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 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 for different companies: Technet Group (Vobis - Buffetti Business); Nova Multimedia; 2F; Cattolica; Angelica HC and RW among the others. Media analyst for Italian and Spanish magazines and newspapers (Velvet, D di Repubblica, Media 2000, L'Espresso, Leer, etc.).

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:	<ul style="list-style-type: none">• MS-Dos and Windows: release from 3.11, NT to Windows 10• Mac OS: release from 7.5.1 to 10.10.x• OS running on system based on 680x0 processor• Basic knowledge of Linux in its various distribution (more grounded on Ubuntu and Debian)• Basic knowledge of BeOS, AS-400 and OS-2; WinCE/Pocket Pc system, Palm OS, Epos, Symbian• Good knowledge of Android and iOS system
SUITE:	<ul style="list-style-type: none">• Microsoft Office (Word, PowerPoint, Excel, Access, Onenote, Sharepoint and Teams) in the various distribution up to ed. 2016 and Microsoft Works• Lotus Smartsuite (123, Approach, Word Pro, Freelance Graphics)• Suite Claris – Filemaker Inc. (Works e Filemaker)• Basic Suite Adobe (Creative Cloud applications)• Other suite: Corel Draw, Macromedia Captivate, Multimedia Builder; Basic knowledge of Microsoft VB, VBA languages and most popular DTP Software
INTERNET SOFTWARE:	<ul style="list-style-type: none">• Frontpage, Sharepoint Designer, Homesite, Fireworks• IIS and webserver Apache (LAMP solutions)• Program languages - basic knowledge of ASP, PHP, XML, MySQL, PgSQL and HTML• Browser – MS Explorer/Edge, Mozilla/Firefox, Opera, Chrome and Safari;• Mail – MS Outlook, Messenger, Eudora; SquirrelMail, RoundCube, Horde;• Basic Knowledge of tools and protocol for P2P software, Deep Web (TOR)• Use of different remote conferencing system (Skype, Hangout)
SOCIAL MEDIA PLATFORM:	<ul style="list-style-type: none">• Facebook/Instagram (console for Business and Paid Media services; basic knowledge of APIs)• Twitter (console for Business/ADS)• Social Media Analytics platforms: Buzzsumo, Sprout Social, Google Analytics• Social Media Publishing and microblogging managed platform: Hootsuite, Tweetdeck, Postpicker
HARDWARE AND DEVICES:	<ul style="list-style-type: none">• Advanced knowledge of computer hardware: disassembling an 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

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

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

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

CONFERENCES AND SEMINARS (PRESENTATION)

V Seminario Internacional
de Lectura en la Universidad
Universidad de Sonora
November 7-9, 2018
Hermosillo, México

DET 2016 Open Conference
Design è Traduzione
Politecnico di Milano
December 19, 2016
Milano, Italy

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

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

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

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.

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.

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

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.

Invited Keynote at the International Seminar "Leer y escribir en la cultura de la convergencia" with the presentation of the Lecture *Literatura intermedial. Desde la remediación digital hasta los textos binary-born*.

Invited Keynote with the presentation of the research *La Narrazione e il supporto. Il principio di traduzione nel progetto transmediale*, with D. de Kerckhove.

