



SID Società italiana di Design



Politecnico
di Torino

Claudio Germak Architect, Designer, full professor of Design at PoliTO

1984 Master Degree, with Laude, in Architecture/design T. "Design for urban scene" (supervisor Prof. G. De Ferrari)

1986/2010 Senior partner of Studio De Ferrari Architects in Turin, active in the field of environmental, architectural and industrial design, with which he developed professional research in particular in the field of architecture and design of public space for numerous Italian and foreign cities, through works and publications

1990 Member of the UE Committee Program "Vivre et circuler en Ville", Bordeaux

1998/2004 Academic Researcher of Design, First Faculty of Architecture, PoliTO

2004/2010 Associate Professor of Design, DIPRADI Department PoliTO

2010 Full professor of Design, confirmed in 2014 DAD Department, PoliTO

2014 Member of the Board of SID – Italian Scientific Society of Design

2018-2021 President of SID - Italian Society of Design, Scientific Association

2016 Accredited for ASN - MIUR Commissions

2018 Accredited for ASN - MIUR Commissions

2018/2022 Member of the ASN - MIUR Appeals Commission

2021/2023 Member of the ASN - MIUR Appeals Commission

During his Academic career he assumes the following assignments:

- 2013-today Member of the PhD Board "Management, Production, Design", PoliTO
- 2007/2012 Member of the PhD Board "Production Systems & Industrial Design", PoliTO
- 2006/2007 Member of the PhD Board "Engineering Systems for Industrial Production", PoliTO
- 2003/2005 Member of the PhD Board "Technological Innovation for Architecture and Industrial Design", PoliTO
- 2020 Lecturer at the Master "Train For Me" - Alstom Group
- 2010-today Lecturer at the Master "Design for Architecture" Polidesign/Politecnico di Milano
- 2011-2014 Director and lecturer at the Master "Transportation Design 3D Modelling", PoliTO
- 1998-2004 Lecturer of "Drawing for Design" (Bachelor Design&Communication), PoliTO
- 2006-today Lecturer of "Exploring Design" (till 2010) and "Serial production Design" (Bachelor Design&Communication), PoliTO
- 2006-today Lecturer of "Environmental Design" (Master Degree Design for sustainable architecture), PoliTO
- 2019-today Lecturer of "Design Key Words" (Bachelor Design&Communication), PoliTO
- 2018-today Coordinator of the bilateral agreement PoliTO and Design Lab of KIT Kyoto University of Technology (J)
- 2010/2011 Visiting Professor at UEMG Universidade do Estado do Minas Gerais- Brasil
- 2005/2012 Member of the executive and teaching board of the 1st Faculty of Architecture, PoliTO
- 2005/2012 President of the Design and Visual Communication Bachelor, PoliTO
- 2010/2015 Deputy Director of the DAD Department of Architecture and Design, PoliTO
- 2015/2016 Member of the Board of Directors PoliTO and of the Delegation of the public part PoliTO

Academic profile

A design-oriented production systems researcher focused on the relations between industry and craft, on which he has published numerous articles in magazines and monographs, curated exhibitions and installations, conducted researches on the national and international level. Product design and design processes expert, he performed research and project activities on the themes of the collective space, both indoors and outdoors.

With the strategic insertion of the "man at the centre of the project" (L'uomo al centro del progetto, C.Germak ed., U.Allemandi & C, Turin 2008), he developed new methodologies of design service and product for shared spaces with a high degree of accessibility (see UE H2020/CLEAN SKY "CASTLE, Cabin Systems design Toward passenger wellbEing"). Today he leads the UXDPoliTO team, consisting of active researchers in the development of design and evaluation techniques HCD, UXD, HMI and ID for the sectors of transportation systems and robo-ethics. Since 2010 he works in the research field of the cultural heritage, in particular, his focus has been the cultural and economic relations between handicraft and museum system ("*Materialmente. Craft and Design for museum merchandising*" developed with Turin Chamber of Commerce) and since 2014 on digital and interactive experiences to enrich the experience of visiting the Museum: "Virgil, museum robo-ethics" with TIM ITALIA 2015/16; "Virgilgame1, educational game for adolescents" for MIUR Project in museums 2016/17; "Virgiltell / Virgilgame2, augmented reality experience for ALCOTRA" I Duchi delle Alpi "2019/20.

