

D.I.Arch (TUM) Andreas Sicklinger  
Full Professor in Industrial Design  
Alma Mater Studiorum Bologna – Italy  
Department of Architecture  
Advance Design Unit

Shera Taha El Dinary, 84, 7<sup>th</sup> District  
Nasr City – Cairo (Egypt)  
Mobile and Whatsapp : +20 10 168 90 274

Via Olgnano 21/7  
40050 Monterenzio/BO (Italy)  
Mobile: +39 389 650 3144

sicklingerandreas@gmail.com  
andreas.sicklinger@unibo.it

## CURRICULUM VITAE

**Born in** Regensburg/Germany, July, 3rd 1970  
**Nationality:** German  
**Hobbies:** Teaching, Photography, Sketching and Modelling  
**Status:** Married

### Overview

#### Education

#### Career

#### Selected Works and Competitions

#### Communications, exhibitions, organization of events

#### Publications

#### Teaching, Research and Academic Activities

#### Commissioned research

#### Master Thesis supervisions (extract)

## Education

<b>1990-1995</b> <b>1995</b>	<p>Study of Architecture at the Technical University of Munich (TUM), Germany</p> <p>Diplom (equivalent Master Degree level) in Architecture (Dipl.Ing.Arch.TUM)</p> <p>Title of Final Thesis: <i>Cultural and exhibition centre in the “Isarauen” at Munich</i>, with particular attention to eco-compatibility and innovation technologies</p> <p>Supervisor: Prof. Bernhard Winkler</p>
<b>1992-1993</b>	Exchange in Venice at the IUAV (Istituto Universitario di Architettura Venezia), Italy
<b>1981-1990</b>	<p>High School for musical education “Regensburger Domspatzen” in Regensburg, Baviera</p> <p>Final Exam in Pianoforte and English</p> <p>Final Thesis: <i>American Radiation Research on Human Beings</i>, in English language</p>
<b>Knowledges:</b>	Microsoft Office
<b>Languages:</b>	<p>German (mother tongue)</p> <p>Italian written and conversation excellent</p> <p>1992 Language Course Istituto Dante Alighieri, Urbania (Italy)</p> <p>1992/1993 Language Course Università di Ca’ Foscari, Venice (Italy)</p> <p>English written and conversation excellent</p> <p>1987 Language Course, Oxford, GB</p> <p>1988 Language Course advanced Hastings, GB</p> <p>1989 Language Course advanced Oxford, GB</p> <p>Arabic</p> <p>2014 Language Course in Arabic, some basic understanding</p>

## Career

<b>2021-2023</b>	Guest Editor “ <i>Out of the Mainstream</i> ”, Diid – Design Industriale Industrial Design ISSN: 1594-8528
<b>12/2021</b>	Guest Editor of PAD#21 “ <i>Design Values of the Mediterranean</i> ” together with Reham Mohsen, Helwan University of Cairo and Cigdem Kaya, ITI Istanbul ISSN 1972-7887
<b>2021</b>	<p>Member of Board of Studies at the Kuala Lumpur University, Malaysia Institute for Italian Design</p> <p>One time appointment for the evaluation of the establishment of Product design program</p>

- Current*  
*Since 10/2018* Full Professor in Industrial Design at the Department of Architecture, Alma Mater Studiorum University of Bologna, Italy
- From 09/2012*  
*To 02/2019* Head of Department Product Design Faculty of Applied Science and Arts, German University in Cairo (GUC), Egypt
- From 02/2012*  
*To 02/2019* Professor in Product Design, Faculty of Applied Science and Arts, German University in Cairo (GUC), Egypt
- From 05/2016*  
*To 09/2016* Scientific Referee for Anvur (National Agency for the Evaluation of Universities a Research Institutes) for VQR 2011-2014, Ministry of Instruction, University and Research, Italy  
Evaluation of scientific publication in the field of Industrial Design and Applied Ergonomics
- From 09/2009*  
*To 07/2013* Curator of publications in Applied Ergonomics and Inclusive Design of Maggioli Editore Spa, Sant'Arcangelo in Romagna (RM)
- From 01/2009*  
*to 02/2012* Freelance Designer in Imola (Bologna), innovation and design consultant for companies in the furniture industry  
Last principal projects:  
Cefla Arredamenti Group, Imola/Italy: developing of new cash desk typologies, ergonomic evaluations within the project  
CEAN Spa, Turin/Italy: developing new concepts in the field of furniture for retail  
ISPESL, Rome/Italy: Guideline for the cashier's working place in Italy  
Metro Cash & Carry International, Düsseldorf/Germany: Consultancy for payment systems / cash desks with the ergonomic approach  
MGI International, San Marino: Consultancy and planning for private and commercial furniture  
Ergodesign, Trevi-Perugia/Italy: Consultancy for the development of a new ergonomic seat
- From 2002 to 2013* Member of the Order of Architects of Bologna, Nr: 3147
- From 11/2001*  
*to 2013* Committee Member FN130/AG130 "Kassenarbeitsplatz - Anforderungen" (minimum requirements for the workplace of the cashier), Austrian Standards Institute, Vienna

