

CLAUDIO MODERINI | Luglio 2021

Claudio Moderini è un designer, ricercatore e educatore con un background in architettura e design, attualmente ricopre il ruolo di Design Director di Innovation By Design (iXd), un think-tank transdisciplinare, uno studio che si occupa di design strategico, innovazione, interaction e service design con sedi a Boston, Milano e Seoul.

E' stato membro del CDA della Fondazione Museo del Design della Triennale di Milano (2018/2021) e membro della commissione di studio per l'individuazione di politiche di supporto e sviluppo del design - Ministero dei Beni Culturali (218/19)

Insegna interaction e service design a NABA, Milano.

È stato Direttore Accademico di Pearl Academy, scuola indiana di design, moda, media e business con campus a Delhi, Jaipur, Noida e Mumbai, parte del gruppo internazionale Laureate. È stato Direttore di Domus Academy, scuola internazionale post-universitaria e laboratorio di innovazione attraverso il design per la quale ha fondato nel 2002 il Master in interaction design.

Le sue competenze spaziano dalla direzione creativa al design strategico, allo sviluppo di concept progettuali per scenari futuri basati su soluzioni di design e allo sviluppo e gestione di spazi e ambienti interattivi.

I suoi interessi di ricerca spaziano dall'introduzione di tecnologie digitali nell'ambiente quotidiano, negli spazi domestici e in quelli urbani, e all'esplorazione delle loro potenzialità nell'innovare/trasformare i prodotti e i servizi.

Project Leader e coordinatore di più di 40 tra progetti di ricerca e workshop progettuali in collaborazione con aziende internazionali tra cui Alias, Camper, Canon, Fujitsu, Mitsubishi, MNS, Motorola, Nokia, Pioneer, Samsung, Tag Heuer, TDK, e all'interno di iniziative di ricerca della Comunità Europea.

Ha tenuto conferenze e seminari di progetto al Politecnico di Milano, Royal College of Art, Università di Siena, Università di Milano Bicocca, FUKUI Prefecture in Giappone, Shie Chien University Taipei, NTUT Taipei, Hong Kong Polytechnic, MIT Boston, Bilgi University Istanbul, Tonji University Shanghai, Universidad Major Santiago del Chile, Kookmin University di Seoul e Seoul Design Foundation trattando argomenti correlati allo sviluppo di concept e scenari futuri per prodotti e servizi innovativi.

Specializzazioni: design strategico e concettuale, design dell'esperienza, design dei servizi, ricerca di design, Innovazione di prodotto, gestione di esperienze per l'apprendimento

Innovation By Design - Design Director & Partner

Apr 2018 – 3 yrs, 65 mos

Milan Area, Italy

Design Director at Innovation By Design (iXd), a trans-disciplinary think-tank, design strategy and innovation boutique with offices in Boston, Milan and Seoul.

NABA Nuova Accademia di Belle Arti - Full Professor

Jan 2018 – Present 3 yrs 8 mos

Milan, Italy

Teaching interaction and service design, and researching on progressive/innovative teaching experiences.

Board of Directors Member of the Fondazione Museo del Design - Triennale Design Museum

Sep 2018 – Jul 2021, 2 yrs 10 mos

Milan, Italy

IxDA - Program co-director

Mar 2019 - Feb 2020 1 yr

Milan, Italy

Program co-director of the international conference Interaction20, responsible for the curation of the conference content and for the speakers selection.

Pearl Academy - Head Academics/Chief Academic Officer

Jan 2016 – Jul 2018, 2 yrs 7 mos

Delhi, India

To lead Pearl Academy didactic activity that includes Fashion, Design, Business and Media Schools distributed on 4 Campuses in Delhi, Noida, Mumbai and Jaipur for a total of 300 faculty and approx 4500 students both at UG and PG level.

