

Gaia Scagnetti

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Program coordinator and full-time tenure track Assistant Professor at Graduate level with 6 years of administrative experience and 12 years teaching experience.

Strong research background and qualitative methodologies expertise. Current research projects discuss new pedagogies, strategies, and approaches for Higher education in design.

Expert in Visual Epistemology as well as Information Visualization and Mapping with a professional career in Data visualization. Featured projects publications include DataFlow 2, Visual Complexity, Mapping pattern of information, Information Graphics, Malofiej 19, Visual storytelling, Parson Journal of Information Mapping;

EDUCATION

Post-Doctoral Researcher	Massachusetts Institute of Technology Cambridge, MA [2009 – 2010]
Doctor of Philosophy <i>Cum Meritus</i>	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

- Spring 18: Thesis Research; Thesis 2; Thesis Production & Exhibition
- Fall 17: Visual Language; Transformation Design; Thesis 1
- Spring 17: Thesis Research; Data Visualization; Thesis 2
- Fall 16: Transformation Design; Graduate Seminar B; Thesis 1
- Summer 16: Service design, design for services
- Spring 16: Thesis 2; MFA Thesis Research; Teaching Practicum
- Fall 15: Visual Language; Graduate Seminar; Thesis 1
- Spring 15: Typographic + Information Design; MFA Thesis Research; Teaching Practicum
- Fall 14: Interactive design I; Design Process + Methodology; Technology

Chulalongkorn University, Bangkok, Thailand
2011 - 2014 **Full time Senior Lecturer**

- Spring 12-14: Studio in Graphic Communication Design: *Visualization as a medium: Visual rhetoric*
- Spring 12-14: Open Studio: *Experimental Visual Practice; Sounding Brand, branding sound; The art of visual translation; Engines of finding, Information and Data Visualization with DensityDesign*
- Spring 12-14: Supervisor of Final Thesis
- Spring 12-14: *Design thinking for Innovation*
- Fall 11-13: Studio in Graphic Communication Design: *Visualization as a tool: Visual epistemology*
- Summer 11-13: Summer Workshop: *Creative Chaos: Design and disaster; Design under constraints*
- Spring 13: Thesis Studio: *Radical Speculation for Communication Design*
- Fall 12: Advanced graphic design: *Application for design*
- Fall 11: Research Design for Communication: *Qualitative research for Design*
- Fall 11: Community design Project: *Knowledge transfer in flooded areas*

- 2008 - 2010 *Politecnico di Milano, Milan, Italy*
Supervisor of Master Thesis
- 2007 **Lecturer and Teaching Assistant**
 C3 Visual Communication Studio of the Communication Design Course:
Communication Design for representing the urban space and communicate the identity of a city
- 2006 M3 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

- 2016 - now **MFA Program Co-coordinator (Thesis Arc)**
- Actively participate in discussions, planning and implementation of overall program and curriculum objectives
 - Work closely with MFA Curricular Leads and affinity faculty groups to **align program and curriculum objectives and conform coursework' goals** and student learning objectives across multiple sections
 - Generate schedules and coordinate meeting times with students and faculty for reviews
 - Collaborate with the Office and fellow faculty members to **engender the formation of new program initiatives**, faculty development, research, departmental and institutional outreach
- 2017 - now **Faculty Learning Community Co-coordinator**
- Supporting community building of the FLC; discuss and implement the use appropriate methods to study the problem and apply their findings to their teaching practice
 - Engage in research for Scholarship of Teaching and Learning
 - Conducting action-research in the field
 - Panning the sharing of research findings through peer review, public conferences, and publications
- 2015 - 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, 2nd Year Coordinator and School Board, the International Programme of Communication Design, Chulalongkorn University, Thailand**
- **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** within 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, 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 models for **Information visualization** in Communication Design education
 - Developing design projects on **Physical and three dimensional Information visualizations**
- 2009 - 2010 **Post-Doctoral Researcher and Design Strategist, Mobile Experience Lab, Design Lab, Massachusetts Institute of technology, Cambridge, MA**
- Researched **Social Sustainability** and its implications on the discipline of Design
 - Conducted Qualitative Research for design projects, including strategies such as On-field Ethnography,

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***

- 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

Book chapters

Scagnetti G. 2017, Dystopian Scenarios and the Internet of Things In ThingsCon Report: The State of Responsible IoT, edited by ThingsCon, Vol. v1.04. Berlin: ThingsCon e.V.,

Scagnetti G. and Hwang S. 2017, *Archaeology of Additivism*. The 3D Additivist Cookbook

Kaewprasert K. and K. and Scagnetti G. 2017, *Desire, Grammar, Totem*. The 3D Additivist Cookbook

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, Italy.

