



# Gianluca Seta

## WORK EXPERIENCE

---

[ 01/03/2017 – Current ]

### Contract Professor

Libera Università di Bolzano

**City:** Bolzano | **Country:** Italy

I teach:

- graphic design
- brand design
- editorial design
- visual journal
- infographic

[ 01/03/2017 – Current ]

### Graphic designer

Studio Eremo

**City:** Milano | **Country:** Italy

- art direction
- graphic design
- brand design
- editorial design
- infographic and visual journalism

[ 01/03/2017 – Current ]

### Contract Professor

NABA - Nuova Accademia di Belle Arti - Milano

**City:** Milano | **Country:** Italy

I teach:

- brand design
- graphic design
- digital portfolio

[ 01/03/2015 – 01/07/2016 ]

### Contract Professor

IED Torino

**City:** Torino | **Country:** Italy

I have taught:

- graphic design
- brand design
- editorial design

### Contract Professor

Accademia di Belle Arti Santagiulia

**City:** Brescia | **Country:** Italy

I taught lettering with a focus on research.

[ 01/09/2007 – 01/03/2014 ]

### Assistent Professor

Faculty of Design - Politecnico di Milano

**City:** Milano | **Country:** Italy

Beside the teaching of Professor Ciuccarelli metaproject on issues related to brand and infographic

[ 01/03/2014 – 28/02/2017 ]

### **University research assistant**

**Faculty of Design and Art - Libera Università di Bolzano**

**City:** Bolzano | **Country:** Italy

Scientific research in the field of Visual Journalism for the design of applications and visualizations in local and national press. Research and knowledge on data management, scenario creation and visualization, with the consequent creation of communication tools dedicated to solving complex problems. Alongside the research, teaching activities are carried out.

[ 01/11/2009 – 31/12/2023 ]

### **Co-founder and Art Director**

**Officina Tipografica Novepunti**

**City:** Milano | **Country:** Italy

Design and creation of typographic and graphic projects using letterpress printing machines. Organizer and speaker of meetings, workshops, and seminars related to the history, techniques, and design of typography.

## **EDUCATION AND TRAINING**

---

[ 01/02/2005 – 25/07/2007 ]

### **Master Degree**

**Politecnico di Milano** <https://www.design.polimi.it/>

**City:** Milano | **Country:** Italy | | **Level in EQF:** EQF level 7

[ 01/10/2001 – 20/12/2014 ]

### **Bechelor Degree**

**Politecnico di Milano** <https://www.design.polimi.it/>

**City:** Milano | **Country:** Italy | | **Level in EQF:** EQF level 6

[ 01/03/2009 – 30/06/2009 ]

### **Specialization certificate in Type Design**

**CFP Riccardo Bauer** <https://www.cfpbauer.it/>

**City:** Milano | **Country:** Italy | | **Level in EQF:** EQF level 3

[ 01/10/2005 – 30/07/2006 ]

### **CFP Riccardo Bauer**

**Specialization certificate in Technique and History of Type Design** <https://www.cfpbauer.it/>

**City:** Milano | **Country:** Italy | | **Level in EQF:** EQF level 3

[ 01/10/2008 – 28/02/2009 ]

### **Specialization certificate in bookbinding**

**CFP Riccardo Bauer** <https://www.cfpbauer.it/>

**City:** Milano | **Country:** Italy | | **Level in EQF:** EQF level 3

## **LANGUAGE SKILLS**

---

**Mother tongue(s):** Italian

**Other language(s):**

**English**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

### **My Digital Skills**

Excellent command of Adobe Acrobat, PDF24 Editor | Microsoft Office | Social Media | Microsoft Powerpoint | Microsoft Word | Outlook | Google Drive | Microsoft Excel | Adobe Photoshop (Expert) | Adobe (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere, Adobe XD)

**Team spirit and ability to work in a team (gained through work, university, and volunteering)**

**Ability to adapt in multicultural environments with a propensity for interpersonal integration**

**Excellent communication skills (acquired while working at Studio 46xy and as a sales assistant)**

## **SUMMARY OF SIGNIFICANT PERSONAL ACHIEVEMENTS IN TEACHING**

[ 01/10/2007 – Current ]

### **Summary of significant personal achievements in teaching**

I'm teaching on an academic level since 2007. Immediately after graduating, I was called as assistant professor of prog. Paolo Ciuccarelli in the Laboratorio di Sintesi Finale (Denisty Design) of the School of Design at the Politecnico di Milano. Here I dealt with visualization of complex systems and infographics.

