

CV \ ROBERTO VITALINI

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.

PERSONAL DATA

Full Name	» ROBERTO VITALINI	Marital Status	» Single
Address	» P.O. Box 227 6815 Melide Switzerland	Nationality	» Swiss
		Date of Birth	» October 30, 1971
E-mail	» roberto@vitalini.com	Website	» www.vitalini.com
Mobile	» +41 79 669 40 15		

LANGUAGES

Italian	» Fluent	French	» Conversational
English	» Fluent	German	» Conversational

EDUCATION

- | | |
|------|---|
| 2003 | Executive MBA in Media and Communication (GPA 5.4 6) www.unisg.ch
HSG, University of St.Gallen, Switzerland <ul style="list-style-type: none">» USA Company Project: LucasArts, San Francisco (Grade 6 / 6)
Marketing Strategy for the European launch of the Star Wars Episode III Videogame
Saint Mary's College of California, completed the Media Module» EU Company Project: Tele2 Tango, Luxembourg (Grade 6 / 6)
The Future of Tango Mobile» Thesis: "The Future of Teleworking" (Grade 6 / 6)
Work is something we do, not somewhere we go» Business Plan: "leadium, The Mobile Marketing Agency" (Grade 5.5 / 6) |
| 1994 | BA in International Management - graduated with Honors (GPA 3.55 4) www.fc.edu
Franklin College, Sorengo, Switzerland <ul style="list-style-type: none">» Thesis: "The Information Age" (Grade 3.7 / 4)
Researched the new forces driving economic growth |

EMPLOYMENT HISTORY

- | | |
|----------------|--|
| 2004 — present | BASHIBA SA Sensitive Environments Lugano, Switzerland www.bashiba.com
Founder CEO <ul style="list-style-type: none">» 2010 BASHIBA Panorama Digital Scenery at the Mossovet Theatre, Moscow, Russia
29 January 2010: Roberto Vitalini, Video Designer for the theatrical Show "Donka",
écriture et mise en scène par Daniele Finzi Pasca» 2009 BASHIBA Panorama Digital Scenery at the English National Opera, London, UK
July 2009: Roberto Vitalini, Video Designer for the Opera "L'Amour de Loin", ENO,
London. Opera by Finnish composer Kaija Saariaho, libretto by Lebanese-born writer
Amin Maalouf, director Daniele Finzi Pasca.
http://www.flickr.com/photos/bashiba/show/
http://www.youtube.com/watch?v=6cJ9IHm6Tto
http://www.bashiba.com/eno/AmourDeLoin.htm
Financial Times: L'Amour de Loin receives a five star rating:
http://www.ft.com/cms/s/2/5cf89e22-6978-11de-bc9f-00144feabdc0.html
http://www.bashiba.com/images/FT_july6.jpg» 2008 Roberto Vitalini invited speaker, Google Tech Talks, USA (26-06-2008)
http://www.youtube.com/watch?v=SMwBGOrbhZ4» 2008 Roberto Vitalini among the winners of Venture Leaders 2008 (26-03-2008)
http://www.venturelab.ch/fr/NewsDetail.asp?id=304802 |
|----------------|--|

- » 2007 | BASHIBA Panorama received the ated-ICT award (26-10-2007)
<http://www.bashiba.com/award.htm>
- » 2007 | BASHIBA Panorama mentioned on infosthetics.com
http://infosthetics.com/archives/2007/10/bashiba_real-time_data_panoramas.html
- » 2006 | Roberto Vitalini speaker at the Geneva Knowledge Forum (24-10-2006)
- » 2006 | BASHIBA Panorama Patent Filed (13-06-2006)
- » 2004 | BASHIBA CrossPlay: Meta-Gaming and Meta-Competition
- » 2004 | BASHIBA EmoTuner: Digital Reflection of user's feelings

2002 — present

Wheii.com | Understand Change | Lugano, Switzerland || www.wheii.com

Wheii.com is a knowledge portal dedicated to monitoring and understanding global trends, the market and emerging technologies. It serves as Roberto Vitalini's online brain extension.