Directly reporting to the CEO, Head Academics oversees and leads the following departments and reporting functions:

- * Schools (Deans)
- * Academic Governance
- * Academic Development and Innovation
- * Research
- * Internationality
- * Hybrid and Blended Learning

- Working with the academic team to redesign and implement the entire UG curriculum that encompasses 12 UG Diploma Pathways (3 years) covering different subjects in the Fashion, Design, Business and Media areas.
- Development of a new academic model called Total Learning System (TLS) whose pillars are: industry connection, international exposure, career coaching and edge experience.
- Fostering the collaboration within the Laureate Network for the development of a transnational agenda together with Torrens University, Australia. Alignment of the curriculum to the requirements of the Australian accreditation body for providing to students the possibility to enrol in a 2+1 pathway that includes 2 years at PA India and the final year and degree at TU Australia.
- Working with Laureate team to develop a series of fully online "umbrella" modules and to implement an overall online strategy to achieve the 20% online goal set by the corporate.
- Leading a cross-functional team (Schools, ADI and AGO) to redesign the one year Foundation course by applying an experiential learning model and by introducing two paths running along the entire year aimed at nurturing social responsibility and at developing students' life skills.

Deep Blue - Independent Design Consultant

Apr 2015 – Dec 2015, 9 mos

Rome, Italy

Independent consultant and advisor for the project "NINA", (Neurometric Indicators for ATM), a research project for Eurocontrol - the European agency for air traffic control - aimed at envisioning future scenarios based on the usage of EEG (electroencephalogram) technology for monitoring workload and improving efficiency and error free operations for the Air Traffic Control domain.

Innovation By Design - Independent Consultant

Mar 2015 – Dec 2015, 10 mos

Greater Boston Area

Independent consultant for the "City 2020" project.

My responsibilities includes managing a distributed team of specialists in Milano and Boston by providing direct guidance on the design process, design and research methodology, so as defining the strategic insights for the client

Domus Academy - Head of Institute

Feb 2014 – Dec 2015, 1 year 11 mos

Milan Area, Italy

To lead Domus Academy didactic activity by managing both Fashion and Design Schools for a total of twelve MA programs delivered in two annual intakes, with the responsibility to manage the didactic team (25/30 full faculty and 70/90 visiting faculty), the budget of the programs, and to support marketing team with dissemination and partnership activities

- Working with the management team to develop and implement a new academic model whose main objective is: to provide a flexible and modular offer, to permit to implement a continuous intake concept, to optimize the use of resources, to increment cross-curricular interaction.
- To support, promote and steer from a organizational and quality assessment perspective LIU partnerships under the Domus Academy brand, such as the hosting of the NSAD (San Diego) quarter for the architecture and interior design students, so as the one month optional activity offered to the students of the Post Graduate Certificates of Pearl Academy (India)
- To supervise the local DA team of experts, advisors and instructors for the online program on Design Thinking that is offered under the DA brand starting for 31st august 2015
- Leading the Validation Unit team, whose task is to set up and manage the framework for the validation of third parties (primarily LIU partners) courses and didactic activities
- Participation to the quarterly Chief Academic

Head of Online Programs - Domus Academy & Naba

Jan 2013 – Jan 2015, 1 year 1 month

Milan Area, Italy

To explore and identify current and future potentialities of online education in design related domains, by identifying the appropriate tools and technological platform (LMS) to support learning activities and by planning and developing new Online and Hybrid Programs

- Leadership of the team for the design of a new Master Program in Business Design to be delivered in an online format with residencies
- Collaboration with the Laureate Product Development team for the preparation of the C.I.P. for the MA in Business Design Online
- Interaction with the Laureate Market Research team for analyzing and identifying the market opportunities of online master programs at international level
- Development of a plan for exploiting "connected learning" technologies within the campus activities, with a focus on how to connect remote locations, to stream lectures and conferences and to manage remote project reviews

Domus Academy - Master in Interaction Design Founder & Director

Jan 2002 – Dec 2014, 13 yrs

Milan Area, Italy

Since 2002, Program Leader of the Master in Interaction Design, launched with the unique challenge of crossing the originality of Italian Design Culture with the emergent Digital Technology world.