Through years, I developed my teaching method based on a "learn by doing" approach that also focus on the relations among the actors in a communication system.

In 2010, I moved to the Laboratorio di Metaprogetto at the Politecnico di Milano School of the Design, where I taught "strategies for brand identity" involving the students to work on the complex challenge that a visual identity system represents. In the same period I also taught at the Accademia di Belle Arti Santagiulia of Brescia, where I had the opportunity to teach typography and editorial design to my students.

From 2014 I'm teaching at the Faculty of Design and Art of the Libera Università di Bozen-Bolzano (Unibz) where I refined my didactic model through the exchange of experiences with my colleagues and through the work with the students in the frame of the didactic workshops that I organized.

Thanks also to a series of academic research projects at the Unibz, where I've been involved as co-investigator, concerning Visual Journalism, the Process of Letterpress and new design practices to re-produce old typefaces with modern technologies, I deepen my theoretical background on history of graphic design and the best practices of graphic design for Visual Journalism and Print.

I'm already experienced with the model and the teaching methods at the UNIBZ, for that reason I would like to continue to work in this University for improve my academic background with also the collaboration of my colleagues and my students. In this sense I would like to continue my research on the "practice" of teaching in all fields of Visual Culture, from graphic to interaction design.

## **NETWORKS AND MEMBERSHIPS**

[ 01/11/2009 – 31/12/2023 ]

**Officina Novepunti Milano** Milano

Cofounder of "Officina Nove Punti" Milano - Letterpress Cultural Association

## RESEARCH AND SCHOLARSHIPS

---

[ 01/01/2015 – 31/12/2016 ] **LET.EXP**

LET.EXP “Letterpress for a new form of multisensorial and multidimensional visual expression”, Faculty of Design and Arts, Libera Università di Bolzano,

[ 01/01/2015 – 31/12/2015 ] **Alpine Arch for Eurac**

Visualizing Alpine Arch. Research made with Eurac. Supervisor: Prof. Kris Krois, Faculty of Design and Arts, Libera Università di Bolzano

[ 01/01/2014 – 31/12/2014 ] **Repubblica Popolare di Bolzano**

“Repubblica Popolare di Bolzano” with Dott. Matteo Moretti, Faculty of Design and Arts, Libera Università di Bolzano,

[ 01/05/2024 – 31/05/2024 ] **Visualizing data for Scientific Community**

Course and workshop leader for the visual data course at Eurac Research.

## PUBLICATIONS

---

[ 2015 ] [\*\*Visual Storytelling: Infographic Design in News\*\*](#)

**Reference:** Liu Yikun, Dong Zhao  
Publisher: Images, Shangai (China)  
ISBN: 978-1864706499

Published Project pag 168.

[ 2015 ] [\*\*ADI DESIGN INDEX 2015\*\*](#)

**Reference:** Curatged by Antonio Macchi Cassia, Carlo Martino, César Mendoza, Francesco Zurlo.  
Publisher: ADIper Edizioni, Milano, 2015  
ISBN: **9788894033915**

Published Project pag 224

[ 2014 ] [\*\*Le mappe del sapere. Visual data di arti, nuovi linguaggi, diritti. L’infografica ridisegna le conoscenze.\*\*](#)

**Reference:** Gianluigi Colin, Antonio Troiano  
Publisher: Rizzoli  
EAN: 9788817078078

Published Project pag 68, 137

[ 2014 ] [\*\*Typo 365 2\*\*](#)

**Reference:** Linda Kudrnovská and Michel Chanaud  
Repubblica Popolare di Bolzano

ISBN: 979-10-95254-01-0

Published by: étapes: editions

Published Project pag 144-146

[ 2012 ] [Infographic Design: The Art of Charts: Choi's Gallery](#)

**Reference:** David Choi

Publisher: Chois Gallery, Shanghai, 2012

ISBN: 9781611705324

Published Project pag 201

[ 2023 ] [From Italy](#)

**Reference:** Counter-Print Book

ISBN: 978-1-915392-07-7

Publisher: Counter-Print

Published Projects: p. 84-98

## CONFERENCES AND SEMINARS

---

[ 2016 ] **Science Communication and Divulcation - EURAC** Bolzano

Workshop leader: Science Communication and Divulcation - EURAC, Bolzano

Speaker: #VJSS2016 Team and own work with datas.

