

Salvatore Iaconesi

Designer, Artist, Engineer, Researcher

Personal Statement

I am interested in gaining better understandings about the transformation of human beings and their societies with the advent of ubiquitous technologies, through research and by establishing global knowledge and collaboration networks, across disciplines.

In my work as a Designer, Artist, Engineer and Researcher I explore contemporary reality – across cultures, technologies, psychology, anthropology and economy – to understand mutations in the ways in which human beings relate, work, collaborate, express themselves, share information, knowledge and emotions, as well as the shifting, the blurring and multiplication in boundaries of what are perceived as public and private spaces.

I am very interested in cities – and in how they have become infrastructures for ubiquitous flows of data, information, knowledge –, bodies – and the ways in which they are being extended with technologies and network connectivity –, economies and education – and the ways in which they are being completely redefined through massive peer-to-peer models and ubiquitous practices of many different kinds, whether they are global, glocal, trans-local.

I turn these observations in designs, artworks, scientific research and innovative business models.

Current Engagements

Human Ecosystems LTD, Founder and CEO, lead global strategy for research and development.

Founder at Nefula, the Near Future Design Laboratory.

Art is Open Source, Founder and President, establish interdisciplinary network and research strategy.

Independent Expert at the Eureka Eurostars Programme and the Horizon2020 Programme of the European Union.

Lead and project manager of multiple international projects at global, EU, and Italian level.

Strategy and technology advisor for multiple organizations.

Teaching

Professor in Multi Platform Digital Design, Transmedia Design and Near Future Design at

ISIA University, Florence (2011-current)

Contract Professor at Rome's University "La Sapienza", faculty of Architecture: Digital Design (2009 – current)

Professor at IED, Istituto Europeo di Design (2012-2013)

Professor in Interaction Design at the University of Fine Arts Rome (2011-2012)

Lecturer at Master of Exhibit and Public Design, La Sapienza University of Rome (2012-current)

Lecturer at Master of User Experience Design, La Sapienza University of Rome (2012-current)

Contract Professor at Publi.Com, Master for Public and Institutional Communication, University of Rome "La Sapienza" (2011 – 2013)

Lecturer at Tecnologico de Monterrey, Mexico City: Computer Arts (2008)

Lecturer at Rome's University "La Sapienza", faculty of Communication Sciences: Digital Arts and Cultures in the course of prof. Massimo Canevacci (2008)

Lecturer at Rome's University "La Sapienza", faculty of Communication Sciences: Cultural Anthropology in the course of prof. Massimo Canevacci (2008)

General Information

Born in Livorno, Italy on April 3rd 1973

Currently living in

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Education & Awards

Yale World Fellow since 2014.

Eisenhower Fellow since 2013.

TED Fellow 2012.

2003 – BA in Philosophy at Brighton University.

2001 – BSc in Robotics Engineering at “La Sapienza” University of Rome.

Publications

Books

S. Iaconesi, O. Persico (2016) “La Cura. An Open Source Cure for Cancer”, Milan: Codice edizioni. *[in press]*

S. Iaconesi, O. Persico (2015) “Digital Urban Acupuncture”, New York: Springer. *[in press]*

S. Iaconesi (2014). “Fluffy Chaos: chaos and software code”,
<http://issuu.com/salvatoreiaconesi/docs/fluffychaos>

S. Iaconesi, O. Persico, C. Cecchini, C. Finucci et al (2013). “Simulacra for the Garbage Patch State: Transmedia Storytelling and the arts”, edited by S. Iaconesi, O. Persico, C. Cecchini, http://issuu.com/salvatoreiaconesi/docs/un_simulacro_per_il_gps

S. Iaconesi, O. Persico (2011). Read/Write Reality. FakePress Publishing. ISBN 9781105267482

“REFF, RomaEuropa FakeFactory. La reinvenzione del reale attraverso pratiche di remix, mashup, reenactment” C. Hendrickson, S. Iaconesi, O. Persico, F. Ruberti, L. Simeone, preface by Bruce Sterling, DeriveApprodi, FakePress, ISBN: 978-88-6548-012-0

