

University Academic Curriculum Vitae

Personal information Name: Kris Krois
Place and date of birth: Munich, 12.9.1968
Nationality: German
Address: Loc. Fossà 16, 38065 Mori (TN), Italia
Office number: +39 0471 015224
E-Mail: kkrois@unibz.it

- Education** 1992, Diploma in „Kommunikationsdesign“, FH-Augsburg
1995, Postgraduate Diploma in “Audiovisual Media”; Academy of Media Arts, Cologne
- Present appointment** Professor for Eco-Social Design at the Free University of Bozen-Bolzano, Faculty of Design and Art (since 2011)
Focus: Eco-Social Design, User Interfaces for Exploratory Search and Discovery, Visual Journalism
Director of the Master in Arts in Eco-Social Design (since 2015)
- Professional experience** **2000-2010 own Studio for Interaction & Design in Munich, Germany, www.kriskrois.com**
a selection of projects:
2010 By Choice, Brand Design
2009 Das Sozialpädagogische Institut, Communication Concept and Design for the research department of SOS Kinderdorf
2009 Picture of the Future, Communication Concept and Design for Siemens
2008 ovo.com, Interaction and User Interface Design, cross-media design
2007 ConSense – online deliberation and the democratic construction
of consensus, Concept, Interaction and User Interface Design
2006 Literatur Lana, Brand Design, Print Products and Web Site
2005 The Portofino Mosh, videoclip for Munk / Gomma
2005 kommunikationslotsen, web site design and implementation
2004 ILIAS open source, User Interface Design for the eLearning platform
2003 Deutsche Post / DHL Intranet portal and visualizations, for BBDO inter one
2002 LOMO vision, Interactive Brand Design for Lomografische Gesellschaft, Vienna
2001 MyWorkplace, Interaction Design for McKinsey&Co
2000 *Public Vote - Public Bet*, Graphic Design for the Media Art Project of Stuart Rosenberg (programming: Jo Seiler); exposed at TRANSMEDIALE, Berlin, 2001
2001 Berlin 2000 Hylotek, Brand Design
- 1999-2000 Design Lead of the Emerging Technologies Group (EPG) at metadesign, San Francisco**
responsible for building the unit EPG, responsible for these projects (among others):
2000 pop.com, interactive brand design for a participatory video platform of Spielberg&Co
1999 excite@home, Interface and Brand Design for Interactive Television
1999/2000 Britannica.com, Interface-, System- & Web-Design for Encyclopædia Britannica
- 1994-1998 Co-founder and Partner in the companies cutup codes (interactive services and design) and cutup vision (media design), cologne, germany, role: Design / Art Direction:**
a selection of projects:
1998 Web Site for MTV germany, concept and design
1997 Trailer Kurzfilmtage Oberhausen, Motion Design

1996 Gauloises Blondes ‚Textfilm‘, Motion Design for Cine Spot for Kolle Rebbe (Lion in Bronze at the Cannes Advertising Festival and other awards)

1996 Viva II, Brand and Broadcast Design (Goldener Nagel of the Art Directors Club Germany and other awards)

1996 Brand and Web Site for cutup GmbH, Brand and Web Design (Silberner Nagel of the Art Directors Club Germany and other awards)

1996 Smile / Dumb Angel, Graphic Design for the interactive work of Klaus Gasteier

1995 Electronic Program Guide (EPG) for ARD/ZDF/ORF, Interaction & User Interface Design

1994-97 interTV: research and design on interactive Television (TVscape was exposed at IBC Amsterdam with Deutsche Telekom)

1994 Virtual Studio for “Nachtmagazin” for the ARD, Virtual Set Design

1993 25 years CAVS (Center for Advanced Visual Studies at the MIT), Motion Design for documentary

several fonts and non-applied projects at the cross-roads of design, media activism and travelling

see some works on www.kriskrois.com

**Design competitions
& awards**

Steinbeis-Institut-Innovationspreis, for the founding members of cutup codes GmbH, granted by the President of the Federal Republic of Germany Roman Herzog, Berlin, 1998

