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## SKILLS

- Digital Storytelling
  - Phygital Experiences Producer
  - Game and Gamification Design
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## WORK EXPERIENCES

### **June 2022 - Head of project**

#### ***Department of Cultural Heritage***

Artistic director and head of project for the national activity the "[Puglia in Rete](#)" based on the digitization of the tangible and intangible heritage of the Puglia Region in Italy. The pilot project wants to transform the way of narrating the territory starting from its cultural assets but inserting them into new forms of narration technologies with a strong component of gamification and user generated content.

### **April 2022/July 2022 – Artistic Director**

#### ***Fabrica de Arte Cubano***

Under the patronage of Italian Minister of Culture, i curated the "Italian Grand Game Tour" exhibit on the "parete nigra" at the Fabrica de Arte Cubano. Through photographs taken inside popular videogames we offered a re-mediation of the most popular italian landscapes, architectures, cities. With the talent of many in-game photographers we brought a whole new storytelling for the younger generations.

### **January 2023/April 2023 – Project supervisor and Narrative designer**

#### ***Italian National Institute of Astrophysics***

Look up!, The virtual exhibition created by the National Institute of Astrophysics to make you travel among the stars, planets and comets through the collection of celestial atlases kept in the libraries of the Italian Astronomical Observatories. With my own company, TuoMuseo, i have been in charge of the narrative across the three rooms of the virtual museum, dedicated to the stars, the Moon and the planets. A fictional character named LU has been introduced to guide the visitors.

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## **November 2022/February 2023 – Leading Curator**

### **[Reggia di Venaria Reale](#)**

In the amazing contest of Venaria Reale Royal Palace, i curated “[PLAY- Videogame, Art and Beyond](#)” exhibit. For the first time in the world original artworks from De Chirico, Kandinsky, Hokusai, Piranesi, Andy Warhol, Bill Viola have been in dialogue with the new digital artforms coming from video-art, videogames, nft. I have been in charge of the all sides of the exhibit, including writing the labels, texts and 1 hour of narrative audio-guides.

## **2021 Interactive Screenwriter and game designer**

### ***BIAF***

[Eternal memories](#) is an interactive experience funded by Biennale Internazionale Antiquariato of Florence. The projects aims to re-connect younger audience with the art and the history of Florence. I conceptualized and executed a pivot project where a finctional narrative in the form of a side scrolling 2d game is intertwined with real documentary footage in partnership with italian national tv creating a unique mix across two different media.

## **2021 Head of Game Strategy**

### ***Fondazione ISI***

Head of game strategy within the European [Turisico](#) funded project who touched Italy and France. I wrote the call for ideas searching for digital innovate ideas to fooster the tourism and culture among the stakeholders, i have been head of jury and i kept classes on the subject “PLAYABLE TOURISM”.

## **May 2020/July 2022 - Game Designer and Head of Strategy**

### **[Fondazione Alghero](#)**

Head of strategy and game designer of 10 physical and digital projects within the European [MedGaims](#) funded project who touched Italy, Lebanon, Jordan and Spain. In the two-year design period i designed the strategy, composed the design document, the narrative documento and coordinated a team of artists and programmers in implementing tresure hunt, videogames, apps, mixed reality and project mapping based initiatives. The overall meaning of MedGaims has been to enrich the tourist experience across the cultural point of interests through the new technologies.

## **2020 - Scientific Committee**

### ***DEPARTMENT OF TOURISM PUGLIA REGION***

Under the umbrella of the Interreg Greece-Italy 2014-2020 funded project “[CoHen – Coastal Heritage Network](#) – i have been appointed as part of the scientific committee in quality of new technologies expert and i helped to write the strategic plan on the subject of lighthouses and coastal towers

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**2019 Interactive Screenwriter and game designer**  
***National Theater of Parma***

A [Life in music](#) is a music game based on the life of Giuseppe Verdi. I wrote the whole subject and dialogues for the first videogame ever produced by a theater. The game achieved more than half million downloads around the world being available in 5 languages.

**From 2018- Honor Committee**  
**[Museo Marino Marini di Firenze](#)**

Member of the scientific committee of the Marino Marini Museum in Florence. Among other international colleagues, I provide strategic support to plan the future positioning of the museum with an eye to new audiences.

As part of the activities, I coordinate the "Playable Museum Award" project, an international award reserved for the best ideas about the museum of the future.

**2017 Interactive Screenwriter and project director**  
***Archeological Museum of Naples***

[Father and Son](#) has been the first videogame for an international audience published by an archeological museum. The game won several prizes and has been featured multiple times by Google and Apple helping us to reach over 5 million downloads worldwide (game available in 11 languages). I picked up the team, wrote the narrative and directed the project from the conceptualization phase to the market delivery

**2017 Book Author**  
**[Hoepli - Collana Microscopi](#)**

Author of the book "Art of Engagement" published in March 2017. An essay about the future of the engagement and how participation and interaction will drive the XXI century society.

**From October 2016 to 2020 - Commissioner**  
**Pin Fund – Puglia Region**

Member of the Cultural Innovation Commission on behalf of the Puglia Region for the evaluation of the cultural projects included in the PIN call dedicated to young people under 35. To date over 170 projects examined.

