



Erik Ciravegna Curriculum Vitae

Date of Birth

20/06/1977

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Nationality

Italian

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Home address

Via Giovanni Battista Varè 26
I-20158 Milano (MI), Italy

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Mobile

+39 349 6302441

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Personal email

erik.ciravegna@gmail.com

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Skype contact

erikcira

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LinkedIn profile

erikciravegna

—

Academia.edu profile

ErikCiravegna

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Personal WebSite

erikciravegna.wordpress.com

SUMMARY

Communication designer, master degree in Industrial Design and Ph.D. in Industrial Design and Multimedia Communication, I am now post-doctoral research fellow at the Design Department of Politecnico di Milano and lecturer at the School of Design of the same university, in the Communication Design Degree Program.

My research interest is in Communication Design, focusing mainly on packaging design, in particular on communication qualities of packages and their information accessibility. In addition, I work on the development of methods and tools (both digital, and analogical) in support of research projects, teaching and training activities. I am also interested on social communication and ethical responsibility of designers.

Among the activities carried out at Politecnico di Milano, I have participated to several research programs and design projects, in cooperation with corporations (e.g. Barilla, Nestlé), associations and consortia (Pro Carton, the Italian Institute of Packaging, Comieco, CiAL, etc.), institutions (including the Italian Ministry for Economical Development). I have actively contributed to the design and the development of

the on-line archive of innovative packaging projects <http://www.packagingdesignarchive.org> (development of archive taxonomy and website information architecture; project coordination). As a visual designer, I have developed communication systems and tools for the identity of brands, products and services.

I have been in charge of the organisation of several scientific seminars and exhibitions. I have been invited as conference speaker and visiting professor to give lectures on communication design, particularly on packaging design. I have been advisor and co-advisor of theses, at bachelor's and master's level. I have authored and edited technical-scientific publications (books, conference papers, articles on specialised magazines).

EXPERTISE

Design consultancy

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Basic and applied research

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Education and training

LANGUAGES

Italian (mother tongue)

English

French

EDUCATION

2005-2008

Doctorate

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PhD cum laude in Industrial Design and Multimedia Communication, at Politecnico di Milano, Design Department. Advisor prof. V. L. Bucchetti; scientific tutor prof. G. Baule; coordinator prof. E. Manzini.

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PhD thesis: "*Progettare la qualità comunicativo-informativa dell'imballaggio. Metodi e strumenti per l'accesso ai contenuti informativi nel packaging design [Designing the Communication Quality of Packaging. Methods and Tools for Information Accessibility in Packaging Design]*".

1996-2002

Master degree

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Graduated with honours in Industrial Design, at Politecnico di Milano, School of Design. Advisor prof. V. L. Bucchetti; co-advisor dr. Renzo Salvi (Rai Educational).

1991-1996

High school diploma

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Scientific High School Diploma (with linguistic experimentation: English and French), achieved by a vote 60/60, at Liceo Scientifico G. P. Vieusseux, Imperia (Italy).

SKILLS

Project management, teamwork organisation and coordination.

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Design thinking and design strategy.

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Management of concept, innovation and product development processes.

Basic/applied research skills

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Use of investigation/observation techniques (desk analysis, research in the field, user observation, etc.) adapted or developed “ad hoc” for specific goals, for the collection of research/project documentation (data, photos and other “raw” materials).

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Definition of theoretical frameworks and conceptual grids and maps, for the organisation/analysis of collected materials.

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Definition of taxonomies for knowledge organisation (development of databases, archives, glossaries/dictionaries, websites information architectures etc.).

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Design of graphical “formats” (tables, charts, diagrams, etc.) for the visualisation and dissemination of content (finished or semi-finished results) to support the identification and outlining of strengths, weaknesses and opportunities of intervention and innovation.

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Development of guidelines and design of specific publishing tools (e.g. manuals).

Dissemination skills

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Identification and design of communication tools (including exhibitions, conferences, workshops, books and other kinds of publications) for the dissemination of content (project results).

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Organisation and coordination of events (conferences, exhibitions, etc.): definition and management of scientific contents, speaker/guests, public relations and press releases, logistical and technical aspects.

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Design and development of publishing projects (off-line / on-line): scientific coordination, content selection and organisation, graphic design and layout, text production and editing, translations (italian/english/french), media editing.