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

Peer reviewed journal articles

Scagnetti G. and Hwang S. 2015, *Towards a viral understanding of tools*. Kerb 23: Digital Landscapes Journal of Landscape Architecture RMIT, Melbourne, Australia

Scagnetti G. and Federico C., 2014, *Social Sustainability in Design: The Window as an Interface for Social Interaction*, Cross-Cultural Design, Volume 8528 of the series Lecture Notes in Computer Science

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

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

Peer reviewed conference papers

Scagnetti G. 2017, *A dialogical model for critique in Design Education*. Design for Next 12th EAD Conference Sapienza University of Rome, April 12-14

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 3-4

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, May 13-17

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, June 3-4

Scagnetti G. 2008. *Design for Sustainable Integration. How design can facilitate social system integration processes* 360o Charting New Territory in Sustainable Design Education, University of Brighton and Earls Court, London, September 19-21

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, School of Design, The Hong Kong Polytechnic University, November 12-15

FEATURED WORK

(group work unless otherwise specified)

- 2014 *Editorial Design*, David Choi, Choi's Gallery, February 2014
Infographics Design: Amazing visual interpretation of data, Dopress Books, Shenyang City, China
- 2012 *Design by Nature: Using Universal Forms and Principles in Design*, Peachpit Press, Berkeley, USA
Information Design Principles, Interviews and Projects, Korolos Ibrahim, Design Media Publishing Ltd,
IdN Extra 07: Infographics, IdN, July 1, 2012
Sandra Rendgen, *Information Graphics*, May 2012, Taschen
- 2011 Manuel Lima, *Visual Complexity: Mapping Patterns of Information*, August 2011
The world according to Gaia, Art4D 186 Thai and English, October 2011 (individual work)
XXII Premio Compasso d'Oro ADI Catalogue, ADI, Fondazione ADI, Corraini Edizioni, Italy, 2011
Data Visualization, do\work publishing, 2011
Speaking with Graphics: Information Design/Infographics, Tsinghua University Press, October
Ask Why?, Computer Arts Magazine, Issue 29, October (Thailand Bangkok) (individual work)
User Friendly diagrams, Japanese, Pie Book
- 2010 *Computer Arts Magazine*, issue #141, Future Publishing Limited (Bath, uk), October
Robert Klanten, *Data Flow 2: Visualizing Information in Graphic Design*, Gestalten, March
- 2009 *Design Net Magazine* issue #146, (Korea)

INVITED TALKS, LECTURES, PANELS

- 2017 Creative Tech Week 2017, with Manuel Lima and Heather Shapiro, New York
- 2016 *Visualized 2016*, Event Leader: *The interdisciplinary evolution of communicating complex data*, October 5, The New School, New York
The Conference, Speaker: *Internet of Things Dystopia*, August 18, Malmo, Sweden
SXSW 2016, Presenter: *Dashboards are Easy, Visualization Is Hard*, March 14, Austin, Texas

- 2015 *Visualized 2015*, Panelist at Critical Thinking: *Evolving the Data Visualization Community*
- 2014 *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
- Information Visualization and design*. Bangkok University Public lectures series
- 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
- The diagram and Visual Epistemology*. PhD Course in Design, Silpakorn University, Bangkok, Thailand
- Diagramming together*. PhD Course in Design, Silpakorn University, Bangkok, Thailand
- The Significance of Visualization: Path, Development and Promises*. Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro, Mexico
- Visual epistemology for Design in Complex Systems* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro, Mexico
- From data to wisdom: visualizations within the DIKW continuum* Academic Leaders Project. Tecnológico de Monterrey Campus Querétaro, Mexico
- 2010 *Tell anything but the truth: they will find their own*. Universidade de Aveiro, Portugal
- 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
- Reshaping communication design tools*. Integrated Course Final Synthesis Studio, Politecnico di Milano, Italy

