

ROSSANA GADDI

CURRICULUM VITAE

PhD, Associate Professor in Communication Design.

Coordinator of Communication Design courses in the bachelor's and master's degree programmes of the Department of Architecture of the Gabriele d'Annunzio University of Chieti-Pescara. Academic Tutor for the Master Degree Course in Eco Inclusive Design. Contract lecturer at Università Cattolica del Sacro Cuore (Milan) and at Poli.Design consortium of Politecnico di Milano.

Since 2010 she has participated in and coordinated funded research programmes, both national and international, relating to Communication Design, innovation for cultural and territorial enhancement and System Design for inclusion and sustainability.

Member of scientific committees of journals related to Communication Design.

From 2009 to 2020 she was a lecturer and contract researcher at the Design Department of the Politecnico di Milano, conducting research on communication for the fashion system and on the relationship between design, culture and territory. From 2013 to 2019 lecturer at the School of Fashion and Design (SOFD) of GD Goenka University in Gurgaon (New Delhi) and at the Business School EDC (Ecole des Dirigeants et des Créateurs d'entreprise) in Paris.

Since 2007 she has been a member of AIAP (Italian Association of Visual Communication Design), of which he is now a Senior Member.

In 2020 she received an Honourable Mention at the XXVI Compasso d'Oro for 'DigiKnit' Research.

ACADEMIC EXPERIENCE

ACTUAL POSITION

ASSOCIATE PROFESSOR

Department of Architecture
University of Studies G. d'Annunzio (Chieti - Pescara)

TEACHING

Since 2020/2021

Professor in Design

University of Studies G. d'Annunzio
Department of Architecture

Courses

- *Communication Design - 1st year 12 CFU (Design Bachelor Degree Course)*
- *Communication Design for Eco-Social (Coordinator) - First year 8 CFU (Eco Inclusive Design Master Degree Course)*

From 2010

Contract professor - Graphic and Visual Design

Poli.Design, Politecnico di Milano
Università Cattolica del Sacro Cuore - Milano

Former experiences

From academic year 2012/2013 to 2020/2021

Adjunct professor

School of Design, Politecnico di Milano

Courses

Elements of visual perception (Visual Elements of the Project Studio, First year bachelor's degree Course in Fashion Design, 6 CFU)

Portfolio and project presentation (Monodisciplinary Course, third year of the Bachelor Degree Course in Fashion Design, 5 CFU)

Fashion Design (Fashion Advanced Design Studio, second year of the Master Degree Course in Fashion Design System, 3 CFU)
Research & Presentation (Fashion Design Studio, first year of the Master Degree Course in Fashion Design System, 3 CFU)

**PROFESSIONAL
EXPERIENCE**
ACTUAL POSITION

From 2003 to 2020

Visual and communication Designer

www.rossanagaddi.it

Graphic Design Studio

ACADEMIC EXPERIENCE

RESEARCH GRANTS

From 2009 to 2018

Research grant holder at the Department of Design of Politecnico di Milano.

Title of the current research project (from 16/05/2017 to 05/15/2018):

Digiknit: the enhancement of the corporate material culture of the most important historical collection of made in Italy knitted garments through the development of innovative digital services able to encourage the creative process in the knitwear manufacturing sector.

Previous research projects

(2014-2017)

Design and technologies for the cultural enhancement of the emerging sectors of Fashion Design. Communication and representation techniques for the textile, fashion and knitwear design industry.

Research manager: prof. Arturo Dell'Acqua Bellavitis

(2012-2014)

Design-driven tools and strategies to support the cultural and educational system of the Lombard districts. Research methodologies for communication and enhancement of the textile, fashion and design industry.

Research manager: prof. Arturo Dell'Acqua Bellavitis

(2009-2010)

Strategies and design-oriented design tools for communication and enhancement of urban space in relation to the City of Fashion.

