 Gabriele Ferri  
Curriculum Vitae  
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Amsterdam University of Applied Sciences  
Leeuwenburg, room B1.24  
Weesperzijde 190  
1097DZ Amsterdam  
Netherlands  

g.ferri@hva.nl  
skype: gabriele.ferri

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

PROFESSIONAL ACADEMIC APPOINTMENTS
2020 - current Senior Researcher, Research Group in Play & Civic Media  
Senior Lecturer in Urban Interaction Design, School of Digital Media and Creative Industries, Amsterdam University of Applied Sciences, Netherlands.

2017 - 2020 Senior Researcher, Research Group in Play & Civic Media  
Lecturer, School of Digital Media and Creative Industries, Amsterdam University of Applied Sciences, Netherlands.


2013 - 2015 Postdoc Researcher, School of Informatics and Computing, Indiana University, Bloomington, USA.

2010 - 2012 Contract Lecturer (Italian: Attività di Supporto alla Didattica), School of Literature and Philosophy, University of Modena and Reggio Emilia, Italy.

2009 - 2013 Contract Lecturer (Italian: Attività di Supporto alla Didattica), School of Literature and Philosophy, University of Bologna, Italy.

PUBLICATIONS
Edited volumes
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.


Peer reviewed journal articles


Book chapters
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.


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.


Peer reviewed conference proceedings


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.


2010 Ferri, G., “Satira politica tramite videogioco”. In *Proceedings of the AISS 2009 Conference*, Italian Association for Semiotic Studies


2007 Ferri, G., “Cibo officinale: un farmaco di automedicazione piacevole”. In *Proceedings of the AISS 2005 Conference*, Italian Association for Semiotic Studies

**Invited professional articles**


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**


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

**Invited Talks**


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


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 Festivaletteratura, Mantova, Italy. September 10.

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


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.


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.

CONFERENZE ATTIVITÀ
Presentazioni


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.


**Workshops & exhibitions at academic events**


November 28.


TEACHING EXPERIENCE
Amsterdam University of Applied Sciences. Lecturer
  Design Futures (spring 2020)
Amsterdam University of Applied Sciences. Lecturer
  Design Ethics (fall and spring 2017/18, fall and spring 2018/19; fall 2019)
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 (tutor)
  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
2018 - 2019  Member of the Hiring Committee, M.Sc. program Digital Design, Amsterdam University of Applied Sciences.
2018  Member of the Hiring Committee, Research Group (lectoraat) Play & Civic Media, Amsterdam University of Applied Sciences.
**External examining**

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.

2019  Ph.D. examining committee. Program in Industrial Design, Eindhoven University of Technology, the Netherlands.

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**


2012 - current  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  Co-Chair, Exhibition. CHI Play 2017, Amsterdam, Netherlands.


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**

2019  ACM CHI 2020. Hawaii, USA

2019  New Media and Society Journal

2019  ACM DIS 2019. San Diego (CA), USA


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
2017 Urban Planning journal
2017 BioMedical Engineering OnLine journal
2017 La Valle dell'Eden journal
2017 ICIDS 2017. Madeira, Portugal
2017 GHItaly17 (1st Workshop on Games-Human Interaction). Cagliari, Italy
2017 ACM Multimedia 2017. Mountain View, CA USA
2017 EC Journal
2017 ACM CHI Play 2017. Amsterdam, Netherlands
2017 ACM DIS 2017. Edinburgh, Scotland
2017 ACM IDC 2017. Stanford, CA, USA
2016 CoDesign Journal
2016 ACM CHI 2017. Denver, USA
2016 ICIDS 2016. Los Angeles, USA
2016 ACM NordiCHI 2016. Gothenburg, Sweden
2016 ACM CHI Play 2016. Austin, USA
2016 ACM TOCHI Journal
2016 ACM DIS 2016. Brisbane, Australia
2016 Design & Emotion. Amsterdam, Netherlands
2015 ACM CHI 2016. San Jose, USA
2015 ICIDS 2015. Copenhagen, Denmark
2015 SERIES Journal
2015 SOCIOLOGICA Journal
2015 Journal of Peer Production (JoPP)
2014 ACM CHI 2015. Seoul, South Korea
2014 ICIDS 2014. Singapore
2014 ACM DIS 2014. Vancouver, Canada
2014 ACM CHI 2014. Toronto, Canada
2013 ICIDS 2013. Istanbul, Turkey

**NON-ACADEMIC WORK**

**Game design**

2019 “Peak Shaving Time” (with Karpinski, T., Cila, N., Gloerich, I., Meys, W., de Waal, M.). We Make The City festival, Amsterdam, the Netherlands.
**Urban & pervasive game design**


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  “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. Castelnuovo ne’ Monti, Italy.


**Computer game design**


**Other related work**

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

**LANGUAGES**

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<tr>
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<th>Level</th>
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<tbody>
<tr>
<td>Italian</td>
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<tr>
<td>English</td>
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