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LUCA SIMEONE

**Curriculum Vitae**

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## 01 SHORT PROFILE

My work is situated at the intersection of design practice, research and entrepreneurship. In particular, my interest is in how strategic thinking can support design-based innovation and management processes.

I have conducted research and teaching activities in leading international centers (Harvard, MIT, Aalborg University, Polytechnic University of Milan, Malmö University and University of the Arts London), (co)authoring and (co)editing some 70 publications. My latest book (*Visualizing the Data City*, Springer, 2014) explores the potential of data visualizations for more inclusive urban design, planning, management processes.

I have founded and managed 7 design-backed companies and worked on several hundred high-impact and award-winning projects, from interactive museums to experimental publishing platforms.

I also serve as a consultant for public and private organizations (the European Commission and the German Federal Ministry of Education and Research) in order to help define strategies, policies, and funding schemes to foster innovation.



*Date of birth:* 10 December 1974

*Languages:* Italian: native; English: fluent; French & Spanish: basic knowledge

*Fields of interest:* design management, entrepreneurship, innovation management, R&D management, interaction design, service design, design research, environmental sustainability

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## CURRENT APPOINTMENTS

- Assistant Professor in Service Design *Aalborg University (Denmark)*
- Managing Partner of design companies *Vianet (Italy)* and *Logic Moon (Sweden)*
- Independent Expert for the *European Commission* in Brussels (Belgium)

## HIGHLIGHTS

- In the past 10 years, I wrote dozens of proposals for research projects - mostly EU funding - and a fair percentage of them got funded. In the majority of the proposals I acted as main applicant and/or offered significant contributions.
- I have strong ties with leading research centers in US and Europe and with key funding government agencies and investment companies.
- In the past 20 years, as founder and/or member of the managing board, I was instrumental in launching 7 companies, with annual turnovers ranging up to €30 million. One company was backed by VCs, one was successfully crowdfunded, another one was sold. My contribution has been to employ a design-based approach to ignite and sustain entrepreneurial processes.
- I worked on more than 500 design projects, combining advanced technology and ethnographic methods: web-based platforms, videogames, ultra-short videos, data visualization, e-learning experiences, responsive architecture, digital marketing for Clients such as Sony, Nintendo, MTV, Dior, Procter & Gamble, Unilever. Key design projects have got international awards and recognition (e.g., FWA, I.D., SXSW, The New York Festival).

## 02 EDUCATION

### **Ph.D. in Interaction Design**

*Malmö University*

Supervisors: Maria Hellström Reimer and Per Linde  
(Malmö, 2016)

### **Laurea quinquennale (= Italian M.S.) in**

Communication Science cum laude

*La Sapienza University*

Supervisor: Massimo Canevacci  
(Rome, 1999)

### **High school degree with science concentration**

**(grade 60/60)**

*Liceo Bruno Touschek*

(Rome, 1993)

## 03 POSITIONS

### CURRENT

#### **Aalborg University**

*Assistant Professor in Service Design*

(Copenhagen, 2017 - present)

I teach courses in business and strategy for service design and carry out related research activities.

#### **Logic Moon**

*Founder and Managing Partner*

(Malmö, 2015 - present)

Logic Moon is a pluggable unit that uses design methods to offer innovation consultancy services and training to private companies, government institutions and academic organizations.

#### **Vianet**

*Founder, Managing Partner, Visual and Interaction Designer*

(Rome, 1999 - present)

Vianet is an interaction and visual design agency. Whilst in its first 14 years Vianet mostly operated providing services to the market, as from 2012 it only focuses on research projects. In the next section of the CV, I describe some key commercial and research projects.

My responsibilities with Vianet include:

- Defining the design strategy and the user experience for major projects
- Managing both the creative and the developing processes (up to 30 people)
- Developing the business strategy (annual turnovers up to € 1.6M)
- Leading the research activities

Vianet products have been awarded the most prestigious international competitions and are often mentioned on design books and magazines. Vianet has carried out projects in more than 30 countries and 18 languages, with commercial hubs in Singapore, Toronto and Doha (Qatar).

#### **European Commission**

*Independent Expert*

(Luxembourg & Brussels, 2004 – present)

Appointed as independent expert to assist EC services with the evaluation of proposals received under several Work Programmes related to Media and Information Communication Technologies and as consultant to help defining funding schemes.

## PAST

### **Harvard University / metaLAB**

*Fellow*

(Cambridge MA, 2013 – 2015)

I contributed to two initiatives at the Harvard Berkman Klein Center (<http://cyber.law.harvard.edu/>):

- A study on the characteristics of innovation spaces in Boston
- Some co-design workshops for a joint symposium with UNICEF.

### **Central Saint Martins, University of the Arts London / Innovation Insights Hub**

*Visiting Researcher*

(London, 2014 – 2015)

Besides some guest lectures, I mainly conducted research investigating how design can support entrepreneurial activities and innovation in academic environments.

### **Massachusetts Institute of Technology / Senseable City Lab**

*Research Affiliate*

(Cambridge MA, 2011)

I led an ethnographic study on the organizational dimensions of the lab behind its transdisciplinary approach.