Activities relating to the definition of minimum requirements for the working place of the cashier, support for graphics processing on the contents of A5919/2004  
Since 2009 Member of the FN130 for the furnishings of retail stores

*12/2013*

Peer reviewer in the 3rd International Conference with the title “Applied Arts between competitiveness and economy support”, organised by the Faculty of Applied Arts, Helwan University, Egypt

*From 05/2012  
to 03/2013*

Scientific Referee for Anvur (National Agency for the Evaluation of Universities and Research Institutes) for VQR 2004-2010, Ministry of Instruction, University and Research, Italy

Evaluation of scientific publication in the field of Industrial Design and Applied Ergonomics

*From 06/2007  
to 06/2011*

Cooperation as freelance journalist with *Giornale dell'Architettura*, Allemandi Turin/Italy

*From 2/1999  
to 12/2008*

Product Manager at CEFLA Arredamenti (leading producer of shop equipment furniture), Imola/Italy for cash desks, expert in ergonomic issues on cashier's working place

Development and project management of approx. 300 new products with special regards on ergonomic and branding issues of checkout counters for national / international Retail Chains

Some important projects:

Metro Cash & Carry International, product development and managing cash counter international tender documentation

Furniture for PV development Metro C & C Istanbul Gunesli

Supervision for the product development by subsidiary company Rasec Srl in Tver, Russia

Development of new concepts for the cash counter markets France, Italy, Austria, India, China, Vietnam, Russia, Spain, Belgium and other

Real, - Turkey, Romania and Ukraine: new development cash counter

Rewe Group Austria and Italy: development cash desks for the brands Billa, Bipa, Merkur, Penny

Park'n'Shop Hong Kong: development cash counter

*From 1996 to 1999*

Design consultant for the industry of modular kitchens and furnishings for restaurants

1996-1998 Lady Cucine Srl Matera/Italy, product development of modular kitchens, design consultancy/contracts for individuals, design of direct outlets in Trani, Martina Franca, Potenza, Matera and Lavello

1995-1996 ARPAM Furniture Ltd, Piove di Sacco Padova/Italy, commercial management of foreign orders for the production of furniture in the branch of ice cream shops, restaurants and hotel furniture

*1993-1994/1995* Assistant to the General Manager at the Architecture Firm Dipl.-Ing. Gerd Schmidt, Munich, Germany

Responsible of managing branch offices in Leipzig and Berlin.

Some projects:

Project / Real Estate Development: Leuchtenfabrik in Leipzig  
Renovation of a building in Amalienstrasse, Munich

*From 1994 to 1995* Studio of Architecture Prof. Aldo Rossi, Milan and Munich  
Rendering of projects Schützenstrasse and Landsberger Allee, Berlin

## Selected Works and Competitions

*02-05/2022* Invitation to Competition: Poetry Art Hotel on Jiangxin Island, Wenzhou, China  
Design Consultancy as ADU UNIBO, Preliminary Design Concept together with Design Center Wenzhou: Budget for Building 42M Euro  
Together with Guglielmo Ori (Senior Consultant), Tea Vignoli, Marco Renzi, Silvia Mercuriali (Junior Design Team)

*09/2020* Competition Traktor Cabin for SAMI

*04/2020* Competition Global Grade Show for Covid-19 Containment: WIT (Wash in Time, Solid Soap Slicer), together with Dr. Roberto Saponelli, Protesa SPA, and Des. Oriana Delphini

