



Matteo Moretti

Master of Art in Visual Communication

PhD Candidate - Interaction design

Visual Journalism Designer

Matteo Moretti

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Researcher with fixed-term

Free University of Bolzen Bolzano

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cv

Birth date

Milano, 22.03.1977

Languages

Italian	Mother Tongue
English Good	FCE Cambridge
French Basic	Verbal
German	Poor

Profile

Motion Designer
Web Designer
Generative Designer
Visual Journalist

Current Working Position

Design Professional

Current Academic Position

PhD Candidate	University of Trento
Researcher with fixed term	Free University of Bozen, Bolzano Italy
Researcher Spokesman	Free University of Bozen, Bolzano Italy
Co-founder visualjournalism.unibz.it	Free University of Bozen, Bolzano Italy
Co-founder Dramalab	Free University of Bozen, Bolzano Italy
Lecturer	SAE Institute, Milan

Education

Ph.D. Student	University of Trento, Interaction Design department
MA Industrial Design (2005)	Faculty of Design, Politecnico di Milano, Milan, Italy
Programmer (1997)	High School ITIS E. Mattei, S. Donato M.se Milano, Italy

Professional Outline

2013–now	Visual Journalism designer/project leader
	Web and motion designer professional
	Researcher at Free University of Bozen-Bolzano
2010–2013	Lecturer at SAE Institute Milan
2007–2010	Lecturer at Free University of Bozen-Bolzano
2006–2013	External Examiner at Middlesex London
2007–2010	Chief Designer at Erazero
2005–2007	Senior Designer at Erazero

Main clients

Mtv Italia
La7 channel
Etro
Erazero srl
Free University of Bozen Bolzano
Università Ca' Foscari di Venezia
Eurac
Museion
360° Playmaker
Employees only
VanGogh Creative
Cinevideo Studio
Urban magazine
Fida spa
Activa Design Diffusion
Moover Magazine

Academic history

2013 - 2019	Researcher with fixed term, Free University of Bozen, Italy
2013 - now	Lecturer in Motion Graphics, SAE Institute, Milan
2010 - 2013	Lecturer in Interactive & Motion Graphics, Free University of Bozen, Italy
2010 - 2013	Project Assistant, Free University of Bozen, Italy
2010 - 2013	External Examiner, MiddleSex University, London, UK
2005 - 2010	Lecturer in Interactive Media, Free University of Bozen, Italy
2005 - 2010	Project Leader in Academic Warmup, Free University of Bozen, Italy
2004 - 2005	Lecturer in Generative Design, Free University of Bozen, Italy
2003-2004	Assistant, in Advanced Motion Graphics, Politecnico di Milano
2002-2003	Assistant, in Motion Graphics, Politecnico di Milano

Academic workshop /

Lectures / Conferences

2018	Lecture - "What does it mean Visual Journalism?" Ordine dei giornalisti Umbria - Terni, Italy Lecture - "Exploring the boundaries between design and journalism" DIG Award - Italy Lecture - "Design to support a better information" @ Design Civic Consciousness Conference - San Marino Republic Lecture - "La ricerca sul data Data/Visual Journalism" @ Data Driven Innovation - Rome, Italy Lecture - "Grafici multidimensionali, una riflessione attorno al progetto grafico contemporaneo" - IUAV, University of Venice Lecture - "Visual journalism as tool to design counter narratives" - University of Padua, Padua Visual Journalism School - SISSA International School for Advanced Studies, Trieste Italy Workshop - "Play with Data II" - University of San Marino, San Marino Republic Italian Design ambassador (named by Italian Foreign affairs ministry) Jury Member World Press Photo Award 2018 (innovative storytelling)
2017	workshop - "Visual Journalism as a tool to counter hate speech" Media against hate, FNSI Rome speaker - "Visual Journalism artifacts as tool to design counter-narratives" World Design Summit - Montreal, Canada speaker - "Notizie, dati e immagini: visual journalism" TEDx Lab - Verona, Italy speaker - "Europa Dreaming" TEDx - Potenza, Italy workshop - "Visual Journalism in Motion" - UNIRSM - San Marino speaker - "Europa Dreaming" Visualized Milan - Milan, Italy speaker - "People's Republic of Bolzano or how digital artifacts can be adversarial to misinformation." - EAD 12 - Rome, Italy workshop - "Infografiche e Infoestetiche" - ISIA - Florence, Italy
2016	speaker - "Infografiche e Infoestetiche" - ISIA - Florence, Italy speaker - "The role of metaphor in data visualization" - WIAD - Rome, Italy speaker - "Europa dreaming" - AISS conference 2016 - Novedrate, Italy
2015	speaker - "Visual journalism for social change" - European Social Documentary, Goldrain, Italy speaker - "Utopia Europa" - Summer school südtirol 2016 für dramatisches - Velthurns, Italy speaker - TEDx Arezzo - "People's Republic Bolzano", Arezzo, Italy speaker - World Usability Day - "People's Republic Bolzano", Rome, Italy speaker - Italian Doc Screenings - "Make Media Make Change", Rome, Italy speaker - ESoDoc - European Social Documentary, "Make Media Make Change", Goldrain, Italy speaker - Sheffield DocFest, "Make Media Make Change", Sheffield UK speaker - Hack/Hackers, "People's Republic Bolzano", Venice, Italy
2014	speaker - Cortina tra le righe, "People's Republic Bolzano", Cortina, Italy