Founder | Futurist

- » 2005 | **Speaker:** Roberto Vitalini, *Peer Economics*, WFSF World Conference Corvinus University of Budapest, Hungary
- » 2004 | **Conceptualist** collaborated with CCID Munich Augmented Reality Concept for the MTV Designerama fashion show
- » 2002 | **Innovation Evangelist**
Developed a prototype for Connexion4 for the distribution of financial information to j2me enabled mobile phones

1996 — 2001

The Fantastic Corporation

First in Broadband Multimedia | Zug, Switzerland || www.fantastic.com

From startup through successful IPO (Market Cap. EUR 3 billion) and finally reacting to the market downturn. Work history included:

2000

New Media Expert - Head of Research & Prototyping Competence Center

- » Headed Research & Prototyping competence center to design and create experimental interactive systems for the broadband media market. Team members included MIT media artist Bill Keays and Artificial Intelligence specialist Lorenzo Sommaruga

1999

Director Broadband Applications

- » Led team of 25 engineers located in 2 offices (Zug and Manno)
- » Teams designed and implemented innovative broadband software solutions: broadband channels for premium content providers like Eurosport, MTV2 and Reuters, a distance learning application named Smartcaster and a broadband portal solution for Deutsche Telekom

1998

New Media Marketing Manager

- » A new Brand Identity for the Fantastic Corporation (in collaboration with design companies in California and Switzerland)

1996

Multimedia Producer and Technical Multimedia Team Manager

- » Developed visionary broadband channel prototypes and EPG concepts

TEACHING EXPERIENCE

2009

"Envisioning Future Products", Roberto Vitalini, University of St.Gallen, <http://www.hsg.ch/>

2007

"Ghost in the Machine", Roberto Vitalini & Tom Brooks, SUPSI - DACD, <http://www.dacd.supsi.ch/>

2006

"Le oneste bugie", assisted Daniele Finzi Pasca, SUPSI - DACD
<http://www.vitalini.com/SUPSI/LeOnesteBugie.htm>

2006

"Information Aesthetics", Zürcher Hochschule der Künste, ZHdK, <http://www.zhdk.ch/>

2005

"Science Fiction, Utopias and Mobile Visions", Zürcher Hochschule der Künste, <http://www.zhdk.ch/>

2004

"Technology is not a limiting factor, Cultivate Your Dreams", University of Lugano

IMMERSIVE ENVIRONMENT

2007

SPIRITUAL DE-KRYPT by Roberto Vitalini (CH) and Dante Tanzi (I) || www.vita.ch/spirit.htm

- » Museo Cantonale d'Arte, Lugano | Switzerland | May 2007 | INnet HUB 11

COMPUTER SKILLS

Office Applications:

Microsoft Office 2007 (PowerPoint, Excel, Word)

Creative Applications:

Adobe Photoshop, Illustrator, GoLive, Dreamweaver, Premiere, Flash

Languages:

XHTML, HTML, PHP, CSS, JavaScript, XML

Toolkits for real time video synthesis and multimodal interaction:

www.org, Isadora

ORIGINAL CONCEPTS AND VISIONS

2001

Live Formula 1 Racing

- » 2001 Fantastic Corporation, Research and Prototyping Concept + Prototype: Imagine racing live, in real time against Michael Schumacher on your game console at home. Live F1 Racing is a project that merges real and virtual worlds in a unique and very dynamic mode. Telemetry from the cars is transmitted via a broadband multimedia platform in real time to subscribers who race with the pros live on their game consoles. The project was meant to highlight the potential mass-appeal of the merged virtual/real world experience. This concept was developed in the Research & Prototyping Group at the Fantastic Corporation in Lugano Switzerland by Bill Keays, Roberto Vitalini, and Lorenzo Sommaruga. Race data was transmitted over satellite via the Fantastic broadband delivery platform (Year 2001).
- » 2010 Reality by RealTimeRace: <http://www.realtimerace.com/>
Gamers could be joining in a real televised sporting event from their homes
http://news.bbc.co.uk/2/hi/programmes/click_online/8333340.stm

2004

EmoTuner

- » 2004 BASHIBA Concept: <http://www.emotuner.com>
Emotuner is a system that allows information regarding a user's emotional state and emotional profile to influence his or her interaction with electronic systems. When applied to human interactions with the environment, with information systems, and with other people the emotuner enables the electronics systems to better anticipate and understand the real desires and intentions of the user.
- » 2009 Reality by Philips: <http://www.mirrorofemotions.com/>
The Rationalizer, a concept jointly developed by Philips and ABN AMRO, consists of two units aptly named EmoBowl and EmoBracelet offering a "mirror of emotion".

