



**STEFANO POLLI**  
LIVE MEDIA DESIGNER

# TRIENNALE MILANO // L'ENERGIA DI MILANO

WHAT: **GRAPHIC DESIGN • VIDEO INSTALLATION • VIDEO MAPPING**



AEM (now A2A) is the historic energy company of Milan. In order to celebrate the 100th year of activity, A2A decided to open his immense photographic archive to the public audience and organized a free-entry exhibition at the Triennale Milano.

One hundred years of history of the city (and the whole surroundings) passes through roughly three thousand images. The necessity to expose such a huge and incredible photo archive made the choice to create a series of videoinstallations a no-brainer. The whole collection, divided by themes, is shown by 14 synchronized full HD

monitors around the exhibition area.

Original video footage used by engineers to document the progress of building sites give an unprecedented view of the city; we used the original panned views and “unrolled” in to a panorama moving picture, projected on a full 360° projection screen on top of the area.

[Video](#)

[AEM Exhibition @ Triennale Milano](#)

**Exhibition design: Luca Cipelletti**

**Promotional and exhibition graphic design: Stefano Polli**

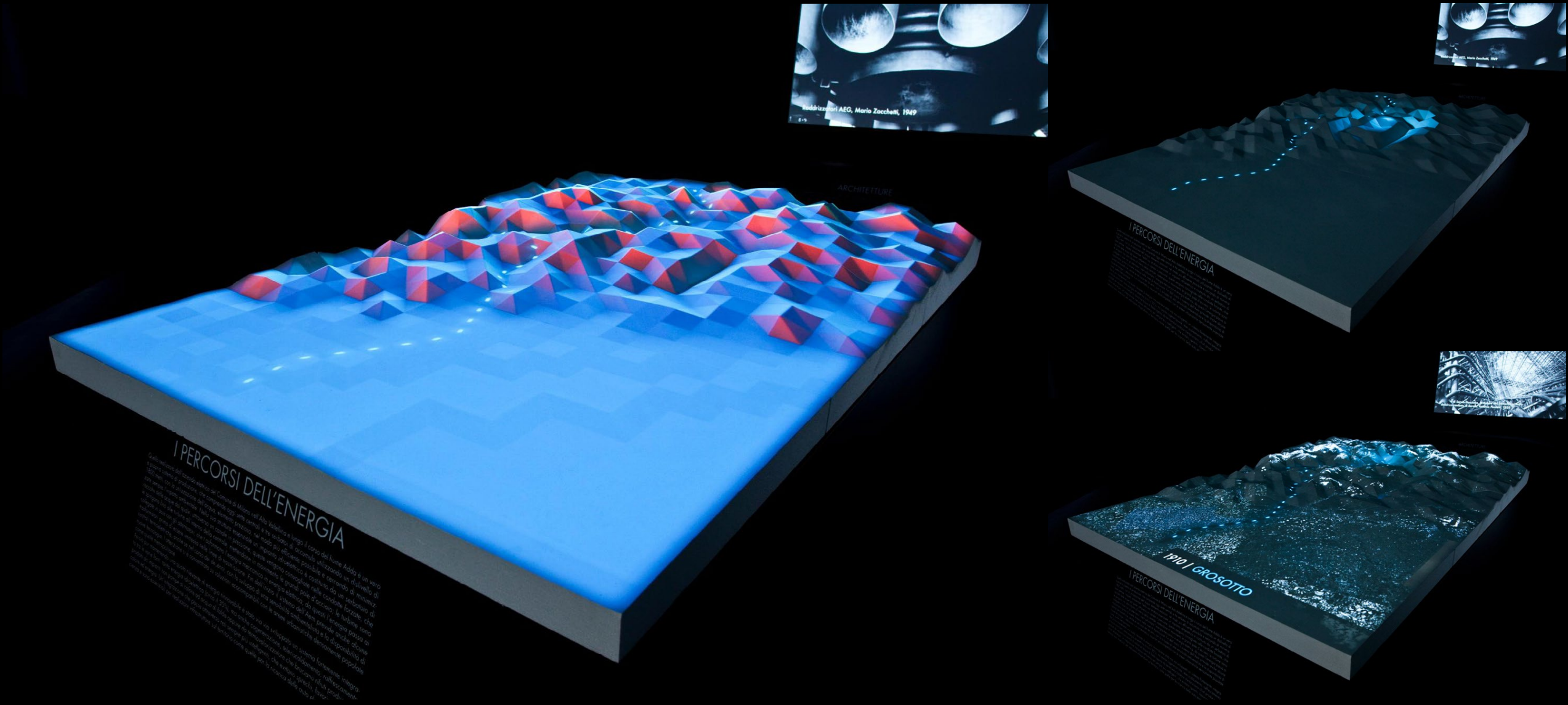
**Video installations: Stefano Polli**

**Exhibition production: Krea Allestimenti**

**Video service: Audio&Light Systems / Little Rock**



In the center of the exhibition we 3d printed a stylized representation of the geographical surroundings of Milan, in order to show the “energy path” created by AEM (the energy was collected by hydroelectric plants mainly built in the Valtellina valley), and how the whole area contributed to the developing of the city of Milan. It started with the 3d modeling of the surface, then the same model was used to print the object and to render lighting models and animations. The 3d footage was then projected on the real surface with a projector positioned on top of the surface.





# ELLE DECO INTERNATIONAL DESIGN AWARDS 2012

WHAT: **REALTIME VIDEO CODING • VIDEO MAPPING • VJ**



Every year, during the Milan Furniture Fair week, Elle Deco holds EDIDA, one of the most interesting and least overlooked design awards. For the tenth edition Elle Deco decided to create a unique event in the heart of Milan. One of the most beautiful courts of the city, the court of Palazzo Serbelloni, was revolutionised with a bold yet airy installation: more than thirty triangular frames (with sizes ranging from 2 to 16 meters wide) mapped with lighting and video projections. The whole award ceremony was aided by the visual architecture, and all the contents were broadcasted in real-time in

order to control and resolve any possible hitch.

After the prizegiving the whole system was used for the final vj set of the afterparty

[Video](#)

[10th Elle Deco International Design Awards](#)

**Event Direction: Claudio Sinatti**

**Ex. Prod.: Luigi Schmid • Matteo Ievolella**

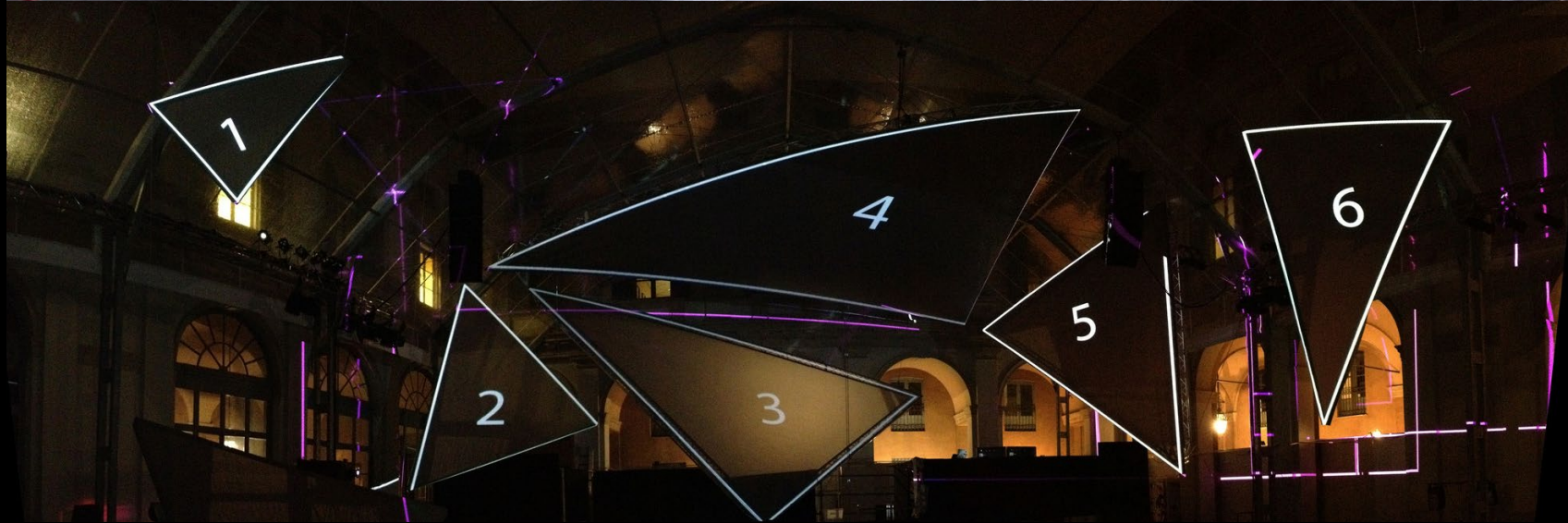
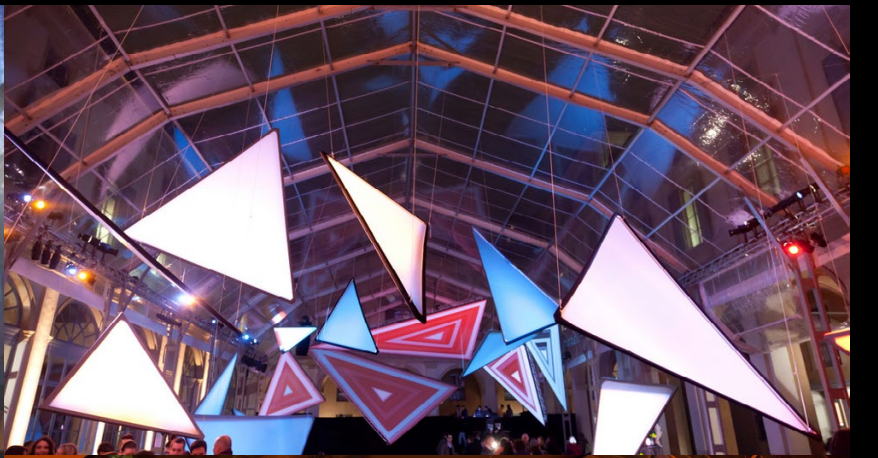
**Real Time Graphics: Stefano Polli**

