

# Benedetta Piantella Simeonidis

Interaction Designer & Artist

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## Education

*September 2008*

**TREES FOR THE FUTURE, Agroforestry Training Program**  
Certificate in Agroforestry.

Silver Spring, MD.

*September 2006 - May 2008*

**NEW YORK UNIVERSITY, Interactive Telecommunications Program**  
MPS in Interactive Telecommunications and Interaction Design.

New York, NY.

*March 2007 - March 2008*

**UNIVERSITY OF ROME, "LA SAPIENZA", in affiliation with CUNY**  
EUSIC Project. Master in Journalism and On-line Community Management.

New York, NY.

*September 2000 - June 2004*

**TUFTS UNIVERSITY**

In affiliation with **THE SCHOOL OF THE MUSEUM OF FINE ARTS**  
Bachelor of Fine Arts. Concentration: Multi Media and Interactive Audio-Visual Installations.  
Studied and collaborated with artist Maria Magdalena Campos-Pons.

Medford, MA.  
Boston, MA.

*January 1995 - June 2000*

**MARIA LUIGIA** Liceo Classico, Liberal Arts High School Diploma.

Parma, ITALY.

*September 1998 - December 1998*

**MAINE COLLEGE OF ART**, Drawing from life.

Portland, ME.

*July 1998 - June 1999*

**GORHAM HIGH SCHOOL**, AFS Exchange Program and High School Diploma.

Gorham, ME.

## Experience

*September 2008 - Present*

**GRND LAB** - Hardware Developer, Interaction Designer and Co-Founder

Brooklyn, NY.

A boutique design lab located in Brooklyn, New York focused on software-hardware development, prototyping, specialty fabrication and interaction design, with particular attention to creating technological and sustainable solutions for humanitarian challenges in developing countries.

*November 2008 - March 2009*

**SMART DESIGN** - Interaction Design Intern

New York, NY.

Brainstormed new concepts with the design team, conducted secondary research and tried out other products, created visual design concepts and icon sets, built out wireframe decks and created movies and Flash animations to demonstrate concepts and mostly helped create functioning prototypes of various sophistication for high end clients.

*June 2008 - July 2008*

**EYEBEAM** - Collaborator for the *Interactivos* Workshop

New York, NY.

Assisted in the conception, programming and building of one of the selected projects, the *Wii/nd Chime*.

*January 2008 - March 2008*

**POLIGRAFICI EDITORIALE & MONRIF NET** - Assistant Editor and Collaborator

New York, NY.

Responsible for creating and maintaining the Web pages of the Poligrafici Group (the fifth largest editorial group in Italy), which includes newspapers like QN Quotidiano Nazionale, Il Resto del Carlino, La Nazione and Il Giorno. Communicated daily with editors at other major U.S. newsgroups, researched and written posts on the Presidential candidates for the upcoming U.S. elections. Created slideshows, digitized photographs and edited video for optimal online viewing and made editorial decisions on the multimedia contents of the articles. Moderated user comments on QN and Il Resto del Carlino blogs and collaborated with editors, producers and journalists of other international newsgroups with offices in the United Nations Building.

*October 2007 - January 2008*

**CORY ARCANGEL STUDIO** - Artist Assistant

New York, NY.

Assisted artist Cory Arcangel at Eyebeam on multiple projects and exhibitions.

*July 2007 - September 2007*

**ARDUINO and TINKER.IT! LTD.** - Assistant to CTO Massimo Banzi

Milano, ITALY.

Worked as Project Manager curating different aspects of the business, from redesigning the website, reinventing the logo, doing market research for the Tinker.it! products, designing and compiling a list of new sensors, documenting the products available, organizing business presentations, dealing with multiple clients and venues, working with

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engineers, programmers and designers on different high-end projects, event planning, soldering and brainstorming new business ideas and installations.