*From 2015 to 2018* *Design Consulting as EUNOIA, based in Cairo / Egypt for the following companies*

- Product Management and Art Direction for MEUBLE EL CHARK, Nasr City Cairo  
Creation of a new store concept “karassi&karassi” (Chairs&Chairs)
- BIOBUSINESS, Device for Neonatal Phototherapy, BabyIncubator and Baby Warmer  
Design of a family of new devices related to the neonatal care, together with Nada Osama Hussein
- QOUDRA Solar Tree Unit  
Design of new Solar Tree Units, proposed to Egyptian and Malaysian Governmental Urban Planning Sectors, together with Nada Osama Hussein
- FUNDO, Learning tool Product Development for preschool children



*04/2010-09/2010**Redesign 2015*

Design of the 2 new furniture showroom for Bond's House, Malta

*04/2009*

Participation in the International Design Competition "Autogrill Italy 2008 - Area Self Service Restaurant and Free Flow"

*10/2008*

Project Trollevator: an affordable shopping trolley ", within the international design competition "Shopability ", organized by Cean SpA and Pininfarina Extra, Turin/Italy

*04/2008*Participation in the International Design Competition "Autogrill Italia 2007"  
1° prize

Published in magazines and Web sites

*1/2000*

Participation in the international design competition "Sassi - salotti e nuove generazioni", for sofa - 7° prize / 100

*1998*

Planning and realization of a residence with 10 Apartments in Matera/Italy with Ing. Vito Petralla, realization finished in 2001

## Communications, exhibitions, organization of events

*01/2022**"Design of Postdigital Bodies"*

Round Table, event online 29.01.2022, con Mirko Danneluzzo (DIDI, Dubai), e ospiti Filippo Nassetti (Londra), Andrea Macruz (Dubai) Gionata Gatto (Dubai)

Link: Design of Postdigital Bodies — Advanced Design Unit — research (unibo.it)

Communication in English language

*06/2021*

Track Chair of Cumulus Roma 2020 Conference

Link: MAKING - Cumulus (cumulusroma2020.org)

Communication in English language

*03/2021**"Future Aesthetics in Design Education"*

Webinar — Invited Speaker V Applied 2021, online event 27.03.2021

Communication in English language

*03/2021**"Design and Memory: We Design What Shapes Us"*

Presentation insieme ad Prof. Michele Zannoni and Giorgio Dall'Osso, during Conference Fifteenth International Conference on Design Principles &amp; Practices, Technical University of Monterrey, Mexico, online event 03.03.2021

Presentation in English language

- 04/2017**                    *“What does Product Design mean Tomorrow”*  
Conference Speech at EAD12 “Design for Next, Rome La Sapienza, Track Industry  
Communication in English language
- 11/2016**                    *“Form Bricks”: Experimentation with traditional craft of handblown recycled glass*  
Partecipation in Exhibition in the Maqaad at the Sultan Ashraf Qaitbay Area in Cairo
- 06/2016**                    *“Product Design and Engineering”*, Presentation at the Bedaya Center for  
Entrepreneurship and SME Development, Cairo  
Communication in English language
- 09/2016**                    *“Product Design and Engineering”*, Presentation at GESR Incubation program, Cairo  
Communication in English language
- 05/2015**                    Accepted *Photograpy work* for the 1<sup>st</sup> Biennale Romart, Rome, Italy
- 04/2015**                    *“Product Design and Usability”*  
Communication at Mobile developer Weekend 2015, Conference Session “Material  
Design” at the Information Technology Institute, Cairo, 16. April 2015  
References: <http://www.iti.gov.eg/events/1176/minister-of-communications-and-information-technology-at-the-closing-ceremony-of-the-mobile-developer-weekend> and  
<https://www.facebook.com/MobileDeveloperWeekend>  
Communication in English language
- 02/2015**                    Mentor for Product Design in the Workshop/competition Hackathon Maker, TIEC Smart  
Village, Cairo. Egypt
- 06/2014**                    *“Arabic Calligraphy and new technologies for a different approach to Craft and Mass  
Production”*  
Accepted paper for the 4<sup>th</sup> International Conference for Islamic Art and Architecture with  
the title “The Role of Culture and Islamic Art in the Eurpoean Renaissance, Sixth Field  
Economy and Islamic Art” , Islamic Universities League, Algeri, Algeria  
together with Ass Prof Dr Reham Mohsen, Helwan University, Cairo, Egypt
- 12/2013**                    *“Producer independent solutions for increased competitiveness”*  
Keynote speaker in the 3rd International Conference with the title “Applied Arts between  
competiveness and economiy support”, organised by the Faculty of Applied Arts, Helwan  
University, Egypt  
Communication in English language with translation in Arabic



