

Letizia Bollini PhD

Academic CV

15 febbraio 2020

Short bio Architect, Ph.D. in Industrial Design and Multimedia Communication at the Milano Polytechnic. Associate professor at the Faculty of Design and Arts of the Libera Università di Bolzano. Previously assistant professor at the Department of Psychology of the Milano-Bicocca University and lecturer/contract professor at the Milano Polytechnic, the University of Bologna and the Milan State University, faculty member of the HEC in User Experience Design organized by the Milano Polytechnic.

Main research projects: *MilanoAttraverso. People and places that transform the city* (ASP Golgi-Redaelli, Fondazione Cariplo 2018); *The Open Archive: semantic strategies and digital tools for the enhancement of the documentary heritage* (Regione Lombardia 2014-16), *The design of Cultural Heritage between, history, memory, and knowledge* (PRIN 2008-11), *Mediterranean Drawing-Design* (PRIN 2007-09), *Orchid experimental project, Valceno.org. The environment as an opportunity. Management and Valorization of Environmental Information for the Relaunch of an Apennine Territory* (2003-12).

Since 1995 I've been working on multimodal user interfaces, interaction and user experience design, visual design and socio-spatial representation, both as a researcher and as a designer with a strong focus on technologies evolution, the human-centered approach and accessibility.

I've been a member of the AIAP (Italian Association for Visual Design) board, Italian representative at ICOGRADA (1999-09). Since 2017 I've been leading the commission *Theoretical, historical, critical research and publishing projects* of the ADI (Italian Association of Industrial Design) Design Index and previously the *Communication/Visual design commission* (2011-16).

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- Education**
- Certification in *Mobile App Visual Design*, Norman & Nielsen Group, London (2011)
 - Certification in *Design Tipografico*, CFP Bauer, Milano (2005)
 - Visiting scholar at the Design and Industry Department, San Francisco State University (2002)
 - PhD in *Industrial Design and Multimedia Communication*, XIII Cycle, Politecnico di Milano (1998-2001)
 - Professional Qualification and enrolment in the Register of Architects, Pavia (1996-2013)
 - MAs in Architecture, Politecnico di Milano (1989-1996)

Position **Since 2020**

Associate professor, SSD ICAR/13 Industrial Design
Faculty of Design & Arts, Libera Università di Bolzano

2016-2017

National Scientific Qualification for Associate Professor:

- ICAR/13, Disegno Industriale
- ICAR/17, Disegno

2006-2020

Assistant professor (RTI), SSD ICAR/17 Drawing
Department of Psychology, University of Milano-Bicocca

Teaching activities My teaching appointments include **lectures, courses, workshops, thesis supervisions, tutoring and reviews in bachelor and master degrees, postgraduate, I /II level master, Higher Education Courses and PhDs courses.**

I have been teaching at:

- **University of Milano-Bicocca** (MD in Theory and Technology of Communication 2003-2020; BD in Psychosocial Science of Communication 2002-2020)
- **Politecnico di Milano** (MAs in Architecture, MAs in Design: 1995-03; Higher Education Course in User Experience Design: 2016-18)
- **Università Statale di Milano** (BD in Digital Communication: 2014-15)
- **Università degli Studi di Bologna** (BD in Internet Science, MD in Computer Science: 2002-05)

Furthermore, I have been advisor of **122 thesis** (65 MD, 52 BD and 5 five-years degrees). Many of them have been published in **scientific papers and presented at international conferences**. In particular, the MD thesis *Pastiche a font for the Mind Sciences. A Gestalt approach in designing the legibility of a screen font* developed by S. Forte has been selected in **Targa Giovani** and included in the **ADI Design Index 2016**. It also won the **Eccellenze della Lombardia Award** by ADI Design Lombardia & Regione Lombardia in 2016.

International teaching experiences **2018 | China**

- Sichuan Fine Arts Institute, Chongqin
- Istituto Italiano di Cultura, Beijing
- V Tianjin International Design Week, Tajin

2017 | Spain

- ULL Universidad de La Laguna, Faculty of Fine Arts, Tenerife

PhD activities I have been also involved in Ph.D activities since 2003:

Since 2006 | IUAV, Venezia

- FRID, 10-11 February 2020 *Confini e Contesti. La doppia prospettiva della ricerca in design*
Reviewer e advisor of PhD candidate paper
- Reviewer of the doctoral thesis, XXXI cycle
- Member of the Final Final Examination Commission Ph.D in Architettura, città e design,
Curriculum Scienze del Design XXIII cycle
- Invited lecture, PhD in Disegno del Prodotto e della Comunicazione

Since 2018 | Università La Sapienza, Roma

PhD in Pianificazione, Design e Tecnologia dell'Architettura, Curriculum Design del Prodotto.
Co-tutor of doctoral thesis, XXXIII Cycle

2016-2018 | Università di Milano-Bicocca

PhD in Psicologia Linguistica e Neuroscienze Cognitive, Curriculum Psicologia Sociale,
Cognitiva e Clinica. Co-tutor of doctoral thesis, XXXI Cycle

Since 2003 | Politecnico di Milano

- Invited lecture, Ph.D in Design; Architettura degli Interni e Allestimento; Design e
Tecnologie per la valorizzazione dei beni culturali; Disegno Industriale e Comunicazione
Multimediale

