



RESEARCH AND TEACHING PROFILE

Ph.D. in Design and Graduated in Architecture both at the Politecnico di Milano, Paola Trapani has an international background and experience in Europe, New Zealand, and the USA.

As a Strategic and Service Designer, Researcher and Educator, she explores how design can enable communities, enterprises and social agencies to activate transitions of complex socio-technical systems.

Currently, she is part of a research group of the Politecnico di Milano *Science for Citizens* that has been involved by the Università degli Studi di Milano as the chief consultant to investigate high-level project requirements, desires, and users' needs for a new campus on the former Expo2015 area. In that capacity, Paola is collecting service models capable of breaking the discipline silos and fostering multidisciplinary interactions; substituting the ownership of goods with the access to the related function; being accessible to citizens during off-peak time to avoid the "gated campus" effect. The ultimate goal is to build an integrated scenario for the new campus where services can overlap, amalgamate and share resources to create a robust symbiotic network.

In education (for industry and academia), she teaches courses in Service Design, Participatory Design, Product-Service-System (PSS), and Design for Sustainability and Territorial Development

Her learning&teaching and research methodologies are mainly aimed to improve personal and group transformation through co-creation and co-design; efficient decision-making processes and consensus; engagement in cross-disciplinary project teams; narrative methods and tools transferred to Design research; scenario planning for urban futures; archetypal elements at play in the dynamics of small design teams; Service Design and Strategic Design tools and methods.

RECENT RESEARCH EXPERIENCE AND FUNDING

September 2014 - September 2017

Board Member, Tamaki Makaurau Design Alliance, Auckland.

The Tāmaki Makaurau Design Alliance (TMDA) brings together key design professions and Auckland's governing bodies to deliver a design-led city. Participants include members of Auckland Council; Ngā Aho (Maori Design Network); New Zealand Institute of Architects (NZIA); New Zealand Institute of Landscape Architects (NZILA); Design Institute of New Zealand (DINZ), New Zealand Planning Institute (NZPI); Architectural Designers New Zealand (ADNZ); UNITEC Institute of Technology, Auckland University of Technology (AUT) and University of Auckland (UOA).

PERSONAL DATA

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CURRENT AFFILIATION

Politecnico di Milano

School of Design

via Candiani 72 - 20158 Milano
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COMMITTEES AND WORKING GROUPS

Until September 2017

Member of the Board of the Tāmaki Makaurau Design Alliance

Member of Unitec Research Ethics Committee (UREC)

Member of Unitec Research Committee (URC) Subcommittee for Predatory and Vanity Publishers

September 2014 - April 2016

Member of the Master by Project Committee

Member of the Postgraduate Research and Scholarships Committee (PGRSC)

Member of the Faculty Research and Supervision Committee (FRSC)

Departmental Research Chair (DRC)

Member of the Departmental Management Team

Member of the Departmental Research Proposal Committee

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS

Member of DINZ (Designers Institute of New Zealand)

Registered Architect, Milan, Italy

EDUCATION

2003, Licence to professional practice in Architecture, Politecnico di Milano

2001, Ph.D. in Industrial Design and Multimedia Communication, Politecnico di Milano

1995, MSc in Architecture (5 years degree), Politecnico di Milano

Research Team Leader for the Kaipatiki Project, Research Voucher, funded by Tūāpapa Rangahau, Unitec.

Partners involved: Kaipatiki Project Environmental Center, Eco Matters, Auckland City Council and Unitec (Creative Industries, Environmental and Animal Sciences, Business Practice).

Devised the research methodology, accomplished the literature review in the field of Design for Sustainability, created an insights ranking tool for the collaborative evaluation of a set of sustainability challenges, liaised with the publisher (e-Press) to coordinate the research output.

Chief Investigator for Bakery. Sure to rise talents. Foci aligned research funding, FRSC, Unitec.

Partners involved: Tim Gummer Design and Unitec (Creative Industries and Market Insights).

Generated the concept for an enabling ecosystem in four modules aiming at facilitating the collaboration on projects of creative teams across Unitec and external stakeholders. Fourth module (online platform prototype) completed.

Research Team Leader for Urban Auckland, Creative Industries, Unitec.

Generated the concept for a compact urban model for collaborative living. Activated the Urban Auckland group. Contributed to the creation of the first NZ website on cohousing: cohousing.org.nz. Created the Cohousing Auckland Meet Up group and organized a series of events hosted at Unitec. Co-ordinator of the Cohousing FB group and Twitter accounts @cohoNZ and @cohoUnitec.