- 09/2012**                    *"Perspectives in design education in Egypt: the designer's profile as cultural mediator"*  
Presentation of paper during the 4th International Forum of Design as a Process,  
Diversity: Design/Humanities, Belo Horizonte, 19-22-September 2012, Brazil  
Communication in English and Italian language
- 05/2011**                    *"Applied Ergonomics as a tool of Design Innovation: from cash desk systems to dish-  
washer interface"*  
Lecture at the Nanyang Technological University, Singapore  
Communication in English language
- 03/2011**                    *"Applied Ergonomics in Design: the new cash desks by Cefla Arredamenti"*  
Communication at Euroshop International Fair, Düsseldorf, Germany  
Communication in English language
- 10/2010**                    *"Design in laboratory: multifactorial analysis of movement of an operator at the cash  
counter"*  
Communication at the National Conference of the Italian Society of Ergonomics SIE,  
Rome/Italy  
Communication in Italian language
- 11/2008**                    *"Ergonomics as a leitmotif for the design"*  
Communication at the Conference "Design meets Ergonomics", at the Castello del  
Valentino, Turin/Italy  
Presentation of design development a new product for Metro France  
Communication in Italian language
- 11/2008**                    *"Ergonomics and Retail"*  
Communication at the Conference Store Design Driven Innovation at CEAN, Trofarello,  
Turin/Italy  
Communication in Italian language
- 10/2006**                    *"Ergonomics and design of checkout counters and places of work with VDUs"*, Seminar at  
ON-Institut Vienna/Austria  
Communication in German language
- 10/2005**                    *"ÖNORM A5910 - 2004 Kassenarbeitsplatz - Richtlinien"*  
Communication concerning the draft of a new Austrian Standard, ON-Institut Vienna  
Communication in German language

## Publications

- 12/2021**                      *“Design Values in the Mediterranean”*  
 Editorial together with Dr. Cigdem Kaya, ITU Istanbul Turkey and Dr. Reham Mohsen, Helwan University Egypt, Guest editors of *PAD (Pages on Design and Art) #21*  
 online: padjournal.net, pages 5-20, ISSN1972-7887  
 Publication in English language
- 10/2021**                      *“Human Body Interaction from the Imaginary to Contemporaneity Anticipation Design Processes”*  
 Article in DiiD#74 together with Michele Zannoni and Marco Pezzi, DOI: 10.30682/diid7421a  
 Publication in English language
- 05/2021**                      *“Out of the Mainstream: Design Education in Egypt”*  
 Article in DiiD#73  
 Publication in English language
- 03/2021**                      *“Beyond Teaching in School: What We Learn with Time”*  
 Chapter in Bosco A., Gasparotto S. (Eds.), *Updating Values. Perspectives on Design Education* (pp. x-y). Macerata: Quodlibet. ISBN: 978-88-229-0545-1  
 Publication in English language
- 12/2020**                      *“Aesthetics of Design Processes”*  
 Article together with Mirko Danelluzzo, in *Journal Design Industriale-Industrial Design (DiiD)*, Rome 71/20, pp. 192 – 19, ISSN:1594-8528  
 Publication in English and Italian language
- 10/2020**                      *“Design e Corpo Umano, Cenni Storici di Ergonomia, Antropometria e Movimento Posturale”*, (Design and Human Body, Historical Notes on Ergonomics, Anthropometry and Postural Moviment), Monograph, Maggioli Editore, Sant’Arcangelo di Romagna, 330 pages, ISBN 978-88-916-4315-5  
 Publication in Italian language
- 12/2019**                      *“Spazio pubblico e benessere delle persone: Design di prodotti e servizi per i contesti urbani”*,  
 bookchapter together with Dr. Valentina Gianfrate and Arch. Guglielmo Ori in *DIVERSE-city*, Proceedings of Biennale Spazio Pubblico, Roma, 2019  
 ISBN 978-88-941296-4-9, pages 337-349  
 Publication in Italian language
- 08/2019**                      *“Design and Communities: exploring rural territories”*