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*

<p>Universidad y Transmedia Universidad de Entre Rios June 19, 2015 Parana, Argentina</p>	<p>Invited Keynote with the presentation of the research <i>Universidad y Transmedia Literacy</i>, with G. Di Rosario</p>
<p>Opening Time. Process Unfold IN3/UOC July 30, 2014 Barcelona, Spain</p>	<p>Presentation of the research <i>Opening Time, The Process Unfold</i>, with B. W. Powe, C. M. De Almeida</p>
<p>Storycode Barcelona Explosión digital de la narrativa July 2, 2014 Barcelona, Spain</p>	<p>Presentation of the research <i>Opening Time, On the Energy Threshold</i>, with B. W. Powe, C. M. De Almeida</p>
<p>Rethinking Intermediality ISIS Conference October 24-26, 2013 Cluj Napoca, Romania</p>	<p>Presentation of the paper <i>Transmedia Literacy. From Amniotic Network To Distributed Authorship</i>, with G. Di Rosario</p>
<p>McLuhan 100 anni dopo Accademia dei Lincei July 20, 2012 Rome, Italy</p>	<p>Presentation of the research <i>Personal Square</i> and introduction to the deliveries of the McLuhan critical thought</p>
<p>Casa della Cultura McLuhan Centenary December 14, 2011 Milano, Italy</p>	<p>Presentation of the Lecture <i>Se il mezzo è il messaggio gli utenti sono il contenuto (If the Medium is the Message, the Users are the Content)</i>, with E. Patti.</p>
<p>Come Usare McLuhan nell'epoca delle reti - University of Lecce, December 15-16, 2011 Lecce, Italy</p>	<p>Presentation of the paper <i>Understanding Media, today: The International Journal of McLuhan Studies</i>, with E. Patti.</p>
<p>Art Identity and the Technology of Transformation Int. Conf. Universidade do Porto, Nov. 30-Dec. 2, 2011 Porto, Portugal</p>	<p>Presentation of the paper <i>The Web of Matter</i>, with C. Miranda de Almeida.</p>
<p>McLuhan incontra Pompei National symposium, November 15, 2011. Pompei, Italy</p>	<p>Invited Keynote with the Lecture <i>Cittadinanza responsabile e riattivazione politica 2.0 (Civic Responsibility and Political Reactivation 2.0)</i>.</p>
<p>Then Now Next - McLuhan 100 University of Toronto, November 7-10, 2011 Toronto, Canada</p>	<p>Presentation of the paper <i>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</i>", with E. Patti.</p>
<p>Congreso Internacional Sociedad Digital, Universidad Complutense October 24-25, 2011 Madrid, Spain</p>	<p>Presentation of the paper <i>Networking democracy. A social media framework to enhance political reactivation in bottom-up environment</i>, with V. Widmayer.</p>

<p>Congreso Internacional Sociedad Digital, Universidad Complutense October 24-25, 2011 Madrid, Spain</p>	<p>Presentation of the paper <i>Connecting Knowledge. Innovation through bottom-up collaboration to promote and diffuse cultural heritage</i>, with C. Miranda de Almeida</p>
<p>The Media Connection - Arts & Social Justice International October 20-23, 2011 Nicosia, Cyprus</p>	<p>Presentation of the paper <i>A Social Media Framework to enhance democratic participation</i>, with V. Widmayer.</p>
<p>Social Media Cultures International Conference September 22, 2011 Yogyakarta, Indonesia</p>	<p>Presentation of the paper <i>Political Reactivation in Bottom-up Environment. A social media framework to enhance participation from online network to everyday life and vice versa</i>.</p>
<p>McLuhan Galaxy 2011 Understanding Media Today May 23-25, 2011 Barcelona, Spain</p>	<p>Presentation of the paper <i>Open Archipelago. Designing Isles of Knowledge in the Web 2.0 Era</i>, with U. Eccli, F. Perotta.</p>
<p>EAD 2011 - The Endless End European Academy of Design May 4-7, 2011 Porto, Portugal</p>	<p>Presentation of the paper <i>Knowledge Isles in an Open Access World: the Project Open Archipelago</i>, with U. Eccli, F. Perotta</p>
<p>DRS 2010 Design Research Society International Conference July 7-9, 2010 Montreal, Canada</p>	<p>Presentation of the paper <i>From Ontologies to Folksonomies. A Design-driven approach from complex information to bottom-up Knowledge</i>, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.</p>
<p>IADSR 2009 International Association of Societies of Design Research October 21, 2009 Coex - Seoul, South Korea</p>	<p>Presentation of the poster <i>Designing in transition - Empowering bottom-up knowledge in the "space between"</i>, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.</p>
<p>IMETI 2009 2nd Int. Multi-Conference on Engineering and Tech. Innov. July 10-13, 2009 Orlando, USA</p>	<p>Presentation of the paper <i>Interactive Design, Knowledge and Augmented Realities</i>, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.</p>
<p>Design Connexity 8th EAD International Conference April 1-3, 2009 Aberdeen, UK</p>	<p>Presentation of the paper <i>The space between. Designing bottom-up knowledge in an interconnected society</i>, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.</p>
<p>ISEA 2008 14th International Symposium on Electronic Art 25 July - 3 August 2008 Singapore</p>	<p>Presentation of the paper <i>W.Book & E.Margin</i>, with A. Cruciani, C. M. de Almeida, D. de Kerckhove.</p>
<p>Changing the Change International Design Conference July 10-12, 2008 Torino, Italy</p>	<p>Presentation of the paper <i>Hybrid ontologies. Design knowledge in a hyperconnected fluid society</i>.</p>