2013	<p>jury member - Hackathon Bolzano, Bolzano, Italy</p> <p>workshop - ELISAVA, "Play with data, an analog data visualization study", Barcelona, Spain</p> <p>workshop - SISSA Master Course in Science Communication, "Visual Journalism", Trieste, Italy</p> <p>speaker - XVI International Generative Art Conference, Milano, Italy</p>
2012	<p>workshop - "Generative typography", Castrignano de' Greci, Italy</p>
2011	<p>workshop - Unibz, "A font in your pocket", Bolzano, Italy</p> <p>workshop - Unibz, "Type in Motion", Bolzano, Italy</p>
2010	<p>lecture - German University of Cairo, "Design by Code", Cairo, Egypt</p> <p>workshop - 6th Swiss Design Network, "Generative Algorithmic & Analog Ornament", Basel, Swiss</p>
2009	<p>speaker - Unibz, "Digital. Material. Structural. Ornament Today", Bolzano, Italy</p> <p>lecture - Chulalongkorn University, "On Interactive Design", Bangkok, Thailand</p> <p>workshop - VCD Istanbul Bilgi University, "Stories from another world", Istanbul, Turkey</p>

Funded research projects

2018

Participatory Data Physicalization

(Principal investigator - under evaluation - 100.000€)

With Data Physicalization we translate data into artifacts that are simultaneously tangible, visible and perceptible-with-senses-other-than-vision. This project aims to explore the potentiality of this approach and mode of infodesign as a way to inform, involve and engage citizens on specific issues. We propose that Participatory Data Physicalizations (PDP) can be a way to promote participation, democratize data beyond the simple diffusion of information and deepen citizens' understandings of complex everyday life. The novelty of the present research project does not consist only in an update of the knowledge and of the techniques taken into account and deployed, but also that such knowledge and techniques will be used in relation with new forms of visualization - namely environmental and analog visualizations - carried out through participatory processes. This domain has been little explored, up to now. The present research project intends to integrate the reflection on the use of images and objects in the design of data visualizations (and so physicalizations), in order to provide procedures and guidelines for PDP.

Das Land (Principal Investigator - 50.000€)

Sales of print media are at historic lows, while information and publications disseminated on digital media grow steadily.

At the same time, we are witnessing a phenomenon in countertendency: the development of a different culture focused on paper publishing.

This culture consists of independent publishing companies, care of authorial contents and packaging of products.

The crisis that has hit the publishing world in recent years has made a natural selection that has guaranteed survival only to those publications able to offer quality information presented in as many ways (Camillini, 2015, 104). It means that all the figures that contribute to the production of a printed magazine possess a high professional profile, able to interpret the issues addressed through their discipline, giving the product a new editorial homogeneity, in which the boundary between design and content becomes more labile. Allowing the latter to follow the reader in any place or time of day, through the contribution of technologies that will enable the de-physicalization. It opens up a relationship between physical and digital that is not concurrent, but rather convergent (Jenkins, 2006).