“Angel_F: diary of an artificial intelligence” Salvatore Iaconesi, Oriana Persico, Derrick de Kerckhove, Massimo Canevacci, Antonio Caronia, Carlo Formenti, Luigi Pagliarini, ISBN: 9788876153426

Book Chapters

- Iaconesi S. (2015) "Digital Arts as Commons" in "Patterns of Commoning" Bollier D. (ed.), Helfrich S. (ed). Commons Strategies Group.
- Iaconesi, S.; Persico, O. (2015) "Il Terzo Infoscape. Dati, informazioni e saperi nella città e nuovi paradigmi di interazione urbana" in Arcagni, S. (ed.) I Media Digitali e l'Interazione Uomo-Macchina (p. 139-168). Roma: Aracne Editore.
- Delfanti, Alessandro; & Iaconesi, Salvatore. (2016). Open Source Cancer. Brain Scans and the Rituality of Biodigital Data Sharing. In The Participatory Condition. UC Davis: Retrieved from: <http://www.escholarship.org/uc/item/0744f82b> (forthcoming)
- Iaconesi, S. and Persico, O. (2014). "An Emotional Compass: Emotions on Social Networks and a new Experience of Cities" in Augmented Reality Art: From an Emerging Technology to a Novel Creative Medium, part of the Springer Series on Cultural Computing, Geroimenko, Vladimir (Ed.). New York: Springer. ISBN 978-3-319-06202-0.
- S. Iaconesi (2013). "Remixing the Dots: Disegno Memetico ed Evoluzione Culturale" in V. Bruni (ed.), S. Socci (ed.), F. Speroni (ed.) "Il Disegno dopo il Disegno: le molte vite di un medium antico". Pisa, Italy: Pisa University Press. ISBN 978-88-6741-172-6.
- S. Iaconesi, O. Persico (2013). Societing and the Co-Creation of the City. in A. Giordano (ed.), A. Arvidsson (ed), "Societing Reloaded". Milan, Italy: Egea. ISBN/EAN: 9788823833401
- Iaconesi, S., & Persico, O. (2013). "The Co-Creation of the City." In N. Sappleton (Ed.), "Advancing Research Methods with New Technologies" (pp. 12-33). Hershey, PA: Information Science Reference. doi:10.4018/978-1-4666-3918-8.ch002
- "Toys++", S. Iaconesi and Luca Simeone, chapter in "Museums at Play: Games, Interactions and Learning", MuseumsEtc, edited by Katy Beale, ISBN: 978-1-907697-13-5
- S. Iaconesi, O. Persico (2012). Extended Autopoietic Cities: the experience of place, the open, real-time city, second-order cybernetic systems and their implications for Urban Planning, Design and Community Involvement. In A. de Campo, M. D. Hosale, S. Murrani (eds.), Worldmaking as Technè.
- "REFF, RomaEuropa FakeFactory", on "Roma Creativa", Assessorato alla Cultura della Provincia di Roma, Rome, 2011
- Salvatore Iaconesi, Luca Simeone, Cary Hendrickson, Oriana Persico, "Connective environmental education: augmented-reality enhanced landscapes as distributed learning ecosystems.", in "Future Learning Spaces", Designs on elearning conference proceedings, Stefan Sonvilla-Weiss & Owen Kelly (eds.), pp. 312-321, 2011, Helsinki, Aalto University publication series, ISBN 978-952-60-4517-7
- Iaconesi, S., Persico, O., "Neorealismo Virtuale" in "Being Syncretic", ISBN 978-3-211-78890-5
- Iaconesi, S., Persico, O., "Angel_F" in Computer Art Congress 2, Europa, ISBN 978-2-909285-45-6

Journal Articles

Iaconesi S., Persico O. (2015) "Visualising Emotional Landmarks in Cities" in proceedings of Information Visualisation (IV), 2014 18th (International Conference on), pp. 408 – 413. http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=7154913&queryText=iaconesi&newsearch=true&searchField=Search_All

S. Iaconesi (2015) "The Real-time Lives of Cities: Digital Public Spaces as a New Space for Public Art in the Information Era." in *The International Journal of New Media, Technology and the Arts*, Volume 9, Issue 2, pp.11-22.

