



SCIENTIFIC AND PROFESSIONAL PROFILE

Paola Trapani is the coordinator of the Master of Creative Practice and the Master of Design at the Department of Design and Contemporary Arts at Unitec, the largest Polytechnic of New Zealand.

In particular, the Master of Creative Practice is a new program for which she is developing a number of courses in three main subjects: Maori Design Thinking, Service Design and Art in the Public Domain. Her goal is to address the idea that the field of design is not limited to being product-specific, but is an integration between products and services into systems, with a distinct orientation towards sustainability and social innovation.

In addition she is Departmental Research Chair, and in this role has to set a strategy for the departmental research and negotiate it with twenty colleagues in different areas, in order to set up an underlying integrated framework.

Besides her academic activity, she has collaborated with cultural institutions and commercial enterprises, including IGPDeacux, Teatro alla Scala, Biblioteca Ambrosiana and Triennale di Milano (Milan), Festival dei due Mondi (Spoleto), Costa Crociere (Genoa), Istituto Italiano di Cultura (Los Angeles).

ACADEMIC ACTIVITY

VISUAL COMMUNICATION, DIGITAL STORYTELLING, INTERACTIVE MEDIA, VIRTUAL REALITY

2014, team leader, workshop *TheWater Festival for Expo 2015*, Politecnico di Milano, Department of Design, Master of Urban Interiors Design

2012/2014, contract professor, workshop *Service narrative*, Politecnico di Milano, Department of Design, Master of Strategic Design

2013, co-curator of the exhibition *Milan 2033. Seeds of the future. 150 years of the Politecnico di Milano*, at the Triennale di Milano, Oct. 8 - Dec. 22, www.semifuturo.org

2011/present, contract professor, course of *Visual and Multimodal Communication*, Università degli Studi di Milano, Department of Computer Science

2010/2012, contract professor, course of *Digital Imaging Techniques* (for digital archive system managers), Università Cattolica del Sacro Cuore

2002/2010, contract professor, course of *Visual Communication*, Università degli Studi di Milano, Department of Computer Science

2008/09, contract professor, course of *Multimedia Systems*, Università degli Studi di Milano, Department of Computer Science

2007/09 contract professor, course of *Virtual Reality*, Università degli Studi di Milano, Department of Computer Science

2001/05, contract professor, course of *Desktop Publishing and 2D Graphics*

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EDUCATION

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

Politecnico di Milano,
PhD. in Industrial Design and
Multimedia Communication,
Milan - 2001

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

MEMBERSHIPS

Member of the scientific board of
the European conference *Human
Cities*

Member of the Italian Architects
Association

DOMAIN EXPERIENCE

THEORY

Storytelling, narratology, semiotics
and ethnography for user's
experience, psychology of perception
and Gestalt theory

CREATIVE APPLICATIONS

Visual Communication,
Brand Identity, Service Design,
Scenario Design and
Design Methods

RESEARCH INTEREST

Service design tools, Innovation
strategy in Product/Service System
development

FOREIGN LANGUAGE

Good English, written and spoken

SERVICE DESIGN FOR SUSTAINABILITY

2009, team leader, workshop *Kitchen gardens for town people*, Politecnico di Milano, Faculty of Design

2009, consultant, installation *Kitchen gardens in piazza*, Politecnico di Milano, Faculty of Architecture

2008, consultant, installation *The everyday Kitchen*, Politecnico di Milano, Faculty of Design

2007 team leader, Workshop *Ethical/ethnical/fair design and business cases*, Politecnico di Milano, Department of Design, Master of Strategic Design

2005/07, contract professor, *System-product design studio*, Politecnico di Milano, Faculty of Design

RESEARCH ACTIVITY

BASIC

Human cities 3: Human Cities. Challenging the city scale. Call for the EC Action - Culture 2013-2018. European partners: La Cité du design, Saint-Etienne [FR]; Department INDACO of the Politecnico di Milano, Milano [IT]; Citilab, Barcelona [ES]; Berlin IdZ – Berlin Centre of Design [DE]; The Istanbul Foundation for Culture and Arts - IKVS [TR]; The Danish Design Centre, Copenhagen [DK]; Université Libre de Bruxelles – Faculté d'architecture La Cambre-Horta, Brussels [BE]; Clear Village, London [UK]; Urban Planning Institute of the Republic of Slovenia, Ljubljana [SI]; Silesian castle art and enterprise design cluster, Cieszyn [PL]; Association of Estonian designers, Tallinn [EST]; Pro Materia, Brussels [BE]; Belgrade Design Week, Belgrade [SRB]

Human cities 2: Reclaiming the Public Space (in 2010-2012, supported by the EC Action - Culture 2007-2013). European partners: 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]

Human Cities 1: Celebrating public space (in 2008-2010, supported by the EC Action - Culture 2007-2013). European Partners: 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]

www.humancities.eu

MIUR, PRIN Project, *The agricultural park: a new urban planning tool to design open spaces*, Politecnico di Milano, Partner, 2006/07

APPLIED

Archivival: users' scenarios for the convivial archive, Politecnico di Milano, INDACO Dept.; University of California Los Angeles (UCLA), Architecture and Urban Design Dept.; cofounded by La Triennale di Milano, January 2010 - January 2011, Project and scientific coordination

Call for Project Proposals by Milano Metropoli *Expo of Territories: towards 2015*, AMeMi Project, Nurturing the Milanese Metropolitan Area, 2009, Milan. Politecnico di Milano, Project and scientific coordination

FIRB WebMinds, *A distributed portal of the Italian culture via the Italian Institutes of Culture (IIC) abroad*, Università degli Studi di Milano, Partner, 2000