2017

Take them at your place!

(Principal Investigator - 20.00€)

The advent of web 2.0 technologies made information production capability available to a wider range of people, partly causing the proliferation of unverified or completely false information, that intoxicate the public debate and twist the opinion-making process, especially when it comes to scientific, social and political issues. For instance, biased information about migration and asylum seekers deforms online discussions and give rise to a slew of xenophobic comments on social network platforms, in themselves and for a lot of people an increasing replacement for traditional news sources. The design of a counter-narrative based not only on transparent data and facts, and the virtuous practices that highlight how migration can be an opportunity for today's society, becomes crucial to restoring a more informed debate, making stories emerge that are able to debunk clichés and the dominant biased narratives. The research project aims to explore new visual journalism methods aimed to design, communicate and evaluate the impact of counter-narratives toward a behavioral change among a local and also an online-distributed public (Dewey).

2016

Visual science communications

(co-investigator - €10.000)

The Institute for Regional Development and Location Management of EURAC ("client") wants to communicate the complex questions of their research to a wider public. At the Free University of Bolzano Prof. Kris Krois together with Gianluca Seta and Matteo Moretti focus on "Visual Journalism". The aim of this project is to render complex issues understandable and attractive by means of visual communication. The client has research results regarding to the developments of population, agriculture and tourism, related to the alpine arc, to the EUREGIO and to South Tyrol. The project group "Visual Journalism" will visualize the topics in a series of three posters. The interconnected character of the posters should be evident, but each poster should also work on its own.

Co-story: co-designing smart object-based storytelling with children

(co-investigator - €10.000)

Looking at the world of children toys one can identify an apparent tendency of integrating digital technologies within the toys in an attempt to create a more tangible interaction with digital data. The result is often a more engaging and pleasurable storytelling. In this way, the integration of diverse technologies enables children to enhance their physical development, and at the same time increase their creativity and cognitive development. The aim of this research project is to create new artifacts that can trigger children to build and experience stories through tangible objects that make use of integrated digital technologies. While these artifacts bridge the digital world with the tactile one, they simultaneously introduce a new concept of storytelling through making children active players in the creation of stories. As outcome, this research aims at creating design scenarios and prototypes that are designed and tested by the real end-user, children.

2015 **Brenner Crossing: a transhistorical representation of refugees at the frontier**
(Principal investigator - €7.500)
The aim of this project is thus to connect a very specific place (Brenner and the Austrian-Italian border) with a global issue - migration and European Union. Moreover, the project seeks to put this perceived "invasion" of migrants and refugees in a transhistorical perspective, connecting current migration with previous waves of people who were forced to cross the same border during the XX century.

2014 **Repubblica popolare di Bolzano**
(Principal investigator - €3.500)
An open window on the chinese community in Bolzano.
Who are the chinese citizens in Bolzano? A visual journalism project, an open window on one of the smallest and less known community of the city. Faceted and complex issues such as the integration and coexistence between different cultures, will be told through visual metaphors, interviews, animated and interactive infographics, offering to a wider audience an entry point on a such intricate topic.

2013 **Semantic User Interface (collaborator)**
Aflow.tv is the semantic magnifier - a new way of browsing and accessing informations. I contributed in the research designing the introductory video and parts of the web interface.
www.aflow.tv
(in terms of innovation in design practices and education)

Design research

2011 **Cornu Portraits**
A series of generative portraits of generative contributors. Thanks to the work of Fibonacci, Mandelbrot and Escher, we can now talk and work generatively. A laser engraved portraits on wood, a homage to this mathematicians and artists who researched on the relation between math, art and nature.

2010 **Research on generative design**
Visual explorations accross the generative design field. Started in 2004, designing user interfaces with physical based behaviour (elasticity, repulsion, gravity, friction), the research brought me to my diploma thesis. Since then, my exploration of the boundaries of making design by code is part of my routine, a point of no-return.

