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bio

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**Elisa Pasqual** (1980) is a visual designer based in Milan, Italy. She is a PhD in Design Sciences at IUAV University of Venice, with a research that maps the evolution of State visual communication at the intersection of design, politics, and identity. Earlier, she completed a MA in Visual Communication Design and a BA in Industrial Design at the same university. She has been teaching visual design since 2008 in various BA and MA courses, such as MADE Program in Siracusa (2019–2020), Domus Academy in Milan (2018), IUAV in San Marino (2016), IUAV in Venice (2008–2015), SUPSI in Lugano (2014), NABA in Milan (2012–2013). Besides her academic activity, she has been working in editorial design, corporate identity, exhibition design and art direction for international clients and artists since 2007.

In 2011 she co-founded Studio Folder, a design and research agency based in Milan. The studio's work spans between the cultural and commercial domains and the investigation of autonomous research paths, while working through a diverse range of outcomes—from data visualisation to the design of exhibitions, editorial products and digital platforms.

Studio Folder's longterm research project Italian Limes has been awarded a Special Mention at the 2014 Venice Biennale Architecture Exhibition, a Silver Winner nomination at the 2015 European Design Awards, and is part of the permanent design collection of the V&A Museum, London.

Recent projects include "Oceans in Transformation": *graphic identity* and *visual communication* of the exhibition by Territorial Agency curated by Daniela Zyman at Ocean Space, Venice; *editorial projects* for la Biennale di Venezia, the Milan Order of Architects and the World Economic Forum in Davos; "Kiruna Forever": an *augmented model* for an exhibition at ArkDes that explores the story of Kiruna and its migration; *interactive installations* and *graphics* for the exhibitions "Cars" at the V&A Museum in London, "Building a new New World: Amerikanizm in Russian Architecture" at the CCA in Montreal; the *exhibition design* and the *catalogue* for "Broken Nature", the XXII International Exhibition of Triennale Milano.

Among the upcoming projects:

"Everything We Know": an *interactive data visualization* for "Radical Curiosity. In the Buckminster Fuller Orbit", an exhibition curated by José Luis de Vicente and Rosa Pera at Fundación Telefonica in Madrid. The exhibition will open in September.

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teaching activities

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- AY 2019–2020,  
Teaching at MADE Program, Arts and Design, Siracusa, Italy —  
DESIGN III. Thesis projects reviews
- AY 2018–2019  
Teaching at MADE Program, Arts and Design, Siracusa, Italy —  
DESIGN III. Thesis projects reviews
- AY 2014–2015  
Teaching at IUAV, Faculty of Design, MA in Product and Communication Design,  
Venice — Visual Design Lab
- AY 2013–2014  
Teaching assistant at IUAV, Faculty of Design, MA in Product and Communication  
Design, Venice — Visual Design Lab
- AY 2012–2013  
Teaching assistant at IUAV, Faculty of Design, MA in Product and Communication  
Design, Venice — Visual Design Lab
- AY 2012–2013  
Teaching assistant at IUAV, Faculty of Design, BA in Product and Communication  
Design, Venice — Visual Design Lab
- AY 2011–2012  
Teaching assistant at IUAV, Faculty of Design, BA in Product and Communication  
Design, Venice — Visual Design Lab
- AY 2010–2011  
Teaching assistant at IUAV, Faculty of Design, BA in Product and Communication  
Design, Venice — Visual Design Lab

teaching activities: workshops

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- Nov—Dec 2018

*Climate Change: Design activism for sustainability*, Master in Interior and Living Design at Domus Academy, Milan.

- July 2016

*Citizen Centred Design, Il cittadino al centro del progetto* at San Marino design Workshop 2016, IUAV San Marino with the support of Agid, Agenzia per l'Italia digitale. One-week workshop for the BA and MA students.

- November 2015

*Romanian National Identity* at Art Encounters 2015, Romanian Order of Architects Timișoara, Romania, three-days workshop for the BA students.

- December 2014

*National Identities*, SUPSI Department for Environment Constructions and Design, Lugano, five-days workshop for the BA students.

- October 2013

*How to design a portfolio*, NABA Nuova Accademia di Belle Arti, Milan, five-days workshop for the BA students.