**Conferences
and workshop
Organisation
(last 10 years)**

2019 | AIAP Workshop, Milano: 16 February 2019

Co-organiser: *In camera simplicity. Stop motion workshop*

2018 | UxTalk, Politecnico di Milano: 9 March 2018

Chairwoman: *Ux Talk Wonders of Interactions, IV/2018*

2015 | AIAP Design X, La Fabbrica del Vapore di Milano: 4-8 November 2015

Design X: Confini/Boundaries, International Graphic Design Week

Scientific co-curator and organiser: *Progetto Committenza. Quando il design incontra la
committenza e viceversa* with Prof. D. Piscitelli

2015 | Archivio di Stato di Milano: 26 February 2015

Scientific curator and chairwoman: *Design e valorizzazione del patrimonio culturale. Gli
archivi come campo di sperimentazione di modelli di fruizione innovativi nell'era del digitale*

2012 | AIAP Workshop. Milano and Roma: March-November 2012

Scientific co-curator and organiser: *Digital design 3 workshops* programme with S. Dominici

2012 | AIAP Design X. Treviso: 26-29 September 2012

AIAP Design X: Design and Science, International Graphic Design Week

Scientific curator and organiser: *The Interactive Book in Digital Publishing*

Since 2002 | Dialoghi sul Visual/Digital Design, Università di Milano-Bicocca

Scientific curator and organiser of the seminars programme on digital design and
visual communication with invited lectures, *howto* and workshops held by scholars and
practitioners

**Scientific
& Professional
Association**

- Since 2018 | Member of SID, *Società Italiana Design*
- Since 2017 | Member of AIS/Design, *Associazione Italiana Storici del Design*
- 2013-16 | *Maker Ux Book Club di Milano*
- Since 2012 | Member of *Gruppo del Colore, Associazione Italiana del Colore*

Letizia Bollini PhD
Academic CV Short

Associate Professor ICAR/13, Design
Faculty of Design and Art
Libera Università di Bolzano

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Scopus ID: 27567527200
WoS ID: AAD-5125-2019

- Since 2011 | Member of *Architecta, Società Italiana di Architettura dell'Informazione*
- 2005 | Founding member of IDA, *Interaction Design Association*
- Since 2004 | Member of UID, *Unione Italiana per il Disegno*
- Since 2001 | Member of BEDA, *Bureau of European Design Association*

1999-2009 | AIAP Italian representative at Icoграда/ICO-D, *International Council of Design*

Since 1998 | AIAP, *Associazione Italiana per la Comunicazione Visiva*

- **National board** elected for three terms (1999-2009)

- **General secretary** (1999-2001)

2013-15 | **Tavolo Normativo: UNI Professionisti del web**

Since 2013/2018 | **Tavolo Normativo: UNI Design**

Editorial boards & Commissions

Since 2018 | **AIS/Design. History and research scientific journal** [ISSN 2281-7603]

Member of the editorial board of the magazine *AIS/Design. Storia e ricerche*

Since 2015 | **ASPI. Studi e ricerche journal** [ISSN 2464-9171]

Member of the editorial board

2008-21 | **ADI Design Index, Premio Compasso d'Oro**

- Coordinator of the Thematic Commission *Theoretical, historical and critical research and editorial projects* of the **Permanent Observatory of the ADI Design Index, preselection of the Compasso d'Oro Award** of the ADI Industrial Design Association (2018-21)
- Coordinator of the Thematic Commission: *Communication/Visual Design* (2011-17)
- Member of the *Visual Design* Thematic Commission, Coord. Prof. C. Branzaglia (2008-10)

Journal reviewer

Since 2011 | **MDPI Multidisciplinary Digital Publishing Institute**

Invited reviewer of the scientific journals:

- *Sustainability* [ISSN 2071-1050]
- *Multimodal Technologies and Interaction* [ISSN 2414-4088]
- *Applied Sciences* [ISSN 2076-3417]
- *Internet technologies and the information society*

2018 | **MD Scientific Journal** [SSN 2531-9477]

Invited reviewer

International Conferences Scientific Committees

2013-17 | **International Conference 2Co Communicating Complexity**

2015 | **Design X: Confini/Boundaries, Settimana Internazionale della Grafica. AIAP International Graphic Design Week**

Member of the Scientific Committee and curator of the conference *Progetto Committenza* within the International Week of Graphics 2015 promoted by AIAP, with Prof. D. Piscitelli

2015 | **International Conference on Applied Computing and Informatics**

2012-2014 | **International Conference on Computational Science and its Applications**

(ICCSA): *Cities, Technologies and Planning*

Awards, Competitions & juries

2017 | **AWDA Aiap Women in Design Award, III International Edition**

The authored book *Large, small, medium. Progettare la comunicazione nell'ecosistema digitale* has been included as **selected project in Researchers and teachers category**

eContent Awards, Fondazione Politecnico di Milano, MEDICI Framework

- **Special mention eHealth category** : *Centro Medico Santagostino* (2012)
- **Special mention eCulture category** : *ASPI, Archivi Storici della Psicologia Italiana* (2010)
- **Special mention eCulture category**: *Circuito dei Musei del Centro di Milano* (2007)
- **Special mention eCulture category**: *Dizionario Nazionale del Risorgimento Italiano di Milano, Michele Rosi* (2008)

Bardi Web Awards, Fondazione IBM Italia

- **Winner of the Art on the net sites category**: *Circuito dei Musei del Centro di Milano* (2007)
- **Winner of the Education sites category**: *Psicologia di Milano-Bicocca* and **finalist in the No-business-services category** (2006)
- **Winner of the Education sites category**: *Grafica 03, Università di Milano-Bicocca* and **finalist in the No-business-services category** (2003)

2004 | Mp2poli Metropoli al quadrato, Triennale di Milano

The site of the *Graphics* course of the University of Milano-Bicocca is among the 12 sites of excellence selected and exhibited at the Triennale di Milano within the conference Mp2poli.