Responsible for the overall planning, steering and managing of the didactic activity; in collaboration with the School Management Board:

- Management of the budget in accordance to school strategy and central leadership indications (200k/250k Euro).
- Team building and management of the faculty (5 full and 20 visiting faculty)

- Management of the contacts with the prospect students and support to the enrollment process
- Support to promotional activities of the school and marketing holding promotional seminars in international universities in Thailand, China, Chile, Jakarta, Japan, Mexico, Taiwan, Turkey and USA. Among the others in Shie Chien University Taipei, NTUT Taipei, Hong Kong Design Institute, Hong Kong Polytechnic, Kookmin University Seoul, Tonji University Shanghai, Universidad Major Santiago del Chile and Toluca Tech Mexico on design envisioning, service and strategic design
- Support to the Career Service Team for the identification of internship and placement opportunities for students and alumni
- Project leadership and coordination for DA of more than 40 design projects, researches and workshops in conjunction with Italian and international design companies
- Management of the relations with companies and consultancies for fundraising and collaboration on projects
- In the design field he has collaborated with companies such as Apple, Camper, Nokia, Motorola, Re-Power, Samsung

In 2006 in occasion of the merging with the Interaction Design Institute Ivrea, the MA in I-Design program has been updated, by integrating the Domus Academy industrial/conceptual approach with the "tinkering" design attitude and vision represented brought in by Massimo Banzi, co-founder of Arduino

Domus Academy - Associate Dean for Innovation

Sep 2010 – Dec 2012, 2 yrs 4 mos

Milan Area, Italy

Working together with the Dean and Management of Domus Academy to introduce innovation into current programs and to develop new programs to meet the challenges of the validation bodies.

- Leadership of the internal team for the development of a concept model for hybrid/blended Master Programs. My role was to exploit and systematize the experiments of remote teaching realized within the Master in Interaction Design that included lecture streaming, remote project reviews and presentations
- Leadership of the validation team to transform the DA masters into Academic Masters validated by the Ministry of Education of Italy. The team (15 people) composed by the Course Leaders and coordinators worked under a tight schedule (2 months) in order to meet the requirements of the validation body and to launch the new masters in a short time
- Design of the adaptation of Master in Interaction Design to be transferred to the Media Design School (MDS) in Auckland, New Zealand. Support to the MDS team in the validation process of the program in accordance to local regulations
- Leadership of the team for the validation of the Domus Academy MA programs (12 courses) by University of Liverpool (UoL). The team was composed of approx 15 internal members and 3 external advisors. Management of the relation with the UoL validation unit, and with the external advisor Prof. Mark Hunt (University of the Creative Arts of London). Revision of the programs structure and of the contents of the courses in accordance to UoL standards of quality
- Leadership of the validation team for the University Of Wales (UoW). Revision of the program documentation of the Domus Academy MA Programs in preparation for the UoW Quinquennial

review. Revision of the documents to meet the recommendations of the Quinquennial Review Committee

Domus Academy - Head of the Design Department

Sep 2006 – Aug 2010, 4 yrs

Milan Area, Italy

Direction of the Design Department that included the MA programs in Design, Interaction Design and Car Design, with the responsibility to manage the didactic team (12 full faculty and 50 visiting faculty), the budget of the programs (approx 700k), and to support marketing team with dissemination and partnership activities.

- Management of the didactic aspects of the merging initiative that has incorporated the Interaction Design Institute Ivrea into Domus Academy, both part of the Telecom Italia Group, that consisted in the revision of the MA Program in Interaction Design, and the management of an adjunct faculty and extra resources
- Dissemination activity and participation to international conferences on design and education, among the others the Hyperdesign Conference organized by Tonji University, Shanghai 2006, and the Leadership Through Design Conference Bangalore, 2007
- Development of the partnership between Domus Academy and Nanyang Technological University (NTU) of Singapore and development of a joint Master Program to be hosted by the School of Arts, Design and Media (ADM) of NTU. The activity included of the design of the curriculum, the definition of the requirements for the new faculty, and the budget
- Development of the partnership between Domus Academy and University of Sassari for the organization and delivery of the European Funded Program INDEX (Interaction Design Experience), and member of the Scientific Committee
- Participation to the validation and exploratory workshops organized by the European Commission's Institute for Prospective Studies (IPTS)

Domus Academy Research Center - Designer and Researcher

1995 – 2003, 8 yrs

Milan Area, Italy

In the "European Golden Age" of Interaction Design under the leadership of Marco Susani I had the opportunity to participate to a number of different design research experiences. In particular I have coordinated, for Domus Academy, the European Founded researches "Living Memory" - a project to support communication and news publishing for the local community of Edinburgh aimed to the creation and sharing of local memories. In collaboration with Philips Design, Queen Margaret College Edinburgh, Imperial College in London, Sorbonne Paris (LIME - Icubed Program 1997/2000) - and "Pogo" - a project to allow children in a pre-school age to express and communicate thanks to interactive tools and environments, in collaboration with Philips Design. University of Liege and University of Siena (Experimental School Environments – i3 Program 1998/2001)