Iaconesi, Salvatore, and Oriana Persico. "Urban Acupuncture in the Era of Ubiquitous Media." *Journal of Community Informatics* 10, no. 3 (2014). <http://ci-journal.net/index.php/ciej/issue/view/49>.

S. Iaconesi (2014). "La Cura, an Open Source Cure for Cancer", in *Neural Journal*, Issue #47, Winter 2014, ISSN: 2037-108X

S. Iaconesi, O. Persico (2014). "HUMAN ECOSYSTEMS: Observing the real-time life of cities to foster novel forms of participation.", in *CUMULUS Aveiro 2014 conference proceedings*.

S. Iaconesi (2013). "La Cura, An Open Source Cure for Cancer" in *BigData*, Volume 1, Issue 3, pp.124-129. doi:10.1089/big.2013.0028

S. Iaconesi, L. Simeone, O. Persico, C. Hendrickson (2013). "LEAF++: Transformative Landscapes" in *Leonardo Electronic Almanac*, Volume 19, Issue 2. Cambridge: MIT Press. ISBN: 978-1-906897-23-9

S. Iaconesi, L. Simeone, O. Persico, (2013) "Cities out of Control" on *Krisis Magazine "Orientation"*, AIAP, Brescia, ISBN 9788890583933

S. Iaconesi, O. Persico (2013). "Connectivity, Augmented Perception of the City" in *Leonardo Electronic Almanac*, Volume 19, Issue 1. Cambridge: MIT Press. ISBN: 978-1-906897-20-8

S. Iaconesi, O. Persico (2012). "Trieste Cloud City: la Città della Coda Lunga" in "Rivista degli Infortuni e delle Malattie Professionali", Vol. 2/2012, pp. 643–654. ISSN: 0035–5836.

S. Iaconesi, S. Bonifazi(2012). Utopian Architectures and the dictatorship of the imaginary. A selection of topics in favor of holistic education paths, and the role of the fisheye in the observation of reality. In *Limina*, Vol. 2/2012. ISBN 978-88-95286-09-9.

S. Iaconesi, O. Persico (2012). *ConnectiCity: Real-Time Observation and Interaction for Cities Using Information Harvested from Social Networks*. In *International Journal of Art, Culture and Design Technologies*, 2(2), 14-29, July-December 2012.

S. Iaconesi, O. Persico (2012) *Real-time Urban Sensing and Information Visualization During City-wide Protests and Riots: Rome, October 15, 2011*. In *Parsons Journal for Information Mapping*, Volume IV, Issue 3.

Iaconesi, S., Persico, O., *NeoReality*, Ubiquitous Publishing and new perceptions of space/time/identity, on *Rivista delle Scienze Sociali* n.2, October 2011, ISSN 2239-1126

Iaconesi, S., *Dalla Realtà Aumentata all'Umanità Aumentata*, in *Rivista degli Infortuni e delle Malattie Professionali*, vol. 1/2011, 2011, INAIL Editore, Rome, pp. 321-346, ISSN

0035-5836

Iaconesi, S., Simeone, L., Hendrickson, C., Leaf++, augmented reality and Third Landscape, *Parsons Journal for Information Mapping*, July 2011, Parsons Institute for Information Mapping.

Iaconesi, S., Persico, O., Oltre il Corpo Tecnologico (Beyond the technological body), on *Rivista di Scienze Sociali*, N.1, ISSN 2239-1126, May 2011

Iaconesi, S., MaedaMedia, in *Disegno Industriale* n.39.

