

Studio Alpha Channel
di Stefano Bergonzini

Via A. Righi, 13 - 42015
Correggio di Reggio Emilia - Italy

t. +39 0522 693792
c. +39 335 5867005

www.stefanobergonzini.it - info@stefanobergonzini.it

www.alpha-channel.net - studio@alpha-channel.net
bergonzini@alpha-channel.net

Stefano Bergonzini



interactive media

works selection

2007

Working as **Concept Designer and Manager** on behalf of Benetton Group's Fabrica S.p.a. Communication Research Center, of a project named "**Get in Touch**", concerning the creation of a **10x1.5 m multi-touch interactive wall**, was first presented at the International Exhibition "Fabrica Les Yeux Ouverts", curated by the Centre Pompidou at the following locations :

- La Triennale di Milano, Milan - Italy
- Shanghai Art Museum - China



Video link on YouTube and on Fabrica's website:

<http://it.youtube.com/watch?v=6GoweVS9I4E>

http://2005to2007.fabrica.it/triennale/terza_sezione/get_in_touch.html

2006

Working as **Project Manager** on behalf of Benetton Group's Fabrica S.p.A Communication Research Center, responsible for working team coordination, technical supervision and software development of a **platform with an interactive floor 5 x 3 m size**, called "**Stockexchange of visions**", presented at the international exhibition "Fabrica Les Yeux Ouverts" curated by the Centre Pompidou at the following locations :

- Centre Pompidou, Paris - France
- La Triennale di Milano, Milan - Italy
- Shanghai Art Museum - China
- Shiodomeltalia Creative Center, Tokyo - Japan



Link on Fabrica's website:

<http://www.stockexchangeofvisions.org/about.php>

http://2005to2007.fabrica.it/pompidou/exhibition/stock_exchange_visions.html

http://2005to2007.fabrica.it/triennale/terza_sezione/stock_exchange_visions.html

interactive media

works selection

2006

Working as **Project Manager** on behalf of Benetton Group's Fabrica S.p.A Communication Research Center, in charge of work team coordination and software development for a **touchscreen installation made up of 5 monitors** connected in synchrony one to the other. The installation was first presented at the "Salone dei Beni Culturali" in Venice - Italy.



2005

On account of Giorgio Cini Foundation in Venice, concept, project and making of a **touch-screen installation for 3d virtual tour on a giga-screen** of the Giorgio Cini Foundation's Monumental Complex situated on St. George's Isle in Venice. The installation was first presented at the "Salone dei Beni Culturali" in Venice - Italy.



multimedia

works selection

2007

On account of Correggio's Foundation, Casa del Correggio Art Home International Study Center, concept, project and development of a **software for 3d virtual tour** of St. Paul's Chamber painted in fresco by the painter **Antonio Allegri, known as "Il Correggio"**, in Parma - Italy. Correggio of Reggio Emilia - Italy.

2004

Concept, project and development of a **software for 3d virtual tour** of the Monumental Complex on St. George's isle and of Nobile Palace in Venice – Giorgio Cini Foundation, Venice - Italy.

2002

On account of the Common of Carpi and of the Foundation "Cassa di Risparmio di Carpi" (Modena), project and making of the **Cd-Rom: "Il Museo Monumento al Deportato"** offering a virtual tour of the famous Monumental Museum of the city of Carpi (Modena, Italy) dedicated to the people deported in concentration camps.

2001

On account of the Province of Reggio Emilia's ARPA - Regional Agency for Environmental Prevention - and of OPR (Province's Observatory on Disposal), the **Cd-Rom "10 e lode in Riciclaggio!"**, an **interactive game** to educate children in recycling materials. Reggio Emilia, Italy.

advisory services

task selection

2006-2008

Consultant at the Special Projects Department of Benetton Group's Fabrica S.p.A
Communication Research Center – Treviso, Italy.