- Project Leadership for Domus Academy Research team and task responsible for the Concept Design and Envisioning work-packages within European Founded Researches "Living Memory" and "Pogo"

- Team Member of the European Founded Researches "Klee&Co" "Presence" and "Campiello"
- Responsible for the design seminars on innovative technology within the Master in Design
- Coordination of the didactic activity of the specialized courses and short courses on interaction, interface and web design
- Coordination of the participation of Domus Academy to the '96 and '97 editions of the Apple Design Project, an invitation only workshop and conference promoted by Apple, Cupertino. Aim of ADP was to investigate innovative topics, such as the relation between Space and Communities (ADP'96) and the Future of Libraries (ADP'97). My role was to lead the groups of students and to manage the relationship with Apple mentors and advisors

MIT Design Lab - Independent Consultant

Apr 2012 – Jun 2012, 3 mos

Greater Boston Area

Independent consultant for the “Connected Car” project.

My responsibilities included, participating to the definition of the briefing on the basis of inspirational benchmarking and problem setting methodologies, and contributing to concept scenarios ideation and validation.

MIT Design Lab - Independent Consultant

Apr 2012 – Jun 2012, 3 mos

Greater Boston Area

Independent consultant for the Bank 2.0 project between an Italian company and MIT Mobile Experience Lab.

My responsibilities included, but not be limited to work on design centered research and methods, running user experience research, concept ideation, technologies and new media trends observation and monitoring. In particular:

- Understanding sources of insights aimed to make innovative media and technological offers for the bank’s customers;
- Analysis of emerging banks technologies, ICT, consumer behavior, products and services
- Analysis of new ways to apply technologies and new media to manage customer information and provide assistance;
- Participating in researching strategic media and technological innovation banks;
- Working with the team and provide inside of Italian bank, Italian user experiences;
- New concepts ideation

Università degli Studi di Siena - Adjunct Professor

2006 – Jun 2011, 5 yrs

Course in Digital Media Design at the Faculty of Communication Science of the University of Siena

Università degli Studi di Siena - Interaction Design Research Consultant

2007 – 2009, 2 yrs

Siena, Italy

Design consultant of the University of Siena for the research project "IROMECC - Interactive robotic social mediators as companions" in collaboration with ARC, University of Hertfordshire, Robosoft e Toy Research Institute (AIJU) - Spain (EU FP6 Program – 2007/2009). Creative director for the interaction design team and coordinator of the physical design of the prototype. Among the activities carried out in the conceptual phase I organized the design workshop "Robotically Yours" with the master students in I-Design at Domus Academy. Website: <http://www.iromec.org>

Fondazione Bruno Kessler (FBK-irst) - Interaction Design Consultant

Apr 2010 – Dec 2010, 9 mos

Design research consultant for the project IOS (Internet of Services) with the aim of introducing a user oriented perspective by supervising the different research phases, including problem setting, research resources mapping, service design modelling, development of user profiles and interaction design scenarios.

Itsme S.r.l - Interaction Design Director

2008 – Apr 2010, 2 yrs

Leading the Interaction Design Team (Chiara Diana, Guido Parlato and Roberta Tassi) for the company ITSME, a start-up dedicated to the development of the OS and physical design of an open source PC.

My role was to provide a guidance in creative direction, envisioning and strategic design starting from the definition of the Itsme interaction paradigms, models and requirements to arrive to the specifications for the visual/physical interface design. Part of the activity was dedicated to coordinate and negotiate the envisioning tasks with the actual prototype and implementation activity, together with the software and business design team leaders, respectively Giovanni Martinelli and Nico Sica