EXHIBITIONS

- 2014 *Beautiful Information*, Public Exhibit in Via Dante, Milan, Italy, March 6-30
- 2012 *Emergent Design Landscape*, interactive exhibition for DRS2012, Bangkok, Thailand, July 2012
- 2011 *Addiction to diagrams* Solo Exhibition at WTF art and Gallery, Bangkok, Thailand, September 15 - October 8
- 2010 *I De Agostini e la Cartografia - Centoventi anni di Cartografia in Italia*. Politecnico di Milano, Campus Bovisa, Milan, Italy, February 27 - March 27
- 2009 *SIGGRAPH 09 - The 36th International Conference and Exhibition on Computer Graphics and Interactive Techniques*, Emerging Technologies Pavillion, New Orleans, USA, August 3-7
- 2008 *Visualizar 08 - Database City*, Medialab Prado, Madrid, Spain, November 3-18

GRANT, AWARDS AND SCHOLARSHIP

- 2015 *Verizon Connected Futures Research and Prototyping Challenge* NYC Media Lab
- 2011 ADI La Rinascente *Compasso d'Oro* Design Prize to DRM Design Research Maps (Research by Arturo Dell'Acqua Bellavitis et al; Design by Density Design)
- 2007 - 2010 *Doctoral research scholarship* (3 years), Politecnico di Milano, Milan, Italy

JURY AND COMMITTEE

- 2013 to now *Submission Reviewer*, Design Research Society (DRS) International Conference, DesignEd Asia Conference, IASDR, LearnxDesign, Design Incubation Symposium
- 2013 *External examiner for PhD candidates*, Silpakorn Graduate School, Bangkok, Thailand
- 2011 *Urban Farming Challenge* IMBA Program of Thammasat Business School, Bangkok
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

WORKSHOPS

- 2013 *Communication Design Explained* in Creativities Unfold symposium TCDC Thailand Creative & Design Center, Bangkok, Thailand, August 29
- 2012 *Learning from the Eye: Developing a Visual Epistemology* in DRS2012 Conference, Bangkok, Thailand, July 1
- 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*, 6th Swiss Design Network Conference, Basel, CH
- 2008 *Complexity Map.* Designing connected places workshop, Turin, Italy
- 2006 *Framesi. An integrated communication system* Integrated Final Course, Politecnico di Milano, Italy

ACADEMIC SERVICE

Pratt Center for Teaching and Learning

- Member of the board

MFA Graduate Communications Design

- Align the Thesis guidelines to the program and curriculum objectives
- Redesign the reviews format, scheduling and communication material
- Peer review Workshop and Material
- Promote and coordinate graduate research assistantships framework
- Coordinate Secondary advisors
- Coordinate Secondary research for the implementation of a departmental Publication system

Faculty Learning Community

- Member of the *Crit the Crit* Faculty Learning Community group
- Developed a theoretical model to describe different typologies of feedback in studio crit sessions
- Implemented and tested the model in the first year Mid Term review
- Write a paper on the research findings

Committee membership

- 2016 Full-Time Faculty Search: Assistant/Associate Professor, Graduate Communications/Packaging Design
- 2016 Assistant Chairperson of Graduate Communications Design
- 2015 Assistant Chairperson of Graduate Communications Design

Admission Committee

- 2016 - now Students Admission review and evaluator

Portfolio review

- 2014 - 2018 NYC Graduate Portfolio Day at Parsons School of Design

Affinity group leader

- 2017 Affinity group leader Transformation Design a/B
- Fall 2016 - 2018 Affinity group leader Thesis 1
- Spring 2016 Affinity group leader Thesis 2 and Thesis Research
- Fall 2015 Affinity group leader Graduate Seminar
- Spring 2015 Affinity group leader Thesis Research