**From May 2016 Founder and Former President**  
**[Ass. Culturale TuoMuseo – Impresa Sociale](#)**

➤ An International awards winning collective: game designers, game developers, game

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artists, screenwriters. Winners of the call I:C of Cariplo Foundation in 2016 with the idea of gaming/museum convergence

- [Father and Son](#) (2017) game director, first worldwide videogame published by an archeological museum (The Archeological Museum of Naples). Over 4 millions download at today.
- 4D immersive cinema at the Annibale museum in Tuoro( Umbria).
- Game director di [Past for Future](#) (2018), official videogame of the Archeological Museum of Taranto. Funded by Mibact, the game has been awarded as "BEST DIGITAL PROJECT OF THE YEAR" by the magazine ArTribune.
- Game director and screenwriter [A Life in Music](#) (2019), the first videogame ever publishes by a National Theater (Parma).
- Game director [Beyond Our Lives](#) (2019), videogame publishes by Toscana Promozione Turistica in order to valorize Etruscan area in the region.
- Producer of "The Medici Game" published by Uffizi of Florence.
- + 30 international projects delivered in the intersection between digital/creative industry and cultural sector

### **2013-2015 - Country Manager Vivendi Games Mobile**

In charge of strategy, production, sales and marketing of the entire line up of videogames published by Vivendi Games Mobile (Crash Bandicoot, Prison Break, Spyro The Dragon) in Italy, France and Middle East.

### **From 2011 to Today - Contract Professor Several Public Universities and private academies**

Contract professor in several curricula: Cultural Heritage, Digital Humanities, Videogames production. Actually I cooperate with University of Palermo, University of Bologna, University of Roma, Politecnico of Milan and private academies such as 24ore Business Schools, Treccani Academia with classes about interactive narrative, audience engagement for Cultural Heritage and game design.

### **2005-2011 - Marketing Manager Electronic Arts Mobile**

I managed the launch of several bestseller videogames: Tetris, Fifa, The Sims, The Simpsons, SimCity

### **2002-2005 - Co-Founder Italia Network Service sas e srl**

As my first start up we focused on creating and developing the first wave of mobile games both for b2b and b2c market. We worked closed with brands like Nokia, Vodafone, Wind to create massive gaming experiences including the first Italian mmorpg mobile game named Ancient Legion available across several European countries. I was in charge of the creative

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part of the projects.

## EDUCATION

*Maturità Liceo Classico*

*Degree in SCIENZE E TECNOLOGIE DELLE ARTI, DELLO SPETTACOLO E DEL CINEMA*

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## PUBLISHING

*Gamification – I Videogiochi nella vita quotidiana* (2011)

*L'Arte del Coinvolgimento* (Hoepli 2017)

Curator and author in *Giocarsi – gaming e gamification nei contesti professionali* (Hogrefe 2020)

Co-Curator and author “*Gaming e Musei*” *Economia della Cultura* (Il Mulino 2019)

Essay in “*Turismo Megatrend*” (Hoepli 2020)

Essay in “*Rimediare Ri-mediare*” (Franco Angeli 2020)

Co-author Essay “*Echoes of the Past: A Gamified Initiative for Audience Development in Cultural Heritage*” in *Transforming Society and Organizations Through Gamification* (Springer 2021)

Essay in *Expanding Spatial Narrative* (Mousse Publishing 2022)

Curator and author *PLAY – Videogame, Arte e Oltre* (Sagep 2022)

Saggio in *BioMuseologia* (Celid 2022)

Co-Curator and author *Professione Game Designer* (Franco Angeli 2023)

Essay in “*Algoritmi di Servizio Pubblico*” (Rai Libri 2023)

Essay in “*Transformative Teaching in Higher Education*” (Pensa Multimedia 2023)

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## TEACHING ACTIVITIES

***Escuela Internacional de Cine y Television in Cuba*** – Class in Videojuego – edition 2023

**Università di Palermo** – Master in Economia e Management dei Beni Culturali e Patrimonio Unesco module “*Marketing and Communication per i Beni Culturali*” – from 2018 until today

**Università di Bologna** – Master in Valorizzazione Turistica e del Patrimonio Culturale – Module in Game based tourism – from 2018 ad oggi

**Politecnico di Milano** – Master in Management dei Beni e delle Attività Culturali – Modulo New Technologies for Arts – edition 2022

**Università di Roma Sapienza** – Master in Digital Heritage – Modulo Nuove tecnologie per l'arte – from 2018 until 2021

**Università di Roma Tre** – Master in Culture del Patrimonio – from 2019 until today

**24ORE Business School** – Master in Management dell'Arte – from 2018 until today

**24ORE Business School** – Master in Audio-Visivo – Modulo Mercato dei Videogiochi – 2022 edition

**Treccani Academia** – Master in Management dell'Arte – from 2018 until today

**Treccani Academia** – Master in Museum Exhibit – from 2020 until today

**Scuola Internazionale di Comics Firenze** – Game Design – from 2017 until 2020

**MABA Milano** – Corso in Game Design – edition 2018

**"Consapevole delle sanzioni penali, nel caso di dichiarazioni non veritiere, di formazione o uso di atti falsi, richiamate dall'art. 76 del D.P.R. 445 /2000, dichiaro che quanto sopra corrisponde a verità.**

**Autorizzo, altresì, il trattamento dei miei dati personali presenti nel CV ai sensi del Decreto Legislativo 30 Giugno 2003, n. 196 "Codice in materia di protezione dei dati personali" e del GDPR (regolamento UE 2016/679;**

10/06/2023

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