**Motiongraphics: Silvio Mancino, Vincenzo Fabiano**

**Sound Design and Music: Andrea Gabriele, Fabio Perletta**

**Live DJ: Fabrizio Mammarella**







# PICCOLO TEATRO STUDIO // TURING: A STAGED CASE HISTORY

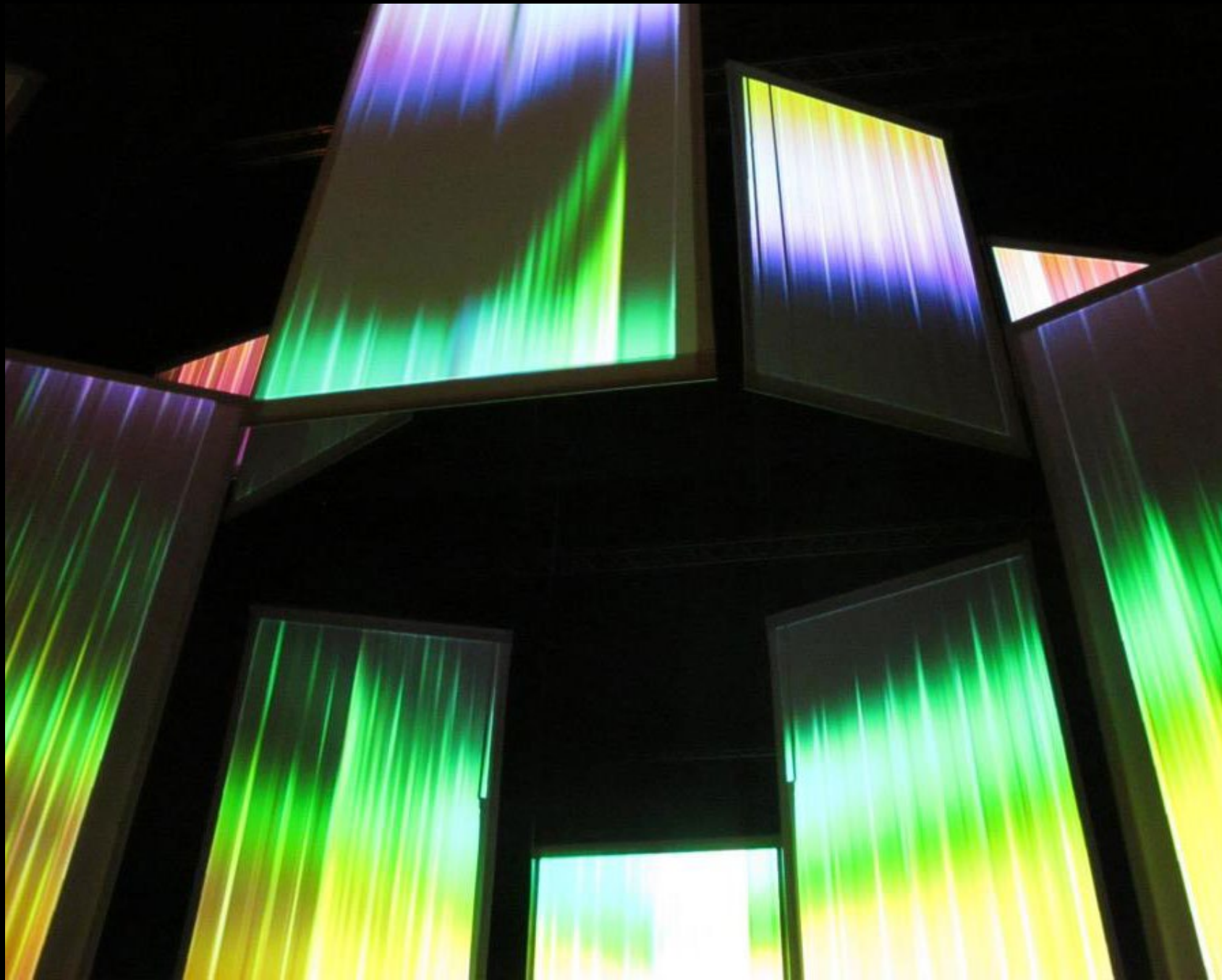
WHAT: **LIVE VIDEO CODING • VIDEO MAPPING**

Featured on

**WIRED**



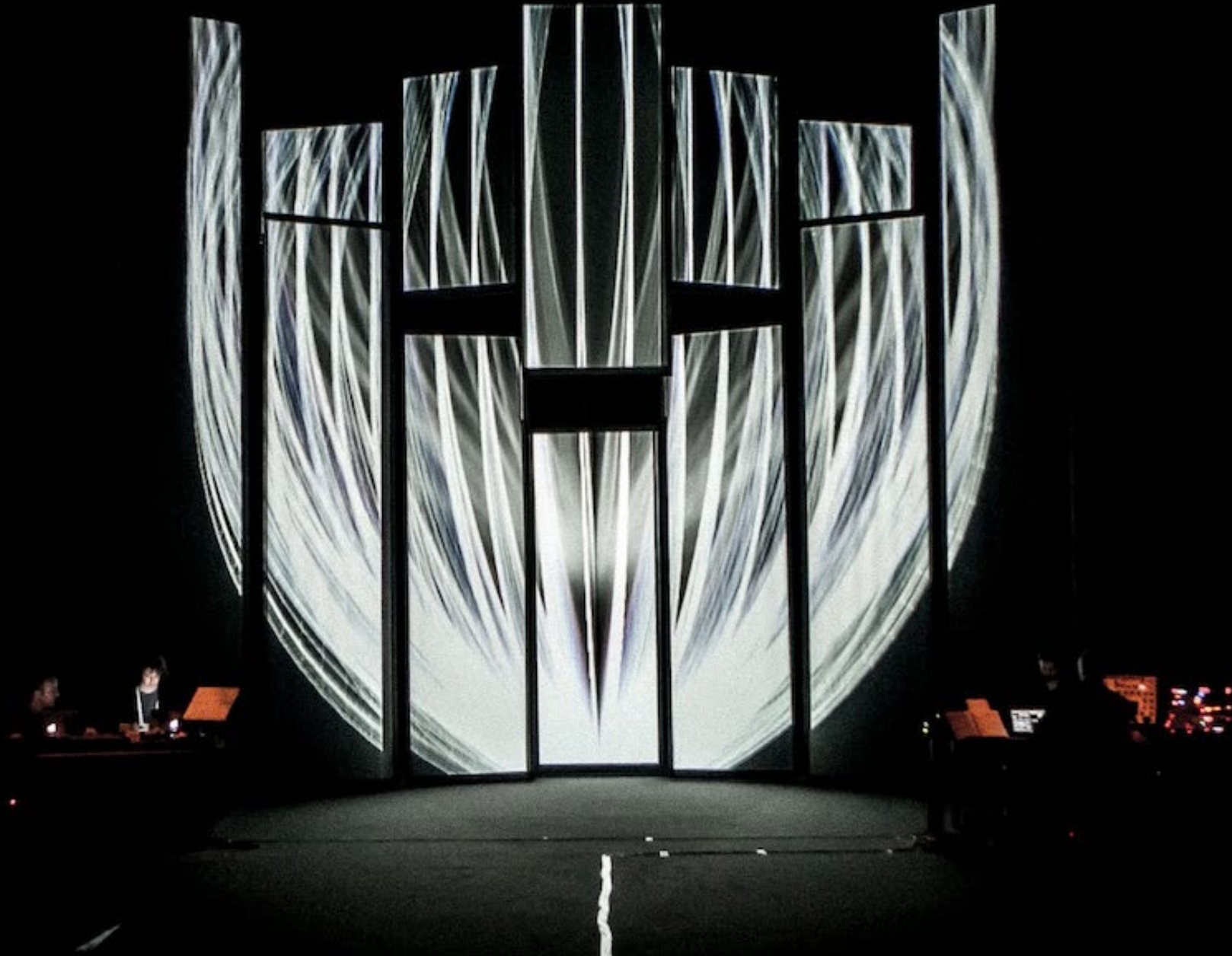




Turing: a staged case history is a theatre piece directed and written by Maria Elisabetta Marelli dedicated to the life and the scientific achievements of the British mathematician Alan Turing. Alan Turing life was extremely intense: he conceived the logic fundamentals of the computer science (many calls him the father of the computer), he was lead cryptanalyst for the British Army, where he decoded the Enigma Machine, radically changing the outcome of the World War II. His mathematical models regarding the chemical basis of morphogenesis in natural patterns were proved real only

in 2011, 60 years after his intuition. Alan Turing is also the author of the Turing Test, where the capability of a machine to show an intelligent behaviour was confronted with a real human being. His life tragically ends, after being sentenced for indecency (homosexuality in England was still a punishable crime). The whole project wanted to celebrate Turing's scientific discoveries with a synesthetic show in which music and real-time visual scenography approached and reinterpreted Alan's algorithms, concepts and findings.







STEFANO POLLI LIVE MEDIA DESIGNER





**Director:** Maria Elisabetta Marelli

**Production:** Agon

**Graphic programming:** Stefano Polli

**Sound programming:** Francesco Grani

**3D:** Ditroit

**Set design:** Claudio Sinatti

**Music:** Michele Tadini, Sandro Mussida, Pietro Pirelli,

Giorgio Sancristoforo, Massimo Marchi

**Sound:** Hubert Westkemper

**Scientific Consultant:** Giulio Giorcello

**In collaboration with:** Ministero per i Beni e le Attività Culturali,  
Comune di Milano Assessorato alla Cultura, Moda e Design,  
Piccolo Teatro di Milano-Teatro d'Europa.

