

## ALESSANDRO MAGGIONI

Born the 28.04.1977 in Lecco · Italy  
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Originally from Como Lake, Italy, Alessandro Maggioni lives and works in Berlin.

He is an artist and industrial designer with a focus in communication, who began his career combining digital media applied to design, videography and architecture.

His interest in the role of analog in digital culture expanded into the exploration of the world of handmade paper-craft and stop-motion animation. The wish of sharing this knowledge with younger generations takes form into a series of workshops given in kindergartens, schools and media festivals.

In 2016 he co-founded Badaboom Berlin, where he currently develops interactive collective playful installations and researches innovative applications for theater, museums and art therapy.

His work constantly shifts between handy-craft, technology and imagination. In workshops, he empowers everyone from children to professionals to create their own stories in a positive and proactive media culture for the new generations.

He combines the methods of a designer with an artist's imagination, to create thrilling and charming worlds of adventure for both children and adults.

## WORKING EXPERIENCE

- 2016 - present Co-Founder of **BADABOOM BERLIN** – Interactive Playgrounds - firm developing interactive installations on temporary and permanent spaces
- 2012 - present Founder of **ATELIER PERELÀ** - Paper, scissors, stories - Creativity for kids and grown-ups
- 2005 - 2011 CEO and founder of **ASTRA-DESIGN**, architectural visualization, multimedia and web design
- 2004 Graphic Designer and 3D animator at **Studio Convertino & Designers** conv-design.it

## ACADEMIC EXPERIENCE

- 1996-2003 Politecnico di Milano Bachelor in Industrial Design - Visual Communication

## LANGUAGES

Italian mothertongue, English, German, Spanish

## SELECTED PROJECTS

- 2017 **BABYKONZERT** · Live performance with objects and music for babies aged 0-3 years and families, Tischlerei – Deutsche Oper Berlin
- BOOK OF SHADOWS** · Interactive pop-up book, Schaubude Berlin (berlin) - Toihaus (Salzburg)
- 2016 **BADABODYPAINT** · Collective interactive installation, Berlin
- INTERARTE** · Tool for interactive art-therapy, Berlin - Perugia(IT)
- 2015 **SPIEL MIT MIR** · Interactive playful permanent installation in Grassimuseum, Leipzig
- CHUBBY FINGERS** · Concept and art-direction for a new Kids' mode interface for a tablet – with ATÖLYE Istanbul - Istanbul
- 2013 **SINNESWANDEL** · Orientation system design and illustrations for a new Kindergarden for deaf and hearing kids - with Baukind, Berlin
- 2012 **GIDEON'S TALE** Project of a book, a stopmotion movie, an interactive app for kids, Italy-Germany

## EXHIBITIONS-SCREENINGS

- 2017 **Toihaus, Salzburg (AT)** - Book of Shadows
- Digital ist besser Festival**, Schaubude Berlin, Berlin - Book of Shadows
- TINCON Berlin**, Kraftwerk Berlin, Berlin (DE) · Secret of the Ocean
- Tage der offene Baustelle**, Humboldt Forum, Berlin (DE) - BadabodyPaint
- Currents New Media**, Santa Fe, New Mexico (US) - BadabodyPaint
- 2016 **Retune** OpenStudio, Berlin (DE) - BadaBodyPaint
- Schmiede** Festival, Hallein (AT) - BadabodyPaint
- Kids Camp**, Wolfsburg (DE) - Paper God
- 2014 **Filmfest Dresden**, Screening - Kids Category, Dresden (De) - Gideon's Tale
- 2013 **FAB LAB Reggio Emilia**, Opening – Reggio Emilia (IT) - Gideon's Tale
- 2012 **DMY 12**, Exhibition - Betahaus, Berlin (DE) - Gideon's Tale
- 2012 **Medienwerkstatt Screening 2012** - Kino Central, Berlin (DE) - SPI CGIL Lombardia stopmotion

## AWARDS-COMPETITIONS

- 2017 **Kultur- und Kreativpiloten Deutschland 2017** with BadaboomBerlin
- 2014 **Grassi für Kinder** "Spiel Mit Mir" Awarded and realized project in GrassiMuseum, Leipzig (De)

## ART RESIDENCY

- 2016 **Augmented Stage** · Schaubude Berlin summer residence: "Digital ist besser?", Berlin (DE)

## LECTURES

- 2016 **TEDx SSC** Talk and interactive installation –Scuola Superiore di Catania, Catania (IT)
- 2015 **EdTech TE(A)CHOLOGY** Education and Technology Open Panel – Berlin (DE)
- 2015 **MakeSense** Cause month for Education and Technology, Forum Factory – Berlin (DE)

## WORKSHOPS

- 2017            **Paper, Scissors and Bits** Isadora Werkstatt, Uferstudios, Berlin (DE)  
                  **Stop Motion Workshop** - BadaboomBerlin - Berlin (DE)
- 2016            **BTK** - Interactive media spaces - Berlin (DE)  
                  **Kinderräume Kinderträume** - Kinder Künste Zentrum - Berlin (DE)  
                  **Passt die Welt auf eine Orange?** Lemgo School - Berlin
- 2015            **Cinetrain Animation** Workshop for educators and social workers - Berlin  
                  **Shadow paper monsters Workshop** stop motion in Node Festival - Frankfurt
- 2013            **Paper & Pixel** Stopmotion techniques and interaction with real time digital animation  
                  languages - Hallein (AT)
- 2013-14-15    **Let's make a Movie!** How to lead 5 years old kids to create a complete animation from  
                  their ideas, drawings and voices - L'angolino, italian-german Kindergarden, Berlin
- 2012            **Gideon's Tale** Draw Gideon's brand new tail - Spazio Gerra, Reggio Emilia (IT)