### **German Federal Ministry of Education and Research**

*Independent Expert*

(Bonn, 2009)

Appointed as independent expert to assist the German Federal Ministry of Education and Research with the evaluation of proposals for funding related to e-learning projects.

### **Nurun**

*Usability manager*

(Milan, 2000 – 2002)

I was asked to join nurun, one of the leading international groups in digital design, as an expert in usability and project management. My main task was to create the usability department for the Italian office (70 employees) and to lead branding, e-learning and e-business projects for such clients as Unilever, Procter&Gamble, Autostrade, Prenatal, Elena Miro and CHL. I created a company practice that incorporates usability methods into the design and technology processes, applying information design and usability testing procedures.

## PREVIOUS TEACHING EXPERIENCE

### **Politecnico di Milano**

*Visiting Lecturer*

(Milan, 2013 - 2017)

I taught a short course in design management for the Master's Programme in Service Design.

**Rome University of Fine Arts**

*Adjunct Professor (Professore a contratto)*

(Rome, 2011 – 2012)

Course: Interaction and Web Design (B.A. in Digital Design)

**Ateneo Impresa Graduate School of Business**

*Adjunct Professor (Professore a contratto)*

(Rome, 2005 – 2011)

Course: User Experience Design (Master's Program in Web Marketing and Communication)

**La Sapienza University**

*Adjunct Professor (Professore a contratto)*

(Rome, 2009 – 2011)

Course: Laboratory of Interaction Design (B.A. in Digital Design, Faculty of Architecture)

**Tor Vergata University**

*Lecturer* in Interaction Design for the Master's Program in Advanced Technologies of Interactive Communication

(Rome, 2006 – 2008)

**La Sapienza University**

*Teaching Assistant* for the course of Cultural Anthropology (under supervision of Professor Massimo Canevacci)

(Rome, 1996 – 2003)



## GUEST LECTURES

Massachusetts Institute of Technology, Cambridge MA (USA)

Harvard, Cambridge MA (USA)

Instituto de Estudos Avançados - Universidade de São Paulo (Brazil)

The National Research University Higher School of Economics, Moscow (Russia)

Central Saint Martins, University of the Arts London (UK)

London College of Communication, University of the Arts London (UK)

The Royal Danish Academy of Fine Arts (Denmark)

Politecnico di Milano, Milan (Italy)

Bicocca University, Milan (Italy)

LUMSA University, Rome (Italy)

Logotel, Milan (Italy)

ISIA, Florence (Italy)

## CURRENT BOARD POSITIONS AND OTHER ASSIGNED DUTIES

### **Tutto Fritto Management AB**

*Member of Managing Board*

(Malmö, 2017 – to date)

## 04 MAIN PROJECTS

### COMMERCIAL PROJECTS

I worked on a variety of design projects, combining advanced technology and ethnographic methods: web-based platforms, videogames, ultra-short videos, data visualization, e-learning experiences, responsive architecture, visual design and service design strategies.

Some of the Clients I worked for:

Abbott	Enel	Nintendo
Aeroporti di Roma	ENIT	Pfizer
Alcantara	Febal Kitchens	Procter & Gamble
Alfa Romeo	Ferrero	Qtel
Ariston	Fiat	Renault
AstraZeneca	IBSA	Roche
Banca Antonveneta	Italian Prime Minister	Schering-Plough
Banca Intesa	Jetix	Sony
BenQ	Johnson & Johnson	Sony Playstation
Bristol-Myers Squibb	La Perla / Intimo 3	Telecom Italia
Narcotic Bureau (Singapore)	Luxottica	Timberland
Champion	MAXXI Museum	Toyota
Chrysler	McDonald's	Trollbeads
Columbia Tristar	Mercedes	Turner
Daihatsu	Italian Ministry for Cultural	United International Pictures
Dior / John Galliano	Activities	Volkswagen
Elena Mirò	Mtv Asia, Mtv Italy	

### RESEARCH PROJECTS (selection)

I have been part of a good number of research projects, also funded by the European Commission. I have experience working with EU programmes such as H2020, Creative Europe, FP7, Digicult, eContent, Internet Safer Plus, Media Interactive Works.

**iSCAPE / Design interventions to control air pollution concentration** (EU-funded through Horizon 2020)

While existing air pollution control policies and technology include measures to reduce the concentrations (g/m<sup>3</sup>), emission rates (g/s) and total emissions (g) of contaminants, the direct control of air pollution concentrations (as opposed to emissions) in the urban atmosphere and

the exposure of the population have received relatively limited attention, and it is especially so considering expected/forecasted climate change.

The overall aim of iSCAPE is to develop and evaluate an integrated strategy for air pollution control in European cities grounded on evidence-based analysis. The iSCAPE approach aims to intervene in a physical way on the urban landscape by inserting and manipulating physical objects (such as low boundary walls, trees and hedge-rows, green walls and roofs, photocatalytic coatings, green urban spaces and road geometry) to alter the ventilation rate in the city and affect air pollution and climate change.

My specific role in the project is in the deployment of a low cost sensing kit that can be easily installed by citizens to help environmental monitoring; this sensing kit is connected to a newly designed online virtual living lab, which not only shows real-time measurements from the kits, but also engages various stakeholders in discussions and collaborative activities connected to the project.