Iaconesi, S., Persico, O., We are not alone: multiple identities, on *Hertz Journal*

Conference Proceedings

S. Iaconesi, O. Persico (2014). "HUMAN ECOSYSTEMS: Observing the real-time life of cities to foster novel forms of participation.", in *CUMULUS Aveiro 2014 conference proceedings*.

S. Iaconesi, O. Persico, M. Napolitano (2014). "Open Data as Culture" in *ICT Days Tranto, Conference Proceedings*.

S. Iaconesi, O. Persico (2014). "Incautious Porn, an anthropological experiment in blackmail and the perception of private/public space online" in *SSN 2014, The 6th Biannual Surveillance and Society Conference, proceedings*.

S. Iaconesi (2014). "Near Future Design. Beyond Open Innovation: Understanding unknown challenges" in *Open Innovation Week Brazil, conference proceedings*.

S. Iaconesi (2014). "La Cura, an Open Source Cure for Cancer", in *Transmediale 2014: Afterglow, conference proceedings*.

S. Iaconesi, O. Persico, D. Carrera, D. Lanfrey, P. Travlou (2013). "Re-thinking public space and citizenship through ubiquitous publishing and technologies. The experience of Ubiquitous Pompeii for the Italian Digital Agenda." in "Hybrid Cities 2013: Subtle Revolutions" conference proceedings.

S. Iaconesi, O. Persico (2013). "Interweaving the digital and analog lives of cities: urban sensing and user-generated cities" in "REAL CORP 2013 Proceedings/Tagungsband". ISBN 978-3-9503110-4-4 (CD), 978-3-9503110-5-1 (print).

S. Iaconesi, O. Persico (2013). "Real-time dissent in the city: tools and tactics for contemporary disseminated, dispersed, recombinant movements" in "Hybrid Cities 2013: Subtle Revolutions" conference proceedings.

S. Iaconesi, O. Persico (2012). VersuS, the digital lives of cities transforms into usable interconnective intelligence. 2012 16th International Conference on Information Visualisation, proceedings.

S. Iaconesi, O. Persico (2012). The Co-Creation of the City. ECLAP 2012 Conference on Information Technologies for Performing Arts, Media Access and Entertainment.

G.Lupi, P.Patelli, L.Simeone, S. Iaconesi (2012). Maps of Babel, Urban Sensing through User Generated content. Human Cities Symposium 2012 RECLAIMING PUBLIC SPACE, conference proceedings.

L.Simeone, G.Lupi, P.Patelli, S.Iaconesi (2012). Do it yourself gis: a constructionist,

educational toolkit for architecture students. "ICALT" the 11th IEEE International Conference on Advanced Learning Technologies.

L.Simeone, G.Lupi, P.Patelli, S.Iaconesi (2012). Visualizing the Crisis, Mapping geo-localized citizens' reactions on User Generated Content during the Italian political crises. "Open participative cities" Cumulus Helsinki Conference, proceedings, Helsinki 2012.

Iaconesi, S., Persico, O., the Electronic Man, in Presence in the Mindfield, Consciousness Reframed 12 Conference Proceedings, Lisbon, 2011

Iaconesi, S., Simeone, L., Hendrickson, C., Persico, O., Leaf++, ubiquitous publishing and the natural environment, Mindtrek 2011 Conference Proceedings, ACM 978-1-4503-0816-8/11/09, Tampere, 2011

Iaconesi, S., Simeone, L., Hendrickson, C., Persico, O., Leaf++, augmented reality for the natural environment, ISEA 2011 Conference proceedings.

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

"Wearing Emotions: Physical representation and visualization of human emotions using wearable technologies", IV10 Conference Proceedings, GraphicsLink, UK, ISBN: 978-0-7695-4165-5

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

Iaconesi, S., Monaco, F., Simeone, L., 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.

Simeone, L., Iaconesi, S., 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., 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.