PREVIOUS RESEARCH EXPERIENCE AND FUNDING *2013*

Co-curator of the exhibition “Seeds of the Future. 150 years of the Politecnico di Milano.”

Triennale di Milano, Oct. 8 - Dec. 22. Co-funded by the Politecnico di Milano and the Fondazione La Triennale di Milano: € 500.000,00. Around 10.000 visitors in ten weeks.

Partners involved: Studio Azzurro, Magutdesign, Fondazione La Triennale di Milano and Politecnico di Milano (School of Design, School of Architecture Urban Planning Construction Engineering, School of Civil, Environmental and Land Management Engineering, School of Industrial and Information Engineering).

Co-ordinated the collection of research contributions on urban futures from 53 professors and researchers across the Schools and of iconographic materials from external contributors. Examined the materials and contributed to devising the research methodology. Generated 150 stories of daily life in Milan in 2033 based on the collected data. Oversaw the production of fictional interviews to Milanese of the future and the production of 150 animation video-clips. Led exhibition tours with international academic delegations. Created and implemented the exhibition website. Curated a series of lectures and events hosted at the exhibition venue.

2008 - 2012

Member of the Politecnico di Milano research team (partner) in “Human cities 2: Reclaiming the Public Space.”

Funded by the European Commission Action - Culture:

RELEVANT RESEARCH & TECHNICAL SKILLS

Qualitative user research methods: field inquiry, interviewing, questionnaires, observation, task analysis/modelling

Design tools for concept generation: wireframes, story boards, user stories, scenarios, personas

Methods and tools for concept testing: mini pilot planning, insight matrix, action tracker

Project management; Workshop management and meeting facilitation

Storytelling, narratology, semiotics and ethnography for user's experience

Psychology of perception and Gestalt theory

User interface design: layout, navigation, prototyping

Typography, Color theory

Brand identity

AWARDS

3-MINUTE THESIS COMPETITION 2016, Unitec

Supervisor of the competition winner: jury's selection and People's Choice

RECENT EDITORIAL/REFEREEING

ServDes.2018, Milan, Italy

Senses & Sensibility 2017: Design Beyond Borders, Madeira, Portugal

12th EAD Conference Design for Next, Rome, Italy

CUMULUS HK 2016

CUMULUS MI 2015

Human Cities II Symposium 2012, Brussels, Belgium

€ 200.000,00. Human Cities acts as a European Network, where partners develop specific themes around sustainable urban design, www.humancities.eu

Partners involved: ULB-Faculty of Architecture La Cambre-Horta and Pro Materia, Bruxelles [BE] - Department INDACO of the Politecnico di Milano, Milan [IT] - UIRS, Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI] - La Cité du Design, Saint-Etienne [FR] (replacing the Lighthouse, Glasgow, UK).

Associated partners: Strategic Design Scenarios, Bruxelles [BE] - Time Circus, Anvers [BE] - Esterni, Milan [IT] - Prostoroz, Ljubljana [SI] - Clear Village, London [UK].

Contributed to the Milan think tank organization (as part of a series of four international workshops). Contributed to the co-creation of a toolkit intended to facilitate the development and implementation of creative interventions in the public space, addressed to policymakers and public authorities. Contributed to the Symposium as Chair of the 3rd Highlight and blind reviewer, contributed with a paper to the scientific proceedings. Participated in the second "Human Cities" Festival in Brussels.

Co-ordinator of the Politecnico di Milano research team (partner) in Human Cities 1: Celebrating public space.

Funded by the European Commission Action - Culture: € 200.000,00. Human Cities acts as a European Network, where partners develop specific themes around sustainable urban design, www.humancities.eu

Partners involved: ULB-Faculty of Architecture La Cambre-Horta and Pro Materia, Bruxelles [BE] Department INDACO of the Politecnico di Milano, Milan [IT] - UIRS, Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI] - The Lighthouse, Glasgow [UK].

Associated partners: Strategic Design Scenarios, Bruxelles [BE] - Esterni, Milan [IT] - Prostoroz, Ljubljana, [SI].

Investigated how social innovation, and in particular the creative communities, may generate new and more sustainable ways of living the public space. Contributed to the scientific publication and to a general audience publication. Contributed to Symposium and Festival in May 2010, Brussels. Organized an exhibition in Milan, as part of a series that has been set up also in Ljubljana and Glasgow, May 2010.