(Malmö, 2016 – present)

### **SCENT / Gamification-based, people-centric observations in relation to land cover and use** (EU-funded through Horizon 2020)

Europe has invested a lot in infrastructure to achieve an accurate Earth observation capacity. Initiatives such as Copernicus provide a mapping of forest areas, wetlands or artificial surfaces; yet, the burden of investing in new equipment or maintaining the current infrastructure is unsustainable. Ways of complementing the in-situ infrastructure with citizen-sourced data at a low cost are sought. Whilst citizen participation in environmental policy making is in its infancy, citizens feel unable to influence environmental policies. The SCENT project aims to alleviate this barrier. Through a constellation of smart technologies, SCENT enables citizens to become the 'eyes' of policy makers and monitor land-cover/use changes through everyday activities.

My role in the project is related to developing a serious gaming application where users will be rewarded for semantically annotating images coming from open platforms, e.g. Flickr, Panoramio. Also, a plugin for CAPTCHA will be implemented and it will ask users to annotate land-cover images.

(Malmö, 2016 – present)

### **PLUGGY / Pluggable social platform for heritage awareness and participation** (EU-funded through Horizon 2010)

PLUGGY will support citizens in shaping cultural heritage and being shaped by it. PLUGGY frames its objectives around the Faro Convention, in line with new social paradigms which declare heritage as an asset and a responsibility for all, aiming to encompass greater democratic participative actions with concern for the local and the everyday. The PLUGGY Social Platform will facilitate a continuing process for creating, modifying and safeguarding heritage where citizens will be prosumers and maintainers of cultural activities. It will be web based, easily accessed and will allow the development of shared identity and differentiation. PLUGGY Social Platform's users will curate stories using the PLUGGY Curatorial Tool. Content will be both crowdsourced and retrieved from digital collections, allowing users to create links between seemingly unrelated facts, events, people and digitized collections, leading to new approaches of presenting cultural resources, and new ways of experiencing them. PLUGGY will

provide the necessary architecture for the creation of pluggable applications, allowing for beyond-the-project, not yet imagined ways to utilize the content on the social platform, while focusing on the design of the social interaction, helping to build new virtual heritage communities.

My specific role in the project is to lead the exploitation activities and contribute to the user experience design processes.

(Malmö, 2016 - present)

### **3D Tune-In / Gamification for healthcare** (EU-funded through Horizon 2020)

Hearing loss is an inevitable part of the ageing process from around 25-30 years old. As the average age of Europe's population is increasing, with expectations by 2050 of two fifths being over 50 years old, demand for assistive hearing devices also is expected to grow. Hearing Aid (HA) technology has dramatically advanced in the last 25 years, since the commercialization of the first digital hearing aid. Nevertheless, this technological advancement is not always accessible or accessed by the hearing impaired population. The majority of individuals with hearing aids use the device as if it was a standard analogue hearing aid, i.e. only for its amplification and equalisation features, and new algorithms are under-used or not exploited to their full potential. The challenge of 3D Tune-In is to facilitate the successful exploitation of existing, overlooked or neglected functionalities of hearing devices to optimise their potential thus greatly improving people's quality of life, and their interactions with other people and their surrounding environment. This will be done through the creation of the 3D Tune-In Toolkit, a set of non-leisure game applications exploiting technologies traditionally employed in leisure games, and guidelines on the effectiveness of digital games for hearing loss and hearing aid devices.

My role in the project is to lead the exploitation activities and design and develop some software applications.

(Malmö, 2015 – present)

### **Urban Sensing / Using social media analysis and data visualization to better understand cities** (EU-funded through FP7)

A EU-funded project aimed at exploring the potential of text mining and data visualization techniques in order to extract indicators about perceived urban quality from UGC (Twitter, Foursquare, Facebook...).

My role in the project was to contribute to the user requirements definition and to the design and implementation of the software platform.

(Brussels, 2012 - 2015)

### **TESS / Identifying factors that contribute to the success of community-based initiatives in low carbon economy** (EU-funded through FP7)

A EU-funded research project aimed to reach an understanding of the potential for community-led initiatives to help deliver a truly sustainable, low-carbon future.

My role in the project was to design and develop various online websites to engage the initiatives and spread the results of the project.

(Rome, 2013 -2016)

### **MARKOS / Search engine for open source software** (EU-funded through FP7)

MARKOS aimed at realizing the prototype of a service and an interactive application providing an integrated view on the Open Source projects available the on web, focusing on functional, structural and licenses aspects of software code.

My role in the project was to design the user experience and the front-end of the search engine.

(Rome, 2013 - 2015)

### **Whispering bookstores**

An holophonic engine is instantiated in a bookstore. Through a Content Management System, sounds are associated to specific books and tied to their spatial locations. An iPhone application detects users' position and orientation and generates 3D soundscapes. Users hear monkeys screaming and children laughing from the books positioned on the bookshelves.

