

Gabriele Ferri
Curriculum Vitae
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Eindhoven University of Technology
5612 AZ Eindhoven
The Netherlands

g.ferri@tue.nl

EDUCATION

- Ph.D. **Semiotics**
SUM Istituto Italiano di Scienze Umane, Firenze, Italy
School of Literature and Philosophy, University of Bologna, Italy, 2011.
- M.A. **Semiotics**
School of Literature and Philosophy, University of Bologna, Italy, 2006.
- B.A. **Communications**
School of Literature and Philosophy, University of Bologna, Italy, 2002.

PROFESSIONAL ACADEMIC APPOINTMENTS

- 2022 - current Assistant Professor, department of Industrial Design, Eindhoven University of Technology, Netherlands.
- 2015 - 2022 School of Digital Media and Creative Industries, Amsterdam University of Applied Sciences, Netherlands.
- 2020 - 2022 Head of Program, M.Sc. Digital Design.
- 2020 - 2020 Senior Lecturer, LC Urban Interaction Design.
- 2017 - 2022 Lecturer, M.Sc. Digital Design.
- 2017 - 2020 Coordinator, M.Sc. Digital Design.
- 2017 - 2022 Senior Researcher, Research Group in Civic Interaction Design.
- 2015 - 2017 Postdoc Researcher, Research Group in Play & Civic Media.
- 2013 - 2015 Postdoc Researcher, School of Informatics and Computing, Indiana University, Bloomington, USA.
- 2010 - 2012 Contract Lecturer (Attività di Supporto alla Didattica), School of Literature and Philosophy, University of Modena and Reggio Emilia, Italy.
- 2009 - 2013 Contract Lecturer (Attività di Supporto alla Didattica), School of Literature and Philosophy, University of Bologna, Italy.

PUBLICATIONS

Edited volumes

- 2024 de Waal, M., Ferri, G., Gloerich, I., Vines, J., Elsdén, C. (Eds.), *Big Data & Society*. Special issue “The City as a License: Design, Rights and Civics in a Blockchain Society”. Sage Journals.

- 2017 Ferri, G., de Waal, M. (Eds.), *A Lab of Labs: Methods and Approaches for a Human-Centered Design*. Amsterdam Creative Industries Publishing, Amsterdam, Netherlands.
- 2016 Caruso, G., Fassone, R., Ferri, G., Gualeni, S., Salvador, M. (Eds.), *G | A | M | E Games as Art, Media, Entertainment*, 5/1, thematic issue “Games on Games. Game design as critical reflexive practice”. Ludica, Bologna, Italy.
- 2015 Koenitz, H., Ferri, G., Haahr, M., Sezen, D., Sezen, T. (Eds.), *Interactive Digital Narrative: History, Theory, and Practice*. Routledge, New York, USA.
- 2013 Koenitz, H., Ferri, G., Haahr, M., Sezen, D., Sezen, T., Çatak, G. (Eds.), *Interactive Storytelling. Proceedings of the ICIDS 6th International Conference*. Lecture Notes in Computer Science, 8230, Springer-Verlag, Berlin/Heidelberg, Germany.

Peer reviewed journal articles

- 2023 Gloerich, I., Ferri, G., “First-Person Speculative Fabulation: A Workshop Method for Times of Crisis”. *Mediapolis: A Journal of Cities and Culture*, 8, 2.
- 2020 Gloerich, I., de Waal, M., Ferri, G., Cila, N., Karpinski, T., “The City as a Licence. Implications of Blockchain and distributed ledgers for urban governance”. *Frontiers in Sustainable Cities*, 2: 534942.
- 2018 Korte, G., Ferri, G., “Research Through Game Design. Interactive Stories from a Submerged Amsterdam”. *Ocula*, 19: 110-128.
- 2017 Ferri, G., Bardzell, J., Bardzell, S., “Rethinking Age in HCI Through Anti-Ageist Playful Interactions”. *Interacting with Computers*, 1/15: 779-793.
- 2015 Russo, G., Ferri, G., “Corpi sportivi e pratiche di ben-essere. Il caso degli Urban Game a Bologna”. *La Ricerca Folklorica*, 70: 103-112.
- 2014 Compagno, D., Ferri, G., Lozza, E., “La comunicazione sociale contro l’evasione fiscale: un contributo nella prospettiva della psicologia fiscale”. *Giornale Italiano di Psicologia*, 41/2: 321-345.
- 2013 Ferri, G., “Rhetorics, Simulations and Games: The Ludic and Satirical Discourse of Mollindustria”. *International Journal of Gaming and Computer-Mediated Simulations*, 5/1: 32-49.
- 2013 Koenitz, H., Ferri, G., Haahr, M., Sezen, T., “First Steps Towards a Unified Theory for Interactive Digital Narrative”. *Lecture Notes in Computer Science*, 7775: 20-35.
- 2011 Caruso, G., Fassone, R., Ferri, G., Salvador, M., “Check-in Everywhere. Places, People, Narrations, Games”. *Comunicazioni Sociali Online*, 5: 10-22.
- 2009 Ferri, G., Fusaroli, R., “L’Arco e i Trecento: politica, democrazia e competizione nello spazio semantico del Partito Democratico”. *Versus, Quaderni di Studi Semiotici*, 108: 272-296.
- 2009 Ferri, G., “Between Interpretive Cooperation and Procedurality”. *E | C*, 5 special issue: “Computer games, between text and practice”: 15-20.
- 2006 Ferri, G., “Macchine narranti. Videogiochi e produzione di occorrenze testuali”. *E | C*, 2: 210-222.