1998 | Premio Giovani Ricercatori, Politecnico di Milano

Research fellow: *Pacchetto software multimediale per la formazione sui temi dell'analisi di impatto ambientale (LCA) e del Life Cycle Design (LCD)*. Coord. Prof. C. Vezzoli

2016-17 | A'Design Award & Competition

Jury member of the International Design Award Competitions

2009 | Impresa docet Award, ADI

Jury member of the jury for the competition *Impresa Docet* organised by ADI, Department of Enterprise

2006-2011 | Interactive Key Award

Jury member for the categories Web Sites, Digital ADV and Digital BTL ; Web Sites and Viral video

2006-2010 | Italian Web Awards

Jury member for the categories Site of the year, Art direction e Design

2003 | AIAP Community 1.0, AIAP

Jury member the Annual Excellence in Graphics Design promoted by AIAP

Research interests

The research activities have been developed starting from the disciplinary perspective of the project culture and from innovative theoretical and conceptual hypothesis to be investigated and verified through design-based experiences. Besides, they have been conducted according to a transdisciplinary approach, able to connect hybrid contributions and perspectives – such as computer science, psycho-sociology, perception and ergonomics, environmental psychology and so on – and to synthesise them.

The research interests converge on knowledge sharing and participatory design in the field

of Cultural & Intangible Heritage and digital archives; multimodal, spatial, geobased, social, and situated interactions mediated by technologies (GIS, IoT, AR/VR); the adoption of digital/wearables devices and motivation in eHealth; methods and hybrid approaches to design education for non-designers, and inclusive design and accessibility issues addressed to people with special needs in the field of visual communication.

The research projects have been developed independently, with other University and Cultural Institutions or within interdisciplinary and interdepartmental research groups.

Research group **2019-20 | BiCApP and MiBTec: research center, Department of Milano-Bicocca**
Center for Applied Psychology (BiCApP) and Mind and Behavior Technological Center (MiBTec)
 funded by Bando MIUR *Progetto Dipartimenti di Eccellenza 2018-22*

Since 2018 | Centro interdipartimentale per gli Studi di Genere (ABCD)

2016-20 | Laboratorio Comunicazione e salute, Università di Milano-Bicocca
 Communication and Health Laboratory Dipartimento di Psicologia and Dipartimento di Informatica Sistemistica e Comunicazione (DISCO).

2016-20 | Centro Interdipartimentale di Ricerca BIPAC Università di Milano-Bicocca
Interdepartmental Research Centre for Artistic and Cultural Heritage (BIPAC)

Since 2004 | Centro di ricerca interdipartimentale ASPI, Università di Milano-Bicocca
Historical Archive of Italian Psychology: Centre for Research in the History of Experimental, Clinical, Legal and Labour Psychology

2005 | [Sub], Università di Bologna
 Membro del gruppo di ricerca e responsabile del progetto di iconografia semantica del *Progetto [SUB] Sistemi semantici per la ricerca web del portale di Ateneo* promosso dal Dipartimento di Computer Science e dal Sistema Portale d'Ateneo dell'Università degli Studi di Bologna

2003-04 | Research Unit USDI, Politecnico di Milano
USDI, Unità di studio e sviluppo teorie e culture di ricerca in disegno industriale.

1999-2002 | Research Unit GaMs, Politecnico di Milano
GaMs, Graphical and Multimodal System del DI.Tec del Politecnico di Milano.
 The ongoing research projects are focused on four main areas:

Research projects (on going) ***Amnesia Project. The social library of digital design (since 2019).***
 The project is aimed to publish on line the catalogue of private libraries to preserve the memory of the recent history, especially in the field of digital and visual communication; information architecture; interaction, user experience and interfaces design info/data-visualization and *new media*. The book heritage collected is currently composed – according to a preliminary cataloguing activity – of 1,475 volumes and 189 eBooks and its heritage will be progressively socialized. The aim is to create a cultural reference point and a documentation repository accessible for those who do research or are interested in the theoretical, cultural, historical and design aspects in the field of communication design and digital technologies to share knowledge in a circular way, supporting/entrusting knowledge to the future, both to preserve it, but also to stimulate the generational transition in a re-generative sense.
 The project has already received the patronage of *Architector Italian Association of Information Architecture* and *AIAP Associazione Italiana per la Comunicazione Visiva* and will be officially presented at *WUD World Usability Day 2019* in Torino (14/11/2019).

Kinetic and Multimodal interfaces: transmedia storytelling and situated interactions in the field of participatory Cultural Heritage and Exhibit Design (since 2018).

The recent evolution and pervasiveness of digital technologies – such as Augmented, Virtual and Mixed Reality, Voice User Interfaces, Internet of Things, Haptic technologies, and Artificial Intelligence – and the value of people active involvement in the design process are changing the paradigms of Cultural Heritage world (mainly museums, exhibit, and archives). In its initial phase, the study explores how to apply the concept of *generous interfaces* – proposed by Whitelaw – in the three-dimensional, kinetic, and multimodal interactions between physical and digital spaces. The research also investigates the shifting of the historical idea of cultural heritage (monuments, art collections and so on), to more social, grassroots phenomena of the intangible heritage including the immaterial social expressions and traditions aimed to preserve cultural and knowledge diversity. This research track is an extension of previous projects developed in 1998, 2003, 2009 and 2014 in funded research projects and with the partnership of cultural institutions.

Accessibility and design-based inclusion (since 2017).