Lion in Bronze at the Cannes International Advertising Festival for the cine spot Gauloises Blondes „Textfilm“, 1997

Cresta International Advertising Awards, for the cine spot Gauloises Blondes „Textfilm“, 1997

CLIO Awards Bronze, for the ad spot Gauloises Blondes „Textfilm“, 1997

Silberner Nagel des Art Directors Club Deutschland, for the web site of cutup GmbH, 1997

Deutscher Preis für Kommunikations-Design, for the web site of cutup GmbH, 1997

Goldener Nagel of the Art Directors Club Deutschland for the visual identity and the broadcast design of Viva2, 1996

Participation in exhibitions

Public Vote - Public Bet at Transmediale, with Stuart Rosenberg e Jo Seiler, 2001, Berlin
shift, installation for the lobby of IBM, 1996, Stuttgart
lifeforms in artificial nature, at Spektakel '94", 1994, Dortmund

Experience in academic teaching

2001-2005 Professore a contratto for Visual Communication

Free University of Bozen-Bolzano, Faculty of Design and Art
responsibilities: Project Leader, thesis supervisor, WUP courses, member of admission commission

Topics: Social Design, Web Communication and Interaction Design, Networks, Non-autistic Economy, Patterns and Rhythm, Design and Music

2005-2007 Professor for Principles of Media Design (substituting Prof. Andreas Henrich)

Academy for Media Arts, Cologne (Germany)

responsibilities: lectures, seminars and workshops, thesis supervisor

Topics: De-Branding (critic and activism against brand culture), Design Basics, Interactive Typography

2008-2011 Professore a contratto for Visual Communication ("Project Leader")

Free University of Bozen-Bolzano, Faculty of Design and Art

responsibilities: Project Leader, thesis supervisor, WUP courses, member of admission commission

Topics: Design for Participation, Visual Journalism, Web Communication and Interaction Design

1997-2008 Workshops at divers institutions and events:

a selection:

- 2008 „Public Space and the Economy of Attention“ at Nuova Accademia di Belli Arti (NABA) in the „Master for Digital Environments“, Milano
- 2008 “Stricken 2.0 – Vernetzen und Gestalten” at the Baden-Württemberg Film Academy
- 2007 “Interface: Concept and Planning” at Nuova Accademia di Belli Arti (NABA) in the „Master for Digital Environments“, Milano
- 2005 MMM – Media in Space for the Messner Mountain Museum with Paolo Rosa (Studio Azzurro) e Emanuele Quinz (Anamos, Paris) at the Faculty of Design and Art, Free University of Bolzano
- 2005 “Social Interaction and Web Communication” at the IID/AIGA Summer Academy 2005 „(Im)Material Exchange“ (International Institute for Information Design)
- 2002 “Nonlinear storytelling DVD” with the Baden-Württemberg Film Academy at NetBase, Center for Relaxed Media Studies, Nago, (Italia)
- 2001 “iClip – interactive Videoclips” with the Baden-Württemberg Film Academy at NetBase, Center for Relaxed Media Studies, Nago, (Italia)
- 2000 “The logic of interaction and attractivity on DVD” at the Baden-Württemberg Film Academy
- 1999 “Information Architecture and Interface design” at the Baden-Württemberg Film Academy
- 1997 “design evolution – evolutionary design” at InterScena curated by Paolo Atzori e Carlo Infante (Fabbrica Europa, Firenze), Castiglioncello (Toscana)

since 2011: Professor for Visual Communication and Eco-Social Design

Free University of Bozen-Bolzano, Faculty of Design and Art
responsibilities: Project Leader, thesis supervisor, teaching of courses in the Studium Generale

Topics: Design for Participation, Visual Journalism, Web Communication and Interaction Design, Design and Action for Eco-Social Transformations

Other academic responsibilities

at the Free University of Bolzano:

- Co-leading of the development of the new web site of the Free University of Bolzano, including the redefinition of the brand *unibz*
- Leading of the development of the new web site of the Faculty of Design and Arts
- Technology Park Working Group; responsible for the Transdisciplinary Platform *Technology and Society* together with Prof. S. Elsen, and for the visual communication of the results of the working group
- Responsible for the Development Master in Arts in *Eco-Social*
- Responsible from the Faculty of Design for the interdisciplinary laboratory for User Experience and Physical Computing, the *DRAMA LÁB – acting with technology in real environments*
- Organizer of the conference *By Design or by Disaster*, 26.-28.9.2013, Bolzano (together with Alvisè Mattozzi)
- Organizer of the series of lectures *By Design or by Disaster*, 2014, Bolzano (together with Alvisè Mattozzi)
- Steering committee of the Lunga Notte della Ricerca 2012
- Co-founder of the interest group *TRANSFORM – Eco-Social Research and Action* (with Prof. S. Elsen, Prof. S. Zerbe)
- Member of multiple commissions of the yearly admission procedure (for prospective students of the BA in Design)
- Member or president of multiple commissions for call for researchers or for contract teachers
- Member of the ICT Committee of the Free University of Bolzano
- Member of the commission for the award for ideas about "10 Years of Computer Science"

At the Academy of Media Arts, Cologne:

- Organization of the Conference *Culture Jamming*, July 2007

Memberships

- Founding member of the media cooperative Demos2.0 (publisher of the news and community platform *salto.bz*)
- Società Italiana di Design (SID)

**Publications about
Kris Krois**

i stopped collecting those, but here are some older things:

Konsumenten-Irritation als Spiel – Designer Kris Krois verblüfft mit seinem schizophrenen Konzept des De-Branding, In HORIZONT, 19, 9.5.2008, Vienna

Klangräume der Kunst, Peter Kiefer (Editor) / Golo Foellmer (Author) Article about „SMiLE / Dumb Angel“ and other sound art projects. Kehrer, Heidelberg, 2006, ISBN-13: 978-3936636802, 2008

Dumb Angel, in Lab 3, yearbook of the Academy of Media Arts, Walther Koenig, 1999

30 junge Erfolgfirmen der Kommunikationsindustrie, SevenOne Media, Munich, 1998

SMiLE / Dumb Angel, In “Annual Multimedia Jahrbuch 1998”, Metropolitan Verlag, Regensburg, 1998, ISBN-13: 978-3896231116

SMiLE / Dumb Angel, In Metropolitan, „Nicht-Kommerzielle Multimedia Appl.“ 1998

Design: Formal bis verspielt, In W&V, numero 35/97, Europa-Fachpresse-Verlag, Monaco

An der Schnittstelle In W&V new media report Europa-Fachpresse-Verlag, Munich, 1997

The beat goes on – die Web Site der TV- und Screendesignfirma cutup, in PAGE, Ebner Verlag GmbH & Co. KG / PAGE Verlag, Ulma,

Zwischen Internet und Virtuellem Studio In KAMERAMANN, Numero 1.97, Weber Verlag, München

Die Kulisse als Markenzeichen / Backdrops as Trademarks, Elke Trappschuh, In FORM, Numero 2/1997, Nr. 158, Birkhäuser Verlag, Basel, 1996

Live Interaktion im virtuellen Studio. Cutup Codes entwickelt in Zusammenarbeit mit GMD, DMC und Deutscher Telekom kostengünstige Lösung für interaktive Fernsehen, MEDIA, 11/96, Cologne

SMiLE / Dumb Angel, in SPEX Numero #190, Colonia, 9/96, cologne,

Von Beatniks und virtuellen Räumen, com cologne, Numero 7/96, cologne

Die Zukunft ist digital, Ulrike Langer, 0/96

Publications

Krois, Kris. *Welche Verantwortung trägt ein Designer?*, in Boxhorn Magazin 34 / Verantwortung im Design, FH Aachen – FB04, Aachen, 2018, ISSN: 1864 - 2535
<https://boxhorn-magazin.de/ausgaben/34>

Krois, Kris, Bianca Elzenbaumer, Fabio Franz, Alvise Mattozzi. *Eco-social design: who pays for it?*, in L. Di Lucchi, L. Imbesi, P.