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

Rome, 2010

Toronto, 2007

Rome, 2006

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 (Sociology of Media), MA Degree, 6 CFU, ca. 130 students/year

Sociologia dei Processi Culturali e Comunicativi (Sociology of Communication and Cultural Processes), BA Degree, 6 CFU, ca. 190 students/year

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

Nuovi Linguaggi informatici (New Languages in Information Sciences), 3 CFU, 20-30 students each semester;

Hermes_Net Lab – Scrittura Telematica (Telematic Writing), 3 CFU, 30-40 students each semester

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

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

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

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

SUMMER SCHOOLS

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

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

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

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

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 2019

Journal article

(47) *From Claudio Guillén's Systems Theory to Digital Comparative Literature* (with Domínguez, C. and Di Rosario, G.). In *International Journal of Literature and Arts*, ISSN: 2331-0553; eISSN: 2331-057

Edited Volume

(46) *Datalit & Weblog. (editeb by)* Milano: LED

Short essay

(46) *La responsabilità progettuale nell'analisi dei media*. In: V. Brienza, S. Del Nero, E. Mariani, C. Miceli, A. Riva, A. Zotta, *Mafia Capitale*, Roma: OTM/Mediaduemila, 2019, ISBN: 978-88-908622-2-9

YEAR 2018

Journal article

(45) *On Writing a Comparative Literary History: De-Localizing Minor Literatures in European Languages in the Age of "Big Data"* (with Domínguez, C. and Di Rosario, G.). In *Arcadia, International Journal of Literary Culture*, 53(2), doi: <https://doi.org/10.1515/arcadia-2018-0028>; ISSN (Online) 1613-0642, ISSN (Print) 0003-7982.

Journal article

(44) *Transmedia Skills. Education and Learning in the Age of Emerging Competencies. Introduction* (with D. Bardi, G. Di Rosario). In *International Journal of Transmedia Literacy*, issue 3, Milano: LED, 2018, DOI: <https://doi.org/10.7358/ijtl-2017-000-intr>

Edited Journal

(43) *Transmedia Skills. Education and Learning in the Age of Emerging Competencies* (ed. with D. Bardi, G. Di Rosario), IJTL, issue 3, Milano: LED, 2018, ISBN: 978-88-7916-882-3; ISSN: 2465-227X; eISSN: 2465-2261