This research-track examines two aspects of accessibility applied to communication and interaction design issues when facing people with special needs according to the Universal Design/Design for All approach. In particular, the project has developed two experimental studies together with perception psychologists.

The first deals with the relationship between typography and kids with dyslexia. An in-depth investigation has been developed to map and critically review previous publications on the role of typography as reading facilitation in the field of learning disabilities. In a second step, experimental tests have been conducted to assess the legibility of fonts purposely designed to guarantee high legibility performances for kids and young adults diagnosed with dyslexia. A third on-going experimental phase is intended to review, extend and normalise the tests conditions.

The second project explores the role of colour both in bi-dimensional and three-dimensional communication design: user interfaces, maps, signage and way-finding systems and their impact on the everyday life of colour-blind people.

Nü-shu. Women designer of the next media history (since 2015)

Nü-shu is the secret *women's script* developed by Chinese women of the Huan province in XVII century. Inspired by this unique experience in which women try to find *a room of their own*, the research attempts to map and write the stories of the women of the digital epopea, visible in old fading pictures but forgotten by the official storytelling as other minorities.

Although the research is mainly focused on the female personalities, it proposes a systematic and critic reinterpretation of the history of almost the last five decades of information technologies and design history and their impact on the media culture of our society. Furthermore, the project faces the challenge of writing a historiography of recent years, in which documental and primary sources are affected by digital obsolescence and a sort of *history black hole* as stated by Google engineer Vinton Cerf, never seen before.

Previous research interests and projects were focused on:

- ***eHealth: digital technologies, people experience and motivation (2016-18)***
- ***Zero Design Background. Teaching design to non-designers. Theory, methods, tools and practices (2016-2019)***
- ***The shape of space: representation and interaction. Conceptual, spatial, social, and digital maps***
- ***Res Logica, a gamification approach to language learning***
- ***ePublishing and digital typography in the age of mobility: an experimental project***
- ***The language of representation. Visual facilitation, visual recording and sketching as design thinking tools***
- ***Multimodality, multisensory and directing: the languages of digital media design***

**Main funded projects
& Competitive Grants**
2018 | Bando PRIN, Università di Milano-Bicocca

Member of the research group proposing the project: *La storia delle scienze della mente in Italia tra Otto e Novecento: un approccio multidisciplinare* all'interno delle attività del Centro di ricerca Interdipartimentale ASPI. Coord. Prof. M. Antonelli

Evaluation: eligible for Bando Fondo di Ateneo Quota Competitiva (FAQC) 2019

2017 | Bando FFABR, Ministero dell'Istruzione, Università e Ricerca

Winner of the research grant *Fondo per il finanziamento delle attività base di ricerca* (FFABR) national competition, MIUR

2017-18 | MilanoAttraverso, Golgi-Redaelli

Scientifica collaboration, curation and concept design *MilanoAttraverso. Persone e luoghi che trasformano la città*. Project sponsored by the ASP Golgi-Redaelli Bando Fondazione Cariplo, Coord. Dott. M. Bescapè, Dirigente del Servizio Archivio e Beni Culturali.

2015 | Bando della Regione Lombardia, Università di Milano-Bicocca

Member of the research group of the project *L'archivio aperto: strategie e strumenti digitali e semantici per la valorizzazione del patrimonio documentale. Quattro casi studio dal territorio lombardo* proposed by the Centro di Ricerca Interdipartimentale ASPI and Dipartimento DiSCO, Coord. Prof. M. Antonelli

2014-15 | Bando Regione Lombardia, Università di Milano-Bicocca

Member of the research group of the project *Le scienze della mente a Milano e nel Milanese. Censimento e valorizzazione dei patrimoni documentari* proposed by the Centro di Ricerca Interdipartimentale ASPI, Coord. Prof. M. Antonelli

2013-14 | Bando Cariplo, Università di Milano-Bicocca

Member of the research group of the project *Gli archivi storici della psicologia on line. Un nuovo portale per la comunicazione scientifica*. Coord. Prof. M. Antonelli

2012-13 | BitaMama, Gruppo Armando Testa

Coordinator and responsible for the research agreement with BitMama, Armando Testa Group: *Analisi della User Experience (Ux) e usabilità delle interfacce multi-touch in contesti mobile nel settore della grande distribuzione alimentare (GDA)*.

2008-10 | Progetto PRIN, Politecnico di Milano

Member of the research group of the project *Il design del patrimonio culturale tra storia, memoria e conoscenza. L'immateriale, il Virtuale, l'Interattivo come "materia" di progetto al tempo della crisi*. Coordinatore Prof. F. Irace

2008 | MBT Swiss

Coordinator and responsible for the research agreement with MBT Swiss Masai Barefoot Technology: *User Centered Design e ricerca psico-sociale al fine di sviluppare progetto di blog community e applicazioni web 2.0*. con applicazione dei Modelli di ricerca qualitativa ZMET. Supervisor Prof. N. Stucchi

2007-18 | Bandi FA-QD, Università di Milano-Bicocca, principal investigator

- *"The promise" un progetto di transmedia storytelling urbano* (2018)
- *Screen legibility/readability delle font progettate per soggetti dislessici: una verifica sperimentale*. (2017)
- *Muoviti! mobile-health e self-efficacy. Valutazione tramite user testing e ciclo iterativo di redesign di una applicazione mobile per il wellness basata su cardio frequenza e valutazione di auto efficacia*. (2016)
- *Res Logica. Uno strumento digitale per l'insegnamento dell'analisi logica* (2015)

