

## FRANCESCO BAGNI

Architect,  
Experience  
designer

design@francescobagni.it  
[www.francescobagni.it](http://www.francescobagni.it)



How can we build meaningful public spaces even in times of Public Administration scarcity of resources? How can we enhance the creation of urgent and compelling shared spaces, involving all stakeholders and reducing the gap between public planning and actual realization?

As a professional architect I work with both private clients and public institutions to create and enhance public spaces experiences. I often bridge private and public sector, for an effective construction of public spaces that enable active engagement of users and of the communities that host those spaces.

## Working Experience

*Agency* **2014 – 2016**  
**too Design Consultancy**  
*en.too-too.it*

*Description* Architecture and interaction design firm working to enhance public institutions in the industries of Tourism, Food, and Education. My work here spans from a **temporary pavillion for Expo2015** to a **placed-based narrative digital platform**.

*My role* Project Management, client management, Research, design & art direction, co-founder.

**2015 – 2016**  
**Animali Sociali**  
*animalisociali.org*

Collective based in Reggio Emilia (IT), with focus design thinking and **architecture for social innovation**, and for socially oriented enterprises.

Project Management, client management, design thinking coach, co-founder

**2009 – 2012**  
**Architecture practices in Rome**

While in Rome, I worked with Luca Ruali (architectural critic and researcher), on public buildings competitions. In the same period I co-found and directed a small scale design practice focused on **sustainable architecture**.

— *lucaruali.net*  
— *Gomma Design press* →

Concept definition, project development, visualizations.

**2008 – 2013**  
**Designer freelance**  
*francescobagni.it*

» **Exhibition**: small exhibitions on commissioned subjects  
» **Service design**: social innovation service ideas, concept to prototypes  
» **Architecture** at small scale.

Concepts definition, project development, client, suppliers and team coordination.

**2008 May – Oct**  
**Anta Damala Architecture**

High end residential buildings design, concept to construction. Based in Athens (GR).

Documentation and construction details, on-site supervision.

**2005 – 2008**  
**Anamorphosis Architects**  
*anamorphosis-architects.com*

Urban masterplans and architectural projects: office and exhibition buildings, theatres and commercial areas, private clients and competitions. From conceptual ideas to detail design, including technical-architectural blueprints, and building site supervisions. Based in Athens (GR).

Project development, documentation and blueprints, team coordination (3-4 people), specialities meetings.

## Awards

*Yr | Category* **2014 | SERVICE DESIGN**  
*Award title* **Sodalitas Challenge**  
*Qualification* *H-Farm selected*

TuttiFrutti: concept for a service to support highly sustainable farming activities oriented at local food market.

— *sodalitas.challenge.ideatre60partner.it*

**2011 | ARCHITECTURE**  
**DatE Competition**  
*Energy Award*

My Shelter Foundation+National Geographics competition on weather resilient Urban development in Metro Manila.

— *Archdaily news on the award* →

**2010 | COMMUNICATION**  
**Towards an Urban Ecosystem**  
*2nd prize*

led Rome – IN/ARCH: Concept for communication strategies to advocate active citizenship and engagement for more sustainable urban redevelopments.

## Education and Training

Yr | Category  
Training title

Entitling Institution

**2016** | URBAN GAME DESIGN  
**Games for cities training school**

Amsterdam University of Applied Sciences, Amsterdam / COST Europe

Summer course on **Urban Games** in public spaces and playful installations as means to citizen empowerment, with a focus on “circular economy”.

— [cyberparks-project.eu](http://cyberparks-project.eu)

**2014** | HUMAN CENTERED DESIGN  
**Human Centered Design for Social Innovation**

+Acumen, Ideo.org

Learning-by-doing style MOOC: through local team work and real world design challenge, the course teaches strategies and techniques of **human centered design** for social innovation.

— [plusacumen.org/](http://plusacumen.org/)

**2014** | BUSINESS MANAGEMENT  
**Sodalitas Challenge Academy**

Fondazione Sodalitas, Milano

Innovative business ideas development course, covering: **Business Management**, marketing and communication, finance and legal, partnership and investors management.

— [sodalitas.challenge.ideatre60.it](http://sodalitas.challenge.ideatre60.it)

**2013** | URBAN GAME DESIGN  
**Urban Game design workshop**

European Alternatives

Within TransEuropa festival 2013, I was part of an international team gathered to ideate, design and stage an **Urban Game** to engage local citizens on transnational cultures exchange.

— [3 Cities Urban Game](#) →

**2013** | EXPERIENCE DESIGN  
**Experience Design**

UAL - Central Saint Martins

Design strategies and techniques for **digital/physical immersive experiences** aimed at engaging users in exhibition or commercial environments. Summer course.

**2013** | PARTICIPATORY DESIGN  
**Challenging Practice: Learning in Action** (*stages 1 and 2*)

Architecture Sans Frontières - IT

A **user-centered** methodology to address the needs of **disadvantaged communities** in urban planning and housing.

— [challengingpractice.org](http://challengingpractice.org)

**2011** | SERVICE DESIGN  
**Global Service Jam Roma**

Global Service Jam / La Sapienza

**Service design** intensive workshop to ideate, co-design and speed-prototype service concepts for common good.

— [gsjroma.org](http://gsjroma.org)

**2010** | MULTIMEDIA  
**Audio / Video Interaction**

» Workshop: Video mapping / Audio interaction, 2012

— [quietensemble.com](http://quietensemble.com)

» Workshop: Arduino and video mapping, LPM 2010

**2009** | PARAMETRIC MODELING  
**Lan-on-site: wall^2**

IN/ARCH Roma + LAN

Parametric and generative 3d modelling, and rapid prototyping.

— [ivearchitecture.net](http://ivearchitecture.net)

**1998 – 2004** | ARCHITECTURE  
**M.A. IN ARCHITECTURE**

Master of Arts in Architecture. Faculty of Architecture “Biagio Rossetti” / Ferrara, Italy.

## Informatic skills

**[2D / Video]** Adobe Suite (PS – IL – IN – PR – AE)

**[3D / Tech drawings]** Rhino3D / Autocad – Architecture – 3dsmax

**[3D interaction]** Unity (*beginner*)

**[generative modeling]** Grasshopper for Rhino3D

**[Physical computing]** Processing – Arduino languages (*beginner*)

**[Web languages / prototyping]** Html - Css / Bootstrap / Axure - Balsamiq

## Personal Skills

I'm a passionate designer enjoying my work and always looking for fresh challenges and up-to-date professional perspectives. I have strong team spirit and I'm used to working shifting between teams and

projects. I'm experienced in coordinating collaborators and suppliers both in digital and physical environments. Originally trained in architecture and related fields, I'm currently working in the fields that blend

spatial design and experience design, where the designed environments stimulate a meaningful exploration and involve the active users' participation.

## Languages

English: *fluent*

Modern Greek: *fluent*

Italian: *mothertongue*