[ 2016 ] **Six Basic Principles of Design** Bolzano

Speaker: Visual Journalism Summer School - Free University of Bolzano

Workshop: Six Basic Principles of Design

[ 2016 ] **Zero Megabyte**

Workshop leader with Officina NovePunti: Letterpress Workshop at Libera Università di Bolzano

Workshop: "Zero Megabyte"

[ 2016 ] **Magazine Design** Bolzano

Workshop leader with Luca Pitoni

Project course SS 2015-2016 at Libera Università di Bolzano

Workshop: Magazine Design

[ 2015 ] **Borders. Letterpress Workers 2014** Bolzano

Speaker at: Weight Station for Culture, Bolzano

Speaker: "Borders. Letterpress Workers 2014"

- [ 2014 ] **Happy Laboratorio** Bolzano  
Workshop with Happycentro  
Project course WS 2014-2015 at Libera Univerità di Bolzano  
Workshop: "Happy Laboratorio"
- [ 2013 ] **Fare rete, fare network** Reggio Calabria  
Speaker at: Calabria Nel Mondo Congress, Reggio Calabria  
Speaker: "Fare rete, fare network"
- [ 2013 ] **Digital Culture for driver innovation and for contemporary design** Milano  
Speaker at: Fuorisalone - Design Week 2013 - Design Library, Milan  
Speaker: "Digital Culture for driver innovation and for contemporary design"
- [ 2013 ] **Designers' Inquiry Visualization** Milano  
Workshop leader: Cantiere di Pratiche Non Affermative - La Fabbrica del Vapore, Milano  
Workshop: "Designers' Inquiry Visualization"
- [ 2013 ] **"Libri d'arte" with Officina Nove Punti** Milano  
Workshop leader: Accademia di Belle Arti di Brera  
Workshop: "Libri d'arte" with Officina Nove Punti
- [ 2013 ] **Libri d'arte** Milano  
Workshop leader: Domus Accademy  
Workshop: "Libri d'arte" with Officina Nove Punti
- [ 2012 ] **My infographic projects** Bolzano  
Speaker at: Libera Università di Bolzano  
Speaker: "My infographic projects"
- [ 2011 ] **Trascrivere il jazz** Bolzano  
Guest Lecturer: Libera Università di Bolzano  
Workshop: "trascrivere il jazz" with Officina Nove Punti

## HONOURS AND AWARDS

---

- [ 2016 ] **Europead Design Award Awarding institution:** Europead Design Award  
Europead Design Award  
Project: Repubblica Popolare di Bolzano  
with Matteo Moretti
- [ 2015 ] **Winner Awarding institution:** Data Journalism Award  
Winner, Data Journalism Award  
Project: Repubblica Popolare di Bolzano  
with Matteo Moretti

- [ 2015 ] **Honorable mention Awarding institution:** ADI (Associazione per il Disegno Industriale)  
Honorable mention, Compasso d'Oro 2015  
Project: BranBook Lanificio Leo
- [ 2014 ] **Gold Medal Awarding institution:** SPD (Society of Publication Designers)  
Gold Medal, SPD (Society of Publication Designers)  
Project: Infographics for La Vita Nova per Ipad (2013)
- [ 2007 ] **Honorable mention Awarding institution:** Raymond Loewy Foundation  
Honorable mention, Lucky Strike Designer Award.  
Project: Thesis Degree: Identità e Istituzioni chiuse. Un progetto di corporate image per la 'Ndrangheta calabrese
- [ 2005 ] **Honorable mention Awarding institution:** Consorzio Poli.design  
Honorable mention, Twinings Design Competition  
Project: New way for Tea.  
with Ilaria Tomat

## HOBBIES AND INTERESTS

---

### Visual Journalism

Thanks to my professional work experience and academic background, I have developed a professional expertise as information designer. In Density Design at the Politecnico di Milano I learnt the method and design processes. As a professional I worked very often with the visual data for newspapers. The visual journalism is certainly the area of greatest interest and one of my core business. I would like to bring my skills in the academy to address new issues and new methods of information design. I'd like to improve the research for new techniques and tools for data visualization and for storytelling too in a very fertile environment for this field.

### Letterpress

In my personal and professional experience and also during my past studies, I had the opportunity to learn and improve my skills and knowledge about the history and the technique of the typefaces and printing techniques with the traditional/industrial Offset and Letterpress machines. I am also involved in the letterpress UNIBZ University workshops to make a Workshops courses and work with the students on print artifacts. I think that today, with the digitalization and with the dematerialization of the physical elements of the design process, the students need to understand very well, which are the best processes to achieve the right final product. In this frame I think that the experience of the Letterpress foundations, has been a great starting point to discover Typography, through a learn-by-doing approach, experimenting and working with them really linked.