(Rome, 2011)

### **Crossing the boundaries of sacred worlds**

A prototype for an augmented-reality application that allows the use of existing physical components of the Minkisi (a variety of objects used throughout the Congo Basin in Central Africa thought to contain spiritual powers or spirits) as triggers to retrieve and experience new orders of information, in order to represent the spiritual qualities and the composite, stratified, unstable nature of these power figures.

(Rome, 2011)

### **Book++**

An art catalogue combining QR codes and fiduciary markers to create multi-author, open-ended narratives and meta-analysis of how all the subjects involved in the process use the book.

(Rome, 2010)

### **Conference Biofeedback**

Conference Biofeedback: A set of electrodes worn by presenters. Attendants access a web interface where they can express real-time feedback on the speech. Presenters receive low voltage stimulations in case of negative feedback from the audience.

(Rome, 2010)

### **Toys++**

Toys++: an educational software platform based upon augmented-reality based toys. Toys++ is grounded on the concept that the actual activity of building tangible artifacts can speed up learning processes.

(Rome, 2010)

### **iSee**

I See, a mobile augmented reality application, allows users to interact with the logos of products found in shops and supermarkets: take a picture of any logo and get instant information on its manufacturer's social responsibility and environmental policies as well as real-time data on laundry pollution, ecology tips, and advice from other users.

(Rome, 2009)

### **Ubiquitous Anthropology**

Ubiquitous Anthropology functions as a media compass, a multiplier of experiences, and a portable jukebox that can project informative layers on reality. Ubiquitous Anthropology is the story of the Bororo funeral, as observed and narrated (in a textual, auditory, and visual form) by the many subjects present in the field in Meruri, Mato Grosso, Brazil. Narrative fact boxes from Italian and Bororo anthropologists and video makers have been geo-localized and positioned on a navigable map.

(Rome, 2009)

### **Eternal Gandhi Museum**

I collaborated on the creation of the Eternal Gandhi Museum, New Delhi, one of the world's first digital multimedia museums. My role was to facilitate communication between the Indian Museum Board of Directors and sponsoring Italian companies.

(New Delhi, 2005)

## ENTREPRENEURIAL PROJECTS

In the past 20 years, as founder and/or member of the managing board, I was instrumental in launching 7 companies, with annual turnovers ranging up to €30 million. One company was backed by VCs, one was successfully crowdfunded, another one was sold. My contribution has been to employ a design-based approach to ignite and sustain entrepreneurial processes.

Companies include: Logic Moon, Vianet, Tutto Fritto Management AB, YallaYalla.

## 05 PUBLICATIONS

### PHD DISSERTATION

Simeone, L. (2016) **Design Moves: Translational Processes and Academic Entrepreneurship in Design Labs**. Malmö University. ISBN: 978-91-7104-741-0

### BOOKS

Ciuccarelli, P., Lupi, G., Simeone, L. (2014) **Visualizing the Data City**. Milan, Heidelberg, New York, Dordrecht, London, Springer. ISBN: 978-3-319-02194-2

Forero Angel, A. M., Simeone, L., edited by (2010) **Beyond Ethnographic Writing**. Rome, Armando. English version ISBN: 978-88-6081-697-9. Italian version ISBN: 978-88-6081-689-4

Hendrickson, C., Iaconesi, S., Persico, O., Ruberti, F., Simeone L., edited by (2010) **REFF. The reinvention of the real through critical practices of remix, mash-up, re-contextualization, reenactment**. Rome, Derive Approdi. ISBN: 978-88-6548-012-0 (foreword by Bruce Sterling)

### BOOK CHAPTERS

Simeone, L., Patelli, P. (2016) Urban Sensing: Potential and limitations of social network analysis and data visualization as research methods in urban studies. In Sebastian Kubitschko and Anne Kaun (Eds) *Innovative Methods in Media and Communication Research*, Cham, Palgrave Macmillan.

Simeone, L. (2015). Missing intentionality: the limitations of social media analysis for participatory urban design, in Eric Gordon and Paul Mihailidis (Eds) *Civic Media Project*, Cambridge, MA, MIT Press, [www.civicmediaproject.org](http://www.civicmediaproject.org)

Battles, M., Newman, S., Simeone, L. (2015) Mapping Danger, Making Connections. In Sandra Cortesi and Urs Gasser (Eds) *Digitally Connected: Global Perspectives on Youth and Digital Media*, Cambridge MA, Harvard Berkman Center Research Publication No. 2015-6.

Nabian, N., Simeone, L., Ratti, C. (2014) Of Borders Selectively Crossed and Domains Carefully Bridged: Interdisciplinarity and Research-driven Design. In Flavia Costa, Pedro Donoso, Sigismund de Vajay (Eds) *Of Bridges and Borders Vol II*. JRP | Ringier, Zurich.

Simeone, L. (2012) Color as a New Skin: Technology and Personalization. In DeLong, M., Martinson, B. (Eds) *Color and Design*. Oxford, Bloomsbury Academic.

Iaconesi, S., Simeone, L. (2011) Toys++. Augmented reality enhanced artifacts to display additional educational layers into museums' collections. In Beal, K. (Ed) *Museums At Play*. Edinburgh, MuseumsEtc.