- *Esperienze spazio-contestuali nei progetti di allestimento per i beni storico-culturali* (2014)
- *Orientare, orientarsi. Ipotesi per uno studio della UX e UI design di un sistema digitale geo-tagged per l'orientamento studenti.* (2013)
- *Screen legibility/readability: verifica sperimentale della terza generazione di tipografia digitale* (2011)
- *From paper to bytes: digital knowledge sharing. A multi-level & user centered approach to document digitalization* (2010)
- *Fattori locali, globali e il problema dell'illuminazione in fenomeni di induzione acromatica: Il contrasto simultaneo di bianchezza e la five square Gelb effect rivisitati.* Coord. Prof. D. Zavagno (2009)
- *Induzione di chiarezza, gradienti di luminanza e percezione dell'illuminazione.* Coordinatore: Prof. N. Stucchi (2008)
- *Perceptual saliency of the golden section.* Coordinatore: Prof. N. Stucchi (2007)

2006-09 | Dizionario Rosi, Comune di Milano

Coordination and scientific responsibility of the project of digitization and on line dissemination of the 4 volumes of the “*Dizionario del Risorgimento. Dalle origini a Roma capitale. Fatti e persone*” di Michele Rosi (1931-37) promoted by the Circuito dei Musei del Centro del Comune di Milano. Director Dott. Guerri.

2003-12 | Progetto Sperimentale Orchidea

Scientific collaboration, scientific responsibility of the Ux & UI design project *Progetto sperimentale Orchidea, Valceno.otirg. L'ambiente come opportunità. Gestione e Valorizzazione delle Informazioni Ambientali per il Rilancio di un Territorio Appenninico* promoted by the Ministero dell'Ambiente e della Tutela del Territorio e dal Centro Studi della Valle del Ceno, with the involvement of the Municipality of Bardi, Varano dè Melegari e Varsi, Comunità Montana Ovest delle Valli del Taro e del Ceno and the IBM Italy Foundation.

2007-09 | Progetto PRIN, Politecnico di Milano

Member of the research group of the project *Disegno-Design Mediterraneo. Nuovi modelli per conoscere, tutelare, valorizzare e comunicare i paesaggi italiani.* Coordinatore Proff. M. Giovannini, E. Bistagnino (20073CB7SR_002)

Partecipazione alla Project Work coordinato dalla Prof. E. Bistagnino, Dipartimento Indaco del Politecnico di Milano con il contributo di ricerca: *Social and digital landscape. Paesaggi e paesaggi digitali. Le rappresentazioni digitali dai cluster territoriali ai social networ nel web 2.0*

2005 | Progetto di ricerca [Sub], Università di Bologna

Member of the research group of the project and responsible for the design project *Progetto [SUB] Sistemi semantici per la ricerca web del portale di Ateneo* promosso dal Dipartimento di Computer Science e dal Sistema Portale d'Ateneo dell'Università degli Studi di Bologna

2003-2011 | Circuito dei Musei del Centro, Comune di Milano

Coordination and scientific responsibility, strategic and creative direction (information architecture, interface and online brand identity of the museum system), supervision of the IT development of the portal and websites of the museum network: Circuit of the Civic Museums of the Historical Centre of the City of Milan including Museum of the Risorgimento, Museum of Contemporary History, Civic Historical Collections, Palazzo Attendolo Bolognigni, Casa Manzoni, Bagatti-Valsecchi Museum*, Museum of the Teatro alla Scala*. [*autonomous sites]

1998-02 | Collaborazione scientifica: Progetto sperimentale A9, Università di Pavia

Membro del gruppo di ricerca *L'interscambio telematico delle informazioni con Stato Civile ed Anagrafi, progetto finalizzato A9*, promosso dalla Presidenza del Consiglio dei Ministri, Dipartimento della funzione pubblica e dal Dipartimento di Elettronica e Visione Artificiale dell'Università di Pavia. Coordinatore: Ing. M. Piastra

Publications (last year) The research results have been disseminated and shared thanks to an intense, continuous, and wide publication international and national activity. In fact, I have been publishing since 1995 and authored **119 contributions**. In particular, I wrote **5 monographic books and 2 re-editions, 2 edited books; 41 peer-reviewed book chapters; 1 encyclopedia entry; 40 peer-reviewed conference papers; 21 scientific refereed journal papers (6 Classe A); a PhD thesis, and 7 articles in professional journals.**

Full list of publications: [Google Scholar](#) or [IRIS](#)

Books:

- Bollini, L. (ottobre 2020). *Beautiful Interfaces. Dall'esperienza alle interfacce*. Roma: I libri della UxUniversity

Book chapters:

- Bollini, L. (2020). *Ephemeral memories. The paradox of images' abundance in the age of digital mortality*. In Villa, A. et Al. (Eds.). *Images 2019*. Springer Verlag [in print]
- Bollini, L. (2019). *Graphicacy. Thinking, drawing, communicate in the design practice / Graphicacy. Pensiero, disegno, comunicazione nella pratica progettuale*. In *Riflessioni: l'arte del disegno/il disegno dell'arte - Reflections: the art of drawing/the drawing of art*. Gangemi editore [ISBN10: 9788849237627]
- Bollini, L. (2019). *Geo-graphica. The visual representation of urban identity evolution: maps and visual artefacts as historical knowledge machines*. In G. Pellegrini (Ed.). *De-sign Environmental Landscape City 2019*.
- Bollini, L. (2019). *The real world and the digital. Discovering the Milano-Bicocca district: cues and views*. In G. Nuvolati e G. Bigatti (Eds.). *Story of a district. Milano-Bicocca: people, places, recollections*. (pp. 145-146). Milano: Scalpendi Editore [ISBN: 978-88-32203-03-5]
- Bollini, L. (2019). *Representing a space-based digital archive on historical maps: a user-centered design approach*. In A. Luigini (Ed.). *EARTH 2018, AISC Vol. 919* (p. 599-607). Switzerland: Springer Nature [ISBN: 978-3-030-12239-3] [eBook ISBN: 978-3-030-12240-9] DOI: 10.1007/978-3-030-12240-9