YEAR 2017	
Book Chapter	(42) <i>The Space Between. Designing Bottom-Up Knowledge In An Interconnected Society</i> (with de Kerckhove, D., Cruciani, A. and Miranda de Almeida, C. In: (edited by): Ciastellardi, M. de Kerckhove, D., Miranda de Almeida, C. <i>Design Knowledge in the Era of Digital Culture</i> . DCRP *unpublished files* Vol. 1 – Art and Design, Barcelona: DCRP, 2017. ISBN: 978-84-697-4463-5.
Book Chapter	(41) La negazione antropocentrica nella cultura del progetto. In (edited by): Andreozzi, M. <i>Biocentrismo ed Ecocentrismo a confronto</i> , Milano: LED, 2017. ISBN: 978-88-7916-829-8.
Book (sole author)	(40) <i>Media Culture Design. Introduzione alla Cultura dei Media per il Design della Comunicazione</i> . Milano: FrancoAngeli, 2017. ISBN: 978-88-917-6027-2.
Book (sole author)	(39) <i>La Gestione Bottom-up dell'Informazione in Rete. Analisi progettuale e sintesi critica dei sistemi partecipativi online</i> . Milano: LED, 2017. ISBN: 978-88-7916-830-4.
Book (sole author)	(38) <i>Media Analytics Design. A framework proposal</i> . (ed.) Milano: LED, 2017. ISBN: 978-88-7916-831-1.
Book Chapter	(37) <i>Cultural Heritage Design for Electronic Literature</i> . In Di Rosario, G., Borràs, L. (edited by), <i>Pixelated Words</i> , Barcelona: Institució de les Lletres Catalanes, 2017. ISBN: 978-84-393-9581-2.
YEAR 2016	
Book Chapter	(36) <i>Augmented Reality for Collaborative Media</i> . In Powe, B. W., <i>Opening Time. On the Energy Threshold</i> , Milano: LED, 2016, ISBN: 978-88-7916-807-6.
Book Chapter	(35) <i>Il principio di traduzione nel progetto transmediale</i> (with D. de Kerckhove). In Caratti, E., Baule G. (edited by), <i>Design e Traduzione</i> , Milano: Franco Angeli, 2016, ISBN: 978-88-917-4426-5.
Book Chapter	(34) <i>L'informazione mediata. Il processo d'interazione nella cultura del testo</i> . In P. D'Alessandro, <i>Lo Stile del Pensiero. Una lettura ipertestuale del caso emblematico di Friedrich Nietzsche</i> . Milano: LED, 2016, ISBN: 978-88-7916-806-9.
Journal article	(33) <i>The narratives and the supports: Remediating Design Culture in the translation of transmedia artefacts</i> (with D. de Kerckhove). in: P. Lloyd & E. Bohemia, eds., <i>Proceedings of DRS2016: Design + Research + Society - Future-Focused Thinking</i> , Volume III, pp. 1111-1122, 2016, ISSN: 2398-3132, DOI 10.21606/drs.2016.272
YEAR 2015	
Journal article	(32) <i>Transmedia Literacy: A Premise</i> (with G. Di Rosario). In <i>International Journal of Transmedia Literacy</i> , issue 1, Milano: LED, 2015, DOI: 10.7358/ijtl-2015-001-cias.
Edited Journal	(31) <i>Transmedia Literacy. From Storytelling to Intercreativity in the Era of Distributed Authorship</i> (ed.), IJTL, issue 1, Milano: LED, 2015, ISBN: 978-88-7916-760-4; ISSN: 2465-227X; eISSN: 2465-2261

YEAR 2014	
Book (2 Authors)	(30) <i>Transmedia Literacy Resource Handbook. Barcelona International Seminar</i> (ed. with G. Di Rosario), Barcelona, Digital Culture Research Program at IN3, 2014, ISBN: 978-88-7916-665-2
YEAR 2013	
Book Chapter	(29) <i>Il web come lo spazio della relazione. Prodromi di un'ecologia del testo</i> , in Ciastellardi, M., Andreozzi, M. (edited by) <i>Ecologia del Testo. Esperienza del Pensiero</i> , Milano: LED, 2013. DOI:10.7359/643-2013-cias.
Edited Volume	(28) <i>Ecologia del Testo. Esperienza del Pensiero</i> (edited with Andreozzi, M.) Milano: LED, 2013. ISBN: 978-88-7916-643-0.
YEAR 2012	
Journal article	(27) <i>McLuhan and the Quest for New Patterns in the Era of Total Surround</i> , in <i>International Journal of McLuhan Studies</i> , issue 2 (Winter 2012), Barcelona: Editorial UOC Press, 2012. ISBN 978-84-939995-4-4
Edited Journal	(26) <i>Education Overload. From Total Surround to Pattern Recognition. International Journal of McLuhan Studies</i> (edited by), issue 2 (Winter 2012), Barcelona: Editorial UOC Press, 2012. ISBN 978-84-939995-4-4
Conference Proceedings Article	(25) <i>The empowering of the personal and situated dimensions of knowledge</i> (with C. Miranda de Almeida), in <i>Always Already New Proceedings</i> , Milano: Limina, 2012. ISBN 978-88-95286-09-9
Conference Proceedings Article	(24) <i>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</i> (with E. Patti), in <i>Then, Now, Next, McLuhan 100 Conference Proceedings</i> , University of Toronto Press, Toronto, 2012.
YEAR 2011	
Journal article	(23) <i>Recognizing McLuhan's Critical Thought</i> (with E. Patti), in <i>International Journal of McLuhan Studies</i> , 1 (Autumn 2011), Barcelona: Editorial UOC Press, 2011. ISBN 978-84-938802-5-5
Edited Journal	(22) <i>Understanding Media, Today. McLuhan in The Era of Convergence Culture. International Journal of McLuhan Studies</i> (edited with E. Patti), issue 1 (Autumn 2011), Barcelona: Editorial UOC Press, 2011. ISBN 978-84-938802-5-5
Journal article	(21) <i>Networking democracy. A social media framework to enhance political reactivation in bottom-up Environment</i> (with V. Widmayer), in <i>ICONO 14 Actas</i> , n° 8, Madrid. ISSN 16978293
Journal article	(20) <i>Connecting knowledge. Innovation through bottom-up collaboration to promote and diffuse cultural heritage</i> (with C. Miranda de Almeida), in <i>ICONO 14 Actas</i> , n° 8, Madrid. ISSN 16978293
Book Chapter	(19) <i>Matèria conectada</i> (with C. Miranda de Almeida), in Perello, J. Y Massip, C. <i>Matèria. Noves Fronteres de la ciencia, l'art i el pensament</i> , Barcelona: Arts Santa Monica, Generalitat de Catalunya press, 2011. ISBN 978-84-152243-6-5