Book chapters

- 2024 Thibault, M., Idone Cassone, V., Ferri, G. "Metropoesis: semiotics, fictional cities and speculative urban design". In Bellentani, F., Panico, M., Yoka, L. (Eds.) *Semiotic Approaches to Urban Space*. Elgar, Cheltenham, UK.
- 2020 Ferri, G., Thibault, M., Veenkamp, J. "Co-creation and Participation for Designing Sustainable Playable Cities". In Leorke, D., Owens, M. (Eds.) *Games and Play in the Creative, Smart and Ecological City*. Routledge, New York, USA.
- 2018 Ferri, G., "Interpretare il presente e il futuro con il design speculativo". In Bottà, D., *User eXperience design. Progettare esperienze di valore per utenti e aziende*. Hoepli, Milan, Italy. 314-316.
- 2018 Salvador, M., Ferri, G., "La memoria non deve andare perduta. Gameplay etico e Ustica". In Idone Cassone, V., Surace, B., Thibault, M. (Eds.), *I discorsi della fine*. Aracne, Roma, Italy. 179-190.
- 2017 Ferri, G., "Playful Design Strategies Towards Place-oriented interactive TV". In Nakatsu, R., Rauterberg, M., Ciancarini, P. (Eds.), *Handbook of Digital Games and Entertainment Technologies*. Springer-Singapore, Singapore. 1127-1155.
- 2016 Schouten, B., Ferri, G., de Lange, M., Millenaar, K. "Games as Strong Concepts for Citymaking". In Nijholt, A. (Ed.), *Playful Cities*. Springer-Singapore, Singapore. 23-45.
- 2016 Salvador, M., Ferri, G., "3Cities – Pic Your Story. Il Design Partecipativo di una Ludicizzazione Urbana". In Bittanti, M., Zilio, E. (Eds.), *Oltre il Gioco. Critica della Ludicizzazione Urbana*. Unicopli, Milano, Italy. 64-82.
- 2016 Ferri, G., "Playmaking. Giochi pervasivi e futuri (im)possibili". In Thibault, M. (Ed.), *Gamification urbana. Letture e riscritture ludiche degli spazi cittadini*. Aracne, Roma, Italy. 173-192.
- 2015 Ferri, G., "Narrative Structures in IDN Authoring and Analysis". In Koenitz, H., Ferri, G., Haahr, M., Sezen, D., Sezen, T. (Eds.), *Interactive Digital Narrative: History, Theory, and Practice*. Routledge, New York, USA. 77-90.
- 2014 Ferri, G., "To Play Against: Describing Competition in Gamification". In Fuchs, M., Fizek, S., Ruffino, P., Schrape, N., (Eds.) *Rethinking Gamification*, Meson Press, Lüneburg, Germany. 201-226.
- 2014 Ferri, G., "Gioco e narrazione". In Bertolo, M., Mariani, I. (Eds.), *Game design. Gioco e giocare tra teoria e progetto*, Pearson, Torino, Italy
- 2013 Caruso, G., Fassone, R., Ferri, G., Salvador, M., "Persone, narrazioni, giochi. Un modello di analisi per app geolocalizzate". In Bisoni, C., Innocenti, V. (Eds.), *Media Mutations*, Mucchi, Modena, Italy. 175-186.
- 2013 Caruso, G., Fassone, R., Ferri, G., Salvador, M., "People, Places, Games: A Model To Analyse Location-Based Mobile Applications". In Tosoni, S., Tarantino, M., Giaccardi, C. (Eds.), *Media and The City: Urbanism, Technology and Communication*, Cambridge Scholar Press, Newcastle upon Tyne, UK. 135-150.
- 2013 Ferri, G., Coppock, P. "Serious Urban Games. From play in the city to play for the city". In Tosoni, S., Tarantino, M., Giaccardi, C. (Eds.), *Media and The City: Urbanism, Technology and Communication*, Cambridge Scholar Press, Newcastle upon Tyne, UK. 120-134.