*March 2007 - March 2008*

**I-ITALY, ITALIAN/AMERICAN DIGITAL PROJECT** - Online Community Manager New York, NY.  
Responsible for opening and managing online accounts and communities of Italians, Italian-Americans and more. Writing articles and developing special editions on technology and new media for the online magazine, for *Oggi7* and for the newspaper *America Oggi*.

*February 2007 - June 2007*

**VISION EDUCATION & MEDIA** - Mentor and teacher for after-school programs in Lego Robotics. New York, NY.

*February 2006 - June 2006*

**NEW YORK UNIVERSITY** - Assistant Director of **CASA ITALIANA ZERILLI-MARIMO'** New York, NY.  
Coordinated all cultural programs: art exhibits, concerts, lectures, round-table discussions and film festivals, up to 5 events per week with prominent Italian and Italian-American figures. Directed yearly Membership drive and individual annual gift appeal netting up to \$80K; developed fundraising strategies and events. Handled all aspects of external and public relations: developed press releases, acted as primary contact for the press and other Italian-American organizations. Created, designed and managed printing for all promotional materials and other graphic outreach and publicity items. Recruited, interviewed and supervised staff of workers and volunteers. Maintained and developed targeted mailing databases of more than 6000 contacts. Updated the organization's interactive website. Managed building facility: handled internal and external scheduling, rentals, A/V systems, grounds maintenance, improvements, repairs and all building emergencies.

*July 2005 - October 2005*

**TELEDUCATO TELEVISION STATION** - Correspondent/Editor Parma, ITALY.

Responsible for video interviews, coverage and reports on Italian communities existing in New York City.

*November 2004 - June 2005*

**ITALIAN CULTURAL INSTITUTE** - Collaborator/Graphic Designer New York, NY.

Designed all promotional material including newsletters, invitations, brochures, flyers as well as in charge of website design and upkeep. All clerical duties as well.

*October 2004 - February 2005*

**HANDS-ON-WORLD** - Teacher for After-school Programs Brooklyn, NY.

Created and conducted 10-week photography programs for elementary school children. Courses taught in both English and Italian.

*October 2004 - August 2006*

**LA GAZZETTA DI PARMA** - Contributor and Correspondent New York, NY.

Researching events and writing articles for the Culture and Art section of the Italian national newspaper.

*January 2004 - May 2004*

**THE SCHOOL of THE MUSEUM of FINE ARTS** - Teaching Assistant Boston, MA.

Assisted Professor Laura Blacklow with the necessary materials to conduct the Imaging With Light Sensitive Materials class. Performed demonstrations and held classes on new digital technologies and equipment.

*January 2003 - May 2003*

**MIT LIST VISUAL ARTS CENTER** - Assistant/Intern Cambridge, MA.

Assisted with the preparation of the U.S. pavilion for the 50<sup>th</sup> Venice Biennale, fulfilling all curatorial, outsourcing, networking and fund-raising requirements. Translated materials for catalogues while interpreted and helped during receptions.

## Skills

- Managed Audio-Visual installations. Accustomed to Final Cut Pro, DVD Studio Pro, QuickTime Player, Logic Express, Peak, Digital Performer, VDMX and Max/MSP Jitter.
- Familiar with hardware and devoted to electronics interface design. In depth knowledge of microcontrollers and programming in different languages, mostly Basic, C, and Java. Very familiar with the Processing, Wiring and Arduino Environments.
- Explored Graphic Arts and acquired knowledge of Adobe Photoshop, QuarkXpress, InDesign, Adobe Illustrator and Acrobat Reader. Working knowledge of Flash and ActionScript 3.0., Html, Xhtml, CSS and Dreamweaver.
- Expert in Microsoft Office (Word, Excel, Powerpoint), iWork (Pages, Keynote) and iLife (iPhoto, iMovie HD, iDVD, iWeb, GarageBand).
- Black & White and Color Photography (35mm, medium format, pin-hole and large format), Non-silver Photography and very good experience with Digital cameras, Mini DV and HD cameras and digital inputs and outputs.

