



Europass Curriculum Vitae

Personal information

First name(s) /
Surname(s) **Massimo Menichinelli**

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2009 Assago (Italy)

Mobile (0039)
3402971655

E-mail(s) info@openp2pdesign.org

Nationality Italian

Date of birth 12 July 1980

Gender Male



Work experience

Dates	02/2007 → ...
Occupation or position held	Owner & Administrator
Main activities and responsibilities	Openp2pdesign.org Design, writing and administration for a website dedicated to a collective discussion on the relationship between design and complexity, aimed towards sustainable solutions for the society. Started to publish the graduation thesis under a Creative Commons license, it has now a blog and a wiki. It is a about the role of design in enabling communities at local level, so they can face successfully complex problems related to sustainability. http://www.openp2pdesign.org
Name and address of employer	openp2pdesign.org
Dates	25-27 November 2009
Occupation or position held	Facilitator
Main activities and responsibilities	Open P2P Design Workshop 25-27 November 2009, ADM - School of Art, Design & Media - Nanyang Technological University, Singapore A workshop co-facilitated together with Roger Pitiot about the Open P2P Design methodology and how to apply it with a community of students in order to co-design Open Design collaborative activities. This workshop is part of the Singapore Design Festival 2009. http://www.workshop.colab-design.org/sing/ http://www.slideshare.net/openp2pdesign/ntu-workshop-01-what-is-open-design http://www.slideshare.net/openp2pdesign/ntu-workshop-02-what-is-open-p2-p-design http://www.slideshare.net/openp2pdesign/ntu-workshop-03-what-is-the-distributed-manufacturing-scenario

Name and address of employer	http://alterdesign.org/ http://www.openp2pdesign.org http://www.singaporedesignfestival.com/designfest09/events.aspx?id=306
Type of business or sector	New Technologies, Social Media, Design
Dates	20-23 November 2009
Occupation or position held	Facilitator
Main activities and responsibilities	Open P2P Design Workshop 20-23 November 2009, IDAS - Hongik University, Seoul, South Korea A workshop co-facilitated together with Roger Pitiot about the Open P2P Design methodology and how to apply it with a community of students in order to co-design Open Design collaborative activities. With the support and participation of Creative Commons Korea. http://www.workshop.colab-design.org/seoul/ http://www.slideshare.net/openp2pdesign/idas-workshop-01-what-is-open-design http://www.slideshare.net/openp2pdesign/02-what-is-open-p2p-design http://www.slideshare.net/openp2pdesign/idas-03-what-is-the-distributed-manufacturing-scenario
Name and address of employer	http://alterdesign.org/ http://www.openp2pdesign.org http://www.idas.ac.kr/zbxe/?document_srl=31635
Type of business or sector	New Technologies, Social Media, Design
Dates	14 November 2009
Occupation or position held	Facilitator
Main activities and responsibilities	Creative Cities in Imagination Society: 5th Congress of Creativity and Innovation. Caceres, 14 November 2009, Spain The organization knows cities are the best setting to experiment with social and economic innovation. These cities turn into urban laboratories to experiment citizenship creativity, create sustainable settings and socialize the innovation. http://www.ciudadescreativascaceres.org/ http://www.slideshare.net/openp2pdesign/open-p2p-design-codisear-una-actividad-colaborativa-abierta-compara-una-comunidad-y-su-localidad-ciudades-creativas-caceres-2009
Name and address of employer	OREXCO S.L. Avda. de Paris, 17-1º S 10005 Cáceres http://www.orexco.net/
Type of business or sector	New Technologies, Social Media
Dates	06 November 2009
Occupation or position held	Keynote Speaker
Main activities and responsibilities	Open 2009 Symposium Helsinki, 06 November 2009, Finland OPEN 2009 - Media Lab Doctor of Arts Symposium is an event for all interested parties who want to understand the ongoing shift from an industrially organized era to an era of networks and social production. http://opensymposium.net/2009/ http://www.slideshare.net/openp2pdesign/metadesign-and-strategic-design-for-open-design-projects-open-2009-helsinki