Teaching/training skills

—
Undergraduate/graduate teaching.

—
Vocational training skills.

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Use of methods and tools, adapted or developed “ad hoc” for any specific teaching/training goals, in support of learning processes.

PROFESSIONAL EXPERIENCE

Post-doctoral research fellow [assegnista di ricerca]

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Since 2008

Design Department
Politecnico di Milano
In charge for the development of research programs in the area of communication design/packaging design; supervisor prof. V. L. Bucchetti.

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02/2012 – 01/2014

Research program: “*Strumenti per l’analisi e la progettazione di profili nell’area del packaging design [Tools for the analysis and design of communication profiles in the area of packaging design]*”.

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07/2008 – 12/2011

Research program: “*Accessibilità comunicativo-informativa del packaging: analisi e progettazione dell’accesso ai contenuti informativi e prescrittivi degli imballaggi [Communicative accessibility of packages: analysis and design of access to informative and prescriptive contents through packaging]*”.

Contract researcher and design consultant

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Since 2000

Design Department
Politecnico di Milano
Participation to funded research programs and design projects, in the area of communication design/packaging design; principal supervisor prof. V. L. Bucchetti.

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Main research partners: Italian Ministry of Economic Development; Municipality of Milan-Department of Social Policies and Health Culture; Italian Packaging Institute; Comieco (Italian Consortium for the Recovery and Recycling of Cellulose-based Packaging); CiAL (Italian Consortium for Aluminium Recycling); Pro Carton Italy (European Association of Carton and Cartonboard manufacturers); Ipack-Ima Fair; AIC Lombardia Onlus (Italian Celiac Association, Lombardy Delegation); Reno De Medici; Iper Montebello; Barilla-Mulino Bianco; Nestlé Group-Antica Gelateria del Corso; Gran Milano-Tre Marie; Illy Caffè; Mutti.

Teaching activities

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Since 2003

School of Design
Politecnico di Milano
Contract professor, Communication Design Degree.

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Laboratorio di Sintesi finale [Final Synthesis Design Studio], third year of the Bachelor Degree in Communication Design; a.y. 2013/2014, 2012/2013, 2011/2012, 2010/2011, 2009/2010.

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Laboratorio di Elementi visivi del progetto [Design Studio of Project Visual Elements], first year of the Bachelor’s Degree in Communication Design; a.y. 2013/2014, 2012/2013, 2011/2012, 2010/2011, 2009/2010.

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Laboratorio di Comunicazione visiva [Design Studio of Visual Communication], first year of the Bachelor Degree in Communication Design; a.y. 2004/2005, 2003/2004.

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Since 2004

School of Design
Politecnico di Milano
Advisor / co-advisor of bachelor’s and master’s degree thesis, in the area of Communication Design.

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2001-2013

Co-lecturer / teaching assistant for theoretical courses and design studios, in the area of Communication Design/Packaging Design.
Coordinator / co-coordinator of dissemination activities (exhibitions; participation to national/international cooperation projects) for the communication of teaching results.

Other research and teaching activities

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Since 2003

Invited speaker at national and international scientific seminars, conferences and training courses; visiting professor within national and international teaching activities; coordinator of scientific seminars and exhibitions; member of juries of awards and competitions.

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Main institutions: FIT-Fashion Institute of Technology, New York (USA); Saint-Petersburg State Polytechnical University, St. Petersburg (Rus-

sia); Escola do Design UNISINOS (Universidade do Vale do Rio dos Sinos), Porto Alegre (Brazil); SENAI-Serviço Nacional de Aprendizagem Industrial (Brazilian Service for Industrial Training and Innovation); Kymenlaakso University of Applied Sciences, Kouvola (Finland); Human Centred Design Institute (HCDI)-Brunel University (UK); Alta Scuola Politecnica (Politecnico di Milano and Politecnico di Torino); Italian Packaging Institute; ACIMGA (Association of Italian manufacturers of machinery for industries in the fields of printing, paper, transformation and allied products).

Other professional experiences

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Since 1998

Communication designer and consultant. Development of identity systems and communication tools (including logos, websites, brochures and leaflets, etc.); web design (information architecture, graphic design of web interfaces); text editing; translations.