Research Fellow for Archivial: users' scenarios for the convivial archive.

Co-founded by the Politecnico di Milano and the Triennale di Milano, VISA sponsored by the University of California Los Angeles (UCLA), Architecture and Urban Design Dept.

Associated partner: Italian Institute of Culture, Los Angeles.

Classified and created the database of a design archive located in Los Angeles, including materials and documents by the Milanese architect Gio Ponti and Nathan Shapira, Professor Emeritus of Design at UCLA.

2006 - 2007

Member of the Politecnico di Milano research team (partner) in PRIN - MIUR Project "The agricultural park: a new urban planning tool to design open spaces."

Funded by the Italian Ministry of Education, University and Research (MIUR) as Research Project of National Interest (PRIN).

Partners involved: Università degli Studi di Firenze; Politecnico di Milano - departments DIAP e INDACO; Università degli Studi di Genova; Università degli Studi di Palermo.

Contributed to the development and prototyping of six themes and corresponding service models finalized to redesign the social and productive relationship between the town and the surrounding Agricultural Park:

1_The brand identity: a shared vision about the identity of the area and the possible services;

2_The welcome/visitor centers: touch points where the territory presents and offers to the visitors the services and the productions of the area, with a special accent on food produce;

3_The farmers market: a system of urban markets (connected to the already existent street markets) to facilitate and diffuse the culture of local and seasonal consumption of the food, and to reduce both costs and environmental impact of food production and consumption. It is one of the leading strategies to foster the short food chain;

4_The Green Public Procurements (GPP): a solution to extend the policy and the benefits of the GPP to private companies and citizens keen to adopt more sustainable and convenient supply processes;

5_The cultural center: a place where to collect and reflect on the traditional agricultural practices in the light of the cutting edge knowledge about ecological production.

6_ The horticulture: a system of services to encourage vegetable cultivation in dedicated fields of the Park, by city dwellers and non-professional farmers.

The third has informed the realization of *Il Mercato della Terra*, the most important Farmers' Market in Milan, in collaboration with Slow Food.

Contributed to the scientific publication.

1997 - 2001

Member of the Università degli Studi di Milano research team (partner) in FIRB - MIUR WebMinds. A distributed portal of the Italian culture via the Italian Institutes of Culture (IIC) abroad.

Funded by the Italian Ministry of Education, University and Research (MIUR) by the Investment Fund for Base Research (FIRB).

Partners involved: CINI Consorzio Interuniversitario Nazionale per l'Informatica and Italian Ministry of Foreign Affairs, Università di Roma La Sapienza, Università degli Studi di Milano, Università degli Studi di Bologna, Università degli Studi di Genova, Università di Napoli Federico II.

The project was aimed to implement a software system providing efficient and scalable access to multimedia documents stored in a repository of Italian art, literature, cinema, history and related press reviews.

Designed the GUI of the website as a research fellow at the Università degli Studi di Milano, Department of Computer Science.

Ph.D. Research (3 years research fellowship) "Plasmare le forme narrative. Uno strumento di prefigurazione proget-

tuale” (Eng. tran.: “Shaping narratives. A heuristic project tool.”)

Politecnico di Milano, School of Design.

Created and developed the proof of concept of an application addressed to a specific kind of heuristic project: given the logical sequence of episodes of a narrative, the fabula, the goal is to obtain different plots expressed in multi-modal language. The application enables users to interact with this structure to simulate and anticipate the effects of meaning resulting from their manipulation. Adopted the semiotic theory of Greimas to analyze the narrative and reveal its deep structure.

CURRICULUM DEVELOPMENT

September 2014 to September 2017

Program Leader of the new MCP suite.

In charge of leading the development of the curriculum pathways in Service Design, Transmedia Design & Storytelling, Taowaru (Maori Design Thinking & Entrepreneurship) and Art in the Public Space.

Overview of all courses and assignments, supervision of staff, academic calendar and classes. Part of the initial duties was to engage with the external community for recruitment purposes.

Subject Matter Writer, in charge of collaborating with Ta Waka Urungi to the intensive development of the MCP suite courses: *Service Design for Housing* and *Networks and Systems*.

Subject Matter Writer of the MCP suite courses: *Comparative Critical Reading*.

POSTGRADUATE PRIMARY SUPERVISION

September 2014 - September 2017

Sara Faraj, Master of Creative Practice (Level 9, 90 credits research project): “Improving the quality of shared services within a cohousing community.”