- October 2012

*Dessins Trouvés*, NABA Nuova Accademia di Belle Arti, Milan, five-days workshop for BA students.

- June 2010

*Editorial design for a newspaper*, Summer Workshop of Architecture, IUAV, Faculty of Architecture, Venice. Workshop leader for a three-weeks workshop for the MA students.

- June 2009

*Editorial design for a newspaper*, Summer Workshop of Architecture, IUAV, Faculty of Architecture, Venice. Assistant for a three-weeks workshop for the MA students.

- June 2008

*Editorial design for a newspaper*, Summer Workshop of Architecture, IUAV, Faculty of Architecture, Venice. Assistant for a three-weeks workshop for the MA students.

lectures

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- 15.06.2020  
*The role of the image in editorial design* at FMAV Fondazione Modena Arti Visive – guest lecturer, (online).
- 19.06.2018  
*Italian (and other countries') limes* at Broken Nature – XXII Triennale public symposium, La Triennale di Milano, Milano.
- 23.03.2017  
*Melting borders* at Design March 2017, Annual design-festival, Reykjavík.
- 25.02.2017  
*Italian Limes* at Planar Gallery, Bari.
- 20.12.2017  
*Atlases and visualizations* at Studio-X Amman & Columbia GSAPP, Amman
- 12.07.2016  
*Recent works* at IUAV San Marino, Summer workshops conferences, San Marino
- 09.03.2016  
*Design research*, SPD Design Talks, Scuola Politecnica di Design, Milan.
- 26.02.2016  
*Visualizing design research* at FRID. Fare ricerca in design, forum nazionale dei dottorati di ricerca in design, IUAV, Doctorate school in Design Sciences, Venice
- 16.12.2014  
*Recent works* at Supsi, Department for Environment Constructions and Design, Lugano.
- 24.03.2014  
2x1 part of "Deviations" Lecture Series, John Lennon Art and Design Academy, Liverpool.
- 17.10.2014  
Presentation of the book *SQM The quantified home*, Lars Muller Publishers on the occasion of Interieur Design Biennial, Kortrijk, Belgium.
- 08.06.2013  
*Istanbul Design Biennial art direction* part of "Aiap open community", Archivio Sacchi, Milan .
- 31.01.2013  
*Communication in contemporary architecture and design*, ELISAVA, Barcelona School of Design and Engineering, Barcelona.

publications

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- Ferrari, M., Pasqual, E., Bagnato, A., (2019). A Moving Border: Alpine Cartographies of Climate Change, Columbia Books on Architecture and the City. ISBN-10: 1941332455, ISBN-13: 9781941332450
- Ferrari, M., Goffi, S., Pasqual, E., Zucchi, C. (2016). "Punto croce, organza e millerighe" in Collina, L., Zucchi, C. (2016). SEMPERING, Process and pattern in architecture and design, Silvana Editore. ISBN/EAN:9788836634385
- Pasqual, E. (06.11.2015), "Instant journal at Goldsmith", Phd By Design 2015, ISSN 2396-846X available from [https://issuu.com/phdbydesign/docs/instant\\_journal\\_conference\\_2015\\_col\\_87e28f2124d30b](https://issuu.com/phdbydesign/docs/instant_journal_conference_2015_col_87e28f2124d30b)
- Pasqual, E. (07.02.2015), "Faces on Banknotes", The Tomorrow, the republic of letters, available from <http://thetomorrow.net/conversations/faces-on-banknotes/#letter-1973>
- Pasqual, E. (5.09.2012), "*Oh no! Non sono capace di disegnare un fegato*", Aiap, available from <http://aiapzine.aiap.it/notizie/13734>
- Ferrari, M., Pasqual, E. (Febbraio 2012), "The importance of being axonometric", Domus 955, pagg 80 - 87. Available from <https://www.domusweb.it/en/interviews/2012/02/20/the-importance-of-being-axonometric.html>
- Ferrari, M., Pasqual, E. (13.12.2011), "TYPO London 2011: Places", Domus web, available from <https://www.domusweb.it/en/design/2011/12/13/typo-london-2011-places.html>