Peer reviewed conference proceedings

- 2024 (forthcoming) Ozkaramanli, D., Smits, M., Harbers, M., Ferri, G., Nagenborg, M. van de Poel, I. "Navigating ethics-informed methods at the intersection of design and philosophy of technology". *Proceeding of the DRS Conference*.
- 2023 Ferri, G., Gloerich, I. "Risk and Harm: Unpacking Ideologies in the AI Discourse". In *CUI '23: Proceedings of the 5th International Conference on Conversational User Interfaces*. ACM, New York, USA. 284-289.
- 2020 Cila, N., Ferri, G., de Waal, M., Gloerich, I., Karpinski, T. "The Blockchain and the Commons: Dilemmas in the Design of Local Platforms". In *CHI '20: Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*. ACM, New York, USA. 97-111.
- 2020 Kors, M., van der Spek, E., Bopp, J., Millenaar, K., van Teutem, R., Ferri, G., Schouten, B. "The Curious Case of the Transdiegetic Cow, or a Mission to Foster Other-Oriented Empathy Through Virtual Reality". In *CHI '20: Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*. ACM, New York, USA. 1-13.
- 2020 Perna, V., Ferri, G., "In and out domains: Playful principles to in-form urban solutions; a dialogue between architects and game scholars". In *AcademicMindtrek '20: Proceedings of the 23rd International Conference on Academic Mindtrek*. ACM, New York, USA. 83-91.
- 2018 Kors, M., Ferri, G., van der Spek, E., Schouten, B., "You: the Observer, Partaker or Victim. Delineating Three Perspectives to Empathic Engagement in Persuasive Games Using Immersive Technologies". In *Proceedings of the 2018 Annual Symposium on Computer-Human Interaction in Play CHI PLAY 2018*. ACM, New York, USA. 493-501.
- 2018 Ferri, G., Hansen, N., van Heerden, A., Schouten, B. "Design Concepts for Empowerment through Urban Play". In *Proceedings of the Digra 2018 Conference*. Digra, Tampere, Finland.
- 2017 Ferri, G., Salvador, M., Schouten, B., Venturi, I. "Memory Must Not Be Lost: Progetto Ustica and Civically-Engaged Games". In *Proceedings of the 2017 Annual Symposium on Computer-Human Interaction in Play CHI PLAY 2017*. ACM, New York, USA. 87-97.
- 2016 Kors, M., Ferri, G., van der Spek, E., Ketel, C., Schouten, B., "A Breathtaking Journey. On the Design of an Empathy-Arousing Mixed-Reality Game". In *Proceedings of the 2016 Annual Symposium on Computer-Human Interaction in Play CHI PLAY 2016*. ACM, New York, USA. 91-104. [honorable mention, top 5%]
- 2016 Kors, M., van der Spek, E., Ferri, G., Schouten, B., "Occasionally a Dull Moment. Designing for Introspection and Retrospection in Persuasive Games". In *Proceedings of Morality Play 2016, DiGRA/FDG Workshop on The Design of Games for Moral Engagement*. Digra, Tampere, Finland. 42-46.
- 2016 Vosmeer, M., Ferri, G., Schouten, B., Rank, S., "Changing Roles in Gaming: Twitch and new gaming audiences". In *DiGRA/FDG '16 - Abstract Proceedings of the First International Joint Conference of DiGRA and FDG*. Digra, Tampere, Finland. 12-16.
- 2016 Ferri, G., Sluis-Thiescheffer, W., Booten, D., Schouten, B., "Playful Cognitive Behavioral Therapy Apps. Design Concepts and Tactics for Engaging Young

