

## Rosanna Veneziano

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### SUMMARY OF QUALIFICATIONS

Born on 08/10/1972 in Naples Italy, Architect, Ph.D. in Industrial, Environmental and Urban Design, Assistant Professor of Industrial Design at the University of Campania 'Luigi Vanvitelli' (previously Seconda Università degli Studi di Napoli) - Department of Architecture and Industrial Design (DADI). National qualification to become Associate Professor in Industrial Design (ASN 2018 art. 16 L. 240/2010).

### AREAS OF EXPERTISE

Subject Area: Industrial Design Disciplines - Product design, Product and service system  
Sub - areas Design for cosmetics, Social Design, Design for Sustainability

### STITUTIONAL ROLES

- 2008 - now Design for Peace Lab activities coordinator. The creative lab was established with the purpose of sharing experiences and best practices in the field of international cooperation and the management of humanitarian emergencies.
- 2010 - now Assistant Professor of Industrial Design at the the University of Campania 'Luigi Vanvitelli' - Department of Architecture and Industrial Design (DADI).
- 2013-2014 Rector's Delegate for Students services and for the Sun hospitality Programme.
- 2016 - now Member of Commission for Quality Evaluation of the Master degree course in Design for Innovation.
- 2017 - now Secretary of the Teaching Course Council in Design for Innovation.

### EDUCATION

- 1999 Degree in Architecture with honours at the University of Naples Federico II discussing a thesis in the field of architectonic restoration titled «Restoration and refunctionalization of the De' Medici's Building».
- 2000 - 2003 Partecipate to the urban plan of the National Park of Vesuvius.
- 2002 - 2005 Ph.D. in Industrial, Environmental and Urban Design at the Second University of Naples (SUN) discussing a thesis on the field of design for sustainability titled: « The High-Low logic in the development of new industrial products».
- 2007 - 2008 Research grant at the 2<sup>nd</sup> University of Naples, research on the field of the Product Service System.

### MAIN RESEARCH ACTIVITIES

The main research activity is on design oriented strategies for the local production development, it is focus on design for sustainability, product and service design, social design and cosmetic design.

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- 2002 - 2005 the research on **design for sustainability**, developed during the P.h.D. course, aims to definition a design methodologies for eco-oriented and competitive strategies direct to sustainable local production models.
- 2007 - 2008 the research on **product and service design**, developed during Research grant, aims to describe a planning methodology in the field of strategic design and services design highlighting the importance of sharing strategies for the development of territories and the active participation of local communities in the planning process.
- 2008 - now the research on **social design** aims to define innovative products and services addressed to population in emegency and to define solutions social issues resolution. Among the project, has been filed for a patent for industrial invention titled "XeroTextile" project of a high performance fabric for the agricultural sector, that was selected for the National Award Italy of the innovators that promote the dissemination of innovative technologies.
- 2008 – now the research on **cosmetic design**, developed during researches with dermocosmetic local companies, leaded to create a product line in the dermocosmetic field with a particular interest to eco-oriented packaging which is a patent.

## NATIONAL AND INTERNATIONAL TEACHING ACTIVITY

National Teaching Activity at the University of Campania "Luigi Vanvitelli"

- 2008 - 2013 Cosmetic Design at the Fashion Design Degree Course, Second University of Naples.
- 2013 - 2018 Social Design at the Design for innovation Degree Course, University of Campania 'Luigi Vanvitelli'.

### International Teaching Activity

- 2014 Visiting professor (May 2014), at the Institut Saint-Luc di Liège LLP/ERASMUS.

## SCIENTIFIC RESPONSIBILITY FOR NATIONAL RESEARCH PROJECTS FINANCED ON THE BASIS OF PEER REVIEWED COMPETITIVE CALLS

- Scientific Project Leader of the local research unit of the research project " Innovative Bus Integrated and Sustainable - IBIS-PON I&C 2014-2020", (03/04/2017-31/12/2018), funded by the Italian Ministry for the Economic Development (Project Budget: 3 M€, Local Budget: 317 k€).
- Scientific Project Leader of the local research unit of the research project "MICROCAR Eecompatibile - PON I&C 2014-2020, (01/01/2014-31/12/2015) funded by the Italian Ministry for the Economic Development (Project Budget: 2.1 M€, Local Budget: 120 k€).

## RECENT PUBLICATIONS (2014-2018)

### Book

Veneziano R., Sbordone M.A., Ranzo P., Liberti R., Piscitelli D., Scalera G., (2018) *Listening design. Il design per i processi di innovazione* - ISBN:9788899854669

### Book Chapters

Veneziano R., (2017), "Sharing. Interazione con le comunità e condivisione di competenze e intenti", pp. 26-37. In Veneziano R., Sbordone M.A., Ranzo P., Liberti R., Piscitelli D., Rossi M., Scalera G., *Listening design. Il design per i processi di innovazione* - ISBN:9788899854669

### International Journals

Sbordone M. A., Veneziano R. (2018), World design. Educational approach for a new experience of sharing. DOI:10.1080/14606925.2017.1352678. pp .S1543-S1557. In THE DESIGN JOURNAL - ISSN:1460-6925 vol. 20.

Veneziano R., Liberti R. (2017), Visioni e sperimentazioni Fashion Design Driven: intersezioni nei settori cosmetico e sportswear", pp.1-10. In Pesquisas em Design, Gestão e Tecnologia de Têxtil e Moda - ISBN:9788564842410 vol. 2° semestre 2017.

