



Roberto Vitalini's work focuses on synergies between Art and Science, where the boundaries between interactive architecture, pure aesthetics, gaming technologies and business information evaporate. Lateral thinker by nature (media artist) and a vertical thinker by education (executive MBA in Media and Communication from the University of St.Gallen) he enjoys envisioning futuristic environments where technology blends in the landscape.

In 2006 he filed the patent "Instinctive Communication Channel for the perception of Multivariate Data Changes" and the same year he founded BASHIBA ([www.bashiba.com](http://www.bashiba.com)), a company developing innovative software solutions designed to visually communicate data changes via real-time data atmospheres. BASHIBA's video installations empower the users to be constantly informed without cognitive effort.

In March 2008 Roberto was granted the "Venture Leaders 2008" award and in June 2008 he offered a Tech Talk at the Google Headquarters in California about Real-Time Data Metaphors.

In 2009 Roberto designed the videos for the Opera "l'Amour de loin" (première at the English National Opera, July 2009, London) and for the Theatrical Show "Donka" (première at the Mossovet Theatre, January 2010, Moscow).

Before founding BASHIBA, Roberto led the Research and Prototyping Competence Centre within the Fantastic Corporation. There, he explored future media experiences and their enabling technologies, such as the real-time integration of live sport events with broadband-enabled gaming consoles.



**COMPANY:** [www.bashiba.com](http://www.bashiba.com)

We design and deliver sensitive environments,  
where technology is married to narration and space

- :: **Ambient Information Systems | Peripheral Awareness Solutions**
- :: Elegant Data Solutions | Pervasive Decision Support
- :: **Digital Scenography, Sensitive Environments**
- :: Video Design for Theatre and Opera
- :: Real Time Video Synthesis

2010 "Donka" | Theatrical Show | Mossovet Theatre, Moscow  
Roberto Vitalini Video Designer,  
écriture et mise en scène par Daniele Finzi Pasca

> **BASHIBA Panorama Digital Scenography | Psychedelic Projections**  
[www.bashiba.com/donka.html](http://www.bashiba.com/donka.html)

2009 "L'Amour de loin" | Opera | ENO, London Coliseum  
Financial Times: 5 star rating  
Roberto Vitalini Video Designer  
Opera by Finnish composer Kaija Saariaho, libretto by  
Lebanese-born writer Amin Maalouf, director Daniele Finzi Pasca

> **BASHIBA Panorama Digital Scenography | Seascape Projections**  
[www.ft.com/cms/s/2/5cf89e22-6978-11de-bc9f-00144feabdc0.html](http://www.ft.com/cms/s/2/5cf89e22-6978-11de-bc9f-00144feabdc0.html)

2008 "Art is Computer Science" | Workshop & Exhibit  
University of Lugano, Switzerland.

> **Immersive Projection Environment + BASHIBA Interactive Installations**  
[www.tio.ch/aa\\_pagine\\_comuni/articolo\\_interna.asp?idarticolo=416024](http://www.tio.ch/aa_pagine_comuni/articolo_interna.asp?idarticolo=416024)

2008 Google Tech Talk at Google Headquarters, CA  
Understanding change without reading numbers

> **BASHIBA Speech | Real-Time Data Metaphors**  
<http://www.youtube.com/watch?v=SMwBGOorbhZ4>

2008 "Venture Leaders 2008 Award"

> Roberto Vitalini for BASHIBA.com, winner | [venturelab.ch](http://venturelab.ch)

2007 "Spiritual De-Krypt" | Museo Cantonale d'Arte

> Immersive Interactive Environment, Intermedial Space

2007 "Ated ICT Award"

> BASHIBA Panorama, 1<sup>st</sup> prize winner

2006 "Big Picture Thinking"

> Public Speech | Geneva Knowledge Forum ([know.unige.ch](http://know.unige.ch))

## Wheii.com

**BLOG:** [www.wheii.com](http://www.wheii.com)

Wheii.com is a knowledge portal dedicated to monitoring and understanding global trends, the market and emerging technologies

:: Futurology  
:: Emerging Trends

2005 "Peer Economics", Speech

> WFSF World Conference, Corvinus University of Budapest



## TEACHING

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| 2010 "Immersive Interactive Environments, the illusion of existing within another space" | :: SUPSI - <a href="http://www.maind.supsi.ch">http://www.maind.supsi.ch</a>                                     |
| 2009 "Envisioning Future Products"   | :: SUPSI - <a href="http://www.maind.supsi.ch/maindzone/?cat=44">http://www.maind.supsi.ch/maindzone/?cat=44</a> |
| 2007 "Ghost in the Machine"  | :: HSG, University of St. Gallen - <a href="http://www.hsg.ch">http://www.hsg.ch</a>                             |
| 2006 "Information Aesthetics"  | :: SUPSI - <a href="http://www.dacd.supsi.ch">http://www.dacd.supsi.ch</a>                                       |
| 2005 "Science Fiction, Utopias and Mobile Visions"                                       | :: University of Art and Design HGKZ, Zurich - <a href="http://www.zhdk.ch">http://www.zhdk.ch</a>               |
|  | :: University of Art and Design HGKZ, Zurich - <a href="http://www.zhdk.ch">http://www.zhdk.ch</a>               |