## REFEREED JOURNAL ARTICLES

Simeone, L., Secundo, G., Schiuma, G. (2018) Arts and design as translational mechanisms for academic entrepreneurship: The metaLAB at Harvard case study. *Journal of Business Research*, Vol. 85, April 2018, pp. 434-443 <https://doi.org/10.1016/j.jbusres.2017.10.021>

Simeone, L., Secundo, G., Schiuma, G. (2017) Knowledge translation mechanisms in open innovation: the role of design in R&D projects, *Journal of Knowledge Management*, Vol. 21, Issue 6, pp. 1406-1429 <https://doi.org/10.1108/JKM-10-2016-0432>

Simeone, L., Secundo, G., Schiuma, G. (2017) Adopting a design approach to translate needs and interests of stakeholders in academic entrepreneurship: The MIT Senseable City Lab case. *Technovation*, Vol. 64, pp. 58-67 <http://dx.doi.org/10.1016/j.technovation.2016.12.001>

Simeone, L. (2017) Using strategic ambiguity as management practice in academic R&D: An ethnographic study of MIT SENSEable City Lab. *R&D Management Journal*, Vol. 47, Issue 2, pp. 288–298 <http://dx.doi.org/10.1111/radm.12229>

Seravalli, A., Simeone, L. (2016) Performing Hackathons as a way of positioning boundary organizations. *Journal of Organizational Change Management*, Vol. 29, Issue 3, pp. 326-343.

Iaconesi, S., Simeone, L., Persico, O., Hendrickson, C. (2013) LEAF++ Transformative Landscapes. *Leonardo Electronic Almanac*, Vol. 19, No. 2, 36-51.

Simeone, L., Iaconesi, S., Monaco, F. (2013) REFF book as a Mode-2 learning platform. *International Journal on Interaction Design & Architecture(s) - IxD&A*, Vol. 15, pp. 57-67.

Patelli, P., Simeone, L. (2012) The Cloud. *Visual Studies*, Vol. 27, No. 2, pp. 161-163.

Simeone, L. (2011) Learning from Interstitial Typography. *Leonardo*, Vol. 44, No. 5, October 2011, pp. 466-467.

Simeone, L. (2011) Responsive ethnography. Meetings along the edge of urban informatics and cultural anthropology. *Design Principles and Practices: An International Journal*, Vol. 5, Issue 3, pp. 221-234.

Iaconesi, S., Simeone, L., Hendrickson, C. (2011) Leaf++: Augmented reality and the Third Landscape. *Parsons Journal for Information Mapping (PJIM)*, Vol. III, Issue 3.

Simeone, L. (2010) Distributed Learning Infrastructures in the Anthropology of Design. *Design Principles and Practices*, Vol. 4, Issue 2, pp. 95-102.

Simeone, L. (2005) Project Fox. *International Journal on Interaction Design & Architecture(s) - IxD&A*, Vol. 1, pp. 51-54.

## REFEREED CONFERENCE PAPERS

Simeone, L., Picinali, L., Atvur, A. (2018) Toward a more granular management of the calibration process for hearing devices: The role of design-based knowledge translation. Proceedings of Design Research Society Conference, 25-28 June 2018, Limerick, Ireland

de Götzen, A., Kun, P., Simeone, L., Morelli, L. (2018) Making sense of data in a Service Design education, in Proceedings of ServDes Conference, 18-20 June 2018, Milan, Italy

Morelli, N., de Götzen, A., Simeone, L. (2018) A system of innovation to activate practices on open data: the Open4Citizens project. Proceedings of 3rd International Conference on Smart



Learning Ecosystem and Regional Development - The interplay of data, technology, place and people, 23-25 May 2018, Aalborg, Denmark

Simeone, L. (2018). Design for redundancy in a participatory action that helps user calibrating hearing devices. Proceedings of PIN-C 2018 (pp. 120-123), Eskilstuna, Sweden, 11-13 January 2018.

Simeone, L. (2015) 'Deploy or die': The role of design in supporting entrepreneurial processes at the MIT Media Lab. Proceedings of IFKAD, Bari (Italy), 10-12 June 2015.

Simeone, L., Secundo, G., Schiuma, G. (2015) Design-as-translation as enabling factor in academic entrepreneurship: An analysis of MIT SENSEable City Lab. Proceedings of IFKAD, Bari (Italy), 10-12 June 2015.

Nisula, A.M., Schiuma, G., Simeone, L. (2015) Art based practices of improvisation in shaping organizing for creativity and creative organization. Proceedings of IFKAD, Bari (Italy), 10-12 June 2015.

Simeone, L. (2014) The potential of design to foster academic entrepreneurship: An ethnographic study of metaLAB at Harvard. Proceedings of NordDesign 2014, Espoo (Finland) / Melbourne (Australia), 27-29 August 2014.

Simeone, L. (2014) Interplay between UCD and design management in creating an interactive platform to support low carbon economy. Proceedings of 19th DMI: Academic Design Management Conference, London (UK), 2-4 September 2014.