Article together with Riccardo Varini, Laura Succini and Naomi Galavotti in *Strategic Design Research Journal*, volume 12, number 02, May – August 2019. 177-199. Doi: 10.4013/sdrj.2019.122.05

Publication in English language

04/2019

*“Solar Powered Products with Cultural References in the Design Language”*,  
Article together with Prof. Dr. Tarek Ismail Mohamed, Ajman University, published by Journal of Advanced Research in Dynamical & Control Systems, Vol. 11, Special Issue-05, 2019

Page 1735-1743, DOI:, ISSN: 1943-023X

Publication in English language

12/2018

*“Critical Design Approach to Understand the Current Public’s Perception of Islamic Art and Design”*,

Article together with Alaa Baligh and Sherin Helmy in PAD Pages on arts and design issue n. 15 *“Research Alert on Mediterranean Urban Spaces and Cultural Heritage”*, ISSN 1972-7887, Number 15, Decemeber 2018, Pages 117 to 139

Publication in English language.

12/2017

*“(CON)TATTO. Image and mental imagery in childhood visual impairment”*,

Conference Paper together with Prof. Massimiliano Loturco, Politecnico di Torino, published by Springer Verlag with the title *“Immagini?”* in Brixen 27/28.11.2017 doi: 10.3390

Publication in English language

09/2017

*“What does Product Design Mean Tomorrow? Example Middle East”*

Conference Paper published in The Design Journal with the title *“Design for Next”*, 12th EAD Conference Sapienza University of Rome 12-14 April 2017”, The Design Journal, 20:sup1, S2837-S2845, DOI:

10.1080/14606925.2017.1352795, Taylor and Francis London

Publication in English language.

09/2016

*“Wayfinding Systems and Street Sign Design for the public streets and pedestrian areas of Egypt”*,

Article together with Dr. Reham Mohsen in PAD Pages on arts and design issue n. 13 *“Design for Territories”*, ISSN 1972-7887, Number 13, December 2016

Publication in English language.

The number PAD 13 has been selected by ADI Design Index 2017

09/2016

*“L’abitazione: arredamento, design e colore”*(*The home: furniture, design and color*)  
Chapter in Giorgio Bolognesi (edit.), *“Villa Muggia a Belpoggio di Imola, una storia incompiuta”*

Imola 2016, EAN 9788898230013

Publication in Italian language

- 05/2016**      *“Arabic Calligraphy and New Technologies for a Different Approach to Craft and Mass Production”*  
 Article together with Dr. Reham Mohsen, University of Helwan, Egypt in International Journal of Innovation and Applied Studies  
 ISSN 2028-9324 Vol. 15 No. 4 May 2016, pp. 952-961  
 Publication in English language
- 2014**      *“Perspectives in design education in Egypt: the designer’s profile as cultural mediator”*  
 Article (Guest Paper) in “Diversity: design/ humanities. Proceedings of Fourth International Forum of Design as a Process.” 19-22-September 2012, Brazil, E-book / ISBN: 978-85-62578-33-5, pp 37-46  
 Publication in English language
- 02/2014**      *“Kassentische: Modularer Designansatz”*  
 Article in Journal *Stores and Shops*, EHI 2/2014, page 46-47  
 Reference: <http://www.stores-shops.de/einrichtung/detail/Controller/Article/kassentische-modularer-designansatz.html>  
 Publication in German language
- 11/2013**      *“Lay-out di postazioni di lavoro alle casse di supermercati: valutazione di un intervento di riprogettazione”*  
 Conference Paper published in Proceedings X National Conference with the title *“L’ergonomica verso un modello di città sostenibile”*, organised by the Italian Society of Ergonomics, Turin 2013, together with F. Draicchio, M. Trebbi, S. Mari, F. Forzano, A. Silveti, A. Ranavolo,  
 Publication in Italian language
- 05/2013**      *“L’accessibilita’ come strategia per lo sviluppo urbano: il “caso” Singapore (The accessibility as strategy for urban development: the “case” Singapore)*  
 in *Design for All, Metodi, Strumenti, Applicazioni (Design for All, Methods, Tools, Applications)*, edited by Isabella Tiziana Steffan, Maggioli Editore, Santarcangelo in Romagna, Italy, Novembre 2012, ISBN 88-387-6180-9, pages 263-272  
 Publication in Italian language, online English version
- 10/2012**      *“La generazione di forma (The generation of form)”*,  
 Chapter in *“Comunicare idee con carta e cartone”*, edit Alfonso Acocella, Comieco October 2012, page 34-36, ISBN 978-1-291-17395-6  
 Publication in Italian language  
[http://issuu.com/materialdesign/docs/comunicare\\_idee\\_in\\_carta\\_e\\_cartone\\_issuu](http://issuu.com/materialdesign/docs/comunicare_idee_in_carta_e_cartone_issuu)
- 09/2012**      *“Perspectives in design education in Egypt: the designer’s profile as cultural mediator”*