The project provides service design methods and tools to coordinate, facilitate and advise to completion the members of Urban Auckland Cohousing, a cohousing concept which has a number of attributes unique in Auckland and NZ-wide: members embrace car-sharing over ownership, along with a mix of private and shared two-wheeled options, e.g., cargo bikes, e-bikes, scooters. A rooftop garden, co-working spaces, a ‘timeshared’ public cafe and shared utility spaces engage the wider-neighborhood and mitigate a potential “gated village” effect.

Hengxing Li, Postgraduate Diploma in Creative Practice (Level 8, 60 credits research project): “Create a collaborative sporting service to benefit a local community by using service design methods.”

The research aims to investigate the efficacy of service design methods applied to create a cooperative sporting service to the benefit of small groups in a local community.

Vladislav Sadovenko, Postgraduate Diploma in Creative Practice (Level 8, 60 credits research project): YouMilk. An interactive digital platform to provide support to women with breastfeeding problems in NZ.

The research purpose is to develop the digital interactive platform YouMilk for women with breastfeeding problems, who will be supported through online professional consultation, a geo-localized database of certified “milk donors,” order and delivery services.

2009

Michela Grosso. Master of Product/Service System. Politecnico di Milano. DidACTIVE Garden. “Rivitalizzare il giardino delle ville storiche attraverso la realizzazione di orti condivisi. Il caso della città di Varese.” (Eng. tran.: “DidACTIVE Garden. Revitalizing the garden of historic villas through the creation of community gardens. The case of the city of Varese.”)

The project explores the feasibility of community gardens and cooking classes to be hosted in the context of some historical villas in Varese, Lombardy.

RECENT COURSE DEVELOPMENT AND TEACHING ACTIVITIES

Unitec, Creative Industries, Master of Creative Practice Suite (Master, PGDip, and PGCert in Creative Practice)

Comparative Critical Reading, Level 8, compulsory, 15 credits.

The course supports students to become critical readers and evaluators of research and to develop fundamental research questions in a practice area that is relevant to stakeholders groups. Currently, the course proposes bibliographies in Service Design, Public Art, Taowaru, and Transmedia.

Negotiated Studies, Level 8, elective, 15 or 30 credits (extended).

The course is designed to offer flexibility to the curriculum of students, who will be able to embed opportunities for master-classes, workshops, and seminars as they arise. In 2015, for instance, two MCP students participated to DesignCamp in Denmark, an exchange program focused on design and entrepreneurship as drivers for social value creation.

Service Design for Housing, Level 8, elective, 15 credits.

Students learn Design for Services with a housing focus, including cohousing, social, collaborative, sustainable and affordable initiatives. Activities comprise workshops, seminars, and master-classes, with potential pilot projects in collaboration with external stakeholders (e.g., Earthsong Eco-neighborhood, Ranui, Auckland).

Networks and Services, Level 8, elective, 15 credits.

Students become aware that services are unique artifacts co-created and co-experienced with, by and among users. Services can be a powerful lever to affect behaviors and lifestyles, change habits, “de-materialize” people’s lives and create new social and productive networks more efficiently than through products.

Creative Practice Project (Extended), Level 8, elective, 60 credits.

This course allows participants to devise and conduct an extended creative practice-based research project. Weekly design studio classes train students in collaboration, peer-to-peer review, and

tutoring, group discussion and facilitation.

Research Project, Level 9, elective, 90 credits.

The course allows the students to design, carry out and report on a significant problem-oriented and applied research investigation. Weekly design studio classes train students in collaboration, peer-to-peer review, and tutoring, group discussion and facilitation.

Āhua Toi Māori: Kaitakitanga And Mauri In Contemporary Creative Practice, Level 8, elective, 30 credits. Co-teacher.

‘Kaitakitanga,’ the ‘guardianship’ ethos is based on an eco-philosophical understanding of humans as an integral part of nature, rather than as a separate element. In Māori society, the occupied environment is an integral part of personal, whānau, hapū and iwi identity, reflected through subsistence, hunting, gathering, song, customs, hosting and gifting approaches to healing and birthing, and rituals associated with death. Ancestors are not only seen as the lives of the long departed, but they are also an integral part of the environment around the living, including the taonga created by ancestral hands from natural resources.

‘Mauri’ is the elemental bonding energy, an essential life-force conceptualized as drawing together humans, the physical environment, natural phenomena such as mist and wind, and spirit. ‘Taonga’ in the form of (highly valued) humanmade objects can also be connected to the life-essence concept, as they carry the mauri of the maker.