Research manager: prof. Arturo Dell'Acqua Bellavitis

APPLIED RESEARCH

2024 (ongoing project)

"Osservatorio FiLA – Filiera Produzione Sostenibile delle Lane Autoctone"

Scientific Coordinator

2023 (ongoing project)

ERASMUS+ UE

EDIDesk Open Access Contents on Design for Equality, Diversity, and Inclusion for Higher Education Programmes

Project Manager e Senior Researcher

2018

Senior Researcher

Pattern development of a home textile collection (rugs and textile)

Consorzio Ard&nt, Politecnico di Milano - Accademia di Brera

Business company

By Kami

www.bykamy.com.br

San Paolo, Brasil

2018

Senior Researcher

**Diseño Yucatán: Innovation center for design development
Mérida, Yucatán**

Consorzio Poli.Design, Politecnico di Milano

SIIES - Secretaría de Investigación, Innovación y Educación Superior

Preliminary analysis, research, teaching and final realization of the brand identity of the innovation center for Design in Mérida, Yucatán, Mexico. Diseño Yucatán is an operational center and incubator for design driven innovation of the state of the Yucatán. The Center is a strategic alliance between the Poli.design consortium financed by Politecnico di Milano and Secretaría de Innovación, Investigación y Educación Superior.

www.disenoyucatan.com

2017

DIGIKNIT project

Researcher

Digiknit: the enhancement of the corporate material culture of the most important historical collection of made in Italy knitted garments through the development of innovative digital services able to encourage the creative process in the knitwear manufacturing sector.

Co-design and realization of the corporate image and visual design and fitting out of the "Maglia, Punto" exhibition that will be held on April 2018 at Villa Necchi, Milano.

2017

Realization of itineraries in culture, history, traditions, landscapes of the sea and the mines of the sea

Contract Consultant

Project of Puglia Region, Department of Tourism, Economy of Culture and enhancement of the Territory.

Strategic visual project aimed at the development and promotion of the Apulian seaside villages.

2016

Implementation of WEAVE outdoor seat project (Artificio + Living Divani)

General and educational coordination

Project created within the context of the Advanced Fashion Design Studio of the Fashion Design Master Degree Course, with the aim of enhancing the industrial culture of the Como silk district.

2015 - 2016

ICE - Innovation, Culture and Creativity for a new Economy

Contract Consultant

Greece-Italy Cross-Border Territorial Cooperation Program 2007-2013

Strategic project aimed at the development and promotion of creative industries through the identification and consequent enhancement of cultural events and primary heritage assets, qualifying as tourism attractors and engines of the cultural economy at the regional level.

2014

CIMODE

2nd INTERNATIONAL FASHION AND DESIGN CONGRESS

Conference Manager and scientific co-curator

School of Design, Politecnico di Milano - November 2014

2012

ARTIFICIO I Widespread Urban Cultural Center

General coordination of research

Applied research / feasibility plan financed by the Cariplo Foundation call for proposals "Valuing cultural activities as a factor in the development of urban areas". Realization of quantitative and qualitative mapping of the cultural realities of the city of Como.

2013

CCAAlps - Creative Companies in Alpine Space

European project funded under the Alpine Space Program which promotes the Cultural and Creative Business sector.

2013

Communicate Villapizzone

General coordination of the communication project

Applied research, mapping and communication and corporate plan of the Villapizzone-Cagnola district (zone 8, Milan), financed by the Cariplo Foundation call for social cohesion.

March 2013, Lima (Perù)

KniThink for Perù - Workshop "From inspiration to fashion collection"

Workshop aimed at local micro businesses for the enhancement of Peruvian manufacturing traditions.

Client Aspem Ong (Emerging Countries Solidarity Association)

2010 - 2011

M/M MATERA DESIGN DISTRICT

Intervention program to support the Upholstered Furniture District of the city of Matera

General coordination of the research and teaching area

Intervention program to support the Upholstered Furniture District of Matera.

Analysis, training and planning for the development of the Matera productive sector, for the promotion of local industrial and planning culture. Project funded by the Basilicata Region.

