

Luigi Paolo Brenna

UNIVERSITY CAREER

TEACHING

2014-2015

CONTRACTS AS TEACHING PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN

Courses of: Laboratory of product design, Final synthesis on service design, *Synthesis lab on urban interior design.*

2013-14

ADJUNCT PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN, COMO

LABORATORY OF PRODUCT DESIGN. 2nd year students, 2nd semester. Students have designed products and services related to wine and food consumption.

MEMBER OF THE FACULTY OF SERVICE DESIGN MASTER. POLI.DESIGN of POLITECNICO OF MILANO

MASTER ON SERVICE DESIGN. International workshop titled: *Fooding together eat my food – share my culture.* I was in charge of leading the students to build services based on food used as a vehicle for cultural exchange and multiracial integration.

ADJUNCT PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN, MILANO

FINAL SYNTHESIS ON SERVICE DESIGN. Final Synthesis PSSD laboratory hold in English. A class of 40 international students have been divided in work teams in order to design new services for Milan's Dergano district on the field of: cleaning, walking, having fun, shopping, transportation and safety. I worked on scenario and concept building and supported students on their works.

ADJUNCT PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN, MILANO

SYNTHESIS LAB ON URBAN INTERIOR DESIGN. 60 3rd year students divided by teams of 4 people each have been pushed to design creative interior urban spaces inside a district with a strong multicultural identity. The installations have been designed focusing on their social value.

Winner of a grant from Cariplo Foundation to design "DIS@LACE. Made in Chiaravalle" where students had to design furnishing to set up a temporary square (see: https://www.facebook.com/displacechiaravalle?ref_type=bookmark)

2012-13

ADJUNCT PROFESSOR, SUMMER SCHOOL "PRODUCT DESIGN III", NABA, MILANO

International course of product-service-system about the enhancement of Navigli Milano tourist district. I had the duty to teach how to build a scenario in order to set up the work.

ADJUNCT PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN, COMO

LABORATORY OF FURNITURE DESIGN. Course for approx. 40 2nd year students. Objective: students have been trained to design the interior of food retail with particular attention to the furniture. The results of the course have been shown to the exhibition DESIGN FURNITURE 4 FOOD SPACES, open from 2nd till 12th of July

ADJUNCT PROFESSOR, POLITECNICO OF MILANO, SCUOLA DEL DESIGN, MILANO

SERVICE DESIGN. Final Synthesis PSSD laboratory hold in English. A class of 35 international students have been divided in work teams in order to design new services for Milan's Dergano district on the field of: cleaning, walking, having fun, shopping, transportation and safety. I worked on scenario and concept building and supported students on their works.

2008 - 2011

ADJUNCT PROFESSOR, POLITECNICO DI MILANO DESIGN FACULTY, MILANO

TALKING CITY. Course for approx. 100 3rd year students. Objective: students trained to design a communication strategy to emphasize the competitive factors of a city. Coordinated partnership with Milan City Council to provide course output as a resource for Milan hosting of World Expo 2015. Designed course to have students research and present their works as micro communication agencies (blog <http://talkingcity.wordpress.com/>).

2010-2012

ADJUNCT PROFESSOR, POLITECNICO DI MILANO DESIGN FACULTY, MILANO

CULTURES OF DESIGN. Course for approx 40 4th year students. Objective: developed teaching methodology to create interactive setting for students to gain understanding and techniques on project planning and management. Coordinated work with companies and students to field test process of design thinking and design new products and services (culturesofdesign.wordpress.com).

2006 - 2007

TEACHING ASSISTANT, POLITECNICO DI MILANO DESIGN FACULTY, MILANO

Courses: *Talking City; Strategic Design* and Final Year Laboratory: *New Italian Landscape*, Organized seminars for *Reinterpretation of the Italian Reputation* through projects designed to rejuvenate the stereotypical image of Italy.

2005 - 2006

ASP, (POLYTECHNIC HIGH SCHOOL), POLITECNICO DI MILANO and POLITECNICO DI TORINO.