- Patients". In *Proceedings of the 2016 Interaction Design and Children IDC*. ACM, New York, USA. 486-498.
- 2015 Ferri, G., "Touchscreen Poetry: Analyzing Gestural Digital Poems". In *Interactive Storytelling Proceedings of the ICIDS 2015 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 3-13.
- 2014 Ferri, G., Bardzell, J., Bardzell, S., Louraine, S., "Analyzing Critical Designs: Categories, Distinctions, and Canons of Exemplars". In *Proceedings of the 2014 Conference on Designing Interactive Systems DIS*. ACM, New York, USA. 355-364.
- 2013 Koenitz, H., Haahr, M., Ferri, G., Sezen, T. I., Sezen, D., "Mapping the Evolving Space of Interactive Digital Narrative - From Artifacts to Categorizations". In *Interactive Storytelling Proceedings of the ICIDS 2013 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 55-60.
- 2013 Ferri, G. "Satire, Propaganda, Play, Storytelling. Notes on Critical Interactive Digital Narratives". In *Interactive Storytelling Proceedings of the ICIDS 2013 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 174-179.
- 2012 Koenitz, H., Haahr, M., Ferri, G., Sezen, T. I., Sezen, D., "Where's the Story? Forms of Interactive Narrative in Current Digital Games and Other Digital Forms". In *Interactive Storytelling Proceedings of the ICIDS 2012 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 214-215.
- 2012 Ferri, G., "Between procedures and computer games: semiotics of practices as a unifying perspective". In *Proceedings of the 10th World Congress of the International Association for Semiotic Studies*. IASS/AIS, La Coruna, Spain.
- 2011 Koenitz, H., Haahr, M., Ferri, G., Sezen, T. I., "Towards a Unified Theory for Interactive Digital Storytelling - Classifying Artifacts". In *Interactive Storytelling Proceedings of the ICIDS 2011 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 360-361.
- 2010 Koenitz, H., Haahr, M., Ferri, G., Sezen, T. I., "Towards a Shared Vocabulary for Interactive Digital Storytelling". In *Interactive Storytelling Proceedings of the ICIDS 2010 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 293-294.
- 2010 Ferri, G., "Satira politica tramite videogiochi". In *Proceedings of the AISS 2009 Conference*, Italian Association for Semiotic Studies
- 2009 Koenitz, H., Haahr, M., Ferri, G., Sezen, T. I., "Do We Need a New Narratology for Interactive Digital Storytelling?". In *Interactive Storytelling Proceedings of the ICIDS 2010 Conference*. Springer-Verlag, Berlin/Heidelberg, Germany. 354-355.
- 2009 Ferri, G. "On Petroleum and the Uncanny: critical and satirical gaming practices". In *Proceedings of the DiGRA 2009 Conference*. Digra, Tampere, Finland.
- 2009 Ferri, G., Fusaroli, R., "Which narrations for persuasive technologies? Habits and procedures in Ayiti: The Cost of Life". In *Proceedings of the AAAI Symposium on Intelligent Narrative Technologies II*. AAAI, Stanford, CA, USA. 36-43.
- 2007 Ferri, G., "Narrating machines and interactive matrices: a semiotic common ground for game studies". In *Proceedings of the DiGRA 2007 Conference*. Digra, Tampere, Finland.

- 2007 Ferri, G., “Making sense of a game: a preliminary sketch for a semantic approach to games”. In *Proceedings of the International Conference on Advances in Computer Entertainment Technology – ACE 2007*. ACM, New York, USA. 226-227.
- 2005 Ferri, G., “Cibo officinale: un farmaco di automedicazione piacevole”. In *Proceedings of the AISS 2005 Conference*, Italian Association for Semiotic Studies

Invited professional articles

- 2020 Ferri, G., Gloerich, I. “A conversation between Anab Jain and Marta Peirano, as recorded and retold in a small colony of ants.” *Institute of Network Cultures*.
- 2020 Ferri, G., Gloerich, I. “Take root among the stars: if Octavia Butler wrote design fiction.” *ACM Interactions* 27/1: 22–23.
- 2019 Schouten, B., Ferri, G., Vega de Santiago, D., Oosterman, A. “Playification and Gamification: interview of Ben Schouten & Gabriele Ferri.” *Volume* 56: 66–69.
- 2016 Toombs, A., Ferri, G., Grimme, S., Gross, S., Stallings, M., Bardzell, J., Bardzell, S. “Making a Critical Playshop.” *ACM Interactions* 24/1: 34–37.
- 2013 Ferri, G., “Tra advergame e mappe online”. *G | A | M | E Games as Art, Media, Entertainment*, 2/2.
- 2012 Ferri, G., “Phone Story. Un mobile game discute la mobile phone industry” *G | A | M | E Games as Art, Media, Entertainment*, 1/2.

AWARDS

- 2013 “Gaetano Cozzi award for Ph.D. dissertation”, Fondazione Benetton, Treviso, Italy.