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- Eleven years of Performing Arts (Drama & Dancing.)
- Trained in both traditional and creative writing (emphasizing Journalism and Poetry.)
- Fluent in Italian, English and Spanish. Training in Contemporary Greek. Facilitated in all kinds of translations (Ancient Greek & Latin).

## Exhibitions and Awards

- **Maker Faire Africa**, networked open source medical device, August 2009, Ghana, Africa.
- **Milano Green Art Festival at Galleria Venti Correnti**, interactive multimedia installation during the Fuorisalone, April 2009, Milan, Italy.
- **Designer After School, Rome Design+**, sustainable organic t-shirts, December 2008, Rome, Italy.
- **The Dumbo Arts Center Festival**, interactive site-specific multimedia installation. September 2008, Brooklyn, NY.
- **Eyebeam**, collaborated on interactive sound installation the *Wii/nd Chime* by Artemis Papageorgiou, June-August 2008, New York, NY.
- **MonkeyTown**, multimedia dance performance, May 2008, Brooklyn, NY.
- **ITP Winter Show**, participated with a wearable device, December 2007, New York, NY.
- **Exit Art Gallery**, sound installation, December 2007, New York, NY.
- **International Design Expo, Rome Design+**, interactive installation, October 2007, Rome, Italy.
- Positioned at first place and received a government-funded grant for the Journalistic Project **E.USIC**, March 2007, New York, NY.
- **ITP Winter Show**, participated with two installations, December 2006, New York, NY.
- Awarded a Tisch School of the Arts scholarship from **New York University** for both academic years.
- Group Show **InChiostro** in the cloister of the Church of Sant Uldarico, September-October 2004, Parma, Italy.
- **The Graduation Show**, SMFA, audio installation, May-June 2004, Boston, MA.
- **The BAG Gallery**, watercolor sketches of installation, May 2004, Boston, MA.
- Exhibited in **Visivo Uditivo Gallery**, series of paintings, November 2001, Parma, Italy.
- Group Show at the **Maine College of Art**, selection of drawings, December 1998, Portland, ME.

## Bibliography

- **Rome Design+**, December 2008, magazine and catalog spread on my exhibited project.
- **America Oggi**, May 2008, published article about my multimedia performance.
- **Leonardo TV**, November 2007, television art program on the Rome Design+ exhibit with special mention of my interactive project.
- **Rome Design+**, October 2007, included biography in international expo promotional catalogue of events.
- **We Make Money Not Art**, December 2006, published online post on musical interactive installation.
- **Boing Boing**, December 2006, posted online pictures and description of sonic art weapon.
- **Wired Blog**, December 2006, published online review of installation and comments forum.
- **Make Magazine Blog**, December 2006, posted description and diagram of art project.
- **Gizmodo**, December 2006, online article and pictures about the gadget *Ravezooka*.
- **Engadget**, December 2006, published post on audio installation and comments forum.
- **La Gazzetta di Parma**, September 2004, published article on *InChiostro* exhibition with photos and special attention to my interactive audio-visual installation.
- **Corriere di Parma**, year XIX n°1 Summer issue 2002, published a selection of my poems with introduction by Italian poet Emilio Zucchi.
- **La Gazzetta di Parma**, November 2001, published article on group show with special mention of my selection of paintings.

## Publications

- **i-Italy**, September 2007-January 2008, posted online articles on a number of topics pertaining Italy and the U.S.
- **Oggi 7, America Oggi**, January 2008, published my review of Italian restaurants in New York City.
- **Oggi 7, America Oggi**, April 2007, wrote and published article on a lecture at Columbia University on mirror neurons and their relationship to visual art.
- **La Gazzetta di Parma**, November 2004, published my article about the new Museum of Modern Art of New York.
- **Corriere di Parma**, year XIX n°1 Summer issue 2002, published a selection of my poems with introduction by Italian poet Emilio Zucchi.

## References

Available upon request.