Atkinson (eds.), Design for Next: Proceedings of the 12th European Academy of Design Conference, The Design Journal, Issue sup1, 20, pp. s4678-s4682. ISBN 978-1-138-09023-1. DOI: 10.1080/14606925.2017.1352965., 2017

Krois, Christian, Klaus Gasteier. "United States Patent: US9245055B2 - Visualization-based user interface system for exploratory search and media discovery", January 26, 2016

Krois, Kris. *Macht & Marken: De-Branding als Selbstverteidigung*. In: 39NULL, Magazin für Gesellschaft und Kultur, 39NULL, kognitiv – Verein für Wahrnehmung, Latsch/Berlin, 2014, ISSN 2282-420

Gasteier, Klaus, Kris Krois, Daniel Murcia, Frantisek Hrdina. *aflow.tv* (based on The Semantic Media Browser), 2008-15 [Software]

Krois, Kris, Klaus Gasteier, Frantisek Hrdina. *Exploratory Search and Content Discovery: The Semantic Media Browser (SMB)*. In: i-KNOW '13 Proceedings of the 13th International Conference on Knowledge Management and Knowledge Technologies. 2013, New York, ACM ISBN 978-1-4503-2300-0

Krois, Kris, Alexander Hatzold. *De-Branding*. In: Hrg. Fraueneder Hildegard, Stiletto Gianni, Was tun. Figuren des Protests. Taktiken des Widerstands. p. 160-166, Salzburg, Mury Salzmann, 2010, ISBN 978-3-99014-014-7

Krois, Kris. *De-Branding*, tactical publishers, Munich, 2008, ISBN: 978-3-9812540-0-6 [Monograph]

Krois, Kris. *Du sollst Dir ein Bildnis machen!* In "MÄCHTE, medien / kunst / pop", großes M, Hannover, 2008 ISBN 978-3-9812120-0-6

Krois, Kris. *Wissen in Bewegung: Der Docu Clip*. In "Schrift und Bild in Bewegung", Hrg. Bernd Scheffer e Oliver Jahraus, aisthesis, Bielefeld, 2008, ISBN 978-3-89528-701-5

Krois, Kris. *Dem Sehen Raum geben*. In "SOZIALEXTRA, Zeitschrift für soziale Arbeit und Sozialpolitik", VS Verlag, Wiesbaden, 2006, ISSN: 0931-X, DOI: 10.1007/s 12054-006-0229-9

Blogs & Web Sites

Krois, Kris, Morretti Mateo, Seta, Gianluca. *Visual Journalism. Enlightening Heavy Issues*. [web site], visualjournalism.unibz.it, Bolzano-Bozen, 2012-15 (accessed February 4, 2015)

Leichtigkeit für schwere Themen: Visueller Journalismus?!, salto.bz, 2013, <http://www.salto.bz/de/article/21032013/visueller-journalismus> (accessed February 4, 2015)

By Design or by Disaster. On Design and Communication for Eco-Social Transformations and related activities at the Free University of Bolzano. [web site & blog] designdisaster.unibz.it, Bolzano-Bozen, 2013-15 (accessed February 4, 2015)

De-Branding. critic and activism on branding and image culture. www.de-brand.net [blog], Cologne, Munich, Bolzano-Bozen, 2005-15 (accessed February 4, 2015)

Visual Language Collection www.phlux.org/vlc [web site], Cologne, Munich, 2001-2003 (accessed September 2007)

PHLUX. travels and experiences in the real world and personal web experiments www.phlux.org [web site], Cologne, Munich, 1997-2003 (accessed September 2007)
1997-2003

**International
Conferences
(as organizer):**

*Glocal Design Spring 2015, Bolzano-Bozen, March 2015
(International and transdisciplinary conference with talks and
workshops) <http://glocaldesign.unibz.it/>*

*By Design or by Disaster TALKS, Bolzano-Bozen, 2013-2015 (Lecture
series)*

<http://designdisaster.unibz.it/>

*By Design or by Disaster Conference, Bolzano-Bozen, 2013
(International and transdisciplinary conference with talks and
workshops)*

This conference was part of a research project funded by the
University. The proceedings are in press.