Simeone L. (2013) The potential and shortcomings of strategic ambiguity as management practice in design labs: An ethnographic study of MIT Senseable City Lab. Proceedings of Cambridge Academic Design Management Conference, Cambridge (UK), 4-5 September 2013. Best paper award: Highly Commended by the University of Cambridge and the Design Management Institute

Seravalli A., Simeone L. (2013) Performing cultures of opening production. Proceedings of Participatory Innovation Conference, Lahti (Finland), 18-20 June 2013.

Simeone, L., Lupi, G., Patelli, P., Iaconesi, S., Persico, O. (2012) DIY GIS. Proceedings of IEEE ICALT, Rome (Italy), 7-10 July 2012.

Simeone, L., Lupi, G., Patelli, P., Iaconesi, S. (2012) Visualizing the crisis. Mapping geo-localized citizens' reactions on user generated content during the Italian political crisis. Proceedings of Cumulus Conference Northern World Mandate, Helsinki (Finland), 24-26 May 2012.

Lupi, G., Patelli, P., Simeone, L., Iaconesi, S. (2012) Maps of Babel. Urban sensing through text analysis on user generated content. Paper presented at Human Cities Symposium, Brussels, Belgium, March 15-16 2012.

Simeone, L., (2011) Syncretic technologies. The learning potential of cross-cultural, non-textual interactive art: the case of Ranjit Makkuni's Planet Health Museum in Delhi. Paper presented at: American Anthropological Association 110th Annual Meeting, Montréal (Canada), 16-20 November 2011.

Iaconesi, S., Simeone, L., Hendrickson, C. (2011). An Augmented Reality Third Landscape. Paper presented at the the Academic MindTrek Conference, Tampere, Finland. September 28-30 2011.

Iaconesi, S., Simeone, L., Hendrickson, C. (2011) Leaf++, Paper presented at ISEA 2011, Istanbul (Turkey), September 14-21, 2011.

Ruberti, F., Simeone, L. (2011) Next-step digital publishing tools and practices, Paper presented at ELPUB 2011, 15th International Conference on Electronic Publishing, Istanbul (Turkey), June 22-24, 2011.

Simeone, L., Iaconesi, S. (2011) Anthropological conversations: augmented reality enhanced artifacts to foster education in cultural anthropology. Proceedings of IEEE ICALT, Athens GA (USA), 6-8 July 2011.

Simeone, L., Iaconesi, S., Monaco, F. (2011) As We May Remix: REFF Book and the Augmented Press Experience. Proceedings of IEEE ICALT, Athens GA (USA), 6-8 July 2011.

Iaconesi, S., Monaco, F., Simeone, L. (2011) Training Future Anthropologists by Innovative Means: Professional Vision from Augmented Reality NKISI Representations. Paper presented at: Future of Education Conference. Firenze (Italy), 16-17 June 2011.

Hellström Reimer, M., Lapčević, M., Simeone, L. (2011) Blind and Fake - Exploring the Geography of the Expanded Book. Proceedings of Nordes 2011 Conference. Helsinki (Finland), 29 May-1 June 2011.

Simeone, L., Iaconesi, S. (2010) Crossing the boundaries of sacred worlds. An augmented reality application attempting to visualize other orders of reality. Paper presented at: Making Reality Really Real, The Planetary Collegium's 11th International Research Conference. Trondheim (Norway), 4-6 November 2010.

Ruberti, F., Iaconesi, S., Simeone, L. (2010) Squatting Supermarkets. iSee and the emerging of the ethical social consumer. Poster presented at: International Universal Design Conference. Hamamatsu City (Japan), 30 October - 3 November 2010.

Simeone, L., Iaconesi, S. (2010) The uncanny experience of space through an augmented-reality application. Proceedings of ESA Research Network Sociology of Culture. Milan (Italy), 7-9 October 2010.

Ruberti, F., Simeone, L., Iaconesi, S. (2010) FakePress: a new kind of publishing house. Proceedings of ESA Research Network Sociology of Culture. Milan (Italy), 7-9 October 2010.

Simeone, L., Iaconesi, S. (2010) Toys++: Augmented reality embodied agents as tools to learn by building. Proceedings of IEEE ICALT, Sousse (Tunisia), 5-7 July 2010.

Simeone, L., Forero Angel, A. M. (2009) Beyond the Hearth of Darkness. Paper presented at: ASMI Annual Conference: Italy and Emotions - University of London (UK), 27-28 November 2009.

Iaconesi, S., Simeone, L. (2009) Ethnographic Distributed Storytelling. Paper presented at: Consciousness Reframed, The Planetary Collegium's Xth International Research Conference. Munich (Germany), 19-21 November 2009.

Simeone, L., Iaconesi, S. (2009) Ubiquitous Anthropology. Paper presented at: DULP - Tor Vergata University, Roma (Italy), 14-15 September 2009.

Iaconesi, S., Simeone, L. (2009) Saperi P2P. Paper presented at: DULP - Tor Vergata University, Roma (Italy), 14-15 September 2009.

## PUBLICATIONS WITH EDITORIAL REVIEW, SELECTIVE ACCEPTANCE

Iaconesi, S., Simeone, L., Persico, O. (2013) Cities out of Control, Krisis Magazine "Orientation", AIAP, Brescia.