2006-2008

Project manager of Fabrica S.p.a.'s Creative Team, in charge of coordinating the team, of supervising and organizing the international exhibition "Le Yeux Ouverts", sponsored by the Centre Pompidou in Paris on occasion of the following events:

Fabrica "Les Yeux Ouverts"
Centre Pompidou Parigi
11 october - 6 november 2006
<http://2005to2007.fabrica.it/pompidou/home.htm>



Fabrica "Les Yeux Ouverts"
La Triennale di Milano
5 june - 15 july 2007
<http://2005to2007.fabrica.it/triennale/home.htm>
<http://2005to2007.fabrica.it/project.php?id=473>



Fabrica "Les Yeux Ouverts"
Shanghai Art Museum - eArts Festival
19 october - 11 november 2007
<http://2005to2007.fabrica.it/project.php?id=520>



Fabrica "Les Yeux Ouverts"
ShiodomeItalia Creative Center Tokyo
18 january - 2 march 2008
<http://2005to2007.fabrica.it/project.php?id=533>





newspaper articles
and interviews

Interview published in "Linea Grafica" n. 371/372 5/6.2007 – "*Fabrica: network and interactivity*".
International graphics magazine, visual and multimedia communication - pg.64-71
www.lineagrafica.progetto-ed.it

bibliography

selection of references

- Shanghai eArts festival eBook "Wisdom of Crowds", China - 18 october 2007
<http://www.eiblclub.com/en/archives/20071018wisdomOfCrowds/>
- Xinmin Evening News, "«Touch» the fantastic melody", first page, China - 20 october 2007
- Oriental Morning Post, "The city trembles, the electronic carnival has arrived", China - 19 october 2007
- Oriental Morning Post, "Inauguration of the exhibition of the Pompidou", China - 20 october 2007
- Youth Daily, "Fabrica: Les Yeux Ouverts", China - 20 october 2007
- Shanghai Eastday.com, "Fabrica: Les Yeux Ouverts opens to the public", China - 19 october 2007
- Xinhua Daily Telegraph, "The Centre Pompidou arrives at Shanghai", China - 21 october 2007
- National Business Daily, "Technology and art burst in city", China - 19 october 2007
- www.chinaview.cn, "Exhibition of the Centre Pompidou to Shanghai", China - 20 october 2007
- www.shanghaidaily.com, "Consensus from the public", China - 20 october 2007
- Xinmin Evening News, "Itinerant exhibition Fabrica: Les Yeux Ouverts of Centre Pompidou", China - 13 sept 2007
- Xinmin Weekly, "eArts Festival Shanghai 2007", pag. 56-57, China - 19 october 2007
- Fuji Sankei Business I, "Fusion between culture and industry: Fabrica", Japan - 17 october 2007
- Soma, magazine of culture, fashion and arts "Les Yeux Ouverts, Triennale di Milano", USA - august 2007
- Corriere della Sera, "Al Gore famous host to the exhibition «Fabrica»", Italy - 4 june 2007
http://www.corriere.it/vivimilano/cronache/articoli/2007/06_Giugno/04/al_gore_fabrica.shtml
- ArteDossier, review n. 233 pg. 42-45, monographic dossier "il Correggio" n. 233, Italy - may 2007
- Canale 5 "Not alone fashion" television magazine of culture arts and fashion, Italy - 11 november 2006
http://www.nonsolomoda.mediaset.it/puntata/puntata_63.shtml
- International Herald Tribune by Suzy Menkes "Creating a virtual eye trip", New York - 16 october 2006
<http://www.ihrt.com/articles/2006/10/16/style/fabrica.php>
- Liberation, par Anne-Marie Fevre "Fabrica, le fonds de l'oeil", 13 october 2006
<http://www.liberation.fr/culture/tentations/210415.FR.php>
- Le Point, Brigitte Hernandez "Fabrica", 19 october 2006
<http://www.lepoint.fr/actualites-exposition/fabrica/1039/0/15614>