[Video](#)

[TURING AGON Backstage](#)

[TURING Laser Multipendolo Backstage](#)

[Turing TG3 RAI](#)





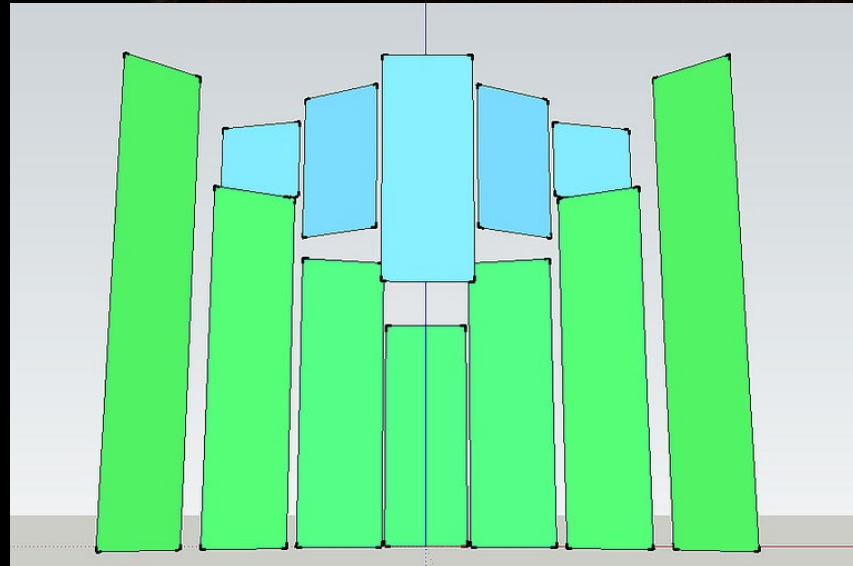
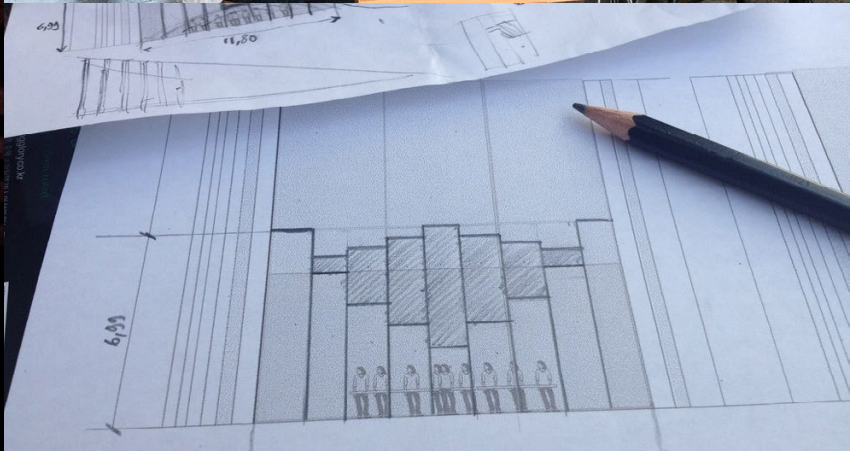














# JEFF MILLS / CLAUDIO SINATTI • EVENT HORIZON

WHAT: **CODING • CUSTOM LIVE MEDIA SOFTWARE**

Featured on

**WIRED**



During the Club 2 Club Festival 2012 the italian multimedia artist Claudio Sinatti and Jeff Mills (Detroit techno pioneer and founder of the Underground Resistance collective) joined their forces to create a unique audiovisual show. My job was to create a custom live media software for Sinatti's performance, and to translate in terms of coding and granular behaviours. The interaction was controlled by more than 600 virtual faders represented on six iPads: 3D Camera positioning, particle systems parameters, colors and animation behaviours of objects, global effects and timing; everything was

reachable in no more than 2 clicks on any touch screen.

Many other features of this ongoing project are still under development for future venues. The goal wasn't about making a single show possible, it was mainly to create a tool, a visual instrument capable of recreating infinite stories and visual landscapes, yet keeping a stylistic continuity.