Name and address of employer	MediaLab Helsinki, Aalto University, Faculty of Art and Design Hämeentie 135 c FI-00560 Helsinki, Finland http://mlab.taik.fi/
Type of business or sector	New Technologies, Social Media, Design
Dates	03 November 2009
Occupation or position held	Speaker
Main activities and responsibilities	Media Ecologies & Post-Industrial Production Conference Manchester, 3 November 2009, UK An event for discussing the emergence and proliferation of a new form of production and value creation: peer production, where communities of producers work to create (free) software/hardware and/or (open) content accessible to everyone. http://www.espach.salford.ac.uk/ssi/p2p/ http://www.slideshare.net/openp2pdesign/open-p2p-design-metadesign-for-open-design-projects
Name and address of employer	University of Salford, Salford M5 4WT Greater Manchester, UK http://www.salford.ac.uk/
Type of business or sector	New Technologies, Social Media, Design
Dates	09 June 2009 - 10 June 2009
Occupation or position held	Facilitator
Main activities and responsibilities	I Realize 09 Turin, 9-10 June 2009, Italy Two days aimed at identifying unsolved problems, suggesting possible (technological?) solutions and stimulating the creation of new disruptive start-ups in different fields Participated in the role of co-facilitator of the Working Group "Post-Industrial Design" with Giorgio Olivero (ToDo): http://www.irealize.eu/post-industrial-design-by-todo-massimo-menichinelli/ http://www.openp2pdesign.org/blog/archives/1017
Name and address of employer	Top-lx 9 Bogino Street, 10123 Torino (Italy)
Type of business or sector	New Technologies, Social Media, Design
Dates	09 October 2008 - 11 October 2008
Occupation or position held	Facilitator
Main activities and responsibilities	UrbanLabs 08 9-10-11 October 2008, Cornellà de Llobregat, Barcelona, Spain An event organized at the Citilab-Cornellà, dedicated to the study of new technologies and social innovations for the city. Participated in the role of facilitator of the Working Group A (Open Innovation): http://www.urbanlabs.net/index.php/Grupo_A:_La_innovación_colaborativa_productiva http://www.openp2pdesign.org/blog/archives/312 http://www.openp2pdesign.org/blog/archives/314 http://www.openp2pdesign.org/blog/archives/516
Name and address of employer	Citilab Can Suris Square, 08940 Cornellà de Llobregat (Spain)
Type of business or sector	New Technologies, Social Media, Social Innovation

Dates	17 May 2008
Occupation or position held	Speaker
Main activities and responsibilities	<p>Sci(bazaar)net 17 May 2008, Milan, Italy A BZAAR.NET event that gathered some people of different expertise and experience that populate the Italian Web, in order to discuss the impact of the Internet on science, research and academia. Professionals, bloggers, researchers and advisers who are already investing in an advanced online presence were invited.</p> <p>The structure of the event was developed with the aim of experimenting new modes of production and aggregation of knowledge with a hybrid between a BarCamp, a classic event and a Pecha Kucha. http://sci.bazaar.net/2008/05/22/massimo-menichinelli-a-scibzaarnet/</p>
Name and address of employer	sci(bazaar)net
Type of business or sector	New Technologies, Social Media, Science, Research
Dates	01 February 2008 → ...
Occupation or position held	Interior Designer
Main activities and responsibilities	Budget and 2D/3D design and visualization of interior design projects for shops, bars, restaurants, hotels.
Name and address of employer	Costagroup Valgraveglia ZAI Street, 19020 Riccò del Golfo (SP) (Italy)
Type of business or sector	Furniture Design, Interior Design
Dates	01 November 2007 - 31 July 2008
Occupation or position held	Webdesigner & Administrator
Main activities and responsibilities	<p>Webdesign and administration for the website, blog and newsletter of the Changing the Change conference (10-11-12 July 2008, Torino): http://www.changingthechange.org</p>
Name and address of employer	Torino 2008 World Design Capital 13/A Tesso Street, 10149 Torino (Italy)
Type of business or sector	Academic Conference, Research
Dates	01 November 2007 - 31 January 2008
Occupation or position held	Web&Multimedia Designer
Main activities and responsibilities	<p>Web design, graphic design, 3D modeling and rendering: http://www.tuborg.it/ http://www.carlsberglab.it/ http://www.birrificioporetti.it/</p>
Name and address of employer	Zerouno srl 55 Alberelle Street, 20089 Rozzano (MI) (Italy)
Type of business or sector	Web Service, Web Software, Web Design
Dates	October 2007 - February 2008
Occupation or position held	Assistant professor
Main activities and responsibilities	<p>Final Synthesis Design Studio Digital Services and Collaborative Networks, Master Degree Course in Industrial Design, main prof. Ezio Manzini.</p> <p>Support for the teaching activities (professors) and for the research and design activities (students). Design of a website dedicated to the course and its design community, where everyone contributes contents to a collective blog:</p>