The course aims to critically examine how a Māori ethos of kaitakitanga can be applied in contemporary creative practice. The course is designed to provide a practical foundation of mātauranga Māori and Māori cosmology which are fundamental to understanding and working with kaupapa Māori in creative contexts. In exploring kaitakitanga and mauri through design-thinking and creative practices, students will develop an indigenously-located response to our rapidly changing contemporary environment.

Design for Social Innovation, Level 6, elective, 15 credits.

The course outlines a range of scenarios emerging in contemporary design: collaborative housing, community gardens, time-banks, neighborhood micro enterprises, community supported agriculture, etc. The aim is to form a figure of ‘designer-facilitator’ who can take responsibility for the entire project cycle: from the idea to the concrete realization of a ‘tangible prototype’ of the Social Innovation experiment to the implementation of the communication and community engagement strategies.

PREVIOUS COURSE DEVELOPMENT AND TEACHING ACTIVITY

2014, *The Water Festival for Expo 2015*, Politecnico di Milano, Department of Design, Master of Urban Interiors Design.

2012-14, *Service narrative*, Politecnico di Milano, School of Design, Master of Strategic Design.

2011-14, *Visual and Multimodal Communication*, Università degli Studi di Milano, Department of Computer Science, Bachelor of Digital Communication.

2010-12, *Digital Imaging Techniques* (Master for Digital Archivist), Università Cattolica del Sacro Cuore.

2002-10, *Visual Communication*, Università degli Studi di Milano, Department of Computer Science, Bachelor of Digital Communication.

2008-10, *Multimedia Systems*, Università degli Studi di Milano, Department of Computer Science, Bachelor of Digital Communication.

2009, *Kitchen gardens for town people*, Politecnico di Milano, Faculty of Design.

2008, *Ethical/ethnic/fair design and business cases*, Politecnico di Milano, Department of Design, Master of Strategic Design.

2007-09, *Virtual Reality*, Università degli Studi di Milano, Department of Computer Science, Bachelor of Digital Communication.

2005-07, *System-product design studio*, Politecnico di Milano, Faculty of Design, Product Service System Design Master Program.

2001-05, *Desktop publishing and 2D graphics tools*, Università degli Studi di Milano, Department of Computer Science, Bachelor of Digital Communication.

VISITING LECTURER

May 2017, “Make Government great again.”

Politecnico di Milano, School of Design, Product Service System Design Master Program. With Marco Steinberg, Steinberg & Snowcone, Helsinki, Finland.

May 2016, “Tangible Traces, Understanding the design as a relational narrative.”

Politecnico di Milano, School of Design, Product Service System Design Master Program. With Saskia Van Stein, Director of Bureau Europa, a platform for architecture and design in Maastricht, The Netherlands.

May 2015, “Designing MultipliCITY. When designers contribute to forward--thinking strategies for complex challenges of the city of tomorrow.”

Politecnico di Milano, School of Design, Product Service System Design Master Program. With Prof. Laura Lee, School of Architecture, Carnegie Mellon University.

August 2012 and November 2013, Invited lecturer and critique.

San Francisco State University, Graduate Design Seminar - Design To Live: Inclusive Design in the Majority World – Prof. Ricardo Gomes.

TEACHING/FACILITATION ACTIVITIES IN INDUSTRY

2011, *The Four Strategies Of Advertising: Mythical, Referential, Oblique, Substantial*, IGPDecaux, Assago (MI).

2011, *Visual Communication for the Out of Home Advertising*. Gestalt Theory, Motion Gestalt Theory, Visibility And Readability Of Typography, Focus Points, Layout Grids, IGPDecaux, Assago (MI).

RELEVANT TRAINING

September 2014 - to September 2017

Facilitating Transdisciplinary and Workplace-Based Research.

Turbo-charge your writing.

Planning to publish.

New Teacher Induction by Ta Puna Ako.

Immunity to change.

How to be an excellent Supervisor I and II.

How to be an effective Departmental Research Chair.

Transmedia Production Masterclass with Christy Dena, Unitec, Department of Design and Contemporary Arts, Faculty of Creative Industries and Business.

Transmedia Storyworlds Masterclass with Alex Alexander, Unitec, Department of Design and Contemporary Arts, Faculty of Creative Industries and Business.

Transmedia Storytelling Masterclass with Jeff Gomez, Unitec, Department of Design and Contemporary Arts, Faculty of Creative Industries and Business.