Proceedings:

- Bollini, L. & Limido, M.C. (2019). *The role of color in the urban and social image regeneration. From the Zukunftskathedrale to street art*. In *Colore e colorimetria*. Gruppo del Colore
- Caccamo*, L., Martino, C. & Bollini, L. (2019). *Interfaces of the Agriculture 4.0*. In *WEBIST 2019 Proceeding*. (p. 225-234). Vienna: INSTICC [ISBN: 978-84-09-12031-4]
- Bollini, L. (2019). *Mentoring in education. Female role models in Italian design academic culture*. In L. Gómez Chova, A. López Martínez, I. Candel Torres. (Eds.). *EDULEARN19 Proceedings*. (p. 225-234). Lisbona: IATED [ISBN: 978-84-09-12031-4]
- Bollini, L. (2019). *Dyslexia and Typography: how to improve educational publishing for inclusive design. A critical review*. In L. Gómez Chova, A. López Martínez, I. Candel Torres. (Eds.). *EDULEARN19 Proceedings*. (p. 224). Lisbona: IATED [ISBN: 978-84-09-12031-4]
- Bollini, L. & Pennati, M. (2019). *Improving the user experience in the field of eHealth. Muoviti! a co-designed transmedia application*. In P. Kommers, P. Ravesteijn, G. Ongena and P. Isaías (Eds.) *Proceedings of the 17th International Conference e-Society 2019*. Utrecht: IADE [ISBN: 978-989-8533-85-2]
- Bollini, L. (2019). *Representing a space-based digital archive on historical maps: a user-centered design approach*. In A. Luigini (Ed.) *Proceedings of the 1st International and Interdisciplinary Conference on Digital Environments for Education, Arts and Heritage. EARTH 2018 - Advances in Intelligent Systems and Computing. AISC Vol. 919* (pp. 599-607). Switzerland: Springer International Publishing. [ISBN: 978-3-030-12239-3] [eBook ISBN: 978-3-030-12240-9] DOI: 10.1007/978-3-030-12240-9

Scientific journals:

- Bollini, L. (2020). Progetto, tecnologia, società. L'universalità del digital design tra utopia fondativa e contemporaneità. *AIS Design* 13/2020 [in print]

Presentations at scientific conferences
(last 10 years)

Participation in conferences is closely linked to research and publication activities. Since 1999 I have been giving speeches to share research results, to discuss with the national and international scientific community and to develop networks useful for future developments.

066-2019 | Torino: 14 November 2019: WUD World Usability Day, WUD Italian Chapter & Società Italiana di Ergonomia

Progetto Amnesia. La biblioteca social del digital design (14/11/2019)

065-2019 | Alghero: 28 September 2019: International Summer School Neo-Local Design, Dipartimento di Architettura, Design e Urbanistica (Dadu) dell'Università degli Studi di Sassari e Dipartimento di Ingegneria Civile, Ambientale e Architettura (Dicaar) dell'Ateneo di Cagliari

Geographies of experience. People, places, interactions. (28/9/2019)

064-2019 | Macerata: 5-7 September 2019: XV Conferenza del Colore

Selected presentation: *Zukunftskathedrale to street art* con C. M. Limido (7/9/2019)

063-2019 | Roma: May 2019: Information Visualization ciclo di seminari

Per un'ecologia dell'information design. Dati, rappresentazioni, persone. (8/5/2019)

062-2019 | Utrecht: 11-13 April 2019: 17th eSociety International Conference

Improving the User Experience in the field of eHealth. Muoviti! a co-designed transmedia application con M. Pennati (11/4/2019)

061-2019 | Milano: 15 February 2019: 2CO Everyday, Politecnico di Milano

Connect & Contextualise: designing from the people perspective (15/2/2019)

060-2018 | Milano: 16 November 2018: Book City Milano: Design e Genere. Una trama a più voci, Politecnico di Milano

Nü-Shu. Le donne del (digital) design. (16/11/2018)

059-2018 | Milano: 16 November 2018: Book City Milano: Pagine di Design IED di Milano e ADI Design da leggere

User Experience design con D. Bottà. Chairman C. Branzaglia (16/11/2018)

058-2018 | Sesto Fiorentino: 9-10 September 2018: XV Conferenza del Colore, CNR di Firenze

Color and accessibility in underground wayfinding and signage design (9/9/2018)

057-2018 | Bressanone: 4-5 July 2018: Conferenza Internazionale e Interdisciplinare Earth 2018, Libera Università di Bolzano

Cultural Heritage between digital archives and a map based historical exploration. The MilanoAttraverso case study: a geo-refereced archive (5/7/2018)

056-2018 | Granada: 12-15 June 2018: X International Conference Heritage and Sustainable 2018, Green Line Institute

Reading the urban historical sedimentation throughout the eyes of a novelist. A digital tool to raise tourists awareness of cultural heritage. (13/6/2018)

055-2018 | Genova: 8 May 2018: Giornata Internazionale di Studi De-sign 2018. Environment Landscape City, DAD dell'Università di Genova