Conferences organisation

2018

VJS 2018

(website soon)

After two years the Visual Journalism School comes back. Two days with European prominent experts on data-driven journalism and storytellers. The public talks intend to offer to local German and Italian speaking journalists and designer an opportunity for training on new trends and perspectives in the journalism world. The 2 days conference is open to a wide public of journalists, students and academics and it recognise educational credits according to the vocational training of the Italian Journalists Association (Ordine dei Giornalisti).

EARTH

<https://earth.events.unibz.it/>

The meanings that are defined in relation to the concept of heritage as well as the methods and tools for exploring cultural heritage have changed and expanded. In this context, information technologies offer new semantic spaces and action boundaries to experiment with different approaches to heritage education. This determines an increasingly complex intertwining of media and environments with the consequence that any artifact can be configured as a digital ecosystem. In this sense, virtual museums, multimedia installations, interactive technological platforms, as well as apps, serious games and immersive realities, are some of the possible variations of the digital environment in which to place innovative modes of education to tangible and intangible heritage. The conference aims to spur the meeting between different disciplines on the theme of digital environments both to encourage mutual complementarity, and to promote the progress of research through mutual stimulation.

2017

IMG

<http://img.events.unibz.it/>

The images as visual artefacts, "designed objects", perfect synthesis between Eidos and Eidolon, represent and contain entire worlds, real or imaginary, in the space of a glance. This glance represents the limit between the pre-perceptual characteristics of the image and its pre-projective characteristics. This glance is the retinal boundary between what an image is and what an image means.

The conference aims to investigate this gaze, through the comparison of contributions from different scientific perspectives, with the intention to shed new light on historical questions and to draw new ideas and applications for the future of the images.

FAKE NEW(S)

In the frame of my research of innovative methods to inform a wider public in a more engaging and effectiev way, I organized with the support of G. Seta and P. Corraini FAKE NEW(S). Two days of workshop and talks for our students opened also to external public, an informative event to raise awareness on the clickbait and fake news phenomena.

2016

VJSS 2016

Following the idea of the research group on visual journalism of the Faculty of Design and arts around Matteo Moretti and Kris Krois, organised the first Visual Journalism summer school in Italy. Two days with three European prominent experts on data-driven journalism and storytellers. The public talks intend to offer to local German and Italian speaking journalists and designer an opportunity for training on new trends and perspectives in the journalism world.

The 2 days conference is open to a wide public of journalists, students and academics and it recognise educational credits according to the vocational training of the Italian Journalists Association (Ordine dei Giornalisti).

Publications

2018

“Beyond Transparency: making the Italian public administration more accessible through data storytelling“

2018 Moretti, M, De Chiara, F, Napolitano, M (under review)

“Progettazione transmediale nel contesto post-editoriale.”

2018, Moretti, M, Camillini, G (under review)

“ Visual journalism come strumento per la narrazione della città altra.”

2018 Moretti, M, Luigini, A (under review)

2017

IMG Conference Proceedings

“Infographics as Images: Meaningfulness beyond Information“

10.3390/proceedings1090891

“DATA JOURNALISM Guida essenziale alle notizie fatte con i numeri” (chapter)

ISBN: 9788861845862

Mondadori Università

AISS XLIV Conference Proceedings

“Le forme della narrazione nel web-based documentary: il caso Europa Dreaming“

ISSN -1970-7452

The Design Journal vol. 20 (ISSN: 1460-6925)

“People’s Republic of Bolzano or how digital artifacts can be adversarial to misinformation.”

<http://dx.doi.org/10.1080/14606925.2017.1352842>

Sciences du Design journal issue 5

People’s Republic of Bolzano Visualization + abstract

Presses universitaires de France (PUF)

ISBN 978-2-13-078857-7

Sciences du Design journal issue 5

People’s Republic of Bolzano Visualization + abstract

Presses universitaires de France (PUF)