GRANTS

- 2021 Open call for project funding. Kenniscentrum Ongelijkheid (Knowledge Center on Inequalities). Project: “Memory Matters (MeMa). Digital design for societal debate on the Dutch colonial past”.
- 2018 SPRONG Speerpunt (seed funding). Amsterdam U. of Applied Sciences. Project: “CogWheels: A Combined Cognitive And Physical Training Program For Patients With Brain Or Head And Neck Cancer”.
- 2018 SPRONG Speerpunt (seed funding). Amsterdam U. of Applied Sciences. Project: “OnTrack Companion: An application to collect and share health status data to enhance supervised exercise therapy during cancer treatment”.
- 2018 Creative Europe. European Commission - Education, Audiovisual and Culture Executive Agency. Project: “Trust in Play. The European School of Urban Game Design”.
- 2018 RAAK-mkb. Nationaal Regieorgaan Praktijkgericht Onderzoek SIA. Project: “Design thinking for the Circular Economy”.
- 2018 Grassroots. Amsterdam U. of Applied Sciences. Project: “Introbots”.
- 2017 NWO Creative Industries / Thematic Research. NWO Nederlandse Organisatie voor Wetenschappelijk Onderzoek. Project: “STEC – Smart Technologies

Empowering Citizens”.

2013 Youth in Action. Directorate-General for Education and Culture, European Commission. Project: “Dialogue at Play”.

2011 UNAR. Province of Reggio Emilia, Italy. Project: “Mettiti in Gioco”.

INVITED TALKS

2022 “Imagining the unimaginable”. Invited Speaker at Spui25, Amsterdam. 28 April.

2020 “Speculative future scenarios”. Invited Speaker at Speculative Futures Milan. July 9.

2019 “The sidewalk and the smart city. Stories of sensors, photographs, submarines, and robots”. Invited Speaker at IVIPRO, Ferrara, Italy. September 14-16.

2019 “Games For Commoning”. Invited Speaker at Waag, Amsterdam. September 5.

2019 “SUBMERGED Klimaatscenario Plan B” (with Korte, G.) Invited Speaker at Pakhuis de Zwijger Klimaatscenario, Amsterdam. July 24.

2018 “Progettare un parco giochi con Bert, un robot introverso” (with Perna, V.). Invited Speaker at FARM Cultural Park, Favara, Agrigento, Italy. June 1.

2017 “Una ricerca ben giocata. Il game design come metodologia di ricerca qualitativa”. Invited Speaker at “Gamification. Soglie e limiti dell’offerta culturale”, University of Bologna, Italy. May 22.

2017 “Serious games e migranti. Il videogioco come ponte tra popoli e culture”. Invited Speaker at LET’S PLAY Festival, Rome, Italy. March 15.

2016 “Macchine Narranti. Videogiochi e letteratura”. Invited Speaker at APICE, University of Milan, Italy. December 12.

2016 “Playmakers. Il videogioco come strumento di design”. Invited Speaker at Festaletteratura, Mantova, Italy. September 10.

2015 “Playmakers. Speculative fiction in public spaces”. Invited Speaker at Ecole Polytechnique de Lausanne, Switzerland. June 3.

2015 “Playmakers. Fiction and role play in the construction of public spaces”. Invited Speaker at University of Torino, Italy. May 6.

2013 “Serious Urban Games: playing for good”. Invited Speaker at Creativity Day 2013, University of Modena and Reggio Emilia, Italy. June 17.

2013 “Advergaming: between gaming and advertising”. Invited Speaker at Ca’ Foscari University, Venice, Italy. April 2.

2013 “Play the Ads”. Invited Speaker at Videogame Design Day, University of Genoa, Italy. January 25.

2012 “Computer Games, Cinema, Videoart”. Invited Speaker at Alchimie Digitali, Università per Stranieri di Perugia, Italy. December 5.

2012 “Playing Away from Home”. Invited Speaker at Indie Now Reboot, IULM University, Milan, Italy. June 8.

2012 “Serious Games and Gamification”. Invited Speaker at L’Immagine Videoludica,

- Università per Stranieri di Perugia, Italy. May 29.
- 2012 “Urban Games and Multi-Cultural Dialogue”. Invited Speaker at Semiofest, London, UK. May 25.
- 2011 “Serious Games and Serious ARGs”. Invited Speaker at Videogame Design Day, University of Genoa, Italy. October 21.
- 2011 “On the Edge of Games”. Invited Speaker at GameCamp2011, Centro Culturale Candiani, Mestre, Italy. October 4.
- 2011 “I videogiochi salveranno (davvero!) il mondo”. Invited Speaker at Knowcamp, Modena, Italy. March 19.
- 2010 “That black sticky stuff. Considerazioni semiotiche sull’advergaming”. Invited Speaker at Videogiocando, Reggio Emilia, Italy. March 6.