QUALITY ASSURED PUBLICATIONS (WITH HIGHLIGHTS)

Trapani P. (forthcoming). Collaborative housing as a response to the housing crisis in Auckland. The new skill set required from designers working in support of spontaneous groups. Auckland, New Zealand: ePress.

Trapani, P., Collina, L., Camocini, B., Daglio, L., and Mazzarello, M. (forthcoming). The transition to a new university campus as an opportunity for the urban regeneration of the former Milan Expo 2015 areas. Paper presented at: 10th International Conference on Cross-Cultural Design 2018, Las Vegas, NV. Cham, CH: Springer.

Camocini, B., Collina, L., Daglio, L., Mazzarello, M. and Trapani, P. (forthcoming). Service Design Methods and Tools as Support to the Participatory Definition of the Meta-design Brief of a Contemporary Integrated Campus. Paper presented at: ServDes.2018, Milan, Italy.

Trapani P. (2018). Alternative housing production and consumption models to address the housing crisis in Auckland. In Auckland's housing supply challenge: A Unitec response to the Mayoral Housing Taskforce Report. Auckland, New Zealand: BRANZ.

Trapani, P., Leforte, M-C., Molyneux, N. & Papoutsaki, E. & Steinhorn, G.(2017). The Sustainable Whanau Challenge 2016. A multi-factor assessment tool to evaluate the impact of lifestyle shifts towards sustainability. Auckland, New Zealand: ePress.

Trapani, P., & Witehira, J. (2015). The Whakarare Typeface: When Culture-Specific Visual Design Brings Elements Of Universal Value. In L. Collina, L. Galluzzo and A. Meroni (Eds.), The Virtuous Circle. Design, Culture and Experimentation. Cumulus Milan 2015 Conference proceedings (pp. 414-442). Milan, Italy: McGraw-Hill Education.

Trapani, P. (2014). Milan 2033. Seeds of the future. In T. Franqueira and J. Sampaio (Eds.), *What's on: Cultural Diversity, Social Engagement, Shifting Education*. Cumulus Aveiro 2014 Conference proceedings (pp. 55-65). Aveiro, Portugal: University of Aveiro Publisher.

Collina, L., & Trapani P. (2014). Milan 2033. Seeds of the future. How the current Research and design experiments will shape our lives in the cities of tomorrow. In G. Cairns (Ed.), *Architecture_MPS* (p. 57). London, UK: University Ravensbourne.

L. Collina, P. Trapani with F. Bucci (2013). *Seeds of the Future*. 150 years of the Politecnico di Milano. Exhibition, Oct. 8 - Dec. 22, Milan, Italy: Triennale di Milano.

Trapani P., & Goličnik Marušić, B. (2012). Community Centred Approach: A Way Of Reclaiming Public Space. In R. Houlstan-Hasaerts, B. Tominc, M. Nikšič & B. Goličnik Marušić (Eds.), *Human Cities - Civil Society Reclaims Public Space. Cross Perspectives Based on Research* (pp. 98-100). Ljubljana, Slovenia: Urbani Izziv Publikacije.

Meroni, A., Simeone, G., & Trapani, P. (2011). Case study 17. Supporting social innovation in food networks. In A. Meroni & D. Sangiorgi (Eds.), *Design for Services* (pp. 190-200). Surrey, UK: Gower Publishing.

Meroni, A. & Trapani, P. (2010). Social innovation, collaborative networks and public space. In L. Coirier, B. Goličnik Marušić, & Matej Nikšič (Eds.), *Human Cities - Celebrating public space* (pp 18-22). Oostcamp, Belgium: Stichting Kunstboek bvba.

Meroni, A., Simeone, G., & Trapani, P. (2009). Servizi per le reti agroalimentari. Il Design dei Servizi come contributo alla progettazione delle aree agricole periurbane. In Ferraresi G. et al. (Eds.), *Produrre e scambiare valore territoriale. Dalla città diffusa allo scenario di forma urbis et agri*. Florence, Italy: Alinea Editrice.

Meroni, A., Simeone, G., & Trapani, P. (2009). Envisioning sustainable urban countryside. Service Design as contribute to the rururban planning. In J. Maciak, C. Vilain and J. Franc (Eds.), *Design & Recherche*. Cumulus Working Papers 21/08, Saint-Etienne, France (pp. 43-47). Helsinki, Finland: Ed. University of Art and Design.