Abstract (peer reviewed) published in Proceedings of IV International Forum of Design, 9: 2012, Belo Horizonte, MG, Brazil, 19 a 22nd September, 2012. ISBN 978-85-62578-15-1  
Publication in English language

03/2012

*"Biomechanical evaluation of supermarket cashiers before and after the re design of the checkout counter"*

Article together with Francesco Draicchio, Trebbi Martina, Mari Silvia, Forzano Federico, Serrao Mariano, Silvetti Alessio, Iavicoli Sergio, Ranavolo Alberto in "Ergonomics", Francis&Taylor, UK, DOI: 10.1080/00140139.2012.659762  
<http://www.tandfonline.com/doi/abs/10.1080/00140139.2012.659762#.VQ-9zNKBIQg>  
Publication in English language

03/2012

*"Norma e arbitrio: il tentativo di codificare la variabilità umana — Standards and Licence: striving to systematise Human Variation"*

Article in "Ottagono" n.248, Compositori Editori, Bologna/Italy  
Publication in Italian and English language

09/2011

*„Austrian Standard 09/2011 "ÖNORM A5910 - 2004-Anforderungen Kassenarbeitsplätze", Update to previous standard.*

Austrian Standard Institut Wien, Austria, pp. 23, ICS 03.060. 13.180  
Collaboration as a member of the Committee for a new Austrian Standard regarding the working place of cashiers,  
Publication in German language

10/2010

*"Design and Low Vision - From Readability to Multisensory Design "*

Monograph, with texts by L. Baracco, E. Cuneo, S. Masotina, I. Zagarese  
Titles of personal articles:  
- Multisensory Design: all senses count  
- Visual perception between theory and physiology  
- Interpretation and environmental adaptation  
Publisher Maggioli, Santarcangelo di Romagna, pp. 421  
ISBN 978-88-387-4478-5  
Publication in Italian language

12/2009

*"The creativity within us"*

Introduction article to the monograph by Giulia Testore, *"Ergonomics and Creativity - User and Non Intentional Design"*  
Publisher Maggioli, Santarcangelo di Romagna, pp. I-XII  
ISBN 978-88-387-4409-02  
Supervised Final thesis which has been published, Publication in Italian language