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Main clients: GM Servizi [software house / web agency]; TV Sorrisi e Canzoni [TV magazine]; RAI Educazionale [TV broadcasting]; Fondazione Rui [organisation for education of university students]; Municipality of Cucciago (Como); Doppio Sogno Progetti Teatrali [theatrical company]; AdP Amici della Prosa Milano [theatrical group]; Dondé & Partner Italy [professional faux-artists organisation].

ARTISTIC EXPERIENCE

Theatre actor

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Since 2003

Member of the theatrical group “AdP – Amici della Prosa”, Milano.
Theatre masterclasses with Sergio Scorzillo (DoppioSogno Progetti Teatrali) and voice masterclasses with Mary Setrakian.

AREAS OF INTEREST

Packaging design
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Communication design
—
Identity systems (brand, product and service)
—
Innovation through communication design
—
Methods and tools in support of project development, research, education and training
—
Communication accessibility and inclusive design
—
Social responsibility of design
—
Design ethics
—
Social communication
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Design for social policies

SELECTED PUBLICATIONS

- 1.**
V. L. Bucchetti, E. Ciravegna (2013). "Communication Design for Welfare and Social Policies", *Proceedings of the Participatory Innovation Conference PIN-C 2013*, Lahti (FI), June 18-20, LUT Scientific and Expertise Publications - Lappeenranta University of Technology.
- 2.**
V. L. Bucchetti, E. Ciravegna, U. Tolino (2013). "Communication Design for Social Innovation in Packaging Supply Chain", *Proceedings of the Participatory Innovation Conference PIN-C 2013*, Lahti (FI), June 18-20, LUT Scientific and Expertise Publications - Lappeenranta University of Technology.
- 3.**
V. L. Bucchetti, E. Ciravegna (2012). "Design dell'accesso. Metodi e strumenti per il packaging design [Access Design. Methods and Tools for Packaging]". In: Isabella Steffan. *Design for all. Metodi, strumenti, applicazioni [Design for All. Methods, Tools, Applications]*. Milano:Maggioli.
- 4.**
E. Ciravegna (2012). "Packaging: un medium per la comunicazione sociale [Packaging: a Medium for Social Communication]". In: E. Ciravegna, U. Tolino (edited by). *Packaging Design e pubblica utilità [Packaging Design and Public Utility]*. Milano:Edizioni Dativo.
- 5.**
V. L. Bucchetti, E. Ciravegna (2011). "Packaging Design and Communication Accessibility. A Study of Access Design", *Proceedings of the "Include 2011" Conference*, London (UK), April 18-20.
- 6.**
E. Ciravegna (2010). "Nuovi percorsi di innovazione [New Paths of Innovation]". In V. L. Bucchetti; E. Ciravegna (edited by). *Innovazione nel packaging design. Riflessioni e strumenti [Packaging Design Innovation. Reflections and Tools]*. Milano:Edizioni Dativo.
- 7.**
E. Ciravegna (2010). *La qualità del packaging. Sistemi per l'accesso comunicativo-informativo dell'imballaggio [The Quality of Packaging. Systems for the Communication Access to Packaging Information]*. Milano:FrancoAngeli.
- 8.**
V. L. Bucchetti, E. Ciravegna (2009). *Le parole del packaging. Glossario ragionato per il sistema-imballaggio [The Words of Packaging. Reasoned Glossary for the Packaging Sector]*. Milano:Edizioni Dativo.
- 9.**
V. L. Bucchetti, E. Ciravegna (2007). *Durabilità e scadenza nella comunicazione di prodotto [Food Durability and Expiration in Product Communication]*. Milano:Edizioni Dativo.
- 10.**
E. Ciravegna (2007). "Progetto e responsabilità sociale [Project and Social Responsibility]". In V. L. Bucchetti (edited by). *Packaging contro/verso [Packaging: pros/cons]*. Milano:Edizioni Dativo.
- 11.**
E. Ciravegna (2007). "Packaging, un nuovo medium? [Packaging, a New Medium?]", *Linea Grafica*, n. 367 (January/February).
- 12.**
E. Ciravegna (2006). "Un prodotto più leggibile [A More Accessible Product]", *Linea Grafica*, n. 365 (September/October).