**Live music: Jeff Mills**

**Live video: Claudio Sinatti**

**Graphic programming: Stefano Polli,**

**Davide Valentino, Giorgio Partesana**

**Video interface design: Gabriele Carù**

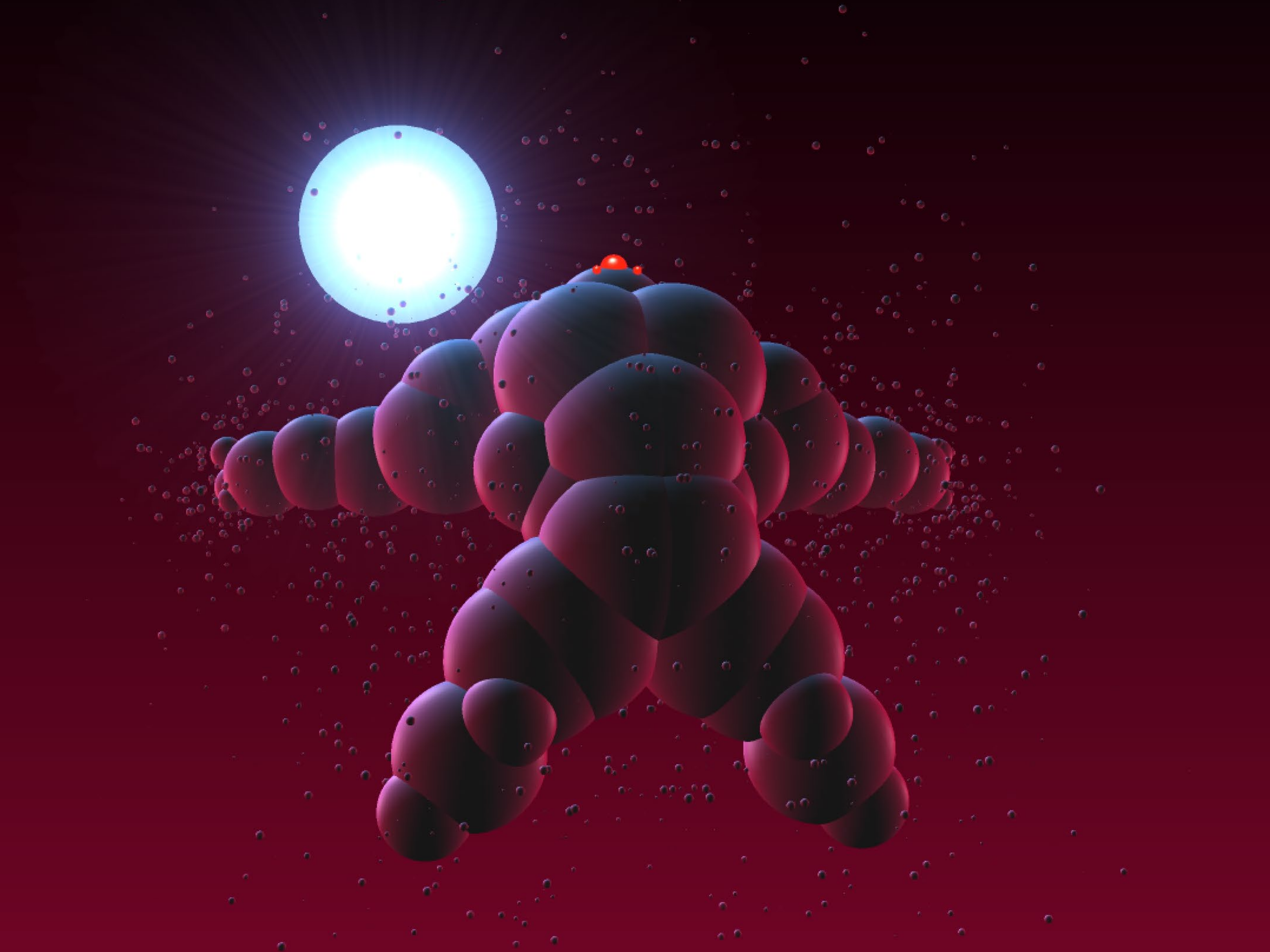
**3D modelling: Luigi Scavo**

**Video**

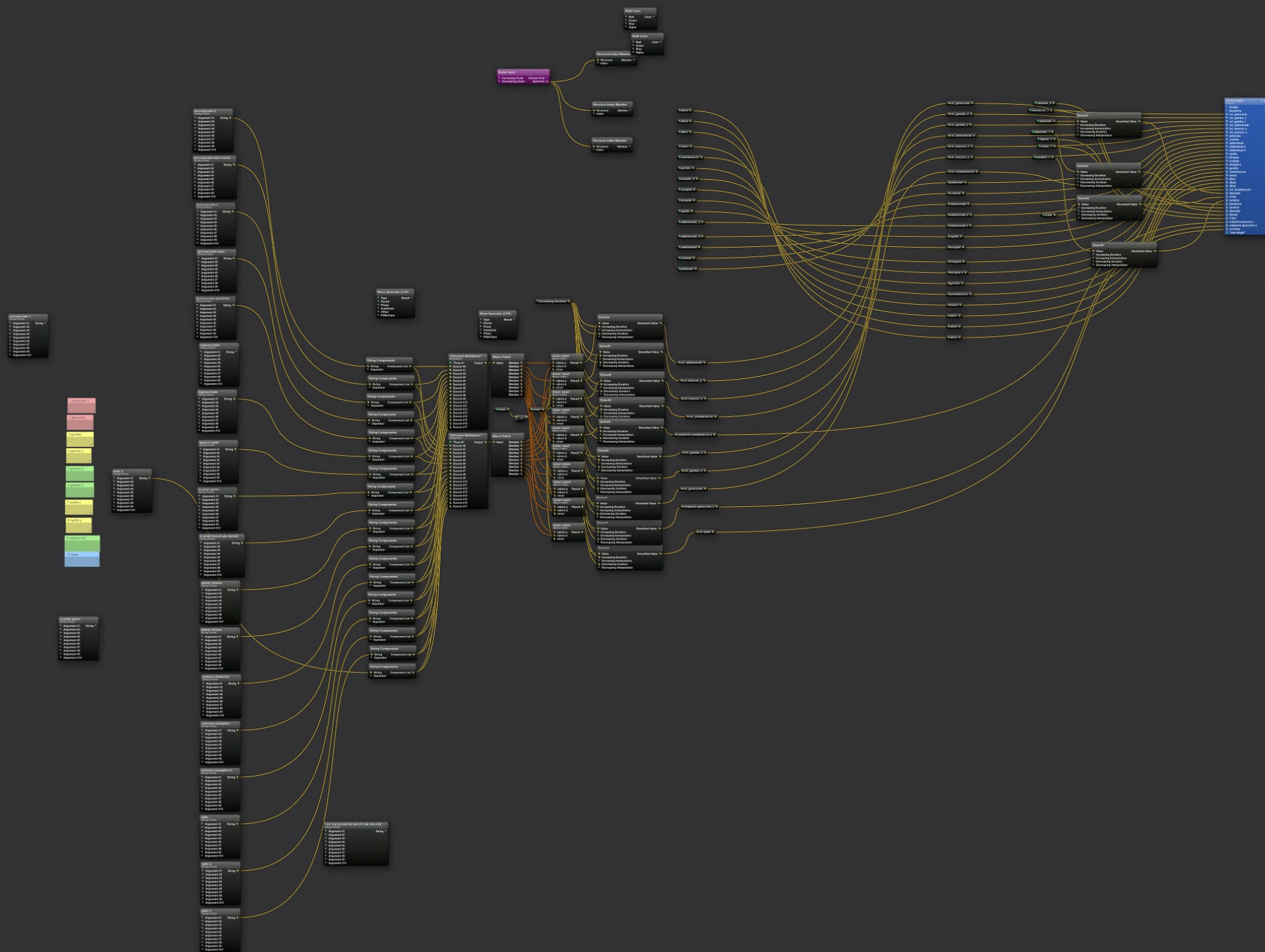
**Thulsa Character Engine**



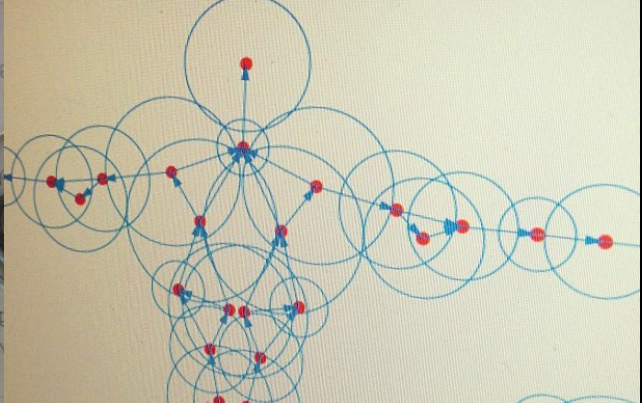
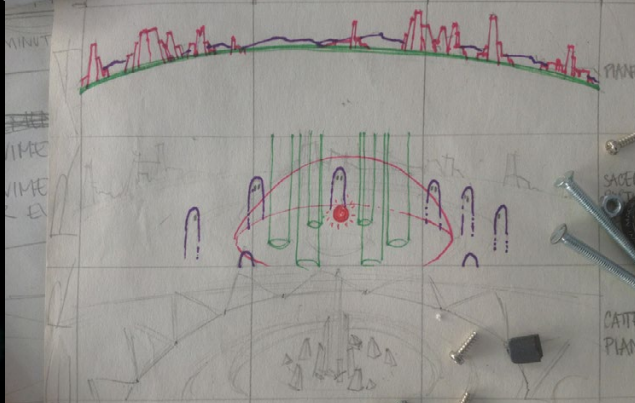
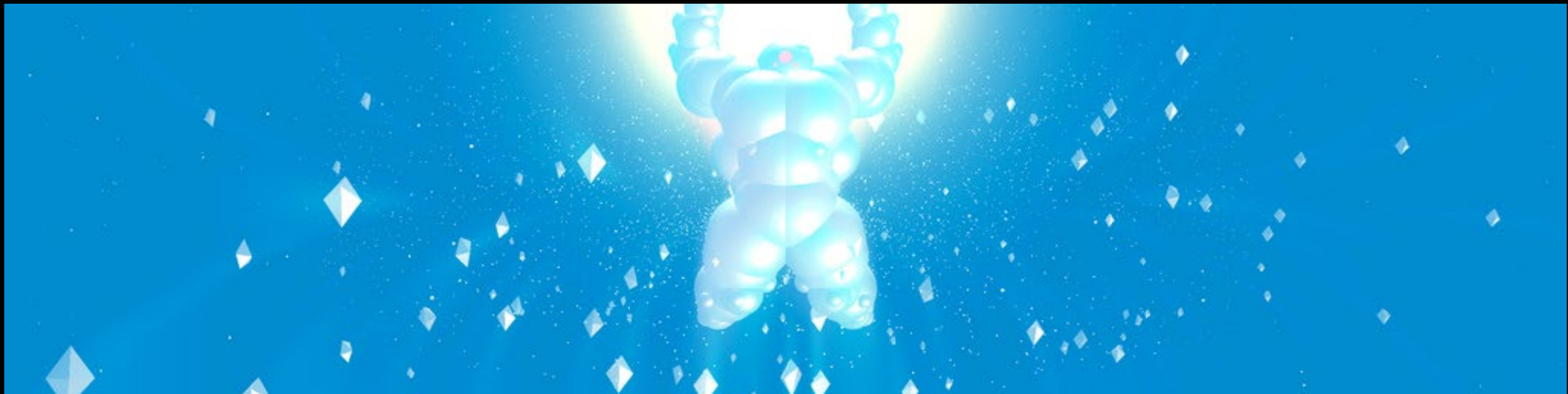








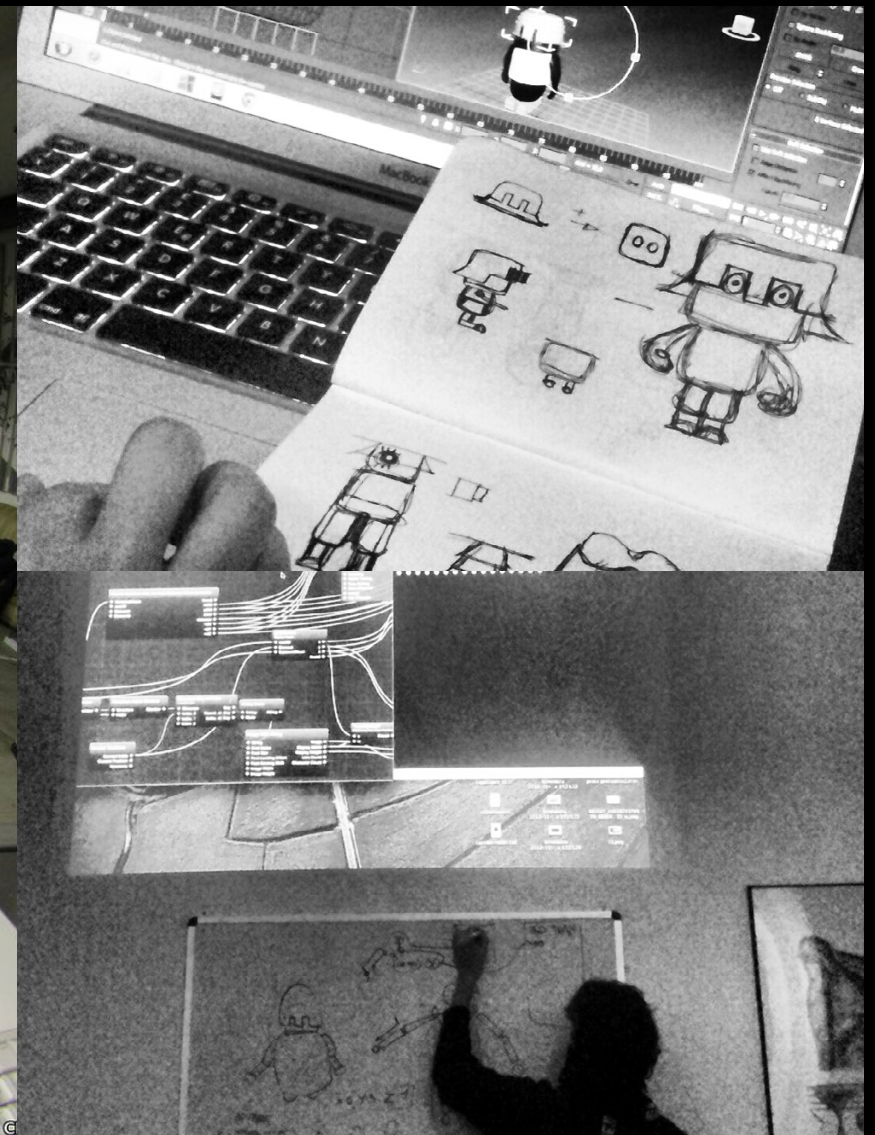






# WORKSHOPS AND SPECIALIZATION COURSES

## QUARTZ COMPOSER • EXHIBITION DESIGN



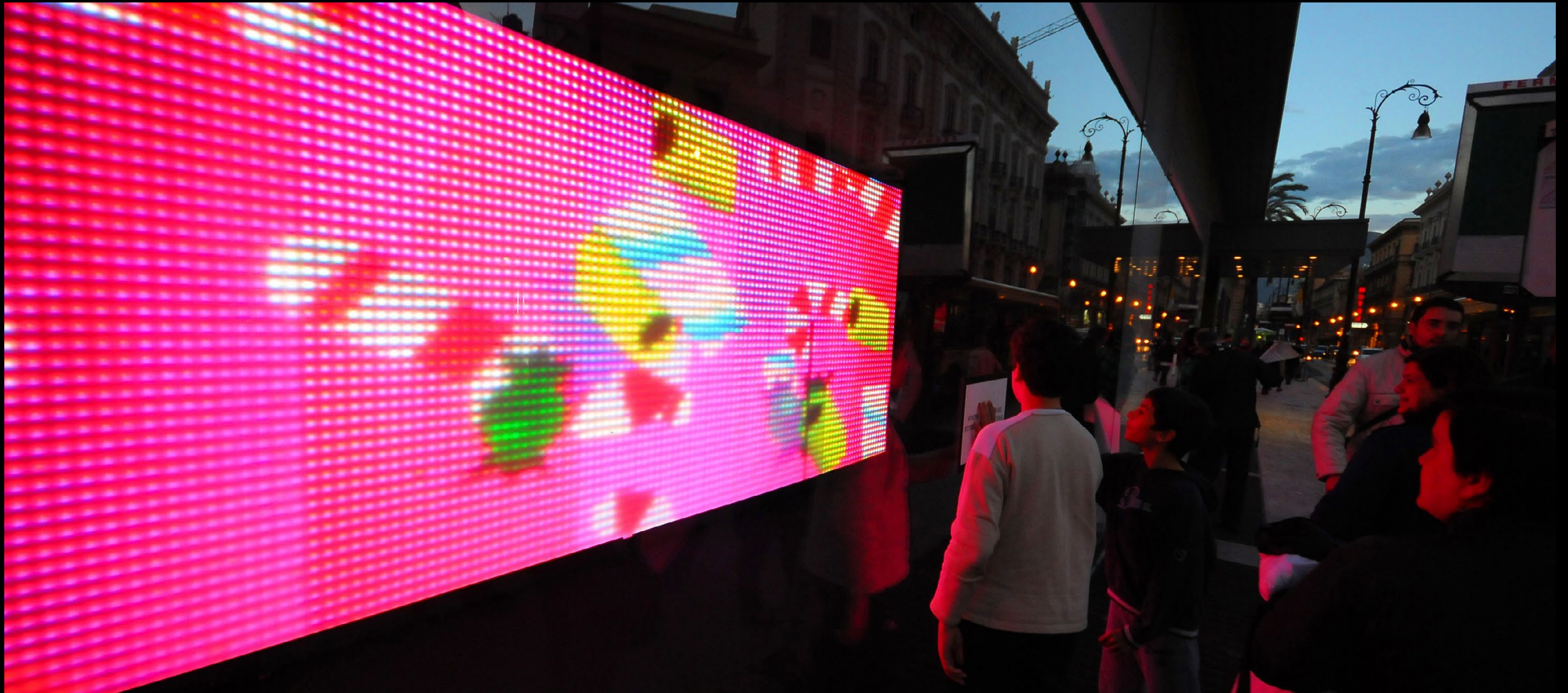
Every year new generations of digital professionals want to get introduced to the world of interactive design. Quartz Composer is the perfect platform in which experiment and make the first steps in the world of coding. There is no need to learn any coding grammar, the result of every correction is updated in realtime, and it's free. In the last four years I had the luck to teach coding fundamentals (other than exhibition design) in various educational structures, sharing thoughts and knowledge with professionals, young students, designers, VJs and lots of curious people.