Virtual & Augmented Reality representation. Experiencing the cultural heritage of a place, poster session (8/5/2018)

054-2018 | Trento: 24 February 2018: WIAD 2018, World Information Architecture Day, Architecta

Invited workshop leader: *Senza le basi dimenticatevi le altezze. L'architettura visiva dell'interfaccia. (24/2/2018)*

053-2018 | Venezia: 22 February 2018: International Conference Graphic Design as a cultural object: history, heritage and mediation in the digital age, Scuola di dottorato dello IUAV; GdR Design e Museologia; Université de Lille, Laboratoire GERiiCO

One, no one and one hundred thousand. The cultural heritage challenge of digital (graphic) design artifacts. (22/2/2018)

052-2017 | Bressanone: 27-28 November 2017: International and interdisciplinary Conference Narrazioni visuali. In IMMAGINI? Image and Imagination between Representation, Communication, Education and Psychology 2017, Libera Università di Bolzano

Visual story telling. The Queneau's "Exercices de style" as a visual language learning tool. (28/11/17)

051-2017 | Tenerife: 23-25 November 2017: International Conference 2CO 2 Communicating Complexity 2017, Universidad de La Laguna

A user-centered perspective on interactive data visualization. A digital flâneries into the documentation of Historical Italian Mind Science Archive. (24/11/17)

050-2017 | Napoli: 4-5 September 2017: XIII Conferenza del Colore, Università di Napoli

Somewhere over the rainbow. Color blindness and user interface design: a critical review in the era of digital ecosystems (5/9/2017)

049-2017 | Milano: 6 June 2017: Scuola di Architettura, Urbanistica e Ingegneria delle Costruzioni. Laboratorio di Restauro Architettonico. Coord. Prof. A. Grimoldi con C. Colombo e M. Torri

Visual design per non designers (6/6/2017)

048-2017 | Roma: 12-14 April 2017: International Conference EAD - Design for Next 2017, Università La Sapienza di Roma

Beautiful interfaces. From user experience to user interface design (13/4/2017)

047-2017 | Milano: 7 March 2017: Centro di ricerche patrimonio storico artistico e culturale, Università di Milano-Bicocca

Gli Archivi delle scienze della mente on-line. ASPI - Archivio storico della psicologia italiana con M. Antonelli, L. Bollini, D. De Santis, P. Zocchi (7/3/2017)

046-2016 | Venezia: 23 November 2016: La bellezza negli archivi: l'identità d'impresa nella narrazione digitale, IUAV di Venezia

Le trame invisibili. Aspi, Archivio Storico della Psicologia Italiana (23/11/2016)

045-2016 | Torino: 8-9 September 2016: XII Conferenza del Colore, Politecnico di Torino

From Skeuomorphism to Material Design and back. The language of colours in the 2nd generation of mobile interface design (9/9/2016)

044-2016 | Lisbona: 12-14 July 2016: International Conference Heritage and Sustainable 2016, Green Line Institute

The open heritage of digital archives. Preservation, sustainability and accessibility of historical documentation to map the field of Italian Mind Science (13/7/2016)

043-2016 | Valencia: 22-25 June 2016: VI International Forum of Design as a Process 2016. Systems and Design. Beyond processes and thinking, Universitat Politècnica de València International Conference organised by the Rete Latina del Design

Fixed, liquid, fluid. Rethinking the digital design process through the ecosystem model. (22/6/2016)

042-2016 | Milano: 17-18 June 2016: III Convegno Nazionale di AIS/Design, Associazione Italiana Storici del Design. ABC Angelica e Bradamante le Donne del Design Triennale di Milano

Donne, comunicazione, tecnologie (18/6/2016)

041-2016 | Torino: 9 June 2016: OPEN (Re)source. Archivi storici versione 2.0, giornata di studio organizzata da Promemoria, Il Teatro Regio di Torino

Data Visualization: relazioni semantiche e mappe interattive con M. Vivarelli, D. De Santis, S. Solinas e A. Rigo (9/6/2016)

040-2016 | Milano: 17-18 March 2016: Il bibliotecari ai tempi di internet. Profili, competenze, formazione, Fondazione delle Stelline

Le trame invisibili: il portale ASPI e i nuovi strumenti digitali per la data visualization con S. Radice, (18/3/2016)

039-2015 | Sesto San Giovanni: 30 November 2015: A/B/D/ Angelica e Bradamante: le Donne del Design fra storia, ricerca e professione. Giornata di studio organizzata da AIS/Design, AIAP, ADI, AWDA, DxDesign alla Fondazione ISEC

Donne e Digital Design in Italia (30/11/2015)

038-2013 | Ho Chi Minh City: 24-27 June 2013: ICCSA 2013, 13th International Conference on Computational Science and Its Applications

Walking into the past. Mobile App Design for the geo-referred and the Multimodal User Experience in the context of Cultural Heritage con R. De Palma & R. Nota (25 giugno)

037-2013 | Roma: 29 November 2013: CdLM in Design Comunicazione Visiva e Multimediale, Sapienza, Università di Roma. Coord. Prof. C. Martino

Interfacce nomadi, progettare l'esperienza utente nei contesti mobile. (29/11/2013)

036-2012 | Belo Horizonte: 19-22 September 2012: IV International Forum of Design as a Process. Diversity: Design / Umanities

Hybrid methodology for social & digital space design. Visual & interaction models design based on ethnographic & user-centered approaches (20 ottobre)

035-2012 | Bologna: 13-14 September 2012: VIII Conferenza del Colore 2012, Università di Bologna