<http://pro2.unibz.it/projects/blogs/bydesignorbydisaster/conference/>

Culture Jamming, July 2007, At the Academy of Media Arts, Cologne

Talks (selection):

*Fluent User Interface for Discovery (FLUID), at DesignSemantics SIG
Workshop 2014 Ontologies, Inference, an IAOA SIG Workshop
focussing on Ontologies, Inference, and Standards for Spatial Design,
June 30 - July 2, Bari*

*By Design or by Disaster – Design und Kommunikation für
nachhaltigen Wandel, at 4. Südtiroler Führungsforum / Forum dell'Alto
Adige 2014, 22.5.2014, EURAC, Bolzano-Bozen*

*Search and Content Discovery: The Semantic Media Browser (SMB),
with Klaus Gasteier, at the i-KNOW '13, 13th International Conference
on Knowledge Management and Knowledge Technologies, 6th of
February 2013, Graz*

*Touch Things: Design for Society and Sustainability, Think more about
/ Brixner Tage der Nachhaltigkeit, 11th of May 2012*

*Design for Society and Sustainability: Mapping the field to teach it, IV
STS Italia National Conference, 21st of June 2012*

*Design for Participation, International Conference of ICSD
(International Consortium for Social Development) on „Participatory
Democracy and social Development“, Free University of Bolzano,
Campus Bressanone, Italy, 7th of September 2012*

*De-Branding - Kreislauf der Wandlungen von Images, Lezione Aperta,
Free University of Bolzano, 19th of June 2008*

*OVO - a mesh of knowledge, fmx/08: 13th International Conference on
Animation, Effects, Games and Digital Media, with Prof. Klaus
Gasteier, 7th of May 2008*

*Brand 68 – achtundsechzig als Marke, at 1968 heute, Würzburg /
Hochschule Würzburg-Schweinfurt*

*De-Branding – Kreislauf der Wandlungen von Images, Basics Festival
2008, Salzburg (Austria)*

Entrepreneurship	1994-1998 cutup codes GmbH and cutup vision GmbH
Patents	<p data-bbox="528 304 1366 427">2002 Founding of <i>NetBase, Center for Relaxed Media</i>, an idyllic place where people can collaborate on issues of design, media, art and the rest of the world, while being grounded by essential things like nature, cooking, eating and moving together</p> <p data-bbox="528 461 1366 618">Patent (Pending) The Semantic Media Browser – Navigationseinrichtung zum ordnen von Entitäten in einem Datenraum und diesbezügliche verfahren sowie ein Rechner, welcher die Navigationseinrichtung aufweist, WO2010043211 A2 / PCT/DE 2009/00144, 2009</p> <p data-bbox="528 651 1366 712">Founding member of the media cooperative Demos2.0 (publisher of the news and community platform <i>salto.bz</i>)</p>
Statement of interest	As a young designer i wanted to be on the edge of style and technology. Today i am more interested in (social) interaction and in participation. For both technology and style are very powerful instruments. I try to work with them for moving towards a eco-social transformations, which i regard necessary for a future viable culture and economy. It requires transdisciplinary collaborations. For this the Free University of Bolzano-Bozen seems to be a good platform.
Language competence	<p data-bbox="528 1066 815 1093">German, mother tongue</p> <p data-bbox="528 1099 751 1126">Italian: B2 (CELI 3)</p> <p data-bbox="528 1133 868 1158">English: B2 (First Certificate)</p>

Date: 11.1.2019

Signature