CONFERENCE ACTIVITY

Presentations

- 2023 “AI imaginaries of justice, risk, and harm” (with Gloerich, I.). AI Cultures workshop, Turin. 24/25 October.
- 2022 “Assessments in the design studio: self-reflecting on MDD AUAS methods” (with Maldini, I., Nelson, P., Geurts, P.). Research & Education in Design Conference, Lisbon. 19/20 May.
- 2020 “Trust in Play” (with de Waal, M.). Pakhuis de Zwijger, Amsterdam. September 24.
- 2020 “Alternatives for the unbanked: Lessons learned from payment kiosks” (with Gloerich, I.). DIS 2020 conf. (workshop “Designing Futures of Money and FinTech”), Eindhoven. July 7.
- 2017 “SUBMERGED. How the story of Amsterdam’s destruction brings us to research insights” (with Korte, G., Schouten, B.). ISAGA 2017 conf., Delft. July 10-12.
- 2016 “Games, Places, Stories”. Playable Cities workshop, INTETAIN 2016 conf., Utrecht. June 30.
- 2016 “Stories, Games and Design Fictions. Narrative agency in video games as a resource for speculative design research”. International Conference on Narrative, Amsterdam. June 16-18.
- 2014 “Interactive Horror. Creating the Experience of Fear in Multilinear Narratives” (with Koenitz, H.). International Conference on Narrative, MIT, Boston. March 27-29.
- 2012 “Serious Urban Games”. Tavola Esagonale: Il gioco è ben-essere, PLAY 2013, Modena, Italy. April 5.
- 2012 “Serious Urban Games. From play in the city to play for the city” (with Coppock, P.). ECREA, Media and the City Workshop, Milan, Italy. February 10.
- 2012 “Check-in Everywhere. Places, People, Narrations, Games” (with Caruso, G., Fassone, R., Salvador, M.). ECREA, Media and the City Workshop, Milan, Italy. February 10.
- 2011 “Check-in Everywhere. Perspectives on gamified practices” (with Caruso, G.,

- Fassone, R., Salvador, M.). Media Mutations III, University of Bologna, Italy. May 24-25.
- 2010 “Satira politica tramite videogiochi”. AISS 2009, Italian Association for Semiotic Studies, Bologna, Italy. October 23-26.
- 2009 “Between procedures and computer games: semiotics of practices as a unifying perspective”. IASS 2009, 10th World Congress of Semiotics, La Coruna, Spain. September 22-24.
- 2008 “Life in Haiti is a serious game. Aesthetics of frustration meets effective didactics” (with Fusaroli, R.). ESSE 2008 Conference, Aarhus, Denmark. August 22-24.
- 2008 “Documentary, drama or computer game? A semiotic and procedural analysis of Bow Street Runner”. FROG 2008 Conference, Vienna, Austria. October 17-18.

Workshops & exhibitions at academic events

- 2023 Transformative skills. Embracing friction to create the unexpected (with Trotto, A. and van der Veen, R.). Workshop at ECIS 2023, Umeå, Sweden. February 15.
- 2020 The Underdistanced (with Gloerich, I.). Workshop at Hackers & Designers Summer Academy 2020: Networked Imaginaries, Amsterdam. July 20-24.
- 2019 Quantum Alpaca. A play-based method to reframe design problems. Workshop at PUSH UX Conference, Munich, Germany. October 24-25.
- 2018 Citygames. Creating urban scenarios through play. Workshop at EU.CA.NET Conference, Torino, Italy. December 5-6.
- 2018 Interpretare il futuro col design speculativo. Workshop at UX Bookclub, Milan, Italy. June 9.
- 2017 Dutch Courage. Exhibition Co-Chair at CHI Play 2017 Conference, Amsterdam. October 15.
- 2017 Killer Robots or Self-Driving Cars? Geolocalized Games as Design Fiction. Workshop co-organizer at ISAGA 2017 Conference, Delft. July 10.
- 2015 The Ontology Project for Interactive Digital Narrative. Workshop co-organizer at ICIDS 2015 Conference, Copenhagen. December 2.
- 2014 Future Perspective for Interactive Digital Narrative. Workshop co-organizer at ICIDS 2014 Conference, Singapore. November 3.
- 2013 Mapping the Evolving Space of Interactive Digital Narrative. Workshop co-organizer at ICIDS 2013 Conference, Istanbul, Turkey. November 6.
- 2013 Defragging the Divide: Narrative Practices in Current Videogames (And How to Understand Them). Workshop co-organizer at DiGRA 2013 Conference, Atlanta, USA. August 29.
- 2012 Where’s the story? Interactive Narrative in Current Digital Games and other Digital Forms. Workshop co-organizer at ICIDS 2012 Conference, San Sebastian, Spain. November 12.
- 2011 Towards a Unified Theory for Interactive Digital Storytelling: Classifying Artifacts. Workshop co-organizer at ICIDS 2011 Conference, Vancouver, BC, Canada.