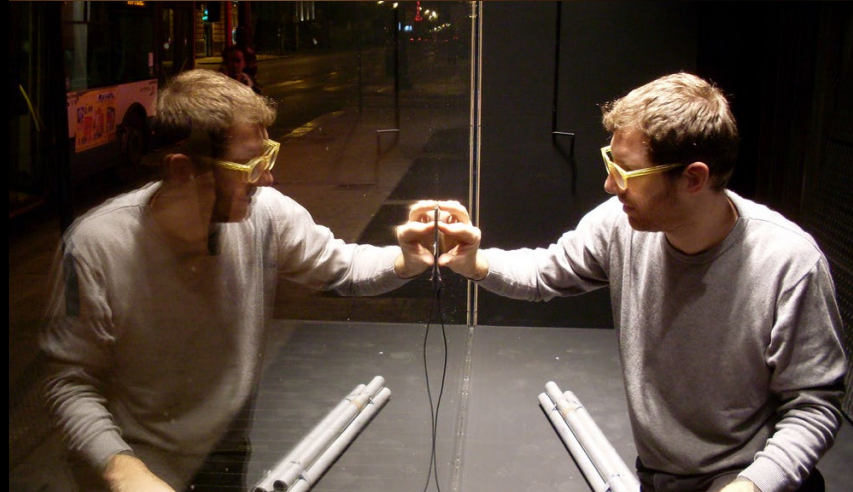
# LA RINASCENTE PALERMO

WHAT: **CODING • CUSTOM LIVE MEDIA SOFTWARE • GRAPHIC DESIGN**



Located in the centre of the city, La Rinascente is a commercial landmark for the city of Palermo, especially during the Christmas festivities. For the winter season we got commissioned the shop window design. An interactive 25 meters long LED system connected with five different proximity sensor covered the whole building facade, making la Rinascente Palermo a unique place in the whole city.







# RESET!

WHAT: **ART DIRECTION • GRAPHIC DESIGN • INTERACTIVE VIDEO INSTALLATIONS • LIVE VISUALS • VIDEOMAPPING**



Ph: ©MESCHINA



NGRTI

RESET! is a collective based in Milan, made of 4 djs, producers and promoters. Their parties are by far the biggest and most followed in the city; the visual component is custom tailored for every venue, bringing new ideas, solutions and interaction with the public. During three years of art direction we used projectors, hypersurfaces, mapped surfaces, ledwalls, infrared sensors, Kinects, accelerometers, we performed the first augmented reality 3D vj set, let the audience control the visuals with cheap peripherals, and had a lot of fun while doing it.







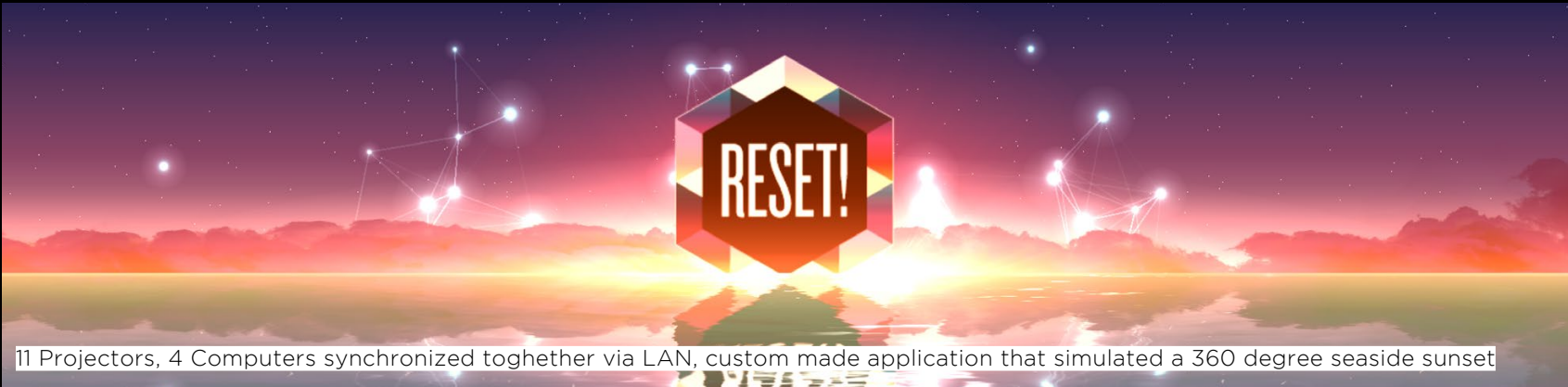


Ph: ©MESCHINA

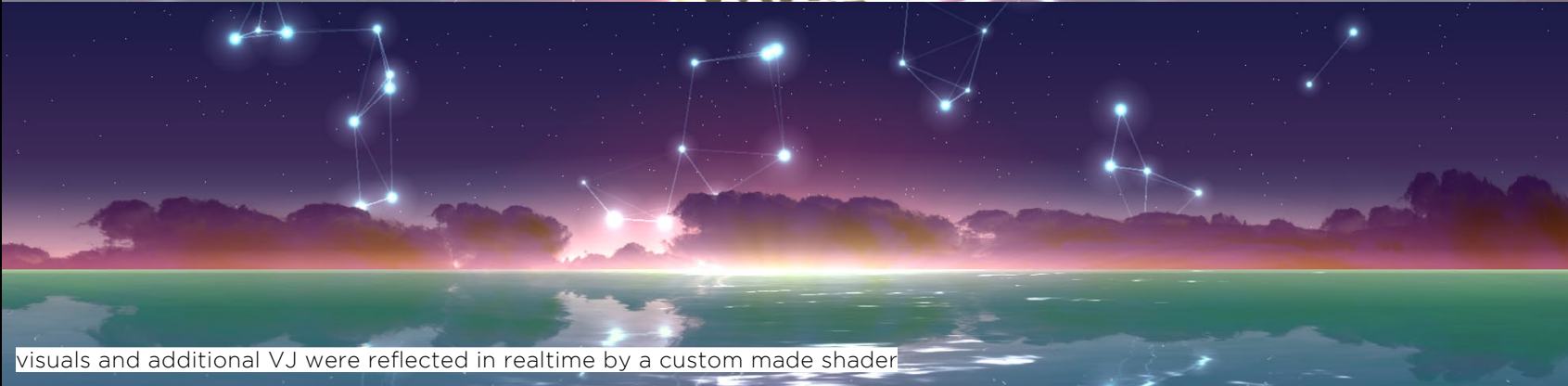








11 Projectors, 4 Computers synchronized together via LAN, custom made application that simulated a 360 degree seaside sunset



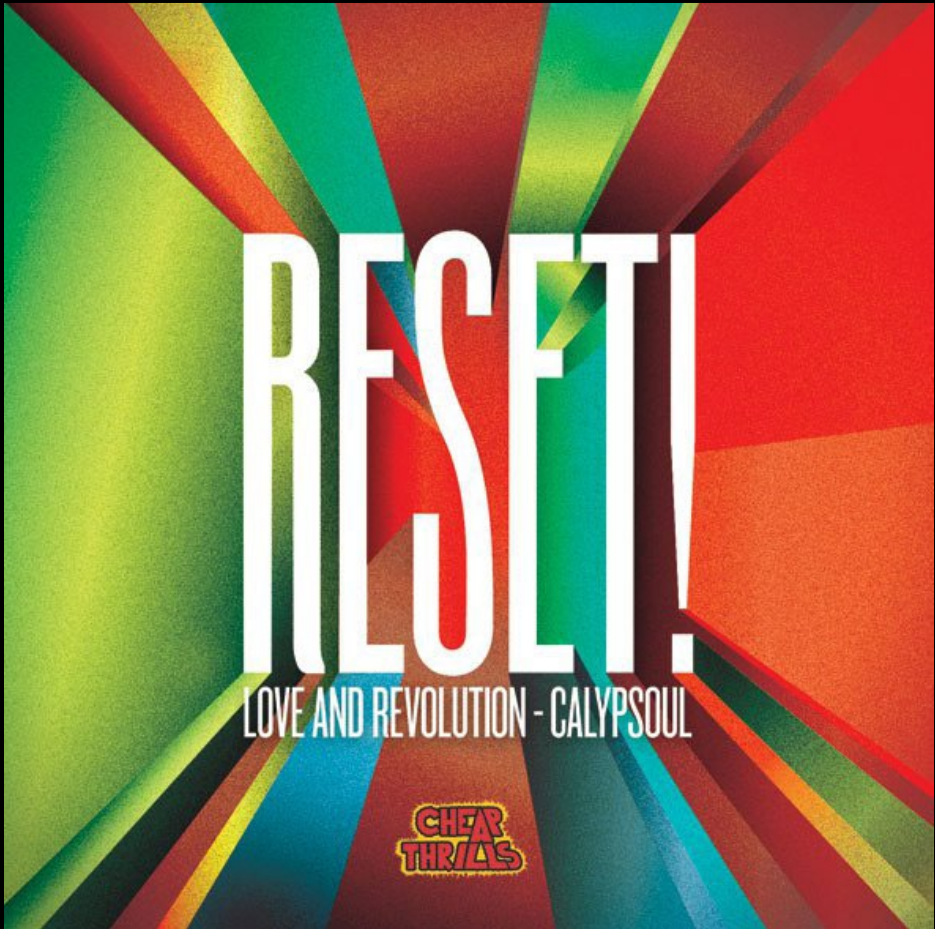
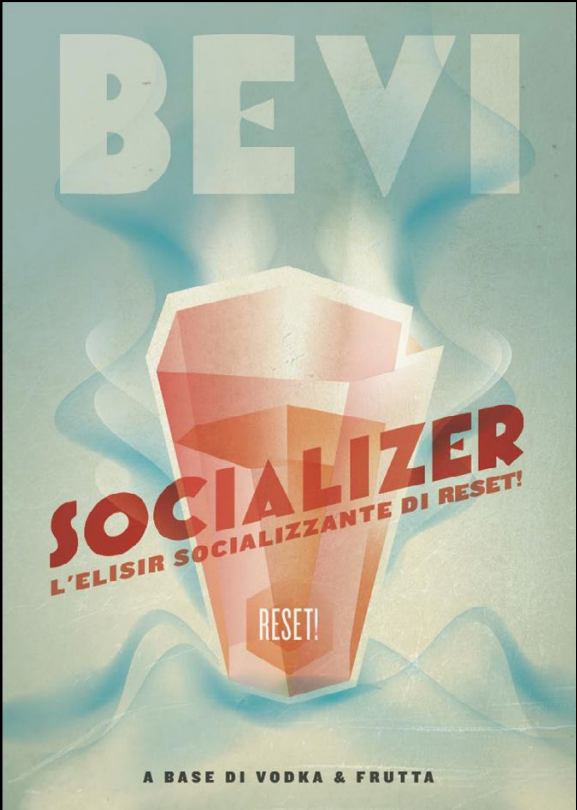
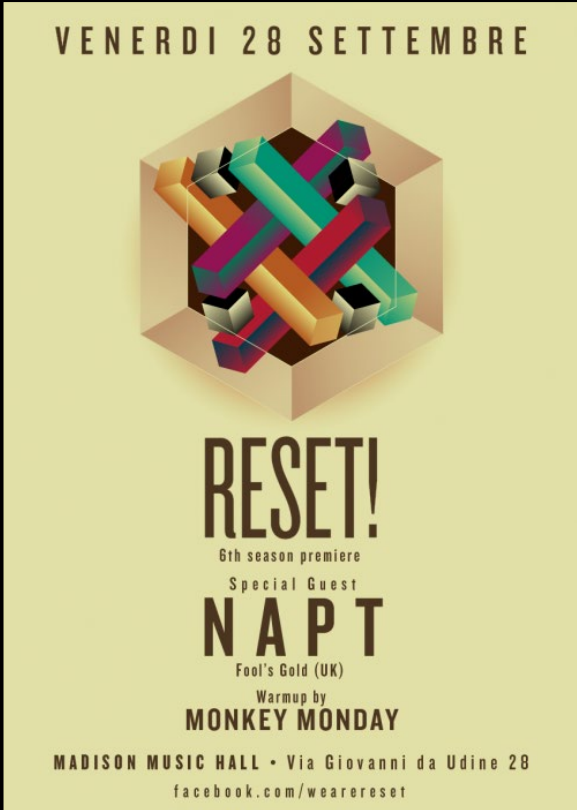
visuals and additional VJ were reflected in realtime by a custom made shader