<http://www.mimdesign.it>

2011 - 2016

TRENORD

NESTLÉ

COLLISTAR

NIVEA

Concept and communication development

2007 - 2008

SDI (Sistema Design Italia)

National Research Agency. Headquarters of Politecnico di Milano

Research assistant

Involvement in the drafting of the European research proposals "Crea.Pla" (Creative Places for European Active Citizenship) and "Design C3" (Design for Culture, City and Creativity) and the realization of the national research "DRM Design Research Maps" (winner of the XXII Compasso d'Oro Design Prize).

Referent prof. Stefano Maffei - www.sistemadesignitalia.it

2007-2008

Project for the development of the territory. Strategic marketing for the Oltrepò Mantovano

Applied research commissioned by Politecnico di Milano (Mantova Campus) from a cluster of municipalities of the Oltrepò Mantovano, the Chamber of Commerce and the Province itself. Collaboration in the conception and realization of communication artifacts related to the coordinated image of the Oltrepò Mantovano area.

Research direction: prof. F.Schiaffonati, C.Stevan,

with prof. E.Mussinelli, prof. F.Celaschi, prof. D.Fanzini, prof. G.Casoni, prof.

R.Trocchianesi.

PUBLICATIONS

BOOKS

2019

Fashion product innovation between lining and tailoring

Silvana Editoriale, Cinisello Balsamo, Milano

2018

Design e città. Forme e processi di valorizzazione urbana

Aracne Editrice, Roma

CURATORSHIPS

2015

Textile Vivant. Scenari dell'innovazione del tessile

Lupetti Editore, Milano

with Giovanni Maria Conti, Barbara Del Curto, Eleonora Fiorani, Maria Grazia Soldati.

2014

CIMODE

2nd INTERNATIONAL FASHION AND DESIGN CONGRESS

Scientific curator of the Book of Proceedings

School of Design, Politecnico di Milano – November 2014

2010

The International Gateway

Olivares Editore, Milano

with Giovanni Maria Conti

CHAPTERS ON BOOKS

2020

Fashion design and art: crossing contemporary creative processes

In Montagna G., Carvalho C., Textile, Identity and Innovation

Taylor & Francis Group, London

ISBN 9780367252441 / 9780429286872

2019

Fashion and innovation between the product system, production and creativity

In Rossana Gaddi, Roberto Liberti, Fashion product innovation between lining and tailoring, Silvana Editoriale, Cinisello Balsamo, Milano

ISBN 9788836642762

2018

Quando il Fashion Design incontra il territorio

In Parente, M., Sedini, C. (a cura di), D4T – Design per i territori.

Approcci, metodi, esperienze. Unione Europea: L1St Laboratorio

Internazionale Editoriale, Trento.

2018

Fashion is a flag! The reasons for a cultural and territorial excellence

In Conti, G.M. (a cura di), Maglia, Punto. Forty years of hidden treasures from MF1archive.

Silvana Editoriale, Cinisello Balsamo, Milano

2018

Fashion on show

In Conti, G.M. (a cura di), Maglia, Punto. Forty years of hidden treasures from MF1archive.

Silvana Editoriale, Cinisello Balsamo, Milano

2018

Fashion, identity and culture in the Chinese fashion system.

China, inspiration for Chinese fashion designers

In Broega, A. C., Reverse Design A current scientific vision from the international fashion and design congress

CRC Press - Taylor & Francis Group, London

2015

Il territorio come incubatore di innovazione

In Textile Vivant. Scenari dell'innovazione del tessile

Lupetti Editore, Milano

2015

L'analisi del territorio, strumento per l'innovazione nel fashion design

In Textile Vivant. Scenari dell'innovazione del tessile

Lupetti Editore, Milano

2014

Il progetto visivo che valorizza la cultura. Breve nota al progetto grafico.

In TEXTILE VIVANT. Percorsi, esperienze e ricerche del textile design

Silvana Editoriale, Cinisello Balsamo, Milano

2014

Strategie comunicative della moda per le taglie forti

In Overfashion. Nuove prospettive per la moda nella società che ingrassa.