Participation in the interdisciplinary project ASP. Held jointly by the Politecnico di Milano and Torino. Position: head of a multidisciplinary team of students from Faculty of Polytechnics of Milan and Turin. Designing services and experiences related to the potential development of High Speed Train Milan-Turin. Project combined contemporary art, High Speed and relationship with its surroundings.

2001- 2002

TEACHING ASSISTANT, FACOLTA' DEL DESIGN, POLITECNICO OF MILANO

Course: *Cultural Design: The design strategy for product culture and value of place* and *Design and Management of Cultural Heritage*; Final Year Workshop.

RESEARCH

SEPTEMBER 2010-PRESENT

PRIN, POLITECNICO DI MILANO, INDACO DEPARTMENT

Researcher and member of inter-university team project which won **PRIN** (Research Program of National Interest) grant *The Design of Cultural Heritage Between Memory and Knowledge. The Intangible, Virtual, as the Interactive Design Field in Time of Crisis*". Contributed research on using design as a tool for transmitting culture between communities.

July 2008

RESEARCH GRANT, POLITECNICO DI MILANO, INDACO DEPARTMENT

Winner of a research grant for collaboration in the research program: *Process-Oriented Design Methods and Practices for the Enhancement of Cultural Heritage*. Research and investigation to propose a master degree program for the enhancement of cultural heritage.

2002-2006

RESEARCH, SDI (SYSTEM DESIGN ITALY) AGENCY, POLITECNICO DI MILANO.

Research activity and project for design of cultural heritage.

2004-2006

Researcher for project funded by the MIUR (*Ministry of University Instruction and Research*) *Design for the Enhancement of Cultural Heritage: Strategies, Tools and Methodologies*. Research and coordination of the use of video as a tool of design to analyze, communicate and promote cultural heritage.

2003-2011

TUTORING, SEMINARS AND PRESENTATIONS

Presentations and lectures worldwide on design strategy and design to enhance places. Seminars and master staff/tutor at the following institutions: Politecnico of Milan School of Design and School of Architecture; Universidad de Valparaiso – Chile, UTEM (Universidad Metropolitana Technica); Polytechnic of Mantova, Perth (Fremantle) (AU); Sansepolcro (AR) I; QUT (Queensland University of Technology) Brisbane (AU) where I stayed in 2003 for 4 months during my Doctorate; RMIT, Melbourne (AU).

WORK EXPERIENCE OUTSIDE OF UNIVERSITY

2013 - Now

Designing TRASH, the eco-friendly notebook. I created, together with a fashion designer, ID.entity (page ID.entity of Facebook) which designs notebooks and other stationary products. Now the innovative notebook made with scraps of leather sewn together with a particular tissue paper and vacuum packed is on sale at different libraries and Museums' bookshops.

2011 - Now

Coordinator and founding member of a young net of designers called "**Archinapsi**" (www.archinapsi.net) able to work together in order to satisfy bigger clients. The net is now approaching Chinese market.

February 2008 – January 2013

Founding partner and managing director of the **Cultural Association Urbanizer**. Offering research, communication, service design tools and strategies and communication for a better quality of life in urban centers. Urbanizer Developed the Social Yards project consisting in enabling people of the same block to collaborate to create inner services and good social living practices.

March 2006 - Now

Opening LUIGI BRENNIA ARCHITETTO architectural and interior design studio. (www.luigibrenna.com). It carries out projects in architecture, **interior design**, and communication. Mostly it realizes refurbishment of internal spaces and designs tailor-made furniture mainly for private clients. It also takes care of design concepts for different brands focusing on spatial fruition and furniture design. I

follow a project from the beginning up to the turnkey delivery, having an understanding of all aspects of the design and procurement process.

1997- 2000

Architect. Worked on projects in urban planning, residential and corporate design for Milan based architectural and engineering studios.

