

PERSONAL INFORMATION



Giada Totaro

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Sex F | Date of birth 15/05/1982 | Nationality Italian

JOB APPLIED FOR
POSITION
PREFERRED JOB
STUDIES APPLIED FOR

PERSONAL STATEMENT

Multimedia Artist and Researcher

I have been studying and practicing the evolution of, and the interactions between, traditional art forms (Visual Art, Theatre, Cinema, Music) and the latest generation of electronic, and digital art languages (from Video Art to New Media Arts). I design and produce interdisciplinary projects to promote social innovation through empirically researching the potential of digital media. To realise my multimedia artworks, I explore Open Design and Maker Culture principles via the use of publicly shared design information. Furthermore, I make use of both free and open-source software (as well as open-source hardware) to create new interactive systems and devices based on the intersections between electronics, robotics, and traditional art and craft activities. My aesthetic goal is to generate participation and empathy through the facilitation of an interactive dialogue between the artwork/event and its spect-actors.

WORK EXPERIENCE

May - December 2016

Project and Communication Manager

[LuminousBees](#), start up/spin off at [Department Dibris](#) (Computer Science and Technology, Bioengineering, Robotics and Systems Engineering), [University of Genoa](#), Via Armando Magliotto, 2 - 17100 Savona (Italy)

- Project and Communication Manager for two programs: [Start Cup Unige 2016](#) (second award, and Italian Innovation Hub special award); [Reimaginedrone](#) Incubator Barcelona (selected start up).

Business or sector Entertainment, New Media Arts, Aerial Media Arts, Start up, Innovation Incubator

May 2015 - Present

Group Leader and Artist

[Maker Monday/Birmingham City University](#), University House, 15 Bartholomew Row, Birmingham, W Midlands, B5 5JU, (UK)

- I lead the Art Direction and the production of the art research project: [Living Archive](#). Featured by Maker Monday I realized the art installation "[The Phantom of the JHB's sculpture](#) #LivingArchive exhibited at [BOM gallery](#).

Business or sector Media Art History, Hybrid/Digital Archives, New Media Arts, Maker Culture

May 2014 - June 2016 **Visual Arts and Event Staff**

[BE Festival](#), Broad Street, Birmingham B1 2EP (UK)

- Deal directly with customers and artists of the festival

Business or sector European Theatre Festival, Entertainment, Media Arts and Installations

1-10 September 2015 **Prototyping Consultant**

[Open Innovation Lab](#) 2015, Innovation Birmingham Campus, Holt Street Birmingham Science Park Aston, Birmingham, B7 4BB2015 (UK)

- Innovation Consultant for [ORBAS](#) (Life Cycle Assessment) for the Climate-KIC Accelerator: OIL, a collaborative platform for rapid prototyping via learning, research, development and production, with wraparound support in developing the selected concepts.

Business or sector Interdisciplinary Prototyping, Data Driven Sustainability, Start up/Innovation Incubator

January 2008 – June 2013 **Artist, Coordinator, Curator**

[Therapeutic Community "I Delfini"](#), Hospital Niguarda Ca' Granda, via Ippocrate, 45 Milano 20161 (MI) Italy

- I led 7 editions of the [Social Multimedia Workshop](#) and I collected all artworks in the web site [blogdelfine.wordpress.com](#), as a first project in the art research "Living Archive".

Business or sector Art Therapy, Multimedia Arts, Social Arts, Net Art, Hybrid/Digital Archive

January – June 2012 **Teaching Assistant and Artist**

[Academy of Fine Arts of Brera](#) (MI-Italy), and [MAPP](#) (Museo d'Arte Paolo Pini - Hospital Niguarda Ca' Granda), Via Ippocrate, 45, 20161 Milan (Italy)

- I coordinated and designed the project [Twinning Brera-MAPP](#): a workshop devised and held during the academic course *Multimedia Art Planning* (Fine Academy of Brera) held by the Prof. Paolo Rosa ([Studio Azzurro](#)). It was given for Brera Academy' students and for a group of artists coming from [MAPP](#) (patients from Adult Neuropsychiatry).