Franco Angeli, Milano

PAPERS IN SCIENTIFIC MAGAZINES

2023

Rossana Gaddi, Luciana Mastrodonardo

L'energia delle aree interne: un approccio sistemico a Taranta Peligna

Technnè, Journal of Technology for Architecture and Environment

Issue n.26 - Transizione energetica / Energy transition

2021

Rossana Gaddi, Roberto Liberti

Culture, Fashion and Communication Design in Times of Emergency. Communication and Design Strategies for the Sustainable Improvement of the Fashion and Textile Production in the Indian Subcontinent

PAD, Pages on Arts & Design - Issue #20

ISSN 1972-7887

2017

Mapping the territory for cultural development. The methodological assumptions of Artificio Project.

PAD, Pages on Arts & Design - Issue #13

2011

Urban Design Trajectories. Roles and Skills of design in the communication of the city as cultural asset

The International Journal of Constructed Environment

Common Ground Publishing

2010

Design, knowledge sharing, creativity, great events: tools for contemporary urban development

REDIGE- Review on design, innovation and strategic management

www.cetiqt.senai.br/redige

PROCEEDINGS IN INTERNATIONAL CONGRESS

2023

Design for life, Craft for care. Design tools and Heritage contemporary enhancement as a resource for social changes, fostering diversity and inclusion

Connectivity and Creativity in times of Conflict

Cumulus Antwerp 2023 - 12-15 April 2023

2022

Rossana Gaddi, Giovanni Maria Conti

Design through the layers: Smart textiles for contemporary design solutions and sustainable consumption processes

Proceedings of the 5th International Conference on Intelligent Human Systems

Integration (IHSI 2022): Integrating People and Intelligent Systems, February 22–24, 2022, Venice, Italy

ISBN 978-1-7923-8988-7

DOI 10.54941/ahfe100931

2022

Rossana Gaddi, Raffaella Massacesi, Giulia Panadisi, Ivo Spitilli

Abruzzo Slow. Slow mobility per la valorizzazione sostenibile del territorio abruzzese

Atti dell'Assemblea Annuale della Società Italiana di Design - Design per connettere Persone, patrimoni, processi.

25 e 26 febbraio 2021 - On-line - Università degli Studi di Palermo

ISBN 9788-89-43380-0-3

2021

Didactic contaminations between visual design, branding and relational value. An international and experimental training approach for future generations of branding experts

ICERI2021 Proceedings 14th annual International Conference of Education, Research and Innovation

ISBN 978-84-09-34549-6

ISSN 2340-1095

doi 10.21125/iceri.2021

2021

Rossana Gaddi, Paolo Franzo

Innovative methodologies for the didactics of fashion portfolio: a field research

experience

ICERI2021 Proceedings 14th annual International Conference of Education,
Research and Innovation
ISBN 978-84-09-34549-6
ISSN 2340-1095
doi 10.21125/iceri.2021

2018

Fashion, identity and culture in the Chinese fashion system. China, inspiration for Chinese fashion designers

Cimode, 4th International Fashion and Design Congress
Universidad Politécnica de Madrid
ISBN 9789895416806

2018

Closing the loop Project. A research project by the designer Francesca Pievani about the upgrade of waste material for sustainable innovation in the fashion sector

Waste as resource, by design. 3rd International Conference on Design
GD Goenka University, Gurgaon, India
Pubblicato da Bloomsbury India, New Delhi
ISBN 9789387471795
(testo in inglese)

2017

Fashion Design and Contemporary Art: tools for public space enhancement

4D Designing Development Developing Design. Interdisciplinary Research
Perspectives on the Role of Design in combining Social, Technological and Business
Development
Kaunas University of Technology, Lithuania
Co-authors Giovanni Maria Conti, Martina Motta

2017

Creative industries: cultural and territorial development model?