EDUCATION, TRAINING & PROFESSIONAL CREDENTIALS

May 2005

Ph.D. in industrial design and multimedia communication achieved with the highest honors from the Polytechnic of Milan, Faculty of Design. Dissertation: "*Design Culture and Territory. Visual Approach to Represent and Communicate the Environment*". Dissertation applied design methodology in order to enhance places.

2000

Successful completion of State Exam for Architecture, Univ. Florence, Awarded **Title of Architect**. Vote 73/100, out of 100/100

April 1998

Degree in Architecture with concentration on Industrial Design and Furniture at the Faculty of Architecture at the Politecnico of Milan. Thesis: *The Re-Do Centers. Strategic Plan for Sustainable Consumption*. Rating: 97/100 out of 100/100. Provided solution on issues in design strategy and sustainability.

SKILLS

- First language: ITALIAN; other languages: English. Excellent reading skills, good writing skills, good verbal skills. SPANISH. Elementary. FRENCH. Elementary.
- Strong communication skills gained through multidisciplinary teamwork experience, research and studying abroad.
- Excellent organizational skills and competencies acquired in the management and programming of research activities and work programs.
- Proficient in Windows operating systems, MS Office Package, AutoCAD, Photoshop. Dealing with illustrator and Sketchup.

PUBLICATIONS

- REBAGLIO, A., BRENNNA, L., DE ROSA, A., 2015. "Dis@lace a co-design process to build a temporary square in Chiaravalle suburb", in Summer Cumulus Conference, Politecnico di Milano 3-7 June 2015
- BRENNNA, L. 2012. "Cortili Sociali". Progetto multidisciplinare per favorire l'interazione tra condomini. in Vth edition of Colloquio Scientifico Annuale sull'Impresa Sociale. Universita' L. Bocconi; IRIS Network – Milano, 20-21-may 2011
- BRENNNA, L., LUPO, E., SEASSARO, A., TROCCHIANESI, R., 2010. "The Italian Design Research and Practice in Cultural Heritage Exploitation", in Cumulus 38° South Hemispheric shift across learning, teaching and research Conference Proceedings, RMIT-Swinburne University, Melbourne, 2009. Proceedings ISBN: 978-1-921426-52-0
- AIELLO, MARTA.; BRENNNA, LUIGI. 2009. La fase di ascolto. Report di ricerca Cortili Sociali. Milano: Team Urbanizer. ISBN 978-88-904508-0-8
- BRENNNA LUIGI. 2007. Design junction – aToMi – in "Multidisciplinarity and innovation. ASP projects". Telesma edizioni – Alta Scuola Politecnica ISBN 88-89077-03-4
- BRENNNA, LUIGI. 2006. Per un approccio visuale ai beni culturali. In: Sdiview N.3.
- BRENNNA, LUIGI. 2005. "Design, cultura e territorio. Strumenti e approcci per la visualizzazione delle risorse locali". Tutor: prof. Stefano Maffei; coordinatore prof. Ezio Manzini. Tesi di dottorato
- BRENNNA, LUIGI. 2004. Riflettere Mantova. In: Sdiview N.1.
- BRENNNA, LUIGI; BIAMONTI, ALESSANDRO. 2003. Festivaletteratura. In: VILLARI, B.; CASTELLI, A. 2003. Sistema Topologico argomentativi della ricerca. Costruire l'organizzazione della conoscenza. Il caso ME. Design. Milano: Poli.Design
- BRENNNA, LUIGI. 2003 b. "Sustainability: A Matter of Brain". In nrg4SD, international sustainability Conference: Regional Governance for Sustainability. September 17-19, 2003. Fremantle, Australia, (2003) Proceedings of the International

sustainability Conference. M. Barg, S. Hebert and P. Newman (editors), Perth, Department of the Premier and Cabinet. ISBN 0 7307 0218 9

- BRENNNA, LUIGI. 2003 a. "Cultural Design as an Instrument to Improve Local Territories". 5th European Academy of Design Conference Barcelona 28, 29 & 30 April 2003

Milano Monday, November 2, 15

Luigi Brenna