Veneziano R., Sbordone M.A. (2014), "Product-Service Design for Immigrants", Issue #11 | Mediterranean Emergency and Activism. pp.1-4. In PAD - ISSN:1972-7887

Veneziano R., Sbordone M.A. (2014), "DESIGNSCAPE. Processi istantanei del design contemporaneo", pp.30-37. In OP. CIT. - ISSN:0030-3305 vol. 150

### Proceedings of International Conferences

Sbordone M. A., Ranzo P., Liberti R., Veneziano R. (2018), A Listening Design Approach in Fashion Research Fields, Un Listening Design Enfoque en los campos de investigación de Moda. pp.1-12. In 5° EIMAD – Meeting of Research in Music, Art and Design

Giugliano G., Veneziano R. (2017), "Open design approach, a project for inclusion of blind people", pp. 237-240. In Open Design for E-very- Thing. Exploring new design purposes - Cumulus Association - ISBN:978-952-60-0080-0

Ranzo P., Scarpitti, C., Veneziano R. (2016), "Evolutive Scenarios for a New Concept of Sustainable, Mobility". DOI:10.1007/978-3-319-32098-4\_4. pp.39-47. In Sustainable Design and Manufacturing 2016 - ISBN:978-3-319-32098-4

Langella C., Sbordone, M.A., Veneziano R., Scalera G. (2015), "In/out energy Design r-evolution", DOI:10.1109/EEEIC.2015.7165273. In Environment and Electrical Engineering (EEEIC), 2015 IEEE 15th International Conference - ISBN:978-1-4799-7993-6

Fittipaldi F., Ranzo P., Veneziano R., (2015), "Ergonomics, design and comfort for the automotive industry", In Avtech '15 Automotive and vehicle technologies conference proceedings, pp.281-292 - ISBN:978-605-9207-10-6

Veneziano R., (2015), "New vision for Social Design: Educational Experiences", In A. Meroni, L. Galluzzo, L. Collina, *The virtuous circle*, McGraw-Hill Education, 9788838694059.

Cirillo O., Ranzo P., Liberti R., Sbordone M.A., Veneziano R. (2014), "FA.RE. Fashion Research Lab and Listening design applied to the Mario Valentino Brand Case study", In Atti del convegno internazionale CIMODE 2° international fashion and design congress - ISBN:978-88-6493-0275

Ranzo, P., Veneziano R. (2014), "Design for enhancement of local resources: a case in cosmetic field". In CIMODE proceedings - 2° international fashion and design congress 5-7 nov. 2014, pp.1-8 - ISBN:9788864930275

Veneziano R. (2014) "Xerofood. Coltivate life, progettazione di un sistema di coltivazione per i paesi terzi", In Esperienze, conoscenze e progetti in proceedings - I Conferenza Annuale ESPERIENZE E CONOSCENZE: Progetti Internazionali nei Paesi Emergenti - pp.273-277 - ISBN:9788896467305

Veneziano R., Sbordone M.A. (2014), "Design for Well-being and personal care. Sistema di prodotti e servizi per la micro-imprenditorialità nei paesi terzi", in proceedings - I Conferenza Annuale ESPERIENZE E CONOSCENZE: Progetti Internazionali nei Paesi Emergenti - ISBN:9788896467305 vol. 1 -". pp.331-335.

#### PATENTS

2016. No 003077056-0001 - 21/04/2016 TECHNOVA CONSORZIO POLITECNICO PER L'INNOVAZIONE S.C.A.R.L. Autors : Ranzo P., Fittipaldi F., Veneziano R., Cozzolino S. La Rocca F., Piscitelli D., Langella C., Sbordone M.A., Valente R., Mollo L., Liberti R.

2016. No 003077056-0002 - 21/04/2016 TECHNOVA CONSORZIO POLITECNICO PER L'INNOVAZIONE S.C.A.R.L. Autors : Ranzo P., Fittipaldi F., Veneziano R., Cozzolino S. La Rocca F., Piscitelli D., Langella C., Sbordone M.A., Valente R., Mollo L., Liberti R.

2016. No 003077056-0004 - 21/04/2016 TECHNOVA CONSORZIO POLITECNICO PER L'INNOVAZIONE S.C.A.R.L. Autors : Ranzo P., Fittipaldi F., Veneziano R., Cozzolino S. La Rocca F., Piscitelli D., Langella C., Sbordone M.A., Valente R., Mollo L., Liberti R.

2016. No 003077056-0003 - 21/04/2016 TECHNOVA CONSORZIO POLITECNICO PER L'INNOVAZIONE S.C.A.R.L. Autors: Ranzo P., Fittipaldi F., Veneziano R., Cozzolino S. La Rocca F., Piscitelli D., Langella C., Sbordone M.A., Valente R., Mollo L., Liberti R.

2016. AUTOMOTIVE P2P production – Seat Autors : Ranzo P., Fittipaldi F., Veneziano R., Cozzolino S. La Rocca F., Piscitelli D., Langella C., Sbordone M.A., Valente R., Mollo L., Liberti R.

2010. No RM2010A000023 - 26/01/2010 High performance textile for agricultural sector Autors: Ranzo P., Veneziano R., Coppola E., Montanino M.

2010. No. RM2010U000011 - 26/01/2010 Product System eco-oriented Packaging for cosmetic sector. Autors: Ranzo P., Veneziano R., Coppola E., Migliaccio D. Prodotti Cosmetici Termali (S.r.l).

December, 2018

In faith,

Rosanna Veneziano