Business or sector Entertainment, New Media Arts, Aerial Media Arts

April 2010 – December 2011 **Project and Communication Manager**

[Multilabit](#), Via Gioacchino Rossini 40, 73100 Lecce (LE) Italy

- Project and Communication Manager for the program: [Principi Attivi 2010](#) promoted by Apulia Region (25.000 euro award for the proposal PBM Poolia Beat Making)

Business or sector Entertainment, Music Contest, Electronic Music

January 2008 – December 2011

Artist, Curator, Project and Communication Manager

NABA New Fine Arts Academy, Via Darwin 20, 20143, Milan (Italy)

- Co-Founder of [Xtend3dlab](#) project: incubator for projects of students from the Master Digital Environment Design

Business or sector Entertainment, New Media Arts, Interaction Design, Digital Environment Design

January 2008- December 2011

Curator

[Streamfest](#) _International festival of ecodigital experimentations

- Curator of the section: Interactive Art Installations and Live Performances.

Business or sector Entertainment, New Media Arts, Aerial Media Arts

January 2008- December 2011

Curator

[Node Fest](#) _International and itinerant festival of independent electronic and digital arts

- Curator of the section: interactive art installation and live performances

Business or sector Entertainment, New Media Arts, Documentary, Interactive Art Installations

EDUCATION AND TRAINING

October 2012 - April 2015

Laurea Magistrale (MA) "Cinema, Tv And Multimedia Production"

Grade 103/110
[second Class Honours, Upper Division]

[Roma Tre University](#) (Italy)

- Media Art History and Preservation, New Media Arts, Cinema Critics and History, Literature Analysis

September 2008 - March 2011

Diploma Accademico Di Secondo Livello (MA) "Multimedia Arts and Net Art"

Grade 110/110 e Lode (First class with Honours)

[Accademia di Belle Arti di Milano School of New Technologies of Arts](#) (Italy)

- Multimedia Planning, Media Arts Production, New Media Arts Production, Interaction Design, Sound Design, Direction, Digital Scenography, Anthropology

January - December 2007

Master Di Primo Livello (First Level, One Year) "Digital Environment Design"

60 CUF (ECTS)

[NABA Nuova Accademia di Belle Arti Milano](#) (Italy)

September 2001 - March 2005 **Laurea di Primo livello (BA) D.A.M.S. (Disciplines of Art, Music and Entertainment) “Director and Coordinator Theatre”** Grade 110/110 (First Class)

Roma Tre University (IT)

- Theatre Direction and Coordinator, Theatre Critics and History, Cinema Critics and History, Art Critics and History, Media Arts Critics and History

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
IELTS Academic overall band score 7.					
German	A2	A2	A2	A2	A2
Multi Linguistic High School Diploma & Goethe Institut Certification (year 2000) Level B					
French	A2	A2	A2	A2	A2
Multi Linguistic High School Diploma					

Communication skills

- Excellent communication skills gained through my experience as: artist, communication manager, customer service assistant, curator, coordinator.

Organisational / managerial skills

- Ability to work as a part of a team, and as a Team Leader: project manager, coordinator, curator.

Job-related skills

- Usage of technologies for multimedia project; ability to produce experience design solutions; documentation and academic writing on Media Arts History and Cultures; practical and theoretical knowledge of experience design and art and technology and its technological requirements.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Independent user	Proficient user

Two MA in Multimedia Arts and Net Art/Cinema, Tv and Multimedia Production

- ICT and Multimedia Arts Expert, knowledge: Word, Excel, Abode Suite, Wordpress, Social Networks, Open source computer programming languages and integrated development environment such as Arduino, Raspberry Pi, Bare Conductive Board, Processing, Pure Data, Python.

- Other skills
- Excellent Customer Service
 - Excellent organizing skills: I have been part of many international festivals and exhibitions, playing different roles such as artists, coordinator and curator. I have been coordinating many groups of people, from different countries, and with disability issues.

Driving licence B

ADDITIONAL INFORMATION

Publications
Projects
Honours and awards
Courses

- 2016** [LuminousBees: Start Cup Unige 2016](#) (second award, and Italian Innovation Hub special award); [Reimaginedrone](#) Incubator Barcelona (selected start up).
- 2015** [Maker Monday/Birmingham City University](#): featured project "[The Phantom of the JHB's sculpture](#) #LivingArchive.
- 2013** Course European Project Management (Agenda 2020)
- 2012** [Filmmaker](#) International Film Festival (Milan, Italy): selected docu-drama "[Dolphin Company exit strategy](#)"
- 2010** [Principi Attivi](#) program, promoted by Apulia Region (25.000 euro award for the proposal PBM Poolia Beat Making)
- 2007** [Ritorno al Futuro](#) Scholarship by Apulia Region (15.000 euro award to pursue the Master "Digital Environment Design" at NABA, New Fine Art Academy in Milan (Italy)
- 2005** Publication BA Thesis: "[Ida Gerosa: figurative art, performance and computer art](#)"