Publications

He published **145** products, of which 43 Journal Article, 50 Volume Contribution (Chapter or Essay), 27 Conference Proceedings, 8 Monograph or scientific treatise, 5 Editor, 2 Patent, 5 Exhibition, 2 Other. View all publications in [Porto@Iris](#).

Academic and Editorial board

2021/today PoliTO Delegate and Member of the Scientific Committee of "MIRA Regional Design Observatory" with Circolo del Design, City of Turin, Turin Chamber of Commerce, Unioncamere, IRES Piedmont, UuniTO Department of Statistics, Sant'Agata Foundation
2021/today Coordinator for PoliTO Design Master Class, ICE CHINA Italian Foreign Trade Institute in China.
2015-today Member of the UNESCO Creative Cities Board, Torino creative city of Design
2020-today Member of the Scientific Committee, DIID Journal, Disegno Industriale-Industrial Design (Class A)
2015-today Member of the Scientific Committee, MD Journal and Digital Collection "Architettura di pietra" (Class A)
2015-today Member of the Scientific Committee, A&RT Journal of Engineers and Architects Society in Torino (Class SC)
2011-today Member of the Scientific Committee, "Design, Innovazione, Territorio", Franco Angeli, Milano
2009-2017 Member of the Scientific Committee, IAM, Institute of Mountain Architecture PoliTO, (Class SC)
2008-today Co-founder and member of the Scientific Committee, "Latin Network of Design"
2007/2008 Member of the Scientific Committee and Consultant for Torino World Design Capital 2008
2008-today Member of the Scientific Board of the Italian PhD in Design (with Manzini E.). Coordinator of the International Conference Changing the Change. Design visions, proposals & tools, Turin 2008.
2004 Member of the Editorial Committee of the magazine "Riabita", published by RIMA Milano.
2004-today Scientific Co-Director of the "Piemonte Torino Design" (with De Giorgi C.) Observatory founded in 1995 by De Ferrari G. president of SIAT Società Ingegneri e Architetti in Torino, dedicated to the study and promotion of the Design System in Piedmont through international exhibitions on product system (Germany, Poland, Turkey, India, United States, Japan, Korea, Vietnam, China, Brazil, Mexico, Venezuela)
1994-2000 Member of the Editorial Committee and Art Director of the journal "A&RT Atti e Rassegna Tecnica", Edited by the Society of Engineers and Architects, Turin
1986-1994 Member of the Editorial Committee of "AU Rivista dell'Arredo Urbano", edited by IN ASA National Institute of the Urban Furniture, Rome

Award

2015 Maxxi Rome Foundation, Digital Think in Award. The digital voice of museum, for the project *Virgil, a court robot*, con TIM JolCrab, Le Terre dei Savoia Association and the Direction of Castello di Racconigi
2014 ADI Compasso d'Oro 2014, Research for Enterprise Award for the project *Materialmente. Design for cultural heritage, between craftsmanship and design* and Menzione Concorso Young& Design, Fieramilano Rho (Mi) (with Bozzola M., De Giorgi C.)
1995 ADI Compasso d'Oro, Honorable mention for the waste collector system "Sabaudo" (with Studio De Ferrari)
1991 INARCH Award for the research on serial aluminum equipments. ALCOA Award (with Studio De Ferrari)

Patents

2012 Design Patent 002058008-0001-0002-0003 "Collection of seats and tables for public space" (with Bozzola.M.)
2012 Design Patent 002058032-0002 -0001 "Collection of signage for public space" (with Bozzola.M.)
2003 Design Patent TO2003O000164 "4x1 Component system for urban lighting " (with Studio De Ferrari)

Scientific Supervisor (SS) for international and national research projects with peer reviews, admitted for funding (last 10 years)