Meroni, A., Simeone, G., & Trapani, P. (2008). A vision of an urban countryside. Service Design as a contribution to rururban planning. In C. Cipolla & P.P. Peruccio (Eds.), *Changing the change. Design Visions, Proposals and Tools* (pp. 1072-1082). Turin, Italy: Umberto Allemandi Editore.

Alberti, M.A., & Trapani, P. (2005). Integrating Cultural Content and Information Technologies in Cross-Media Platforms, in *Multimedia. Information@DEsign for Cultural Heritage - MIDECH 2005*, Milan, Italy.

Alberti, M.A., Brogi, A., Dusio, L., Garcia, M., Knobloch, S., & Trapani, P. (2004). Controsenso, But Not Too Much: Digital artifacts to Ease Communication and Exchange with Seeing-Impaired People. In *ACM SIGGRAPH 2004: Sketches & applications*, Los Angeles, California.

- Alberti, M.A., Brogi, A., & Trapani, P. (2004). Genova 2004: A Test-Bed for Industrial Design Students to Integrate Cultural Content and Information Technologies in Cross-Media Platforms. ACM SIGGRAPH 2004: Educators Program, Los Angeles, California.
- Alberti, M.A., Maggiorini, D., & Trapani, P. (2002). NARTOO: a tool based on semiotics to support the manipulation of a narrative. In Computational Semiotics for Games and New Media - COSIGN02, Ausburg, Germany.
- Alberti, M.A., Maggiorini, D., & Trapani, P. (2002). A semiotic approach to narrative manipulation. In ACM SIGGRAPH 2002: Sketches & applications, San Antonio, Texas.
- Alberti, M.A., & Trapani, P. (1999). On the Opera Theatre Simulation. In M.A. Alberti, G. Gallo & I. Jelinek (Eds.), Eurographics '99: Short Papers and Demos, The Eurographics Association.
- Alberti, M.A., Bertolo, M., Genuizzi, E., Marini, D., & Trapani, P. (1999). Generatore di danze barocche virtuali per il teatro interattivo. In AI*IA Notizie, Associazione Italiana per l'intelligenza artificiale, anno XII n. 3.
- Alberti, M. A., Marini, D. & Trapani, P. (1998). The Interactive Theatre. In ACM Multimedia 98: Art Demos, Technical Demos & Poster Papers. Wiltshire, UK: Cromwell Press.
- Alberti, M. A., Marini, D., & Trapani, P. (1998). Experimenting Web Technologies to Access an Opera Theatre. ED-MEDIA/ED-TELECOM 98. Freiburg, Germany: Association for the Advancement of Computing in Education-AACE.
- Alberti, M.A., Bertolo, M., Marini, D., Genuizzi, E., & Trapani, P. (1998). Il teatro interattivo. In Cultural Heritage Networks Hypermedia. Medici Framework Day. Milan, Italy: DISET - Politecnico di Milano.
- Alberti, M.A., Bertolo, Genuizzi, E., M., Maninetti, P., Marini, D., Marini, M., Nasella, M., Paroni, D., & Trapani, P. (1998). Il Teatro Virtuale. In F. Cerami (Ed.), Monumedia 1998 (p. 205). Naples, Italy: Fredericiana University Press, Electa.
- Alberti, M.A., Bertolo, Calvino Prina, F., Genuizzi, E., M., Maninetti, P., Marini, D., Marini, M., Nasella, M., Pannuto, D., Paroni, D., Trapani, P. & Waha, R. (1998). Il Teatro Virtuale. In F. Fischnaller (Ed.), Virtuality&Interactivity. Arte Multimediale (p. 70-71). Florence, Italy: Edizioni Regione Toscana.
- Trapani, P. (1997). Lautriv Chromagnon Medusa & Intelligent skin. Interfaces '97, Montpellier, France.
- Trapani, P. (1997). La ScalaWeb. Linea Grafica, n.309, 24-31.
- Guizzo, M., Marini, D., Rossi, M., & Trapani, P. (1997). Strumenti WEB per la sperimentazione di interventi di restauro di monumenti antichi. In L. Moltoedo (Ed.), Conoscenza per immagini '97 (pp. 49-56). Milan, Italy: Il Rostro Ed.