Smart Cities in Smart Regions 2016 Conference
University of Applied Sciences, Lathi, Finland

2017

3D technology and industrial design to breathe new life into product design. Is this the future of fashion and textiles?

2nd International Conference on Design CODE-2017
GD Goenka University, Gurgaon, India
Co-authors Giovanni Maria Conti, Martina Motta

2017

h a n d s t o r i e s o f i t a l y. The Burano's jacket. How fashion designers can use the territory to develop a collection.

MDA Mediterranean Design Association, 2nd International Conference on
Environmental Design, Torino
Co-authors Giovanni Maria Conti, Martina Motta

2016

The I.C.E. Workshops experience. Design oriented scenarios for territory development and innovation in merchandising design.

Cimode, 3rd International Fashion and Design Congress, UBA FADU, University of
Buenos Aires, Argentina

2014

Design for territorial enhancement: the cultural value of fashion design

Cimode, 2nd International Fashion and Design Congress, Politecnico di Milano

2014

Investigation and narration about the territory: innovative methodologies for fashion design

Cimode, 2nd International Fashion and Design Congress, Politecnico di Milano
Co-authors Federica Gallarati, Francesca Pievani, Alice Zantedeschi.

2012

M/M Matera Design District

Publication promoted by Regione Basilicata, Sviluppo Basilicata SpA

2012

Innovation through fashion details: a design model

2nd International Congress of Design and Innovation of Catalonia

ESDI, l'Escola Superior de Disseny, Sabadell, Barcelona

Co-autor Anna Sara Zanolla Mancini

2011

M/M Matera Design District

Una esperienza di formazione sperimentale tra Milano e Matera

Facoltà di Architettura, Università della Basilicata, Matera

SEMINARS

October 2014

L'analisi del territorio, strumento per l'innovazione nel Fashion Design

Triennale Di Milano, Teatro Agorà

April 2012

Innovation through fashion details: a design model

2nd International Congress of Design and Innovation of Catalonia

ESDI, l'Escola Superior de Disseny, Sabadell, Barcelona

June 2008

Foreign Direct Investment and Technological Innovation -

Relatore in Seminario di valorizzazione del tessile andino

La Paz, Bolivia

UNIDO (United Nations for Industrial Development Organization) Coordination

June 2008

Construyendo un sistema de innovacion para los textiles peruanos,

Relatore in Seminario di valorizzazione del tessile andino

Lima, Perù

UNIDO (United Nations for Industrial Development Organization) Coordination

PROFESSIONAL DESIGN EXPERIENCE

Since 2003

Communication and visual designer

Senior member of AIAP (Italian association of visual communication design)

www.rossanagaddi.it

Graphic Design Studio

Main Clients

Arthemisia Group Srl, Roma

La Triennale di Milano

Nessi & Majocchi SpA, Como

Assimpredil Ance, Milano

Department of Tourism, Commerce and Marketing, Government of Dubai

Vertex International Consulting, Milano

Scoozi events, New York City, USA

Commonwealth of the Bahamas, Rappresentanza consolare italiana

Sarajevo Canton Turistic Committee, Bosnia Hercegovina

Silvana Editoriale, Cinisello Balsamo, Milano

Archivio Cesare Cattaneo, Cernobbio, Como

Global Art Exhibitions, New York City, USA

Comieco, Consorzio nazionale recupero e riciclo degli imballaggi a base cellulosica

ART DIRECTION / CORPORATE DESIGN

2017

Ti racconto il mare. Itinerari nella cultura, storia, tradizioni, paesaggi del mare e delle miniere del mare

Strategic communication project aimed at the development and promotion of the Apulian seaside villages.