2016-2022 SS UXDesign Unit for UE H2020/CLEAN SKY "CASTLE, CABin Systems design Toward passenger wellbEing"2. (coord. PoliTO Carrera E.). Partner: GEVEN S.p.A.; Università degli Studi di Napoli Federico II; Università di Bologna; Politecnico di Torino (dip. DIMEAS, DISAT, DAD), Acumen Design Associate Ltd; Centro Italiano Ricerche Aerospaziali; INVENT GMBH; PGA ELECTRONIC S.A.; Noesis Solutions N.V.; Design Manufacturing S.p.A.; Siemens Industry Software NV
2021/2022 SS UXDesign Unit for CRF Centro Ricerche Fiat "Trustable and comfortable driving on autonomous vehicles", with Lamberti F. for HMI engineering
2015-2016 SS UXDesign Unit for MIUR/MiBACT "Educational projects in museums" with the project "Virgil game, serious game for young visitors of the museum".
2010/2012 SS Design process Unit for ALCOTRA 2007-2013 "PIT G MONVISO: L'UOMO E LE TERRITOIRE – Project G6 "Savoir Bois". SS for Strategic Design, Process and Product Design (K€ 190). Partner: Comunità Montana Valli del Monviso-Alta Savoia.
2009-2011 SS Design process Unit for REGIONE PIEMONTE, SCIENZE SOCIALI E UMANE "POLIEDRO Pollenzo Index Environmental and economics Design (Regional coordinator Capatti A. K€ 850). Partner: Università di Scienze Gastronomiche di Pollenzo (I, Cn); Università degli Studi di Torino/Dipartimento di Management/Scienze Merceologiche; Università degli Studi di Torino/Dipartimento di Management / Ragioneria ed Economia Aziendale; Università degli Studi di Torino/Dipartimento di Scienze Economico Sociali e Matematico Statistiche; Politecnico di Torino/DAD Dipartimento di Architettura e Design/Unità Design

Member or consultant in international and national research projects with peer reviews only admitted for funding (last 10 years)

2011-2013 Member of the scientific committee for UE ALCOTRA 2007/2013 Structural Funds "EDEN – EcoDesign Network (SS, De Giorgi C.)

2004-2006 Coordinator of Design Unit for PRIN MURST *"Design of the interrelations between city, territory, cultural and environmental heritage"* (SS Spadolini B.; SS Torino Research Unit, Bistagnino L.)

Scientific Supervisor (SS) or participant of study and researches with commercial purpose (last 10 years)

2023/2024 *"LAVAZZA DESIGN LANGUAGE"* coffee machine for Lavazza (SS with Tamborini P.)

2021/2022 *"UXD studies for Commercial Vehicles"* for IVECO (SS)

2017/2019 *"I DUCHI DELLE ALPI"* INTERREG ALCOTRA for Terre dei Savoia Association (SS)

2017/2018 *"CLEAN DESIGN. Innovative solutions for cleaning system operators,"* Gruppo Soligena, IT (SS)

2016/2017 *"INTERFACES for autonomous driving vehicles"*, CNH Industries (SS)

2013-2016 *"ROBOTICS NEW SERVICE DESIGN: robotic system for the fruition of cultural heritage"*, TIM Jol Crab Openlab" (SS UXDPoliTO Design)

2012-2015 *"HMI INNOVATIVE ERGONOMICS CONCEPTS FOR ELECTROMOBILITY"*, CRF Centro Ricerche Fiat + FCA Fiat Chrysler Automobiles. (SS)

2009-2013 *"MATERIALMENTE. Craft for museum merchandising "*, Confartigianato Imprese Torino. (SS)

2009 *"SAVOY GREENWAYS. Cycle routes between the Savoy residences in Turin "* per Finpiemonte. (SS)

2007-2008 *"MANUFATTO. CraftCommunityDesign"*. Research and exhibition for Word Design Capital 2008 and Marcovaldo Cultural Association (SS)

2006-2010 *"MINAS GERAIS DESIGN. Design as a resource engine for the identity of the Minas Gerais product"*, Regione Piemonte e Secretaria de Estado de Ciência Tecnologia e Ensino Superior. (SS)

Conference keynote and invited speaker, Design exhibitions curatorship:

2023 MODERATOR in 5 books, Politecnica online review, 30 April. Event dedicated to design with Raimonda Riccini speaker.

2023 SEMINAR A&RT Atti e Rassegna tecnica with edition presentation of *"Cultura tecnica e cultura umanistica: il caso torinese."* Emma Strada Room, Politecnico di Torino, February 17 (key note speaker)

2022 SEMINAR Turin Expocasa in *"ADI speech"*, new designfrontiers, October 01 (key note speaker)

2021 NATIONAL SEMINAR at the opening of the new Food Design Course, Un. Parma-PoliTO, April 19. Title: *"New directions of research in Design"* (key note speaker)

2021 NATIONAL SEMINAR Design&New European Bauhaus, Roma La Sapienza, April 09 (SID president)

2021 NATIONAL SEMINAR SID Italian Design Society. Connecting Design. Title *"Design, a multidimensional discipline"*, February 5-6 (SID president)

2020 NATIONAL SEMINAR, La Venaria Reale Restoration Center & Contamination Lab, in *"Tourism and Digital Culture"* November 11. Title: *"Virgiltell experience. Virtual exploration of inaccessible museum sites"* (key note speaker with Abbate L.)