Name and address of employer	http://servizicollaborativi.politecalab.org Facoltà del Design, Politecnico di Milano 38/A Durando Street, 20158 Milano (Italy)
Type of business or sector	University, Design
Dates	October 2007 - February 2008
Occupation or position held	Assistant professor
Main activities and responsibilities	Final Synthesis Design Studio Man<>Product Design<>Territory, Master Degree Course in Industrial Design, main prof. Giovanna Piccinno. Support for the teaching activities (professors) and for the research and design activities (students). Presentation of one lesson regarding the relationship between design, territory and community, and the design methodologies for the complexity of territory and of its communities.
Name and address of employer	Facoltà del Design, Politecnico di Milano 38/A Durando Street, 20158 Milano (Italy)
Type of business or sector	University, Design
Dates	February 2007 - October 2007
Occupation or position held	Web Design & Industrial Designer
Main activities and responsibilities	Product design (lamps, home accessories), web design (http://www.mrwax.it , http://www.scottjoplin.it). C-BOX foodbag for Il Sole 24 Ore, presented at the 2007 Milan Furniture Fair
Name and address of employer	Progetto25zero1 1 Casanova Street, 20125 Milano (Italy)
Type of business or sector	Industrial Design, Web Design
Dates	October 2006 - February 2007
Occupation or position held	Assistant professor
Main activities and responsibilities	Final Synthesis Design Studio Man<>Product Design<>Territory, Master Degree Course in Industrial Design, main prof. Giovanna Piccinno. Support for the teaching activities (professors) and for the research and design activities (students), especially the Erasmus ones. Presentation of two lessons regarding the relationship between design and territory: an historical review of the relationships between design, territory and community, and an introduction to the design methodologies for the complexity of territory and of its communities. Design of a website dedicated to the course and its design community, where everyone in the course has a blog and a wiki for the collective discussion on the projects: http://www.uomo-design-territorio.polimi.it
Name and address of employer	Facoltà del Design, Politecnico di Milano 38/A Durando Street, 20158 Milano (Italy)
Type of business or sector	University, Design
Dates	October 2004 - December 2004
Occupation or position held	Industrial Designer
Main activities and responsibilities	Product design (home accessories for Fratelli Guzzini)
Name and address of employer	Ronen Joseph Design Studio 30 Beatrice d'Este Street, 20122 Milano (Italy)

Type of business or sector	Industrial Design, Interior Design
Dates	July 2003 - July 2003
Occupation or position held	Designer
Main activities and responsibilities	Exhibition design for the Forum Barcelona 2004
Name and address of employer	Estudio Martín Azúa Calle Verdi 169, 08012 Barcelona (Spain)
Type of business or sector	Industrial Design, Interior Design
Education and training	
Dates	October 1999 - April 2006
Title of qualification awarded	Master Degree in Industrial Design, final mark: 98/100
Principal subjects / occupational skills covered	Industrial Design, Interior Design Degree Thesis: "Collaborative networks. Design for an Open Peer-to-Peer self-organization", tutor prof. Ezio Manzini. A thesis about how service design can be useful for co-designing community-based organisational forms (inspired from Open Source and Peer-to-Peer software ones) that can achieve self-organisation through peer-to-peer sharing and can then face complex problems successfully thanks to their own complexity
Name and type of organisation providing education and training	Politecnico di Milano (Facoltà del Design) 38/A Durando Street, 20158 Milano (Italy)
Dates	06 September 2004 - 11 September 2004
Principal subjects / occupational skills covered	"Wd4° Workshop Design. Design for communication and promotion of local identity Summer Seminar". Organized by Università degli Studi di Napoli "Federico II" and Agenzia SDI - Napoli Federico II. Morcone (BN). Wd has been selected for the 2004 'Compasso d'oro' prize, ADI. Design and local dimension. How design can valorize local identity through the project of a collective event.
Name and type of organisation providing education and training	Università degli Studi di Napoli Federico II Corso Umberto I, 80138 Napoli (Italy)
Dates	September 2002 - July 2003
Title of qualification awarded	Academic Year spent in the Erasmus interchange
Principal subjects / occupational skills covered	Product Design, Interior Design, Graphic Design
Name and type of organisation providing education and training	Elisava - Escola Superior de Disseny calle Ample 11-13, 08002 Barcelona (Spain)
Dates	January 2002 - June 2002
Title of qualification awarded	Packaging designer
Principal subjects / occupational skills covered	"Professional Specialisation Course on Packaging"

Name and type of organisation providing education and training: Packaging design (product and graphic design) and marketing
 Centro di Formazione Professionale Riccardo Bauer
 24 Soderini Street, 20146 Milano (Italy)

Dates June 1994 - July 1999

Title of qualification awarded: High School Diploma, final mark: 94/100

Name and type of organisation providing education and training: Liceo Scientifico Gian Battista Vico
 26 Italia Street, 20094 Corsico (MI) (Italy)

Personal skills and competences

Mother tongue(s) **Italian**

Other language(s)

Self-assessment
 European level (*)

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C2	Proficient user	C1	Proficient user	C1	Proficient user	C1	Proficient user
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B2	Independent user	B2	Independent user	A1	Basic User	A1	Basic User	A1	Basic User

English

Spanish / Castilian

Catalan / Valencian

(*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences: During many educational and working experiences I have learned how to develop projects individually and within a team. Thanks to my experiences in foreign countries and with foreign people I have learned how to relate with different cultures and languages.