Deep Blue - Interaction Design Consultant

2002 – 2006, 4 yrs

Interaction design leader for the research project "CREA" – concept and interaction scenarios for the Air Traffic Control domain, crossing visual art, architecture, music and interactive design (CARE Innovative Action - 2002). A research project for Eurocontrol - the european agency for air traffic control - coordinated by Patrizia Marti (Deepblue) with the aim of investigating and designing a set of digitally enhanced tools and the working space for future scenarios of ATM (Air Traffic Management). Part of the research was aimed at defining a design methodology for such a complex domain based on a cross-disciplinary and co-evolutionary approach. A

conceptual exploration has been carried out by involving the master students in I-Design at Domus Academy organizing the design workshop "I-Ways - Innovative interaction concepts for the future of Air Traffic Management". Website: <http://www.dblue.it/home/projects.htm>

Politecnico di Milano - Adjunct Professor

Sept 2001 – Jun 2002, 10 mos

Course in Industrial Design for the Visual Communication at the Faculty of Industrial Design of the Politecnico of Milano. In collaboration with Professor Ezio Manzini, Stefano Maffei and Francesco Bergonzi, organized a design workshop focussed on enhancing the Retail Experience by way of a combination of digital communication tools and service interfaces emphasising aspects related both to emotional aspects (supporting hidden desires) and functional dimensions (involving users in a sustainable business).

PAPERS AND PUBLICATIONS

Journal Papers:

Giorgio De Michelis, Marco Loregian, Claudio Moderini, *itsme: Interaction Design Innovating Workstations*, Springer Science + Business Media B.V. 2009

DeCortis, F. Marti, P. Moderini, C. Rizzo, A. Rutgers, J. Thursfield, P., *Usage et conception d'instruments actifs pour la créativité narrative*, LCN, volume 3, nr. 4- 2002, pages 127 à 147

Rizzo, A. Marti, P. Moderini, C. *The POGO story world*, submitted to *Journal of Mind, Culture and Activity*

National and International Conference Proceedings Papers:

Giusti, L., Zancanaro, M., Moderini, C., *Designing interactions for personalized and distributed services experiences: towards a new conceptual model*, Proceedings of the 9th ACM SIGCHI Italian Chapter International Conference on Computer-Human Interaction: Facing Complexity, CHIItaly, Alghero, 2011

Marti, P., Moderini, C., Moderini, C., Giusti, L., Pollini, A., *A Robotic Toy for Children with special needs: from requirements to design*, IEEE 11th International Conference on Rehabilitation Robotics, Kyoto International Conference Center, Japan, June 23- 26, 2009

Moderini, C., *Learning Landscape*, Proceedings of Hyperdesign, Shanghai, 2006

Marti, P. Moderini, .M. Bacigalupo, L. Rizzo, "Design for Innovation in ATM" , ATM 2005, Baltimore, 2005

Marti, P., Moderini, C., *A medieval triptych, cameos and books: innovative concepts for future ATM scenarios*, Proceedings of ATM 2003, Budapest, July 2003.

Marti, P., Moderini, C., *Creative design in safety critical systems*, Proceedings of ECCE11 - design, cognition and culture. Eleventh European Conference on Cognitive Ergonomics, Catania, Italy, September 2002.

Marti, P. Moderini, C. Petroni, L. Rizzo, A. Saudelli, B. Save, L. Tozzi G. "Scenario Based Methodology for User Testing in Learning Environment" of the One-day ERCIM WG UI4ALL Workshop, "Interactive Learning Environments for Children", held in conjunction with i3 Spring Days 2000, Athens, Greece, March 1 - 3, 2000

De Cortis, F. Hartevelt, M. Marti, P. Moderini, C. Rizzo, A. Rutgers, J. "Pogo: A story is like the wind through the cracks of a door, It testifies never ending landscapes", submitted to i3AC2000, Joenkeoping,, September 2000

Susani, M., Moderini, C., Previ, L., *The Third Space. An Architectonic Interpretation of Inhabited Media Spaces*, submitted to CHI, 1998

Articles and Books

Moderini, C., "Lost in action", in *Lost in Translation*, Domus Academy, Milano 2012: 50-61

Moderini, C., Giusti, R., La cucina simbiotica, in Living Kitchen, Domus Academy e Veneta Cucine, Milano, 2008

Moderini, C., Cioni, S., 2007, "Interactive Design Landscape", Interfaces nr.73, Winter 2007

Moderini, Claudio, 1995, Ars Electronica 95: Non sparate sull'artista. "Virtual: Il Mensile Dell'Era Digitale" (Milano, Italia) August: 22-24