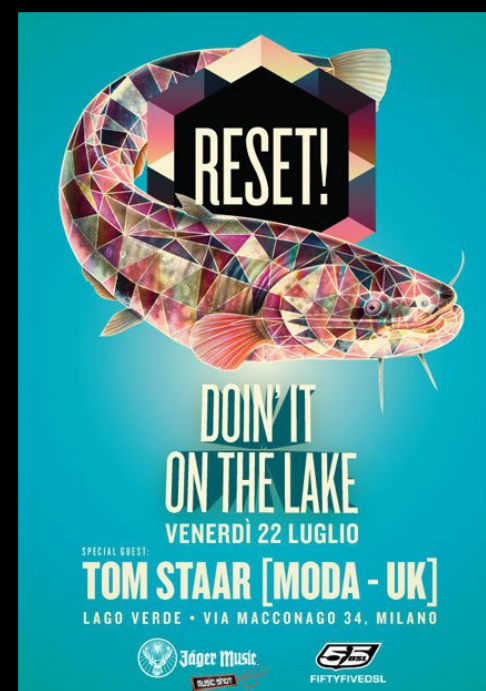
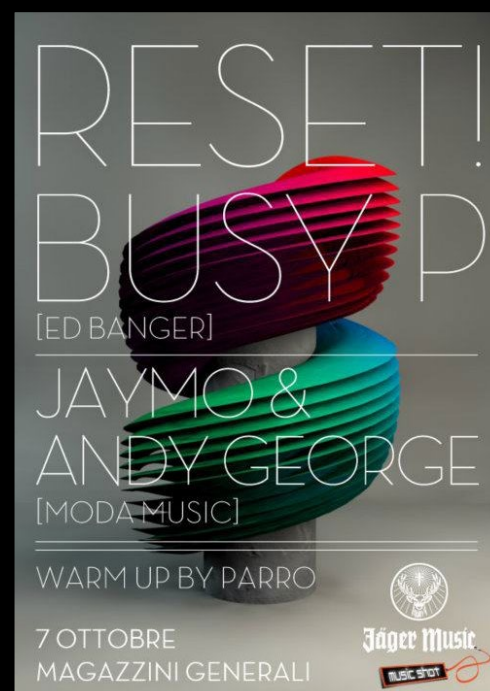
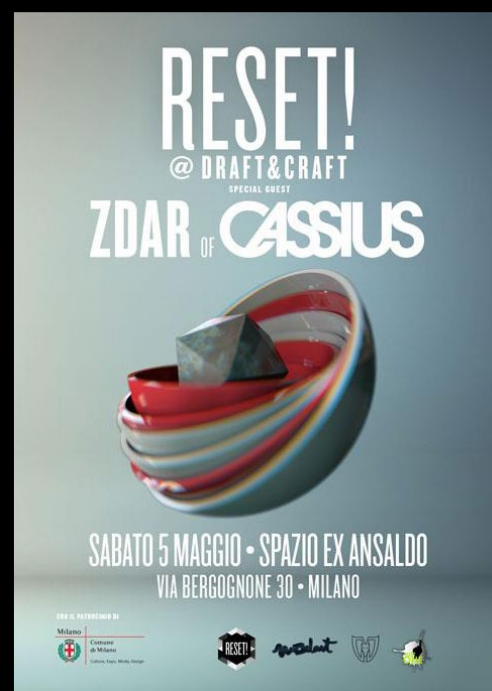
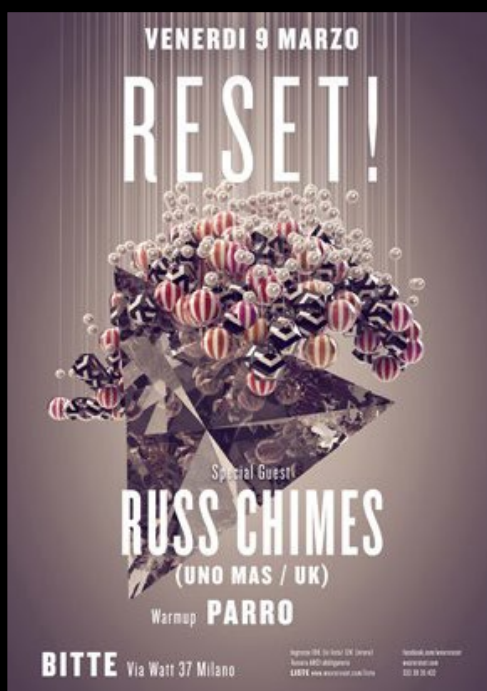
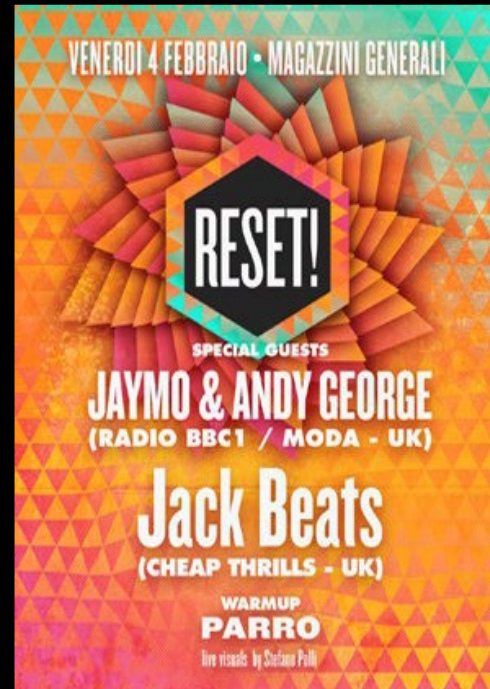
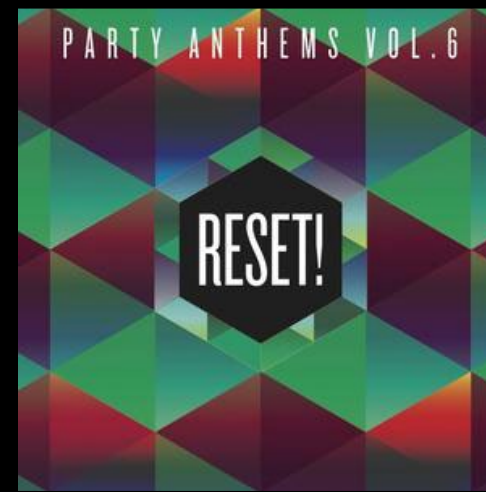
All the meteo parameters (haze, clouds, wind, sea current, stars) were remotely controllable



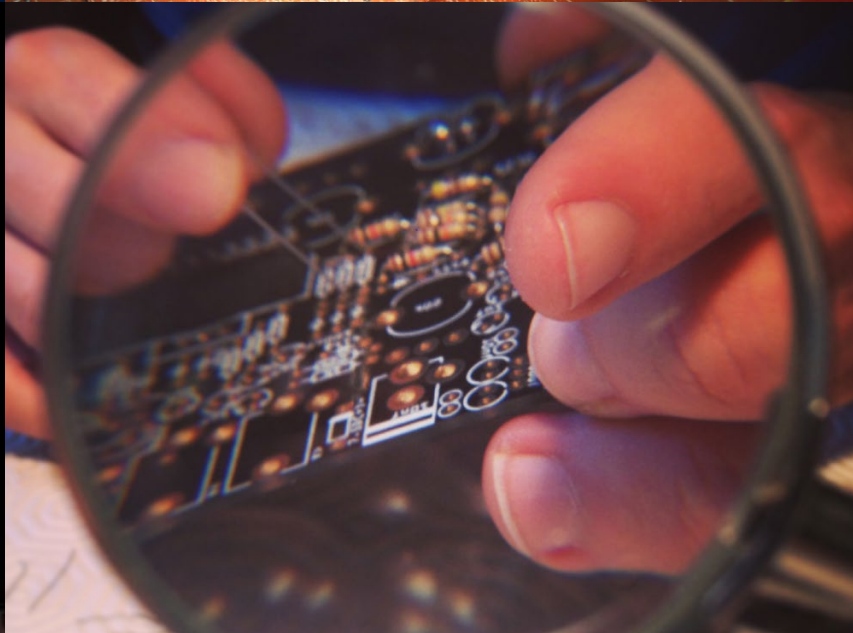
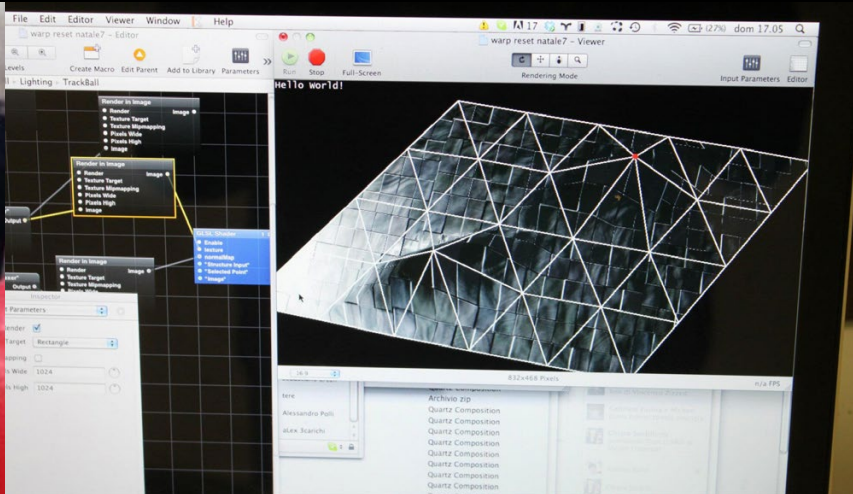