November 28.

- 2010 Towards a Shared Design Vocabulary for Interactive Digital Storytelling. Workshop co-organizer at ICIDS 2010 Conference, Edinburgh, UK. November 1.
- 2009 Do we Need a New Narratology for Interactive Digital Storytelling? Workshop co-organizer at ICIDS 2009 Conference, Guimaraes, Portugal. December 9.

TEACHING EXPERIENCE

Eindhoven University of Technology. Lecturer

Design for Games & Play 3 (3rd Quarter 2023/24)

Eindhoven University of Technology. Lecturer

Design <> Research (2nd Quarter 2022/23, 2023/24)

Eindhoven University of Technology. Lecturer

Design for Social Innovation (2nd Quarter 2022/23, 2023/24)

Amsterdam University of Applied Sciences. Lecturer

Design Ethics (fall and spring 2017/18, fall and spring 2018/19; fall 2019, fall and spring 2020/21, fall and spring 2021/22)

Amsterdam University of Applied Sciences. Lecturer

Design Futures (spring 2020, spring 2021)

Politecnico di Milano. Visiting lecturer

Interactive Narrative (spring 2019)

Amsterdam University of Applied Sciences. Advisor for practical projects

Mobile Development (fall 2016)

Persuasive Design (fall 2015, fall 2016, spring 2016)

Indiana University. Lecturer

Interaction Design Methods (spring 2015)

University of Bologna. Lecturer

Game Design and Analysis (spring 2010- 2013)

University of Modena and Reggio Emilia. Lecturer

Games for Change Design (spring 2011)

Inter-Cultural Urban Game Design (spring 2010)

University of Bologna. Teaching assistant

BA program in Communications (academic years 2008/09, 2009/10)

Other teaching. Workshop leader

Urban game design, European Alternatives NGO, Bologna, Italy (2013)

Digital media literacy, Handmedia Training Center, Bologna, Italy (2013)

Video game design, Public Libraries of Modena, Modena, Italy (2013)

Persuasive game design, Inside-Training Adobe Center, Reggio Emilia, Italy (2012, 2013)

SERVICE

Service to university and department

- 2023 - present Leader of the Transforming Practices studio, B.Sc. and M.Sc. programs Industrial Design, Eindhoven University of Technology.
- 2023 - present Member of the Admissions Committee, M.Sc. program Industrial Design, Eindhoven University of Technology.
- 2020 - 2022 Responsible for Covid measures, M.Sc. program Digital Design, Amsterdam University of Applied Sciences.
- 2018 - 2022 Member of the Hiring Committee, M.Sc. program Digital Design, Amsterdam University of Applied Sciences.
- 2017 - 2020 Co-coordinator, M.Sc. program Digital Design, Amsterdam University of Applied Sciences.
- 2018 Member of the Hiring Committee, Research Group Play & Civic Media, Amsterdam University of Applied Sciences.

External examining

- 2023 M.A. examining committee. Program in Semiotics, University of Bologna, Italy.
- 2022 Ph.D. examining committee. Program in Industrial Design, Eindhoven University of Technology, the Netherlands.
- 2019 M.Sc. examining committee. Program in Information Studies, University of Amsterdam (UvA), the Netherlands.
- 2019 Ph.D. examining committee. Program in Information Engineering and Computer Sciences, University of Trento, Italy.
- 2018 - 2019 M.Sc. examining committee. Program in Digital Games, University of Malta.
- 2018 Ph.D. examining committee. Program in Semiotics, University of Bologna, Italy.
- 2016 M.Sc. examining committee. Program in Artificial Intelligence, University of Amsterdam, the Netherlands.

Service to the academic community

- 2023 Co-organizer and chair. Politics of Design, Dutch Design Week 2023, Eindhoven, Netherlands.
- 2023 Associate Chair. DIS 2023, Pittsburgh, USA.
- 2022 Expert advisor. Agència de Qualitat de l'Ensenyament Superior d'Andorra (AQUA) / Quality Assurance Agency for Higher Education of Andorra.
- 2019 - 2021 Co-organizer. "Trust in Play" training network. Creative Europe. Amsterdam University of Applied Sciences.
- 2012 - 2021 Member, Editorial Board. G | A | M | E Games as Art, Media, Entertainment.
- 2014 - 2018 Member, Steering Committee. ICIDS Conference.
- 2018 Track Chair. DiGRA 2018, Turin, Italy.