2016

Global Art Exhibitions

New York City, USA

Corporate Image

2014

ASSIMPREDIL ANCE

Design of infographic maps for the 2014 general assembly

2014

Nessi & Majocchi SpA

Via Ferrari 22

Art Direction and general coordinated image of the promotional and sale campaign of the building

Como

2012

Nessi & Majocchi SpA

Como Lake Resort

Art Direction and general coordinated image of the promotional and sale campaign of the residence

Laglio, Lago di Como

2012

Nessi & Majocchi SpA

Bellagio Lake Resort

Art Direction and general coordinated image of the promotional and sale campaign of the resort

Bellagio, Lago di Como

2012

Scoozi Events

New York City, USA

Corporate Image

ART DIRECTION / TEXTILE DESIGN

2018

Maglia, Punto. Quarant'anni di tesori nascosti dell'archivio MF1

Villa Necchi Campiglio, 24 aprile - 6 maggio 2018

Corporate image, publishing and exhibition design

2014

TEXTILE VIVANT

Percorsi, esperienze e ricerche del textile design

Triennale di Milano, 10 settembre - 9 novembre 2014

Corporate image, publishing and exhibition design

2008

Fashion Detail Awards

Federazione italiana dei Tessilivari e del Cappello, Milano

Catalogue

2006

Faces, colours and textures - Bahamas week in Como

Contemporary Art of the Bahamas Island Exhibition

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

ART DIRECTION / ART

2015

Brueghel. Capolavori dell'arte fiamminga

Bologna, Palazzo Albergati 2 ottobre 2015 – 28 febbraio 2016

Visual and graphic design of the exhibition

2013

Brueghel. Meraviglie dell'arte fiamminga

Roma, Chiostro del Bramante 18 dicembre 2012 – 2 giugno 2013

Visual and graphic design of the exhibition

2012

Paul Klee e l'Italia

Roma, Galleria Nazionale di Arte Moderna GNAM, 9 ottobre 2012 – 27 gennaio 2013

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Electa – Milano

2012

La dinastia Brueghel

Como Villa Olmo, 24 Marzo - 29 Luglio 2012

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale – Milano

2011

Boldini e la Belle Époque

Como Villa Olmo, 26 Marzo - 24 Luglio 2011

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

2010

Rubens e i fiamminghi

Como Villa Olmo, 27 Marzo - 25 Luglio 2010

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

2009

Chagall Kandinsky Malevic, Maestri dell'Avanguardia russa

Como Villa Olmo, 3 Aprile - 26 Luglio 2009

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

2008

L'abbraccio di Vienna - Klimt Schiele e i capolavori del Belvedere

Como Villa Olmo, 15 Marzo - 20 Luglio 2008

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

2007

Zevi su Cattaneo

Graphic Design of the monograph

Archivio Cesare Cattaneo, Cernobbio, Como

2007

Gli impressionisti i simbolisti e le avanguardie, 120 capolavori dal Museo Nazionale di Belgrado

Como Villa Olmo, 24 Marzo - 15 Luglio 2007

Integrated visual project of corporate image, advertising plan and exhibition design

Catalogue by Silvana Editoriale - Milano

2004 - 2006

I venerdì del teatro II / III / IV Edizione

Theatre Seasons

Integrated project of graphic, advertising and communication image

2004 - 2006

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Rossana.gaddi@unich.it

Allarmi. Zona creativa temporaneamente valicabile (I edizione)

Allarmi 2. Il cambio della guardia (II edizione)

Allarmi 3. Nuovo contingente (III edizione)

Collective exhibitions of contemporary art

Como, *Caserma de Cristoforis*

Integrated project of graphic, advertising and communication image

2004

Contemporanea Giovani 2. Tra cronaca e storia

Como, *spazio A-Shed (Ex Ticos)*

Collective exhibitions of contemporary art

Integrated project of graphic, advertising and communication image

Catalogue by Silvana Editoriale - Milano

2003

Retrosцена Lario Festival

Integrated project of graphic, advertising and communication image

Retrosцена Theatre, Como

MEDIA CAMPAIGNS

2016

Nessi & Majocchi SpA

Campagna promozionale Mutuo Giovani

con Banca Intesa San Paolo

Art Direction and general corporate image of the promotional campaign in collaboration with Intesa San Paolo Bank