Technical skills and competences: Product design, Web Design, Packaging Design, Interior Design, Service Design, Publishing, Photography, Research, Sketches, Prototyping.

Computer skills and competences: Microsoft Windows XP / Vista, Mac Os X, Linux (Ubuntu).

Purpose	Proprietary Software	Free/Open Source Software
CAD	Autocad 2009	ProgeCAD LT 2006
Office	Microsoft Office XP	OpenOffice.org 3.0
Raster graphics editor	Adobe Photoshop CS4	Gimp 2.6
Vector graphics editor	Adobe Illustrator CS4 Freehand MX	Inkscape 0.46 Xara Xtreme 0.5
Desktop Publishing	Adobe Indesign CS4	Scribus 1.3.5
3D Modeling/Rendering	Alias Wavefront Studio Tools 10 Rhinoceros 3D 4.0 3D Studio Max 2009	Blender 2.45 Yaf(a)ray 0.1.1 Luxrender 0.6

	Web	Adobe Flash CS4 Adobe Dreamweaver CS4	Quanta+ 3.5 Nvu 1.0 Bluefish 1.0 Pmwiki 2.1 Wordpress 2.8 Joomla 1.5 Mediawiki 1.15
Driving licence(s)	B		

Additional information

Book: openp2pdesign.org_1.1

Design, print and online publishing of the "openp2pdesign.org_1.1" book in English, Italian, Spanish. This book represents a resume of the master degree thesis and of the evolution of openp2pdesign.org until the 1.1 version, and of the Open P2P Design methodology. First published on Scribd, the book has been put on the homepage as one of the most relevant book of the community.

<http://www.scribd.com/openp2pdesign>

<http://www.scribd.com/people/documents/98493/folder/52890>

<http://issuu.com/openp2pdesign>

<http://stores.lulu.com/openp2pdesign>

Lecture at Politecnico di Milano: "Open / Peer-to-Peer / 2.0. Distributed Creativity within Communities and Territories" 19/11/2007

A lesson about how design could learn tools, strategies and attitudes from the phenomenons of Open Source, Peer-to-Peer and Web 2.0 software in order to develop projects for localities. Lesson held during: Seminari di Disegno Industriale, TransPark, Idee per un Ecomuseo nel Parco Agricolo Sud di Milano, Laurea Magistrale in Disegno Industriale, responsabile prof. Eduardo Staszowski. Faculty of Design, Politecnico di Milano (19/11/2007).

<http://www.openp2pdesign.org/blog/archives/143>

Lecture at Linux Day 2007

Presentation about the history, features and applications of the open source 3D modeling and animation software Blender, during the Linux Day 2007 event (27/10/2007)

<http://www.openlabs.it>

<http://www.openp2pdesign.org/blog/archives/130>

Paper for the 2007 Italian Conference on Free Software

Massimo Menichinelli, Francesca Valsecchi, "Le comunità del Free Software come organizzazioni complesse. Il ruolo del design verso una cultura Open Knowledge." ("Free Software communities as complex organisations. The role of design towards an Open Knowledge Culture"), Paper presented at the 207 Italian Conference on Free Software, Cosenza, 11-12-13 May 2007

<http://www.confsl.org>

Download (in Italian):

<http://www.openp2pdesign.org/blog/texts-testi-textos>

C-box (Progetto25zero1

The C-BOX foodbag project, developed within Progetto25zero1 for Il Sole 24 Ore, was presented on 20 April 2007 at the Il Sole 24 ore center and exhibited at the Triennale di Milano from April 21 to May 15 2007.

<http://www.triennale.it/index.php?id=1&tbl=0&idq=504>

<http://www.progetto25zero1.com/sito2501/ita/progetti/C-box.php>

Wd4° Workshop Design

The project developed during the Wd4° Workshop Design has been published in the book: A cura di Vincenzo Cristallo, Ermanno Guida, Alfonso

Morone, Marina Parente, "Design, territorio e patrimonio culturale", Clean Edizioni, Napoli 2006

Barraca Barcelona

Project selected in the Barraca Barcelona competition, (April 2003) organized by ARQ-INFAD. A product-service system that addresses the lack of homes and the homeless emergency in the city of Barcelona.

3D model published

The 3D model of toy trike (modeled in Alias Wavefront Studio Tools with Luca Martorano and Giuseppe Mautone, during the 200-2001 Academic Year) has been published in the article: Fausto Brevi "Rilievo e rappresentazione del disegno industriale: un contributo didattico", Disegno e design digitale, n. 01, gen/mar 2002, Edizioni Poli.design
http://www.mediadigitali.polimi.it/ddd/ddd_001/articoli_01/brevi/art_01.htm

Annexes

Up-to-date CV and Portfolio can be found here:

http://www.openp2pdesign.org/massimo_menichinelli/

<http://www.linkedin.com/in/massimomenichinelli>