- 09/2009**                    ***"Designing for people is simple,"***  
Article in the monograph by Francesco Gallucci, *The Strategy of Simplicity*,  
Egea Milano Editore, pp. 184-186, ISBN 978-8-8238-3244-2  
Publication in Italian language
- 09/2009**                    ***"Applied Ergonomics to the Design Project: Historical Background and Anthropometry"***  
Monograph  
Publisher Maggioli, Santarcangelo di Romagna, pp. 192, ISBN 978-88-387-4391-6  
Publication in Italian language
- 06/2009**                    ***"Democratic Design by IKEA"***  
Article in "Journal of Architecture", Torino,  
Volume 74, p. 8, The Journal of Design, ISSN 1721546  
Publication in Italian language
- 11/2008**                    ***"The distribution towards radical innovation,"***  
Article in "Innovation-driven design in retail",  
Quaderno dell'Innovazione, Vol 1, Cean, Torino, pp 104-107  
Edited in Italian language
- 11/2008**                    ***"Ergonomics in Retail: Packaging and Point of Purchase"***  
Monograph  
Politeko Edition, Turin, 60 pp, ISBN 978-88-87380-64-4  
Publication in Italian language
- 09/2008**                    ***"Trgovske Verige posvečajo ergonomic Premal pozornosti"***  
Interview in magazine "Finance - P & P panoge in posel trgovina",  
Ljubljana, Slovenia, p. 3, ISSN 1318-7260  
Publication in Slovenian language
- 09/2008**                    ***"The future of the supermarket or do shopping with your mobile"***  
Article in "Journal of Architecture", Turin  
Volume 65, p. 32, The Journal of Design, ISSN 1721546  
Publication in Italian language
- 06/2007**                    ***"100 Years of Deutscher Werkbund"***  
Article in "Journal of Architecture", Turin  
Volume 52, p.. 30, ISSN 1721546  
Publication in Italian language

- 09/2006*                      *"Design and Ergonomics of Check outs"*  
 Monograph, co-author Josef Ing Kerschhagl, Inspector of the Ministry of Economy and Labor, Vienna Publisher Austrian Standard Institut Wien, pp. 269, ISBN 978-3-85402-094-3  
 Publication in English and German language
- 12/2004*                      *Austrian Standard 12/2004 "ÖNORM A5910 - 2004-Anforderungen Kassenarbeitsplätze"*  
 ON-Institut Wien, Austria, pp. 23, ICS 03.060. 13.180  
 Collaboration as a member of the Committee for a new Austrian Standard related to the working place of the cashier, publication in German language

## Teaching, Research and Academic Activities

- A.Y. 2021/2022*                      Visiting Lecturer at Kuala Lumpur University, Institute for Italian Design Malaysia  
 "Critical Design Thinking", 18 h module in period of March to May 2022, online  
 Activity in English language
- A.Y. 2020/2021*  
*A.Y. 2021/2022*                      Lecturer at University of San Marino  
 Course "Methodology of Research" for Master in Interaction Design  
 Teaching in Italian language
- 10/2019*                      Workshop at Curtin University, Perth, Westaustralia about Applied Ergonomics and Industrial design  
 One week activity as Winner of Funding of Mobility of Teachers University of Bologna,  
 Activity in English language
- From 10/2018*                      Full Professor in Industrial Design at the Department of Architecture, University of Bologna, Italy  
 Teaching in Italian language
- From 09/2012*  
*Until Feb. 2019*                      Head of Department Product Design Faculty of Applied Science and Arts, German University of Cairo, Egypt  
 Teaching in English language
- From 02/2012*                      Professor in Product Design, Faculty of Applied Science and Arts, German University of Cairo, Egypt  
 Teaching in English language  
 Courses: Foundation (Form and Material, Form Generation, Semantics, PD Project 1)  
 Usability  
 Supervision of Bachelor Thesis' and Master Thesis'

- A.Y. 2016/2017*      Guestlecturer at the IED Turin, Italy  
*Course* "Theory of Perception and Psychology of Form" for Product Design and Interior Design  
 Teaching in Italian language
- A.Y. 2015/2016,*  
*A.Y. 2016/2017*      Guest Lecturer at the Faculty of Engineering, Department of Mechatronics,  
 Ayn Shams University, Cairo, Egypt  
 Course module "Product Design" in *Introduction to Mechatronics 1*  
 Teaching in English language
- A.Y. 2015/2016*      Guest Lecturer at the Information Technology Institute, Ministry of Telecommunication,  
 Cairo, Egypt  
 Course module "Product Design" in *Media Track Postgraduate Program*  
 Teaching in English language
- A.Y. 2014/2015,*  
*SS 2015*      Guest Lecturer at the Faculty of Engineering, Department of Mechatronics,  
 Ayn Shams University, Cairo, Egypt  
 Course module "Product Design" in *Introduction to Mechatronics 1*  
 Teaching in English language
- 09/2012 3*  
*03/2013*  
*01/2014-02/2014*  
*01/2015*      Guest Lecturer at the Master II level in Ergonomics, at the University Federico II, Naples,  
 Italy, module IV "Design and Ergonomics"  
 Course dates:    28-29/09/2012  
                          10-11/03/2013  
                          24.-25.01.2014 — 21.-22.02.2014  
                          13-15.01.2015  
 Teaching in Italian language
- A.Y. 2010-2012*      Lecturer (Visiting Assistant Professor) at the Academy of Fine Arts, Bologna  
 AA2010-2012 Ergonomics and Anthropometry  
 Degree in Product Design  
 Teaching module of 39 hours of theory, in Italian language
- A.Y. 2009-2012*      Lecturer (Visiting Assistant Professor) at Istituto Europeo di Design Milano  
 AA2011-2012 Methodology in Design  
 Theory and Laboratory, 42 hours, in English language  
 AA2010-2011 Advanced Product Design P2