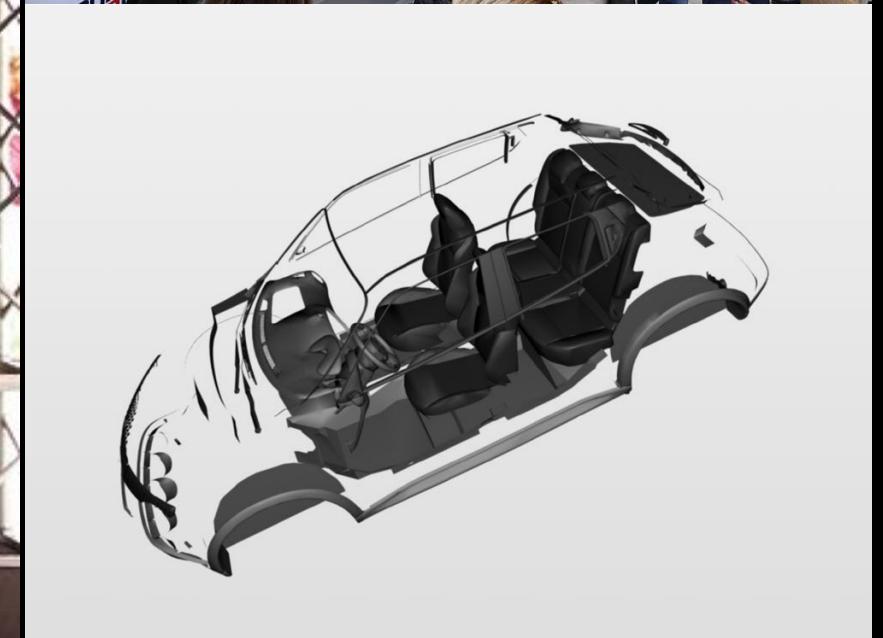






# NISSAN JUKE

WHAT: **CODING • CUSTOM SOFTWARE • UI • KINECT INTEGRATION**



For the on-the-road promotion of the Nissan Juke, we got asked for a highly technological presentation of the new model. After 40 days of intense development we produced an interactive installation in which the audience could freely rotate and scale a highly detailed 3D model of the car, simply by moving around their hands. The seamless integration with the Kinect webcam gave to the software a realtime 3d scanning of the user, and therefore a tridimensional gesture recognition system.

Other sections of the software let the user try the augmented steering angle of the new model, play with the shock absorber system, observe the interiors, and select the paint job color.

**Coding: Stefano Polli, Daniele Ciabattoni**  
**Graphic Design: Stefano Fratus, Gigi Tarantola**  
**Production agency: VentiCento**

## Video

**Testing the Nissan Juke Kinect project**







# GOOGLE

WHAT: **VIDEO MAPPING**



Projection mapping show performed on the occasion of the Doodle 4 Google awards 2011, at the MAXXI National Museum of XXI Century Arts, in Rome.

**Mapping, Motion graphic, 3d modeling: Stefano Polli**  
**Sound design: Stefano Fratus**  
**Production agency: VentiCento**

[Video](#)

[Doodle 4 Google Italy](#)





# AUDI

WHAT: **LIVE VIDEO CODING • VIDEO MAPPING • VJ**



Point. Architecture created the AUDI Terminal as a clear reference to the airport environment, extending the theme of travel to the design concept for its opening. Travelling is one of the fundamental archetypes of the whole human experience. Its appeal is inexorably linked to its capability to transmit cultural and emotional experiences. In this way the event allowed the dealer to convey an entirely new identity, affirming it as the starting point for a journey throughout the world. The Audi terminal opening party, conceived for Mandolini Auto Spa, thus takes the travel theme and continues it into every aspect of the opening event.

**Interior Design: Point. Architecture**  
**Dj set: Alessio Bertallot**  
**Art direction: Claudio Sinatti**  
**Live video coding and VJing: Stefano Polli**

## Video

[Opening party new terminal Audi](#)





# **EXHIBITION DESIGN**



# TRIENNALE MILANO // STAR WARS - THE SHOW

WHAT: **PROMOTIONAL GRAPHIC DESIGN • EXHIBITION GRAPHIC DESIGN**



Exhibition design: Alessandro Pedretti

Promotional graphic design: Stefano Polli, Daniele Mastrapasqua,  
Teresa Salvador, Elisa Zampaglione

Exhibition Graphic Design: Stefano Polli, Daniele Mastrapasqua,  
Luca Cipelletti, Teresa Salvador, Elisa Zampaglione

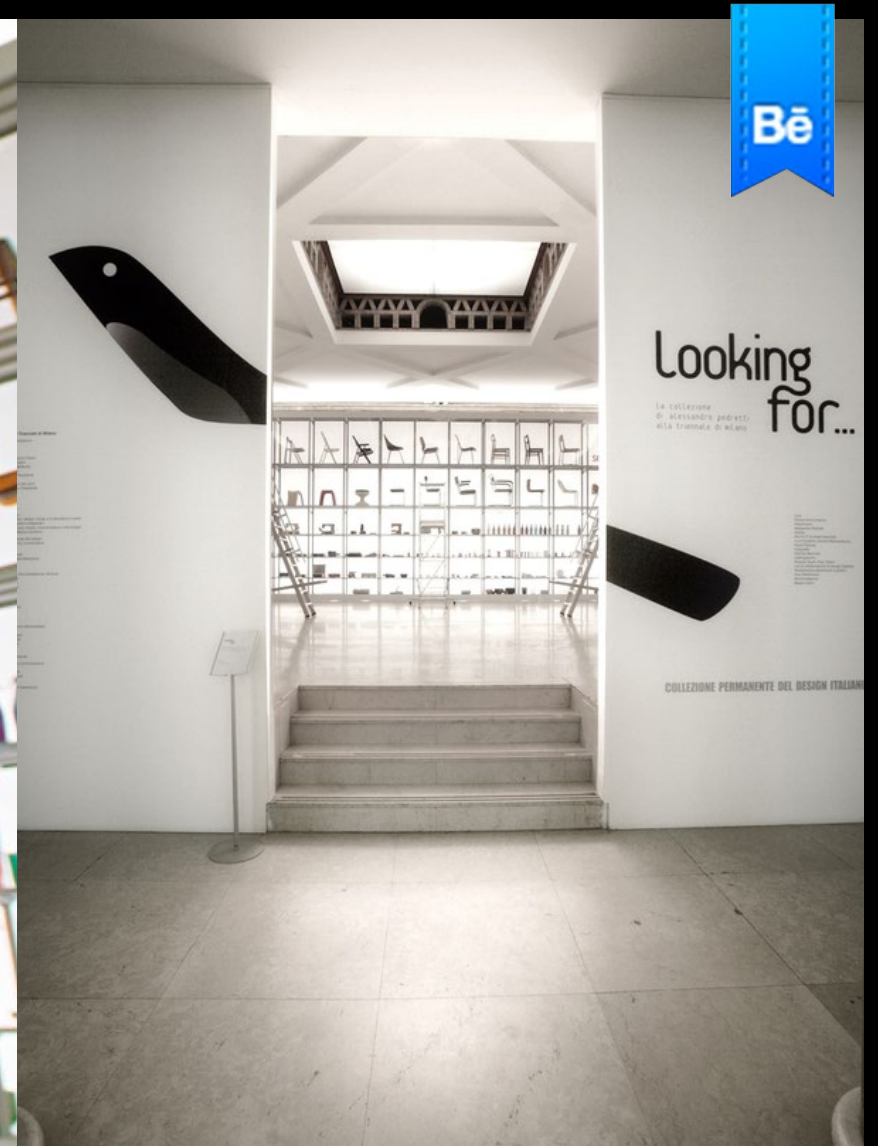
Exhibition production: Krea Allestimenti



# TRIENNALE MILANO // LOOKING FOR

WHAT: **PROMOTIONAL GRAPHIC DESIGN • EXHIBITION GRAPHIC DESIGN**

Featured on Behance.net

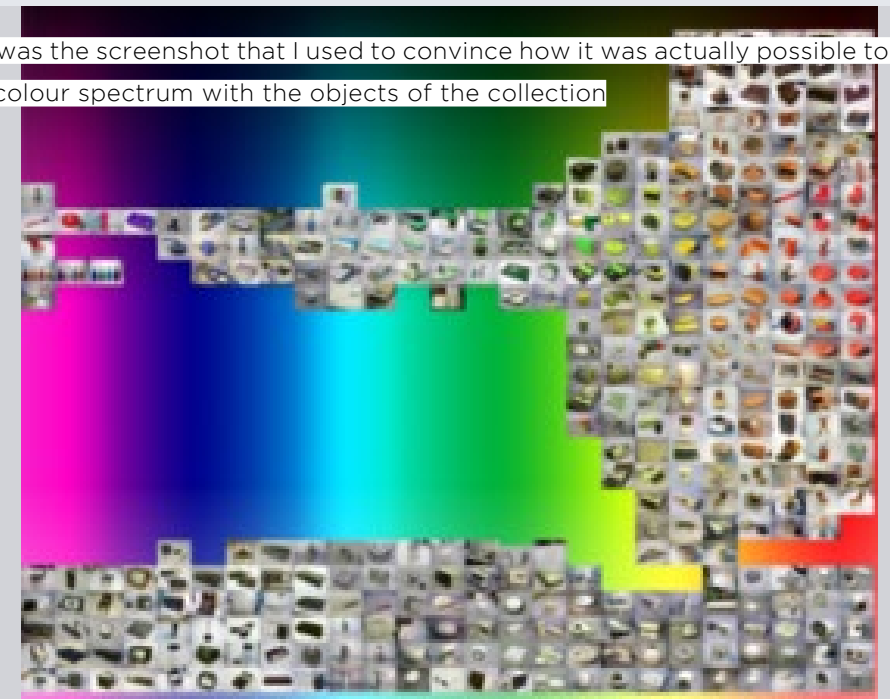


Looking For: la collezione di Alessandro Pedretti alla Triennale di Milano is an exhibition showing the design collection of an Italian architect, Alessandro Pedretti. The collection is interesting not just because of the value of the items: Pedretti built his collection in a very personal way, finding his own path in design history. This is why when they asked me to design the mini-catalogue I thought to organise the mass of objects into a disordered colour index, labeled and as a road map.