- Conference Proceedings Article
- (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
- Edited Proceedings
- (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.
- Conference Proceedings Article
- (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.
- Conference Proceedings Article
- (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
- Conference Proceedings Article
- (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
- Journal article
- (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
- Conference Proceedings Article
- (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.
- Book (sole author)
- (11) *Le architetture liquide. Il pensiero in rete e le reti del pensiero*, Milano: LED, 2009. ISBN: 978-88-7916-416-0.
- Conference Proceedings Article
- (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
- Conference Proceedings Article
- (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
- Conference Proceedings Article
- (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

Conference Proceedings Article	<i>(07) Hybrid ontologies. Design knowledge in bottom-up processes</i> , in E. Salmi (edited by), <i>Cumulus Working Papers Kyoto 2008</i> , 20/08, Kyoto: University of Art and Design Helsinki pub., 2008. ISBN: 978-951-558-273-7
YEAR 2007	
Short Essay	<i>(06) Tracce per l'epistemologia della cultura tecnica (extract)</i> , in M. Bertoldini, <i>La cultura Politecnica 2</i> , Milano: B. Mondadori, 2007. ISBN 8842421081
Conference Proceedings Article	<i>(05) Ricerca e didattica della filosofia in rete. Il laboratorio teoretico Hermes_Net</i> , in A. Andronico, G. Casadei, <i>Didamatica 2007 - Informatica per la Didattica</i> , Bologna: Asterisco, 2007.
YEAR 2006	
Book Chapter	<i>(04) Provocazioni della tecnica</i> , in <i>Filosofia della Tecnica</i> , P. D'Alessandro e A. Potestio, Milano: LED, 2006. ISBN 978-88-7916-330-9
YEAR 2005	
Book Chapter	<i>(03) La nascita della pratica ipertestuale</i> , in P. D'Alessandro, I. Domanin, <i>Filosofia dell'ipertesto</i> , Milano: Apogeo, 2005. ISBN 88-503-2329-8
Book Chapter	<i>(02) Linguaggi, metalinguaggi e strumenti del digitale collettivo</i> , in P. D'Alessandro, I. Domanin, <i>Filosofia dell'ipertesto</i> , Milano: Apogeo, 2005. ISBN 88-503-2329-8
Book Chapter	<i>(01) Il testo digitale: traduzione e mappatura del pensiero</i> , in P. D'Alessandro, I. Domanin, <i>Filosofia dell'ipertesto</i> , Milano: Apogeo, 2005. ISBN 88-503-2329-8

COMPETITIVE FUNDED 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 Senior Researcher RTD-B (Law 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	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 - *Humanistic and Social Studies on Science and Technology* (Politecnico di Milano).