2020 INTERNATIONAL CONFERENCE, Unesco Creative Cities of Design, Madrid Design Week, February 13-14. Title: *"Universities of Design: the directions of change"* (key note speaker)

2020 NATIONAL SEMINAR, DIDA Research Preview, Università di Firenze, PhD in sustainability and innovation February 5-6-7. Title: *"The positioning of university research in Design"* (key note speaker)

2019 INTERNAZIONALE FORUM, Unesco Creative cities of Design, October 10-13. Title: *"Design driven in Turin system"* (key note speaker)

2019 NATIONAL SEMINAR, Fondazione Ordine Architetti Torino, Space for Design: security, accessibility and innovation in the city of the future, October 6. Title: *"For an accessible, safe and attractive via Roma."* (keynote speaker)

2019 XXV INTERNATIONAL CONGRESS of Aeronautics and Astronautics, Rome September 9-12. Title: *"Colours and aircraft interiors. Design scenarios for a passenger cabin of a regional aircraft."* (invited speaker)

2019 NATIONAL SEMINAR, CUID: the educational offer in industrial design and design, Florence May 23-24. Title: Public and private education: differences and specificities. (key note speaker)

2018 INTERNATIONAL FORUM, Unesco Creative Cities of Design, October 16-17. Title: *"Design for accessibility"* (key note speaker)

2018 NATIONAL SEMINAR Design for/with all, CCIAA Torino, 03/12. Titolo: *"Design for/with all: a right, a social value, an economic opportunity."* (scientific curator and keynote speaker)

2017 TAM TAM TALKS Innovation is (also) in things. Nova il Sole 24 Ore, Title: *"Man and robot, beware of those two"*. February 22 (key note speaker)

2017 INTERNATIONAL CONFERENCE, Museum twenty-one, Museums at the post-digital turn, AMACI e OGR Torino, November 04. Title *"Approaching the Museum as Experience"* (key note speaker)

2016 NATIONAL CONGRESS, The teaching of Design in Italy, ISIA Firenze, December 05-06. Title: *"Design: the paradigms of university research in Italy."* (session chairman)

2016 INTERNATIONAL FESTIVAL Internet Festival Future Museum, Scuola Normale Superiore di Pisa, October 09. Title *"Virgil 2, the robot exploring the museums playing"* (key note speaker)

2016 CONFERENCE, 53° IFLA World Congress, Heritage and Creativity, SITI Politecnico di Torino, Castello del Valentino, April 20. Title: *"TO Move, TO Make: identity and values of the Torino Design System"* (keynote speaker)

2016 INTERNATIONAL SEMINAR *"Humans. Experiences. Toward the metadesign dimension"*, Cittadella del Design e della Mobilità sostenibile, Mirafiori, Politecnico di Torino. (scientific coordinator)

2014 INTERNATIONAL SEMINAR 4rd International Conference Car Interiors, ATA Associazione tecnica dell'Automobile, Castello del Valentino, Torino, June 7-18. Title: *"Natural Gestures for a safe driving Experience"* (chairman session UXD)

2014 CONFERENCE Secrétaire Général Chambre de Commerce Italienne au Maroc, Casablanca portaerei Cavour, March 24. Title: *"Le design italienne et la créativité marocaine: un partenariat prometteur"* (keynote speaker)

2013 EXHIBITION *"Materialmente. Crafts and Design for Cultural Heritage. Merchandising and services for the circuit of Royal Residences in Piedmont"*, Confartigianato Imprese Torino, CCIAA Torino, traveling exhibition, 4 editions (scientific curatorship and exhibition designer)

Turin, 21 May 2023

A handwritten signature in black ink, appearing to read 'Claudio Pizzi', with a long horizontal stroke extending to the right.