this was the screenshot that I used to convince how it was actually possible to cover the colour spectrum with the objects of the collection



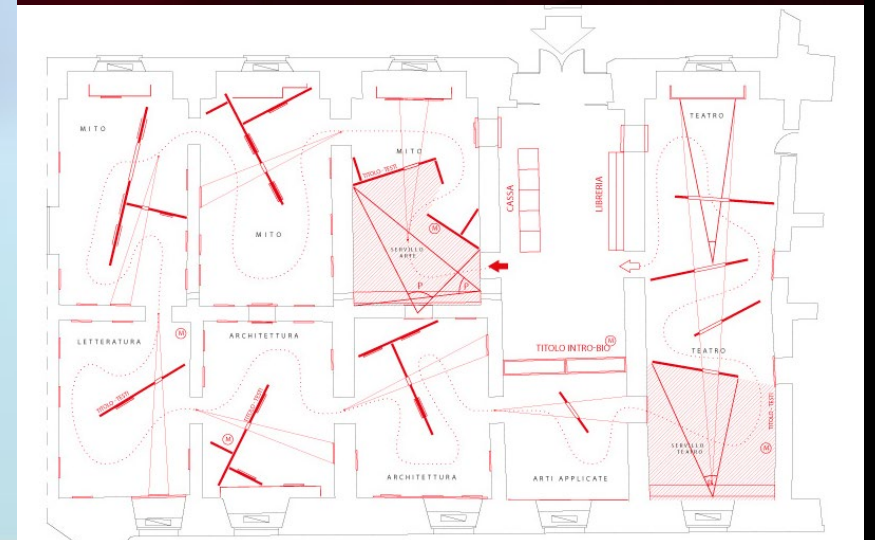
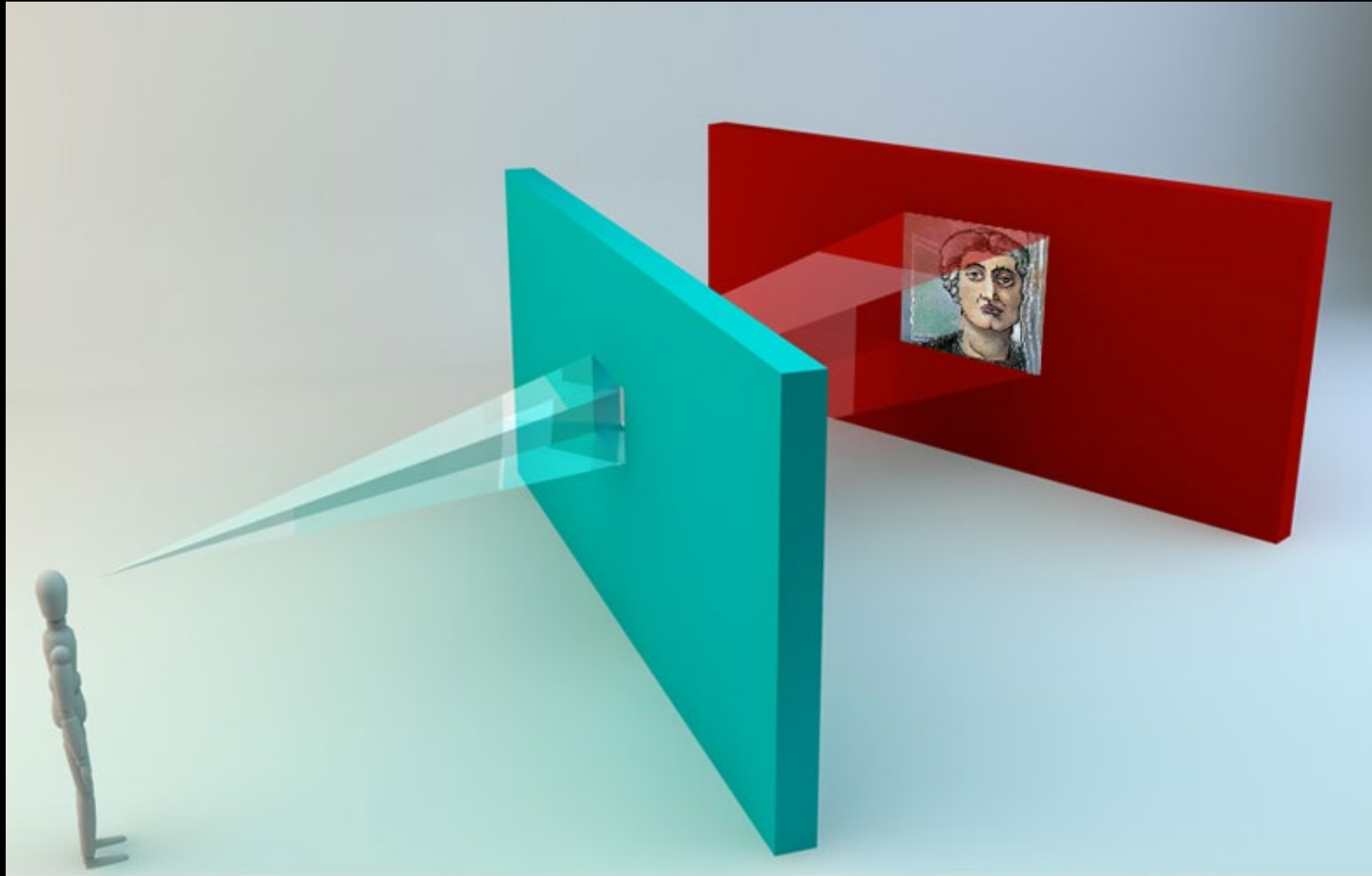






# PALAZZO REALE MILANO • ALBERTO SAVINIO: LA COMMEDIA DELL'ARTE

WHAT: **CONCEPT • PROMOTIONAL GRAPHIC DESIGN • EXHIBITION DESIGN**





# MAESTRI

WHAT: **CONCEPT • PROMOTIONAL GRAPHIC DESIGN • EXHIBITION GRAPHIC DESIGN**





**Il protagonista**  
Nome e foto

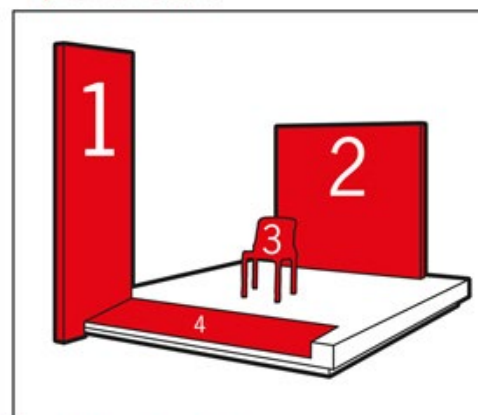
**La luce**  
del protagonista sulla sua opera

**Genesi progettuale**  
Schizzi e valori progettuali  
lavagna di fondo in bianco e nero

**Il suggerimento**  
Informazioni dettagliate per spiegare l'opera al pubblico:  
didascalie degli oggetti esposti ed un video di un'intervista del Maestro

**L'opera**  
sul palcoscenico come risultato

## I piani di lettura

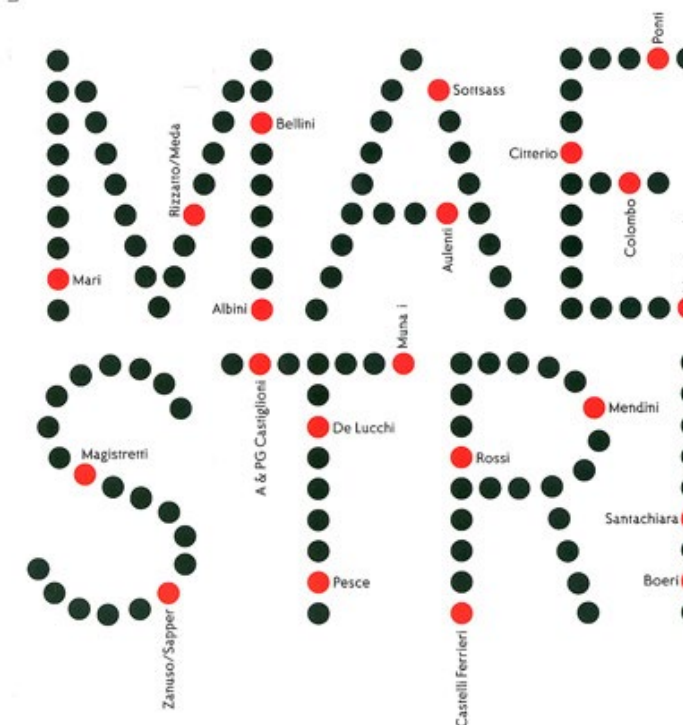


- 1) **Il protagonista**  
Valore segnaletico
- 2) **Genesi progettuale**  
Informazioni di carattere generale  
Introducono il visitatore ai valori progettuali  
del Maestro presentato
- 3) **L'opera**  
Pur essendo protagonista della scena, arriva  
all'attenzione del visitatore solo dopo che  
il visitatore ha recepito una serie di informazioni  
fondamentali per una migliore interpretazione  
degli oggetti in scena
- 4) **Il suggerimento**  
informazioni di carattere didascalico e di  
approfondimento. Il video è tenuto ad un volume  
medio-basso, in modo che gli audio dei differenti  
video non interferiscano l'uno con l'altro.

LA TRIENNALE DI MILANO

Osaka Municipal Museum of Art

## 特別展 IAAF世界陸上2007大阪開催記念 イタリアデザイン界のマエストリ達



会期：2007年8月14日 [火] ~ 9月2日 [日]  
会場：大阪市立美術館 [天王寺公園内]





# **CONTACTS**

**STEFANO.POLLI@GMAIL.COM**

**SKYPE STEFANO.POLLI**

**WWW.STEFANOPOLLI.COM**

**STEFANO POLLI**

**VIA FRANCESCO DE SANCTIS 12**

**20141 MILANO, ITALY**