PERSONAL DEVELOPMENT

- 2010 **Meeting with Peter Greenaway, Real Time Image Conductor**, <http://www.petergreenaway.info/>
» Peter Greenaway is one of the great artists of our time, not being afraid to experiment with the new means of expression, while continuing to investigate the role of art in our culture, BASHIBA, Lugano (06 July 2010)
- 2010 **The Bayerische Theaterakademie, Isadora Workshop by Mark Coniglio**, <http://www.troikatronix.com/>
» Lights (lanbox.com / Enttec DMX USB Pro), Infrared (Wii Remote, Osculator, GlovePie, lee nr.87 infrared filter, 4 gels + lights at 50%), Motion Tracking (Chroma Key), Creation and Composition of Interactive Performances, München (24-26 April 2010)
- 2009 **Evelina Domnitch & Dmitry Gelfand, Lecture + Performance**, <http://portablepalace.com/>
» Sensory immersion environments that merge physics, chemistry and computer science with uncanny philosophical practices. 10000 Peacock Feathers in Foaming Acid Live Performance, Teatro Arsenale, Milano (15 December 2009)
- 2009 **Marcel Li Antúnez Roca, Workshop**, <http://www.marceliantunez.com/>
» Sistematurgia + elementos del sistema de creacion colectiva de las performances de La Fura dels Baus, TEC ART ECO, Lugano (26 October 2009)
- 2009 **Stelarc, Workshop**, <http://www.stelarc.va.com.au/>
» Body Re-Design, Fractal Flesh, Phantom Flesh + Avatars Have No Organs
GAM Galleria d'Arte Moderna, Gallarate (25 October 2009)
- 2009 **Stelarc, from Cyborg to PostHuman**, <http://www.tecarteco.net/>
» Alternate Anatomical Architectures, Excess and Indifference
TEC ART ECO, Lugano (24 October 2009)
- 2009 **Persepolis, Live Performance**, <http://www.persepolis-project.org/>
» Creative team members: Fabrizio Rosso, Giulia Troiano, Téo Ghil, Roberto Vitalini and Alessandro Perini for BASHIBA.com (4 October 2009)
- 2009 **L'Amour de Loin, Opera, UK (music : Kaija Saariaho | librettist: Amin Maalouf)**
» Creative team members: Conductor Edward Gardner; Director/Lighting Designer Daniele Finzi Pasca; Set Designer Jean Rabasse; Costume Designer Kevin Pollard; Seascape Projections Roberto Vitalini for bashiba.com; Assistant Lighting Designer Alexis Bowles; Artistic Associate Julie Hamelin; Assistant Director Gabriele Finzi Pasca; Translation Richard Stokes, (May - June 2009)
- 2008 **BABSON College, Wellesley, Massachusetts, USA**
» Venture Leaders Entrepreneurship Program at Babson College
Prof. Les Charm, Prof. Edward P. Marram, (13-18 June 2008)
- 2007 **International Conference of Information Visualization, Science City, Zürich**
» The WorkPlace 2010 | Jeffrey Huang (EPFL), Silke Lang (ETHZ), (2-6 July 2007)
Interaction Design Innovation, INnet Workshop, Gallarate, Italy
» Tamas Waliczky, media artist
Joe Paradiso, MIT Boston, Director of the Responsive Environments Group
- 2006 **Geneva Knowledge Forum**
» Knowledge Visualization & Communication
Prof. Gilbert Probst, Prof. Martin Eppler
Design for Interactive Performances, INnet Workshop, Como, Italy
» Daniël Schorno | STEIM - Amsterdam
Mark Coniglio | Troika Ranch - New York
Golan Levin | Flong Design - Pittsburgh
RFID TAG Workshop, Milano, Italy
» Massimo Banzi | Id-lab
The Future of Futurist Tools, Co-Sensing → Co-Presencing → Co-Creating
» George Pór | Club of Amsterdam, Amsterdam
- 2005 **Interaction Design Workshop, INnet Lugano, Switzerland**
» Christian Ziegler, ZKM | Center for Art and Media Karlsruhe
Klaus Obermaier, FutureLab, Ars Electronica Center, Linz
Future Tools for Growth
» European Futurists Conference, KKL Luzern, Switzerland
- 2004 **Business Knowledge Visualization Seminar, University of Lugano, Switzerland**
» Methods for Effective Visual Communication in Business | Prof. Dr. Martin Eppler
- 2002 **What is Coaching? The Difference that Makes a Difference**
- 2000 **Management and Communication Training, Krauthammer international**
Multicast: Internet Evolution, Milano, Italy

1997

Usability Engineering, ETH, Zürich, Switzerland

Mpeg4: Defining the Standard, EIA Fribourg, Switzerland