- 2018 Associate Chair, Late-Breaking Works. CHI 2018, Montreal, Canada.
- 2018 Member, Steering Committee. Association for Research in Interactive Digital Narrative (ARDIN).
- 2017 Chair, Doctoral Consortium. Games for Cities 2017 conference, Rotterdam, Netherlands.
- 2017 Co-Chair, Exhibition. CHI Play 2017, Amsterdam, Netherlands.
- 2016 Co-organizer. “Games for Cities” training school. EU COST Action TU1306. Amsterdam University of Applied Sciences.
- 2016 Chair, Workshops and Labs. Member of the Organizing Committee. Design & The City Conference, Rotterdam, Netherlands.
- 2013 Program Co-Chair. International Conference on Interactive Digital Storytelling (ICIDS), Istanbul, Turkey.

Peer review

- 2023 International Journal of Design (IJD)
- 2023 Interacting with Computers (IwC) journal
- 2023 ACM DIS 2023, Pittsburgh, USA
- 2022 International Journal of Human-Computer Interaction IJHCI
- 2021 TOCHI Journal
- 2021 ACM Creativity & Cognition 2021. Venice, Italy
- 2020 Comunicazioni Sociali Online journal
- 2020 ACM TEI 2021. Salzburg, Austria
- 2020 ACM DIS 2020. Eindhoven, the Netherlands
- 2020 ACM FDG 2020. Malta
- 2020 Lexia Journal
- 2019 ACM CHI 2020. Hawaii, USA
- 2019 New Media and Society Journal
- 2019 ACM DIS 2019. San Diego (CA), USA
- 2019 GamiFIN 2019. Levi, Finland
- 2018 ACM CHI 2019. Glasgow, UK
- 2018 EC Journal
- 2018 ICIDS 2018. Dublin, Ireland
- 2018 International Journal of Human-Computer Interaction
- 2018 TODigra Journal
- 2018 ACM CHI Play 2019. Melbourne, Australia
- 2018 TOCHI Journal
- 2018 ACM DIS 2018. Hong Kong
- 2018 ACM CHI 2018. Montreal, Canada

(the full list of peer reviews, including those before 2018, is available upon request)

NON-ACADEMIC WORK

Game design (boardgames / role-playing games)

- 2019 “Peak Shaving Time” (with Karpinski, T., Cila, N., Gloerich, I., Meys, W., de Waal, M.). We Make The City festival, Amsterdam, the Netherlands.
- 2019 “Quantum Alpaca” (with Caruso, G.). PUSH UX conference, Munich, Germany.

Game design (pervasive games / urban games)

- 2017 “Project SUBMERGED” (with Korte, G.). Games for Cities conference, Rotterdam, Netherlands.
- 2016 “Tøyen Reframed”. Oslo Architecture Triennale, Oslo, Norway.
- 2015 “The Curse of Media Mutations”. University of Bologna, Italy.
- 2015 “COGNOSCENTI”. Indiana University, Bloomington, USA.
- 2013 “Three Cities”. European Alternatives NGO. Bologna, Italy; London, UK; Barcelona, Spain.
- 2012 “Ludo Europa”. Fondazione ERT, Associazione L’APE. Modena, Italy.
- 2012 “La Banca delle Storie”. Municipality of Maranello, Italy, Associazione L’APE. Maranello, Italy.
- 2012 “PLAYlist”. Fondazione CRMO, Associazione L’APE. Modena, Italy.
- 2012 “Transnational Walk”. European Alternatives NGO. Bologna, Italy.
- 2012 “Safari!”. PLAY Festival, University of Modena and Reggio Emilia, University of Bologna. Modena, Italy.
- 2011 “Legends”. Municipality of Maranello, Italy, Associazione L’APE. Maranello, Italy.
- 2011 “Pie’ Veloci”. Municipality of Bologna, Italy, Sottobosco.info. Bologna, Italy.
- 2011 “Festa delle Culture”. Municipality of Maranello, Italy, Associazione L’APE. Maranello, Italy.
- 2011 “No Borders”. Istituto Motti, Province of Reggio Emilia, Italy, University of Modena and Reggio Emilia.
- 2011 “MiG. Mettiti in Gioco!”. Province of Reggio Emilia, Italy, University of Modena and Reggio Emilia. Castelnovo ne’ Monti, Italy.
- 2010 “Highscore”. Far Game 2010 Conference. Bologna, Italy.

Game design (video games)

- 2014 “Pantagruel”. Android game. Lead game designer.

Other related work

2013 Project Manager, European Alternatives NGO, Bologna, Italy.

LANGUAGES

Italian native

English fluent

French conversational

Dutch A1