CONFERENCE PRESENTATIONS AND POSTERS

People Led Housing. Unitec Interactive booth at the Architecture Week 2016, Auckland, New Zealand, 22 September

Service Design for Collaborative Housing. Communication at Design for Social Innovation Symposium 2106, Massey University, Wellington, New Zealand, 14-14 July

CUMULUS Conference Milan 2015, Nurturing, Demo The Whakarare Typeface: When Culture-Specific Visual Design Brings Elements Of Universal Value, Milan, 3-7 June

Milan 2033. Seeds of the future, The Mediated City Conference: London 2014, UK, 01-03 April

San Francisco State University, Graduate Design Seminar - Design To Live: Inclusive Design in the Majority World – Prof. Ricardo Gomes, Invited lecturer, San Francisco, (August 2012 and November 2013)

Human cities 2012: Reclaiming the Public Space, Chair of the Highlight III: Operational, Bruxelles, 14-16 March

Cumulus 2010 Shanghai Conference, Sustainability & social innovation, Demo Public spaces as common good: the role of creative communities and collaborative networks, Shanghai, 6-10 September

Changing the Change 2008, Visions, Demo Visions of an urban countryside. Service design as a contribution to rururban planning, Turin, 10-12 July

CUMULUS Conference Saint-Etienne 2008, Design, landscape and environment, Demo Envisioning sustainable urban countryside. Service Design as contribute to the rururban planning, Saint-Etienne, 20-23 November

MIDECH 2005 - Multimedia.Information@DEsign for Cultural Heritage, Demo Integrating Cultural Content and Information Technologies in Cross-Media Platforms, Milan, April

Siggraph 2004, Sketches & applications, Demo Controsenso, But Not Too Much: Digital artifacts to Ease Communication and Exchange with Seeing-Impaired People, Los Angeles CA, 8-12 August

Siggraph 2004, Educators Program, Demo Genova 2004: A Test-Bed for Industrial Design Students to Integrate Cultural Content and Information Technologies in Cross-Media Platforms, Los Angeles CA, 8-12 August

Cosign 2002, Demo NarToo: a tool based on semiotics to support the manipulation of a narrative, Augsburg, 2-4 September

Siggraph 2002, Sketches & applications, Demo A semiotic approach to narrative manipulation, San Antonio TX, 21-26 July

XXXIV Sorrento Meeting around Cinema and Audiovisual. Italy at mirror. Overview on Digital imaging in Italy, 1999, Video The Interactive Theatre, Sorrento, 11-16 October

Eurographics '99, Demo On the Opera Theatre Simulation, Milan, 7-11 September

Cultural Heritage Networks Hypermedia and MEDICI Framework Day, 1998, Demo The interactive theatre, Milan, 12-15 September

ACM Multimedia 98, Demo The interactive Theatre, Bristol, 12-16 September

ED-MEDIA/ED-TELECOM 98, Demo Experimenting Web Technologies to Access an Opera Theatre, Freiburg, 20-25 June

Monumedia 98, Demo The interactive Theatre, Naples, 28-31 May

MediARTEch 98, Demo The interactive Theatre, Florence, 26-29 March

PROFESSIONAL EXPERIENCE IN INDUSTRY

2011 - 2013

Chief Design Strategist at the Marketing Department of IGPDe-caux, 280 Employees, 125 Million euro in 2015.

Busvertising: the public transportations as a media space.

Heroic exploits of urban renewal: an ARG to improve the quality of public space. Service concept, in collaboration with IKEA Italy.

Competitive tender for the new bike-sharing service in Rome. Guidelines for the corporate identity.

A Smart mobility partner of the Milan Design Week 2012. Service concept and implementation, in collaboration with Mercedes-Benz Italy.

Station Domination: the metro station as innovative media space. Service concept and implementation.

D'Uomo, video mapping event on the facade of the Duomo Cathedral in Milan.

Seeing is Thinking, didactic installation at the metro station Garibaldi in Milan.

1995 - 2010

2010, Art Director and chief UX designer, Viale Campagna, Milano

2010, Art Director, XXVth Anniversary of Activity, Istituto Italiano di Cultura, Los Angeles

2004-10, Art Director and chief UX designer, Cantieri Verdi, Milano

1998-03, Art Director, Costa Crociere, E-Business Dept., Genoa

2003, Art Director for digital media, Festival dei due mondi, Spoleto

1998, Assistant to the multimedia managing curator, Triennale di Milano, Milano

1998, Art director, USPID, Unione Scienziati per il Disarmo, Milano

1997, Junior Art Director for digital media, Biblioteca Ambrosiana, Milano

1995-97, Junior Art Director for digital media, Teatro alla Scala, Milano