LECTURES AND CONFERENCES

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 Heighligh 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 Acess an Opera Theatre*, Friburg, 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

IGPDECAUX, MILAN, CHIEF COMMUNICATION AND SERVICE DESIGN STRATEGIST, CONSULTANT
(2010/PRESENT)

Present, *Busvertising: the public transportations as a media space*, monograph under development

June 2012, chief design strategist, *Heroic exploits of urban renewal: an ARG to improve the quality of public space*, service concept, in collaboration with IKEA Italy

May 2012, chief design strategist, *Competitive tender for the new bike-sharing service in Rome*, guidelines for the corporate identity

April 2012, chief design strategist, *A Smart mobility partner of the Milan Design Week 2012*, service concept and implementation, in collaboration with Mercedes-Benz Italy

January-April 2012, chief design strategist, *Station Domination: the metro station as innovative media space*, service concept and implementation

February 2012, chief design strategist, *D'Uomo*, videomapping event on the facade of the Duomo Cathedral in Milan

May 2011, scientific curator, *Seeing is Thinking*, didactic installation at the metro station *Garibaldi* in Milan

IGPDECAUX, MILAN, WORKSHOPS AND SEMINARS FOR THE CREATIVES OF THE MARKETING DEPT. TEAM LEADER

May 2011, contract professor, seminar *The Four Strategies Of Advertising: Mythical, Referential, Oblique, Substantial*

May 2011, contract professor, seminar *Visual Communication for the Out of Home Advertising: Gestalt Theory, Motion Gestalt Theory, Visibility And Readability Of Typography, Focus Points, Layout Grids*

OTHER EXPERIENCES

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, art director for digital media, Biblioteca Ambrosiana, Milano

1995-97, art director for digital media, Teatro alla Scala, Milano

PUBLICATIONS

P. Trapani, B. Goličnik Marušić, Community Centred Approach: A Way Of Reclaiming Public Space, Human Cities - Civil Society Reclaims Public Space. Cross Perspectives Based on Research, edited by Rafaella Houlstan-Hasaerts, Biba Tominc, Matej Nikšič, Barbara Goličnik Marušić, Urbani Izziv Publikacije, pgg 98-100, 2012

A. Meroni, P. Trapani, Social innovation, collaborative networks and public space, Human Cities - Celebrating public space, edited by L. Coirier, B. Goličnik Marušić, and Matej Nikšič, Stichting Kunstboek bvba, Oostcamp, pgg 18-22, 2010

A. Meroni, G. Simeone, P. Trapani, Servizi per le reti agroalimentari. Il Design dei Servizi come contributo alla progettazione delle aree agricole periurbane, Produrre e scambiare valore territoriale. Dalla città diffusa allo scenario di forma urbis et agri, a cura di Giorgio Ferraresi (autori vari) Alinea Editrice, 2009-11-20 isbn 978-88-6055-436-9

A. Meroni, G. Simeone, P. Trapani, Envisioning sustainable urban countryside. Service Design as contribute to the rururban planning, Cumulus Conference, Design & Recherche - Design & Research, Saint-Etienne, France, November 2008. Cumulus Working Papers Sain-Etienne 21/08, Publication Series G, Ed. University of Art and Design Helsinki, Helsinki, 2009, ISBN 978-951-558-289-8 (paperback) ISSN 1456-307x (paperback)

A. Meroni, G. Simeone, P. Trapani, A vision of an urban countryside. Service Design as a contribution to rururban planning, Changing the change. Design Visions, Proposals and Tools, Turin, Italy, July 2008. Proceedings a cura di Carla Cipolla e Pier Paolo Peruccio, Umberto Allemandi Editore, Luglio 2008, ISBN/ISSN: 88-422-1670.4M.A.

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

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

M.A. Alberti, A. Brogi, P. Trapani, 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, August 2004

M.A. Alberti, D. Maggiorini, P. Trapani, NARTOO: a tool based on semiotics to support the manipulation of a narrative. Proceedings of Computational Semiotics for Games and New Media - COSIGN02, Ausburg, Germany, September 02

M.A. Alberti, D. Maggiorini, P. Trapani, A semiotic approach to narrative manipulation. ACM SIGGRAPH 2002: Sketches & applications, San Antonio, Texas, August 2002

M.A. Alberti, P. Trapani, On the opera Theatre Simulation. Eurographics '99: Short Papers and Demos, The Eurographics Association ISSN 1017-4656, 1999

M.A. Alberti, M. Bertolo, D. Marini, E. Genuizzi, P. Trapani, Generatore di danzebarocche virtuali per il teatro interattivo. AI*IA Notizie, Associazione Italiana per l'intelligenza artificiale, anno XII n. 3, Settembre 1999

M. A. Alberti, D. Marini, P. Trapani, The Interactive Theatre. ACM Multimedia 98: Art Demos, Technical Demos & Poster Papers, Cromwell Press, Wiltshire, 1998

M. A. Alberti, D. Marini, P. Trapani, Experimenting Web Technologies to Access

an Opera Theatre. ED-MEDIA/ED-TELECOM 98, Association for the Advancement of Computing in Education-AACE, 1998

P. Trapani Lautriv Chromagnon Medusa & Intelligent skin. Interfaces '97, Montpellier, France May 1997

P. Trapani La ScalaWeb. Linea grafica, May 1997, n.309

M. Guizzo, D. Marini, M. Rossi, P. Trapani, StrumentiWEB per la sperimentazione di interventi di restauro di monumenti antichi. Conoscenza per immagini '97, Ed. Il Rostro, Milano, 1997.

Auckland, February 2015.