ESA – European Sociological Association
(2016 to present date)

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

International Journal of McLuhan
Studies
(2011 to 2014)

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

McLuhan Galaxy
International Conference
(2011)

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

SERIES/JOURNAL DIRECTION, BOARD AND COMMITTEE

Humanities by Design Series
LED Publisher, Italy
(2016 to present date)

Scientific co-director, with Derrick de Kerckhove, of the Open Access series "Humanity by Design. Laboratory of Anthropology, Sociology and Design of Communication". It publishes national and international research of two types, Essays and Open Studies (research and experimentation), which seek to offer a transversal crossdisciplinary analysis on patterns of consumption, production and design of media content and communication products.

International Journal of
Transmedia Literacy
(2015 to present date)

Editor in Chief of the *International Journal of Transmedia Literacy* (IJTL), online ISSN 2465-2261 - print ISSN 2465-227X, LED Publisher, Milan. IJTL is an open access journal, with double blind peer review, with the aim to promote the dissemination of results in research focused on literacy defined by the use of new technologies and transmedia modalities of consumption and production. The Journal board is international and consists of: Alan Albarran – Rogério Barbosa Da Silva - Giovanni Baule - Paul Bertrand - Laura Borràs Castanyer - Derrick de Kerckhove - Marsha Kinder - Raine Koskimaa - Henry Jenkins - George Landow - Paul Levinson - Asún López-Varela - Lev Manovich - Nick Montfort - Marcos Novak - Massimo Parodi – Bruce W. Powe - Kate Pullinger - Marie-Laure Ryan - Alexandra Saemmer - Carlos Scolari – Susana Tosca - Alessandro Zinna.

McLuhan Studies Series
(2011 to 2014)

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

McLuhan Galaxy
International Conference
(2011)

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

RECENT PROFESSIONAL EXPERIENCES

Kite and Lightning
Barcelona, Spain
(2017 to present date)

Co-Chief Executive Officer for the Kite and Lightning SL company, based in Barcelona. Director of R&D projects and coordinator for the outsourcing network (11 to 14 partners from 6 different countries). Implementation of digital driven solution for SMB and SME companies across Europe, public administration consultancy, policies making and definition of digital-based practices for urban and social innovation.

Google FIEG Lab
Rome, Milan and other cities
Italy
(Sept. 2017 to 2019)

Instructor for the Google – FIEG Lab initiative for Journalists. Instructor for the courses of “Social Media Journalism”, “Storytelling”, “Data Journalism”, “Web strategies for online writing”. Classes in several publishing groups, such as Mondadori, Sole24ore, Class Editore, MilanoFinanza, Libero, Giornale di Sicilia, Gazzetta del Mezzogiorno and Giornale di Brescia among the others.

Institució de les Lletres Catalanes
Arts Santa Monica
Barcelona, Spain
(Nov. 2015 to to April 2016)

Consultant for the department of culture of the Generalitat de Catalunya (Institució de les Lletres Catalanes) and for the arts center Santa Monica (Barcelona) for supervision and design of different exhibition models optimized for digital cultural heritage.

Impara Digitale
Bergamo, Italy
(June 2015 to 2018)

Consultant, collaborator and member of the scientific technical committee of Impara Digitale, educative institution endorsed by by the Italian Ministry of Education, University and Research. Trainer in courses that deepen teaching methods for media analysis and in the application of digital resources.

PRINCIPAL NON-ACADEMIC PROJECTS APPROVED/FINANCED

Call Invitalia
Project/company Digitiles
Milan/Naples/Rome
(2014)

Drafting of the Digitiles / Digital Wall project for the national call (Italy) of the Ministero per lo Sviluppo – Invitalia (support for strategic and innovative programmes). Role: R&D designer and project manager. Project financed for

Project Tagwine
Universal Margin SL
Gexto/Bilbao, Spain
(2008)

273.000 euro. The project aimed at defining a digital platform with a visual infrastructure to redefine the concept of presentation and collaboration across media platforms bot in remote and local environment.

Drafting of the Tagwine project for the financial support offered in a competitive call from the Chambers of Commerce of Bilbao. Role: R&D designer and project manager. Project sustained with a contribute of 16.000 euro. The project aimed at defining a new protocol based on the application of interactive QRcodes on wine bottles to certify the production chain, the details and the storytelling related to the producers.