Simeone, L., Ratti, C. (2011) Transdisciplinarity in Action: An Ethnographic Study of MIT SENSEable City Lab's Organizational Culture. Integral Leadership Review, October 2011.

Simeone, L. (2009) Beyond Natural Interaction. Diid - Disegno Industriale / Industrial Design, Issue 39, pp. 56-61.

Simeone, L. (2003) L'interaction design come strumento di analisi qualitativa. Magma, Vol. 1, No. 3.

Simeone, L. (2003) Branding Estonia. Avatar, 4, pp. 118-120.

Simeone, L. (2003) Emergent Design. Avatar, 4, pp. 93-97.

Simeone, L. (2002) Avatar web. Avatar, 3, pp. 93-94.

Simeone, L. (2001) Experience Design. Avatar, 2, pp. 37-42.

Simeone, L. (2001) Al numero 7156 della foresta pluviale. Avatar, 1, pp. 55-59.

Simeone, L., De Giovanni, F. (1999) Parodie, mimesi e vertigini alle frontiere del web design. Gomorra, Issue 1.

## CONFERENCE PRESENTATIONS

Tsertou A., Amditis A., Kallioras A., Frangakis N., Cohen B., Jonoski A., Popescu I., Paron P., Nichersu I., Miorandi D., Hughes T., Simeone L., Markou M., Hulea D. & Miska M. (2016) SCENT - Smart Toolbox for Engaging Citizens into a People-Centric Observation Web. Presented at: COWM2016 - International Conference on Citizen Observatories for Water Management, Venice, 7-9 June 2016

Iaconesi, S., Simeone, L., Hendrickson, C. (2011) Connective environmental education: augmented-reality enhanced landscapes as distributed learning ecosystems. Paper presented at Future Learning Spaces Conference, Helsinki, Finland. September 27-30 2011.

Angel\_F (2010) Ubiquitous Anthropology V.2.0. MobileFest, Rio de Janeiro (Brazil), 24-28 May 2010.

Simeone, L., Iaconesi, S. (2009) Ubiquitous Publishing. Presentation at: Frontiers of Interaction V, Roma (Italy), 8 June 2009.

Iaconesi, S., Simeone, L. (2009) Next Step Tools and Practices for Design. Poster session presented at: ICSID World Design Congress, Singapore, 23-25 November 2009.

Simeone, L. (2009) The death of avatar: visual patterns of identity representation in Facebook. Paper presented at: Il Fenomeno Facebook, Roma (Italy), 25 March 2009.

Simeone, L. (2007) Meetings along the edge. Architetture spazio-temporali e Second Life: una prospettiva antropologica. Presentation at: Frontiers of Interaction III, Roma (Italy), 28 June 2007.

Simeone, L. (2004) Flash and the WTC. Paper presented at: FlashForward - Flash Film Festival, New York (US), 7-9 July 2004.

Simeone, L. (2002) InterneXt. Paper presented at: First Internet Studies Point, Roma (Italy), 8 May 2002.

## SCIENTIFIC REPORTS

Rossi, G., Simeone, L., Lupi, G., Patelli, P., Sperandio, P., Bednár, P., Vettorello, M. (2013) Indicators, scenarios and visualization strategies for an ICT system oriented to urban design, planning and management. A report produced for the European Commission within the project Urban Sensing.

## OTHER WRITTEN PUBLICATIONS

Simeone, L. (2011) We Shape: modelli per l'Impresa partecipativa, Weconomy.

Simeone, L. (2009) Tipografia interstiziale. UX Magazine.

Simeone, L. (2005) ID: Segnalazioni. Digicult.

Simeone, L. (2004) Arte o ERP? Viaggio a NYC alla scoperta del futuro di Flash. Idearium.

Simeone, L. (2002) Brand Experience. Idearium.

Simeone, L. (2002) Shopping Experiences. Idearium.

## 06 ASSIGNED ACADEMIC DUTIES

2018, 23rd ICE/IEEE ITMC Conference: reviewer  
2018, Business Process Management Journal: reviewer  
2018, Knowledge Management Research & Practice Journal: Reviewer  
2018, DMI:ADMC: reviewer  
2017, CoDesign: reviewer  
2017, Design Management Academy Conference 2017 (Hong Kong): reviewer  
2016, Journal of Business Research: reviewer  
2016, R&D Management Journal: reviewer  
2016, International Journal of Entrepreneurial Behavior & Research: reviewer  
2015, IFKAD – 10<sup>th</sup> International Forum on Knowledge Asset Dynamics: reviewer  
2014, 19th DMI: Academic Design Management Conference (London): reviewer  
2013, "Horizon 2020: 'Smart Cities' learning", Alpine Rendez-Vous (Villard-de-Lans, Vercors, France): member of the programme committee  
2013, IEEE SCL@ICALT2013: member of the programme committee  
2012, ICWL, Learning within and from the 'Smart Cities' (Sinaia, Romania): member of the programme committee  
2010-to date, Frontiers of Interaction conference (Florence, Italy): fellow  
2012, Participatory Innovation Conference (Melbourne, Australia): reviewer  
2012, IEEE ICALT conference (Rome, Italy): member of the local steering committee & Program Committee member for DULP & SPeL 2012 Workshop  
2012, Rivista di Scienze Sociali: member of the scientific committee  
2011, DesignJam (Rome, Italy): mentor  
2011, IEEE DULP ICALT conference (Athens GA, USA): scientific committee member  
2011, Design Principles and Practices. An international journal: reviewer  
2011, Yasmin Mailing List: discussant for Next-step publishing practices.  
2010, IxD&A journal: scientific committee member  
2010, Design Principles and Practices. An international journal: reviewer  
2010, IEEE DULP ICALT conference (Sousse, Tunisia): scientific committee member  
2009, DULP conference (Rome, Italy): scientific committee member