2012

Mission Impossible 4 - Ghost Protocol @Dubai

DTCM, Dipartimento del Turismo Commercio e Marketing del Governo di Dubai

National campaign to promote the Dubai destination through the sales channel (DVD and Bluray) of the film Universal MI4 - Ghost Protocol

2012

Bahamas @Alpitour

Bahamas Tourist Office Italia

Web campaign to promote the Bahamas destination on the Alpitour Italia web portal

2011

Bilboa Beach in Bahamas

Bahamas Tourist Office Italia e Bilboa Cadey spa

Graphic design and preparation of the Bilboa Beach initiative in the Bahamas

2010 - 2011

Dubai: Kids go free campaign / Italy

Dipartimento del Turismo Commercio e Marketing del Governo di Dubai

Maggio – Settembre 2010 / Aprile 2011

Press campaign on the media circuit and national web

**PREVIOUS
POSITIONS**

October 2003 - October e 2006

Consultant of the landscape architecture firm

and of the EXNEXT® project group

www.exnext.org

Strategic planning and communication for events and cultural events

Main tasks

Strategic planning and communication for events and cultural events

Main clients

Provincia di Lecco

Comune di Como

Comune di Pusiano, Lecco

Archivio Giuseppe Terragni, Como

Camera di Commercio di Como

EDUCATION

23 Aprile 2009

Ph.D. in “Design and technologies for enhancement of cultural heritage”

Politecnico di Milano

IN.D.A.CO. Department I Facoltà di Design

Industrial Design, Arts, Communication and Fashion

B.E.S.T. Department I Facoltà di Architettura

Building Environment Science and Technology, Facoltà di Architettura

Final Dissertation in Urban Development

"Urban Design Trajectories. Roles and skills of design for the communication of the city as cultural asset"

Attained by Honorable Mention

Research topic

Strategic exploitation of European urban net-system and cities development

Main research topics

Design for cultural heritage

Communication Design

Design Urban Development

Mentor prof. Arturo Dell’Acqua Bellavitis

Tutor prof.ssa Raffaella Trocchianesi

26 Luglio 2005

Master of Science in Industrial Design (5 years course)

Politecnico di Milano

Titolo della tesi

“Sarajevo > Europe. The position of Sarajevo into real world. A communication project”

Finale grade 98/100

Main research topics

Communication Design

Graphic Design

Strategic Design

Social Design

Cultural Anthropology

Semiotics

Mentor prof. Arturo Dell’Acqua Bellavitis

Vice Mentor prof. Ciro Mariani

July 1999

Scientific High School Diploma

Liceo Scientifico Statale “Paolo Giovio”, Como

Main topics

Natural and biological sciences, Philosophy, Italian and Latin literature, English and French language and literature

Final Grade 71/100

FELLOWSHIP

2006 - 2009

Ph.D. Fellowship

PERSONAL DATA

Place and Date of Birth
Como, 27/12/1980

Citizenship
Italian

Address
Via Alessandro Volta, 47
22100 Como

Phone
+39 347 7872494 (mobile)

E-mail
rossana.gaddi@unich.it
rossanagaddi@gmail.com

Dal 2007 Senior member AIAP
Associazione italiana progettazione per la comunicazione visiva (www.aiap.it)

Research Gate
https://www.researchgate.net/profile/Rossana_Gaddi

EXTRA

LANGUAGES

Italian
Native
English
Fluent, written and spoken
French
Good, written and spoken

COMPUTER KNOWLEDGE

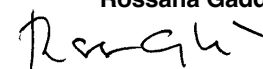
Adobe Creative Suite, Quark Xpress and design softwares
Perfect knowledge
HTML e VRML markup languages
Good knowledge

PERSONAL EXPERIENCE

2001-2008
Humanitarian aid in Sarajevo, BiH
1999
International cultural exchange programme with Jerusalem students
Carmit Boarding School, Jerusalem, Israel

Como, January 2025

Faithfully,
Rossana Gaddi



I authorize the treatment and communication of my personal data according to the National Law