Comunicare con il colore spazi e percorsi: aspetti metodologici, ergonomici e user-centered. Campus Biccocca: un caso studio. (13 ottobre)

034-2012 | Milano: 23 May 2012: BEST, Board of European Students of Technology: Design 360°: fashion, Interior, communication design, Politecnico di Milano. Coord. Prof. M. Borsotti

Steps in the Italian Graphic Design

033-2012 | Milano: 5-7 May 2012: VI Italian Information Architecture Summit, Università Statale di Milano

Workshop leader with S. Dominici: Interfacce grafiche per mobile e tablet: progettazione e valutazione (7/5/2012)

032-2011 | Genova: 5 October 2011: *DeCH - Design & Open Source for Cultural Heritage*, PRIN 2008-10 a cura di P. Bensi, P. Gambaro, E. Rosa

Narrazioni immateriali. UX design e cross-medialità nel settore dei Beni Culturali (5/20/2022)

031-2011 | Santander: 20-23 June 2011: ICCSA 2011, *11th International Conference on Computational Science and Its Applications*

Territories of digital Communities. Representing the social landscape of web relationship (22/6/2011)

030-2011 | Milano: 5-7 May 2011: *V Italian Information Architecture Summit*, Università Statale di Milano

Prospettare i territori digitali dell'esperienza: una prospettiva user-centered (7/5/2011)

Exhibition: 2017 | Parco di Palestro, Milano: 28 September-1 October 2017
curation Participation: *Meet Me Tonight. Notte bianca dei ricercatori*

2006 | Università per Stranieri, Perugia: 6-8 October 2006
Participation: *AIAP Community 3.0*

2004 | Castello Svevo, Trani (Ba), 18-20 June 2004
Participation: *AIAP Community 2.0*

2004 | Design Zentrum, Stuttgart: 18-24 March 2004
Participation: *Face2Face*.

2004 | Palazzo della Triennale, Milano, 18-20 March 2004
Participation: *Mp2poli. La metropoli al quadrato*.

1995 | Politecnico di Milano: 3-17 November 1995
Participation: *Libero Abitabile Possibile*

Exhibition: 2006 | AIAP, Milano: 13-31 December 2006 (extended up to 31 January 2007)
participation Curation: *Percorsi Visivi. Esercizi di Stile, Comunicare l'evento e Comunicazione Scientifica*.

2005 | Casa del Mantegna, Mantova: 25 November-18 December 2005
Co-curation *Rosso. Fuoco, Sangue, Passione. Exhibit design projects for the Museo Storico Nazionale dei Vigilli del Fuoco di Mantova e il Museo Internazionale della Croce Rossa di Castiglione delle Stiviere*.

2004 | Casa del Mantegna, Mantova, 16 January-8 February 2004
Scientific co-curation & organisation: *Piccoli frammenti di Città per abitare*

1999 | Palazzo della Triennale, Milano: January 1999
Member of the organising committee: *Disegno Industriale, Laboratorio di sintesi finale in Design della Comunicazione*

Professional Alongside with the research, dissemination and teaching activities I also worked as a **research**
Experience **consultant, creative and design strategist for public and private cultural institutions and leading web, digital and communication agencies since 1995:**
Clients: MilanoAttraverso, Golgi-Redaelli; HeraLab Gruppo Hera; Leroy-Merlin; UXUniversity,

Credito Emiliano; User/Testlab; Centro Medico Santagostino, Twister Communication Group, BitMama, Gruppo WasteItalia, Lifegate, Schiapparelli 1824, 7Pixel Shoppydoo, Energy Recuperator, MBT, FABI Federazione Autonoma Bancari Italiani, GiulianiPharma, Interaction Design Institute di Ivrea, Convivio, PACE Telecom Learning System, Comune di Milano - Circuito dei Musei del Centro, 105 network, MediaWorld, RAI, Ministero dell'Ambiente, IlSole24ORE, Comune di Fidenza, Harimann, Polo Universitario Regionale di Mantova, Presidenza del Consiglio dei Ministri - Dipartimento della funzione pubblica, Università di Milano Bicocca, Vodafone/Omnitel, Politecnico di Milano, BusinessPress, RCS, Accento, Centri per l'impiego della Provincia di Milano, Sistema Design Italia – Politecnico di Milano, Università di Bologna, Agenzia Nazionale Protezione Ambiente, Università di Ferrara, RadioMontecarlo, Apice Editoria Elettronica, ICP.

	Company	Role
2001-06	<i>Twister Communication Group</i> ex <i>D&C Financial communication</i>	Art/Digital Design Director
1998-01	<i>DigitasLBI</i> ex <i>Icon Medialab, Milano; Metadesign, London; Icon-Nicholson, New York</i>	Senior art director, Interaction & digital designer
1998-19	<i>Extrasmall srl</i> ex <i>Bollini Studio Associato</i>	Fpunder, research consultant, creative and design strategist
1998-99	<i>Accenture</i> ex <i>Andersen Consulting</i>	Senior web designer free-lance
1996-98	<i>Tri M Studio</i>	Web designer
1996	<i>J. Walter Thompson Advertising</i>	Product designer & visualiser
1995-97	<i>Arredata CD-Rom Journal,</i> <i>APICE Ditgital Publishing</i>	Art director and editor
1995-98	<i>Ariadne Internet Engineering</i>	Brand director, Interface & Interaction designer

Languages Language competences (Listening/Reading/Writing/Speaking) according to CERF levels

- Italiano, mother tongue
- English (IELTS Academic C1)
- Deutsch (B1)