# Gaia Scagnetti

gaia.scagnetti@gmail.com namedgaia.com

**EDUCATION** 

Post-Doctoral Researcher Massachusetts Institute of Technology

Cambridge, MA [2009 - 2010]

**Doctor of Philosophy** 

**Cum Meritus** 

Industrial Design and Multimedia Communication

Politecnico di Milano, Italy [2006 – 2009]

Master of Science 5-year degree in Communication Design

Politecnico di Milano, Italy [2000 - 2005]

#### **TEACHING**

Pratt Institute, New York

2014 - now Full time Assistant Professor

Grad Communication Design

- Interactive design I; Design Process + Methodology; Graduate Studio: Technology
- Typographic + Information Design; MFA Thesis Research; Teaching Practicum
- Graduate Studio: Visual Language; Graduate Seminar; Thesis 1

Chulalongkorn University, Bangkok, Thailand

#### 2011 - 2014 Full time Senior Lecturer

- Studio in Graphic Communication Design: Visualization as a medium: Visual rhetoric
- Studio in Graphic Communication Design: Visualization as a tool: Visual epistemology
- Radical Speculation for Communication design: Thesis Studio
- Advanced graphic design: *Application for design*
- Design thinking for Innovation
- Research Design for Communication: Qualitative research for Design
- Open Studio: Experimental Visual Practice; Sounding Brand, branding sound; The art of visual translation; Engines of finding, Information and Data Visualization with DensityDesign
- Community design Project: *Knowledge transfer in flooded areas*
- Summer Workshop: Creative Chaos: Design and disaster; Design under constrains
- Supervisor of Final Thesis

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:

Communication Design for representing the urban space and communicate the identity of a city

2006 M<sub>3</sub> Visual Communication Studio of the Fashion Design Course:

Translating the urban signs in texture for fashion design

2006 C2 Visual Communication Studio of Communication Design Course:

Collecting and transforming traces and signs to communicate the identity of a city

#### **WORK AND RESEARCH EXPERIENCE**

2015 - to now Research and Extension Coordinator Pratt Graduate Communication Design

- Encouraging students and faculty engagement in research and creative scholarship
- Coordinating public sharing of protocols, practices, and first outcomes, leading the cumulatively building of longer-term guiding working standards/frameworks, viable research/creative scholarship threads, and unique knowledge products and creative scholarly production.
- 2011 2014 **Senior Lecturer**, **2**<sup>nd</sup> **Year Coordinator** and **School Board** at the International Programme of Communication Design, Faculty of Architecture, Chulalongkorn University, Bangkok, Thailand. *commde.com* 
  - Teaching and coaching student classes in the second year and fourth year course of the BA
  - Managing all the instructors within the second 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
  - Developing the curriculum and the structure of the Programme
- 2011 2014 **Academic Researcher** at the International Programme of Communication Design, Faculty of Architecture, Chulalongkorn University, Bangkok, Thailand.
  - Mapping Information and data visualization disciplinary development
  - Conducting research on Visual epistemology for Communication Design education
  - Building educational model for Information visualization in Communication Design education
  - Developing design projects on Physical and three dimensional Information visualizations
- 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)

#### **PUBLICATIONS - JOURNALS AND BOOKS**

Scagnetti G. and Hwang S. 2016, (to be published) *Archaeology of Additivism*. The 3D Additivist Cookbook, additivism.org/cookbook

Scagnetti G. and Hwang S. 2016, (to be published) *Towards a viral understanding of tools*. Kerb 23: **Digital Landscapes** Journal of Landscape Architecture RMIT, Melbourne, Australia

Scagnetti G. 2012, *The Diagram of Information Visualization*. PJIM **Parsons Journal for Information Mapping**, Volume IV, Issue 4, Parsons Institute for Information Mapping, New York

Graffieti M., Scagnetti G., Ricci D., Masud L., Porpora M., 2010, *Tell them anything but the truth: they will find their own*. Leonardo Journal volume 44, issue 3, **MIT Press** 2011

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. 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.

#### **PUBLICATIONS - CONFERENCES PAPERS**

Scagnetti G. 2015, *Design Criticism in Search of a platform*. Design Incubation Colloquium 2.1. Graduate Communications Design Department, New York, Oct 24

Scagnetti G. 2013, Searching for Wisdom. Experimenting with Visualization using the DIKW model. DesignEd Asia Conference 2013. BODW Hong Kong Convention & Exhibition Center, Hong Kong, Dec 03-04

L. Crema, A. Bozzoli, F. Alberti, A. Bertaso, F. Casalegno, G. Scagnetti, 2012 Novel energy provision system for the Sustainable Connected Home, 2012, World Renewable Energy Forum 2012, Denver, 13 - 17 May

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*. NetSci2010 - Arts | Humanities | Complex Networks - Boston, May 10

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

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.

## JURY AND COMMITTEE

2013 to now	Submission Reviewer, Design Research Society (DRS) International Conference, DesignEd Asia Conference, IASDR, LearnxDesign
2013	External examiner for Ph. D candidates, Silpakorn Graduate School Faculty of Decorative arts, Silpakorn University, Bangkok, Thailand
2011	Urban Farming Challenge IMBA Program of Thammasat Business School, Bangkok
2011	Global Social Venture Competition 2011 Bangkok, Thailand

## **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

## INVITED LECTURES AND TALKS

2015	Visualized 2015, Panelist at Critical Thinking: Evolving the Data Visualization Community
2014	Visual Epistemology Visual Epistemology [relational systems], Guest Lecture at Emerging Design Practices, University of Pennsylvania School of Design
2013	Why Information Visualization. in การจัดฝึกอบรม Infographic TCDC and BU Bangkok
2012	Information Visualization limits and promises. in Visualizing Complexity and Uncertainty workshop, Stanford University, California
2012	Information Visualization and design. Bangkok University Public lectures series
2012	The relevance of information visualization. Open Data: from numbers to pictures, TheSync, Bangkok, Thailand
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

## WORKSHOPS

2013	Communication Design Explained in Creativities Unfold symposium TCDC Thailand Creative & Design Center, Bangkok 29 August 2013
2012	Learning from the Eye: Developing a Visual Epistemology in DRS2012 Conference, Bangkok, 1 July 2012
2011	From data to wisdom: visualizations within the DIKW continuum Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro
2010	<i>Versus – Diagrams and visualization to observe social Complexity</i> in the 6th Swiss Design Network Conference, Basel, Switzerland
2008	Complexity Map. Designing connected places workshop
2006	Framesi. An integrated communication system

## **AWARDS AND EXHIBITIONS**

2012	Emergent Design Landscape, interactive exhibition for DRS2012, Bangkok July 2012
2011	${\it Addiction\ to\ diagrams\ Solo\ Exhibition\ at\ WTF\ art\ and\ Gallery,\ Bangkok\ Sept\ 15^{th}-Oct\ 8^{th}}$
2011	Compasso d'Oro (Golden Compass) Design Prize to DRM Design Research Maps
2009	Exhibitors at Emerging Technologies Conference at <b>SIGGRAPH 2009</b> , The 36 <sup>th</sup> international conference on computer graphics and interactive techniques, New Orleans