

Gaia Scagnetti  
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## EDUCATION

**Post-Doctoral Researcher**      **Massachusetts Institute of Technology**  
Cambridge, MA [2009 – 2010]

**Doctor of Philosophy**      **Industrial Design and Multimedia Communication**  
*Cum Meritus*                      Politecnico di Milano, Italy [2006 – 2009]

**Master of Science**              5-year degree in **Communication Design**  
Politecnico di Milano, Italy [2000 – 2005]

## WORK AND RESEARCH EXPERIENCE

At present      **Senior Lecturer, 2<sup>nd</sup> Year Coordinator and Researcher** at the International Programme of Communication Design, Faculty of Architecture, Chulalongkorn University, Bangkok, Thailand.

- **Teaching and coaching** 40 student classes in the second year course of the Bachelor of Art
- **Managing all the instructors** within the year to comply with the University Policy
- Overseeing all courses content and **coordinating all academic activities** with in the year
- Participating in **quality assurance process** of teaching and in the student admission process
- Researching on **Visual epistemology** for Communication Design education

2010 to now      **Board Advisor** of MITaly Italian Association at the Massachusetts Institute of Technology

- **Collaborated** on the planning and developing of Association's projects
- Redesigned the off line **Corporate Identity** (Logo, Institutional documents, Business cards)

2010 - 2011      Communication Director of the ISD! **Entrepreneurship Business Course** geared towards the young entrepreneurs of the future. *imprenditorisidiventa.org*

- Participated on the **strategic planning** and the structure developing of the ISD! Course
- **Evaluated and selected** the student applications
- Directed the Communication strategy for the course

2009 - 2010      **Post-Doctoral Researcher and Design Strategist** at the Mobile Experience Lab, Design Lab, **Massachusetts Institute of technology**, Cambridge, MA.  
*mobile.mit.edu*

- Researched **Social Sustainability** and its implications on the discipline of Design
- Conducted Qualitative Research for design projects, including strategies such as On-field Ethnographies, in-depth interviews, Grounded Theory and User Tests
- Led the development of **diagrammatic representations** and **Information Visualizations**
- **Evaluated the impact** of the Energy Mobility Network System in fostering sustainable behaviors
- Developed a Communication design strategy for **Social Integration** between companies

- 2007 - 2009    Researcher and Senior Designer at **DensityDesign Lab**, Milan, Italy.  
*densitydesign.org*
- Formulated and systematized a vision on how to apply **Complexity Science** findings to the practice of Communication Design through the use of Information Visualization tools
  - Conceptualized the visual narration of the *Map of the Future* for **Wired Magazine**
  - Designed a series of **Information Graphics** to aid the understanding of students paths as they progress from applicant to graduate within the Design Course at Politecnico di Milano
  - Designed **Diagrammatic Representation** and **Information Visualizations** to communicate the results of the DRM Research report to the general public (featured in Data Flow2)
- 2008            **Project leader** for the CityMurmur Project, a web application that allows users to understand the urban space as a function of media attention. *citymurmur.org*
- Conceived the overall idea for the project and led development at the **Madrid Media Lab Prado** Visualizaro8 Workshop
  - Designed of the digital Typeface of the antique Madrid street signs
  - Designed the New Orleans Citymurmur application
  - Presented the project at the Emerging technologies session of **Siggraph 2009** and at the Innovate 2009 session of the **Virginia Educational Technology Conference**

## TEACHING

- Culalongkorn University, Bangkok, Thailand*
- 2011 - now    **Senior Lecturer**
- Studio in Graphic Communication Design I [2<sup>nd</sup> Year Bachelor Degree]  
*Visualization as a medium: Visual rhetoric*
  - Studio in Graphic Communication Design II [2<sup>nd</sup> Year Bachelor Degree]  
*Visualization as a tool: Visual epistemology*
  - Research Design for Communication [2<sup>nd</sup> Year Bachelor Degree]  
*Qualitative research for Design*
  - Open Studio II [1<sup>st</sup> and 2<sup>nd</sup> Year Bachelor Degree]  
*Engines of finding, Information and Data Visualization*
  - Community design Project [2<sup>nd</sup> Year Bachelor Degree]  
*Knowledge transfer in flooded areas*
  - Summer Workshop: Creative Chaos [1<sup>nd</sup> Year Bachelor Degree]  
*Design and disaster*  
*Design under constrains*
- Politecnico di Milano, Milan, Italy*
- 2008 - 2010    **Supervisor of Master Thesis**
- Lecturer and Teaching Assistant**
- 2007            C3 Visual Communication Studio of the Communication Design Course [2<sup>nd</sup> Year Master Degree]  
*Communication Design for representing the urban space and communicate the identity of a city*
- 2006            M3 Visual Communication Studio of the Fashion Design Course [1<sup>st</sup> Year Bachelor Degree]  
*Translating the urban signs in texture for fashion design*
- 2006            C2 Visual Communication Studio of Communication Design Course [1<sup>st</sup> Year Bachelor Degree]  
*Collecting and transforming traces and signs to communicate the identity of a city*

## THESIS

- 2009 *The design practice of complexity. Communication atlas for sustainable social system integration.* PhD thesis
- 2005 *Culture Jamming System. Cultural Activism and Counter–culture Movements' new communication forms.* Master of Science thesis