2009, REFF Festival (Rome, Italy): scientific committee member

2005, Future Film Festival (Bologna, Italy): member of the jury for the web award

2000-2004, I (co)founded avatar (Meltemi Editore), a journal about anthropology, art and communication. I served as a member of the editorial board for 5 years.

1998, La comunicazione nativa. L'uso di tecniche e metodologie audiovisuali da parte delle culture indigene del Brasile. Il caso Xavante (Mato Grosso): co-organizer of the conference, La Sapienza Università di Roma and Museo Nazionale Etnografico "L.Pigorini"

## 07 GRANTS

In the past 10 years, I wrote dozens of proposals - mostly for EU funding - and a fair percentage of them got funded (40% in the past three years, 2014-2016). In the majority of the proposals I acted as main applicant and/or offered significant contributions in shaping them.

### SELECT RECENT GRANTS

2016, SCENT, Smart Toolbox for Engaging Citizens into a People-Centric Observation Web, EU Horizon2020 - 3.882.500 euro

2016, iSCAPE, Improving the Smart Control of Air Pollution in Europe, EU Horizon2020 - 5.851.000 euro

2016, PLUGGY, Pluggable Social Platform for Heritage Awareness and Participation, EU Horizon2020 - 2.364.000 euro

2015, 3D-Tune-In, Gamification techniques for healthcare, EU Horizon2020 – 2.900.000 euro

2014, Exhi+, Augmented reality system for museums, European Regional Development Fund – 1.580.000 euro

2014, BEAM, Mission control system for UAVs based on social media analysis, European Regional Development Fund - 390.000 euro

2014, Agent-based system for innovation scouting, European Regional Development Fund - 479.000 euro

2013, TESS (creation of an interactive platform to connect European stakeholders working in the area of low carbon economy), EU FP7 Environment – 2.840.000 euro

2012, Urban Sensing (data visualization for collaborative urban design, planning and management), EU FP7 Capacities - 1.140.000 euro

2012-2013 - ERDF (based on several smaller grants) - 987.000 euro

## 08 HONORABLE MENTIONS AND DISTINCTIONS

Some of the design projects I was part of were featured in books, magazines and newspapers such as Computer Arts, Wallpaper, Wired, Domus, ID magazine, IdN (Hong Kong), Mtv Paper, Shift (Japan), Web Designing, W.E.B. (South Korea), Create on line (U.K.), Disegno Industriale, RAI, La Stampa (Italy).

### SELECTED BOOKS

Illustration Now – Taschen

Taschen's 1000 Favourite Websites – Taschen

Stationery Design Now - Taschen

Los Logos - Die Gestalten Verlag (Germany)

Dos Logos - Die Gestalten Verlag (Germany)

New Masters of Flash – Apress (Usa)

Websites 100% loaded – Gribaudo (Germany)

Web Design Index 3, 4 & 5 (The Netherlands)

WDE and Web Design Annual (Italy)

### SELECTED AWARDS

#### **Academic & research**

2018, NHS England Healthcare Science Awards, category Partnering Patients and Citizens Award for the 3D Tune-In project

2017, Winner of the Data Challenge organized by the European Commission

2013, Best paper award: Highly Commended by the University of Cambridge and the Design Management Institute, for the paper: The potential and shortcomings of strategic ambiguity as management practice in design labs: An ethnographic study of MIT Senseable City Lab.

#### **Design practice**

Flash Film Festival (New York, San Francisco, USA) - Winner “BenQ”

Finalist, SXSW Interactive (USA)

I.D. - Design Distinction

FWA Award (UK) - Site of the Month “Tokidoki”, Site of the Day “DesignerGokko”

The New York Festival (USA) - “Any surface”



MediaKey, Freccia d'oro (Italy)

## 09 EXHIBITIONS

Some of the design projects I was part of were exhibited in museums, festivals and other art venues.

2014, MAKE, Harvard, Berkman Center, Cambridge MA (USA)

2011, Memefest, Ljubljana (Slovenia)

2010, Festa dell'Architettura, MACRO Museum of Contemporary Art of Rome, Roma (Italy)

2009, ToShare Festival, Torino (Italy)

2007, DAS, Roma (Italy)

2006, CSMEF, Guangzhou, Canton (China)

2001, Biennale delle Arti, Reggia di Caserta (Italy)

2001, DesignFesta, Tokyo (Japan)

1996, Museo dell'immagine fotografica e delle arti visuali, Roma (Italy)