Design studio, 72 hours, in English language

AA2009-2010 Applied Ergonomics Course in the following Degrees:

Product Design, Interior Design, Set Event Design

Form theory and exercises, 3 x 24 hours, in English language

Product Design and Interior Design, Short One-Year Course

Form theory and exercises of 24 hours, in English language

*A.Y. 2009-2012*

Lecturer (Visiting Assistant Professor) at the Faculty of Architecture, University of Ferrara

AA2010-2012 Cognitive Ergonomics in the Laboratory of Methods for definition of project, held by Prof. Alfonso Accocella

Degree in Product Design

Teaching module of 66 hours of theory, in Italian language

AA2009-2010 Applied Ergonomics in the Laboratory of Industrial Design, held by Prof. Giuseppe Mincoelli

Degree in Architecture

Teaching module of 30 hours of theory, in Italian language

*A.Y. 2007-2012*

Lecturer (Visiting Assistant Professor) at DIPRADI, Politecnico di Torino

Course "Applied Ergonomics in Industrial Design

Degree in Graphic and Virtual Design

Teaching module of 60 hours of theory, in Italian language

*A.Y. 2008-2009*

Lecturer (Visiting Assistant Professor) at DIPRADI, Politecnico di Torino

Course "Applied Ergonomics in Industrial Design

Degree in Industrial Design

Teaching module of 60 hours of theory, in Italian language

*A.Y. 2004-2006*

Lecturer (Visiting Assistant Professor) at the Faculty of Architecture "Aldo Rossi" University of Bologna

Bioclimatic Architecture and Environment, in the Laboratory of Architecture, held by Prof. Andreina Milan

Degree in Architecture

Teaching module of 30 hours of theory: The topic focuses on the relationship man – environment

*11/2004*

International Workshop *Student house & dormitory,*

Technical University Malaysia, Johor Bahru, Malaysia

Together with Faculty of Architecture "Aldo Rossi" University of Bologna, Workshop in English

## Commissioned research

- 2022** “Development of a new Helmet for Respiratory Treatment in Intensive Care”, Intersurgical – Mirandola, Multidisciplinary Project with Dep of Chemistry and Fluidynamics, University of Bologna. Coordination Group Design, with Michele Zannoni, Giorgio dell’Orso, Andrea Torreggiani, Funding: 30K
- 2021** *“Development of a electric car for turistic use”*, Romagnatec – Forlì, together with Andrea Cattabriga and Alberto Calleo Limited consultancy work, Funding: 5K
- 2011** *“Guideline for cashier’s working place in Italy”* Consorzio Ferrara Ricerche in collaboration with University of Ferrara, Coordination of a interdisciplinary working group (industry, Labor Medicine Institutions)
- 2010** *“Shopability - Accessibility to the supermarket”* Cean Spa – Turin
- 2010** *“Project cash counter Avantgarde - ergonomic analysis”* Cefla Arredamenti Group - Imola
- 2010** *“Preliminary analysis of ergonomic design for a cashier’s chair”* Ergon – Trevi (Perugia)
- 2008** *“InnovationDesign Driven in Retail”* DIPRADI Politecnico di Turin - Cean Spa  
Winner of the competition (notice No. 16.09.CC) for the comparative assessment for the award of a contract of cooperation and individual staff.

## Achievements

- 2020-2022** Several Bachelor and Master Thesis are selected to be exhibited at Global Grad Show Dubai

Bologna, April 2021