## AWARD AND EXHIBITION

- 2011 *Addiction to diagrams* Solo Exhibition at WTF art and Gallery, Bangkok Sept 15<sup>th</sup> – Oct 8<sup>th</sup>
- 2011 *Compasso d'Oro (Golden Compass) Design Prize* to DRM Design Research Maps

## WORKSHOP

- 2011 *From data to wisdom: visualizations within the DIKW continuum* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro
- 2010 *Versus – Diagrams and visualization to observe social Complexity* in the 6th Swiss Design Network Conference, Basel, Switzerland
- Led the *Versus Workshop*
  - Chaired the *Mobile Access to Knowledge. Afrofantasy*
- 2008 *Complexity Map. Designing connected places workshop*
- Facilitated Student in Torino design Capital International Summer School
- 2006 *Framesi. An integrated communication system*
- Tutoring student in designing a new point of purchase integrated in a communication system within the Service and Product System Course, Politecnico di Milano

## LECTURE AND TALK

- 2011 *Diagramming Information Visualization. Story of an addiction.* TEDx Bangkok, Thailand
- 2011 *The diagram and the Visual Epistemology.* PhD Course in Design, Silpakorn University, Bangkok, Thailand
- 2011 *Diagramming together.* PhD Course in Design, Silpakorn University, Bangkok, Thailand
- 2011 *The Significance of Visualization: Path, Development and Promises.* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro
- 2011 *Visual epistemology for Design in Complex Systems* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro
- 2011 *From data to wisdom: visualizations within the DIKW continuum* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro
- 2010 *Tell anything but the truth: they will find their own.* Universidade de Aveiro, Portugal
- 2010 *Persuasive technologies within sustainability.* Mobile Experience Lab, Massachusetts Institute of Technology, Cambridge
- 2009 *Complexity and design: fostering the dialogue for creating knowledge.* Design in Progress Seminar, Politecnico di Milano, Italy
- 2008 *Designers sensitivity. Designers ability as constructivist tools for qualitative research.* Design in Progress Seminar, Politecnico di Milano, Italy
- 2008 *Reshaping communication design tools.* Integrated Course Final Synthesis Studio, Politecnico di Milano, Italy

## PUBLICATIONS AND CONFERENCES

Scagnetti G. 2010, *Visual epistemology for Communication Design education*. DesignEd Asia Conference 2011. Business of Design Week (BODW) Hong Kong Convention & Exhibition Center, Hong Kong, Nov 29-30

Scagnetti G. et al. 2010, *The Shape of the Media-City*. The humanities + digital “Visual Interpretations” Conference. Aesthetics, Methods, and Critiques of Information Visualization in the Humanities, Arts, and Social Sciences, Hyperstudio, Massachusetts Institute of Technology, Boston, May 20-22

Graffieti M., Scagnetti G., Ricci D., Masud L., Porpora M., 2010, *Tell them anything but the truth: they will find their own. How we visualize the map of the future with respect to the audience of our story*. NetSci2010 - Arts | Humanities | Complex Networks - a Leonardo satellite symposium. Boston, May 10

Scagnetti G. et al. 2009, Exhibitors at Emerging Technologies Conference at **SIGGRAPH 2009**, The 36<sup>th</sup> international conference on computer graphics and interactive techniques, 3/7 August, New Orleans

Quaggiotto M., Ricci D., Scagnetti G., Caviglia G., Guido D., Graffieti M., Granados Lopez S., **New maps from the media-city**. *CityMurmur as a tool for the visualization of urban space*, Deuxième colloque sur les Technologies de l'Information et de la Communication en milieu urbain, 3/4 June, Cité des sciences et de l'industrie, Paris

Scagnetti G. 2009, *Signs of space. Interpreting the complexity of territories*, In International Summer School. Designing Connected Places, ed. Lupo E. and Campagnaro C. Editrice Compositori, Milan.

Scagnetti G. 2009, *Rappresentazione dell'intreccio. Esperimenti imperfetti sulla complessità*, in Ciastellardi M., *Le architetture liquide*, LED.

Scagnetti G. 2008. **Design for Sustainable Integration**. *How design can facilitate social system integration processes* 3600 – Charting New Territory in Sustainable Design Education. September 19th, 20th and 21st University of Brighton and Earls Court, London

Scagnetti G. 2008. **Integration through communication tools**. *How design can facilitate social system integration processes*. In Changing the change Proceedings, ed. Carla Cipolla and Pier Paolo Peruccio. Turin: Allemandi, July 10

Scagnetti G., Ricci D., Baule G., Ciuccarelli P., 2007, *Reshaping Communication Design tools. Complex Systems structural features for design tools*, IASDR Conference Proceedings, Emerging Trends in Design Research, 12 – 15 November, School of Design, The Hong Kong Polytechnic University.

Scagnetti G. and Ricci D. 2007. *Generative Diagrams*, Linea Grafica, International review of Graphic Design and Visual Communication, n. 370, July/August, pag. 58/65.

Scagnetti G. 2005. *Culture Jamming*, Linea Grafica, International review of Graphic Design and Visual Communication, n. 358, 4, July/August, pag. 24/31.

## JURY AND COMMITTEE

2011 *Submission Reviewer*, Design Research Society (DRS) international conference 2012

2011 *Urban Farming Challenge* IMBA Program of Thammasat Business School, Bangkok, Thailand

2011 *Global Social Venture Competition 2011* Bangkok, Thailand