ISBN 978-2-13-078857-7

- 2016 Il potere dei dati (chapter)
ISBN: 9788898837212
Effequ
- 2015 Data Journalism: inside the global future (chapter)
ISBN: 9781845496630
Abramis Academic Publishing
- Typo 365
ISBN: 979-10-95254-00-3
Repubblica Popolare di Bolzano
- 2013 Cornu portraits
Proceedings of the XVI Generative art conference
ISBN: 978-88-96610-25-1
- NBDE – Natural behaviours in digital environment
Ed. Inside coop sooc sociale, 2013
ISBN: 978-88-905503-3-1
- 2011 Spaghetti Vespa Typography
Progetto Grafico #20
ISSN: 1824-1301
- 2010 Analog and Digital ornaments
Proceedings of the 6th Swiss design network: "Negotiating futures design fiction"
ISBN: 978-3-9523662-1-9
- 2007 Italian designer: Chi fa cosa, Matteo Moretti
Ottagono May 2007
ISSN: 0391-7487

Published Interview / works

2016

39null.com

"EIN ZERSCHMETTERNDES SPIEL"

vice.com

I migranti del Brennero ci hanno mostrato gli oggetti che li proteggono durante il viaggio

Academia #74 ISSN-1125-4203

"Europa dreaming: cosa succede quando il sogno europeo incontra il sogno dei migranti"

Vociglobali.it

Europadreaming. storia visuale delle migrazioni dal '95 ad oggi

DatadrivenJournalism.net

"Europa Dreaming: Using visual journalism to question the European Dream"

2015

TYPO 365 - ISBN 979-10-95254-00-3

"People's Republic of Bolzano"

Academia #70 ISSN (1125-4203)

"People's Republic of Bolzano"

European Journalism Observatory

"On Visual Journalism"

Global Voices Italia

Interview on Data Journalism

The Functional Art

Integrated multimedia storytelling

Storybench

Matteo Moretti on bringing design to journalism

Courrier international – n. 1261 07.01.2015

Les ministres de la réconciliation

Corriere dell'Alto Adige (26.09.14)

Repubblica Popolare di Bolzano

Der Spiegel 51/2014

Der Würstelminister

FF Das Südtiroler Wochenmagazin n. 45 06.11.14

Nix mit Chinatown

China-files.it

Repubblica Popolare di Bolzano

Exhibitions and awards

2018	membership - Italian Design ambassador (named by Italian Foreign affairs ministry) membership - Jury Member World Press Photo Award 2018 (innovative storytelling)
2017	award - European Design Award 2017 - Infographics, digital, Porto, Portugal membership - Jury Member World Press Photo Award 2017 (immersive storytelling)
2016	award - European Design Award 2016 - Infographics, digital, Wien, Austria
2015	award - Data Journalism Award 2015 "Best data visualization of the year", Barcelona, Spain
2014	exhibition - "Long night of research", Repubblica Popolare di Bolzano, Bolzano, Italy exhibition - "Cornu Portaits", XVI Generative Art International Conference 2013, Milan, Italy
2013	exhibition - TiroleFunk video selected for Screen Social Cannes, Cannes, France
2012	exhibition - Budapest Design Week , "Spaghetti Vespa Typography", Budapest, Hungary exhibition - Salone del Mobile di Milano, "Spaghetti Vespa Typography", Milan, Italy
2011	award - "Che Impresa" Festival, "Sguardo oltre il Buio", Florence, Italy
2005	exhibition - HIU9 - 9, Milan, Italy exhibition - Iceberg, Milan, Italy exhibition - HP Hype Gallery, "Hyperfly", Milan, Italy
2003	exhibition - OFFF Flash Film Festival, Barcelon, Spain

Non Design experiences

1997 - 2001	Selected Artist for Menhuin Foundation Musician in the primary school, to prevent racial conflicts through the arts practice
1998	Contact Juggler Teacher Circus School of Milan, Italy
1996-1998	Leoncavallo Drama school, Milan, Italy
1996 - 2006	West African traditional music studio Several study travel in Guinea, Senegal and Morocco, learning from the griot masters: Mamady Keita, Bruno Genero, Koungbanan Conde, Momo Cissoko, Cece Kofi, Abdoullay Traore, Oumarou Bambara, Seydou Dao, thank you masters!
2000 - 2011	Interested in cross cultural arts and traditions, I traveled in France, Germany, Portugal, Turkey, Morocco, Egypt, Guinea, Senegal, Gambia, Morocco, Thailand, China, Cambodia, Malesia.