Iaconesi, S., Persico, O., FLUXUS boxes, augmented reality and innovative publishing, 2010, FLUXUS Anniversary Conference Proceedings, NABA Milano

Iaconesi, S., Fagotti, M., Ubiquitous Computing: Neorealismo Virtuale, Holophonical, 2010, ESA Conference, Università Bocconi, Milan, SSRN 1692182

Simeone, L., Iaconesi, S., The Uncanny Experience of Space Through an Augmented-Reality Application: Ubiquitous Anthropology, 2010, ESA Conference, Università Bocconi, Milan, SSRN 1692810

Iaconesi, S., Simeone, L., Ruberti, F., Fakepress: a next-step publishing house, 2010, ESA Conference, Università Bocconi, Milan, SSRN 1692812

Iaconesi, S., Persico, O., Carrera, D., Hendrickson, C., Squatting Supermarkets, 2010,

ESA Conference, Università Bocconi, Milan, SSRN 1692185

Simeone, L., Iaconesi, S., Toys++: augmented reality toys to enact learn by doing processes, ICALT 2010, Sousse, Tunisia, ISBN: 978-0-7695-4055-9

Iaconesi, S., Persico, O., Angel_F, at Generative Arts Congress 2009, Milan, Italy, ISBN 978-88-96610-06-0

Iaconesi, S., Persico, O., Conference Biofeedback, Consciousness Reframed X Conference Proceedings, 2010, Munich

Iaconesi, S., Simeone, L., Ubiquitous Anthropology, Consciousness Reframed X Conference Proceedings, 2010, Munich

Iaconesi, S., Persico, O., Squatting Supermarkets, Piemonte Share Festival "Market Forces" Conference Proceedings, Turin, 2009

Iaconesi, S., Simeone, L., Saperi p2p, at DULP 2009, Tor Vergata University, Rome, IxD&A - Interaction Design & Architecture(s), "Ubiquitous learning in Liquid Learning places" N. 7&8, ISSN 1826-9745, ISBN 978-8888044-15-6

Simeone, L., Iaconesi, S., Ubiquitous Anthropology, at DULP 2009, Tor Vergata University, Rome, IxD&A - Interaction Design & Architecture(s), "Ubiquitous learning in Liquid Learning places" N. 7&8, ISSN 1826-9745, ISBN 978-8888044-15-6

Iaconesi, S., Simeone, L., Ubiquitous Publishing, Frontiers of Interaction Conference Proceedings, Rome, 2009

Iaconesi, S., Persico, O., Architettura rel:attiva, Seventh International Meeting on the Revitalization of the Historical Centers Conference Proceedings, Franz Meyers Museum, Mexico

Iaconesi, S., Persico, O., S1/S2: a peer to peer cultural ecosystem, AHACamping Conference proceedings, Venice, 2009

Iaconesi, S., Persico, O., Degradazione per Sovrapposizione di Corpi, at HCI 2008, Liverpool, ISBN 978-1-906124-04-5

Iaconesi, S., Persico, O., Neorealismo Virtuale, Consciousness Reframed 9 Conference Proceedings, University of Applied Arts, Wien, ISBN 978-3-211-78890-5

Iaconesi, S., Persico, O., Angel_F, Computer Art Congress 2 Conference Proceedings, Mexico City, 2008, ISBN 978-2-909285-45-6

Iaconesi, S., 11 questions, in "Art Following the Trend? Artists' voices", kanonmedia, Wien, 2008

Iaconesi, S., Persico, O., Angel_F & Biodoll, Glocal and Outsiders Conference Proceedings, Prague Biennale, CIANT, Center for Global Studies

Journalism

Neural Magazine, from 2008 to 2014, articles on the intersections between arts and sciences, hacking, and global networked activism through arts.

MediaDuemila, from 2011 to 2013, articles on radical innovation practices, social/political impact of technology and networks, innovative education.

Digimag magazine, from 2008 to 2014, articles on the connections between arts and technology, on the technological mutations of the body and on the transformation of the perception of the future.

Nòva 24, Il Sole 24 Ore, from 2011 to 2014, articles on radical innovation practices, innovative education, near future design.