



CELESTINO SODDU. CURRICULUM VITAE (2010)

- Registered Architect in Rome since 1971
- Professor of Architectural Design at Politecnico di Milano University, Italy.
- Honorary Professor of Xi'an University of Architecture and Technology and at Shanghai University, China
- Director of Generative Design Lab, DiAP, Politecnico di Milano University
- Chairman of Generative Art annual international conference. (since 1998)
- Coordinator of "Euro-China Exchange: technology and Culture of Generative Approach", program financed by European Commission. (2002-2005)
- Director of Domus Argenia, the Research Center on Cultural Identities and Generative Art (establishing)

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<http://www.argenia.it> / <http://www.soddu.it> (the personal website)

<http://www.generativeart.com> (the site of the annual international conference Generative Art)

<http://www.generativedesign.com> (the site of Generative Design Lab)

<http://www.generativism.com> (the wiki interactive site for students and researchers)

<http://www.domus.argenia.it> (the site of Domus Argenia Center)

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Celestino Soddu, born in S. Maurizio di Brunate, Como (Italy) in 1945, obtained his University Master Degree at Rome University "La Sapienza" in 1970. In the same year he passed the State Examination for Professional Architects and Engineering Register.

He is registered architect since 1971. His activity is in the fields of architecture, town design and architectural object design.

His offices are in Politecnico di Milano, in Pigra (Como), in Serramanna (Cagliari) and in Rome.

He made architecture and town design projects realized in Italy (1972-2007) and Somalia (in 1984-1989). In the last years, he made visionary architecture projects for Chicago, New York, Washington DC, Los Angeles, Rome, Tel Aviv, Milan, Hong Kong, Shanghai, Beijing, Tianjin, Delhi, Cagliari.

Actual activities

He teaches in Italian Universities since 1971.

He is professor of Architectural Design at Politecnico di Milano University, Faculty of Engineering-Architecture, Italy. His actual teaching is "Generative Architectural Design" at the 5 year Master degree of the School of Engineering-Architecture..

In 1997 he founded and, at present, he is the director of the Generative Design Lab at the Department of Architecture and Planning of Politecnico di Milano University. The topic of this Lab is approaching the most advanced possibilities in architectural design and town identity design.

In 2002-2005 he had funds from European Community as coordinator for establishing mutual cultural and business relations between Europe and China and for enlarging the activity of his Generative Design Lab with other Generative Design Labs in Europe (Kassel and Eindhoven) and in China (Shanghai and Tianjin). The exchange activities in China involve, at present, universities and research centers of Xi'an, Beijing, Tianjin, Shanghai, Changsha, Hong Kong and Macau.

Background and advanced researches

Beginning from 1979, his research is about the **dynamic evolution of the artificial systems complexity and image**, designing sequences of original software to emulate and control architectural, environmental and industrial design processes and to improve the manufacturing industrial processes.

The last versions of these original software programs are used for Architecture Design professional and research activities.

In 1984 and 1985 he made his first series of lectures in USA and Canada for presenting the possibility of computers in Architectural design (Waterloo University. Concordia University. in Montreal, Penn State University.) and, as expert of the Italian Foreign Office, he worked in Somalia teaching and designing architectures.

In 1986 he designed the **first original software to control the dynamic evolution of the genius loci of artificial environments and to create Generative Identity Codes for fitting recognizability and environment harmony.**

Beginning from 1992 his researches were about the design of species, the design of the morphogenetic codes of architecture and artificial industrial objects and about the management and the innovation of the manufacturing processes.

Every his architectural project, realized like AI/AL generative software, can generate a sequence of different architectures/environments characterized by the same genius loci. With this tool it is possible to evaluate the quality of the incoming architectural events during the increasing complexity of design processes. He used this generative software in designing the evolution of some town environments in front of the need to preserve the identity of particular genius loci.

He designed **original software also in the field of representation**, (his patent of 360 degree anamorphic technical representation is used in advanced installations) and in the field of 3D creative interpretation of 2D artwork.

In Industrial design, his generative projects are useful devices to manage and control the quality and the complexity of the new industrial products. These projects are able to **generate and endless sequence of different 3D models of industrial objects, all unique and unrepeatable**, but all belonging to the same design concept and to the same functional requests. It is the industrial production of different and unrepeatable objects enhancing the brand recognizability.

He has his Internet site beginning from 1995 (www.generativedesign.com and www.soddu.it) where it is possible to find his researches and the works of his students. In this Internet site it is possible to look at one thousand of home pages of students (Italian and foreign students of his workshops) and one hundred of theses for the final master degree in Politecnico di Milano University made with his supervision. Starting from 2008 he opened www.generativism.com, a wiki interactive website where students can exchange experience and present their work.

Beginning in 1998 he is the Chair and organizes, with his Generative Design Lab, the annual International Generative Art Conference (from GA'98 since GA2009, the 12th GA event) at the Politecnico di Milano University with the participation of researchers from UK, Germany, Finland, USA, Israel, Canada, France, Romania, Belgium, Sweden, Netherlands, Japan, Hong Kong, New Zealand, Australia, Spain, Sweden, Brazil, Peru, India, Indonesia, Slovenia, Malaysia, China, Taiwan, Latvia, Romania, Switzerland, Poland, Portugal, Lebanon, Korea, Thailand, Mexico, Peru, and Italy. The GA conference has its website: <http://www.generativeart.com> with around 500 papers.

Some exhibitions, lectures and communication activities of the last years:

1991-2000

□ He presented his design researches and projects in International Conferences and in workshops in Italy and also in other countries: Oxford, (UK) 1991, Lausanne (Swiss) 1991, Stockholm (Sweden) 1992, Montreal (Canada) 1992, Zurich (Swiss) 1993, Singapore 1993, Neuchatel (Swiss) 1993, Wien (Austria) 1993, Istanbul (Turkey) 1994, Freiburg (Germany) 1995, Sheffield (UK) 1995, Helsinki (Fin) 1997, Stockholm (Sweden) 1997, Lancaster (UK) 1998, Edinburgh (UK) 1999, Brussels (Belgium) 1999, Kassel (Germany) 2000, Weimar (Germany) 2000, Schwabish Gmuend (Germany) 2000, Las Vegas (US) 2000, Portland (US) 2000, Seattle (US) 2000.

2001

□ Professorial Research Fellow at **Hong Kong** Polytechnic University. He improved his generative software to realize, as direct output, an endless sequence of unique and unrepeatable physical objects made by rapid prototyping devices.

□ "Architectural Generative Design", lecture at the Chinese University of **Hong Kong**

□ "From Forming to Transforming: the architecture design approach", lecture at School of Architecture of Tongji University, **Shanghai**, China

□ "Generative Architectural Design and Advanced Technologies", lecture at China Building Technology Development Center, **Beijing**, China

□ "Generative approach in Architecture and Industrial Design", lecture at Tsing Hua University, Department of Architecture, **Beijing**, China

□ "Generative Design, Generative Games", talk at Sony SCEA R&D, **San Francisco**

□ "Generative Art and Dynamic Systems", talk at Art & Science Lab, **Santa Fe**, US

□ "Generative Art and Design", lecture at Virginia Tech, Virginia Polytechnic Institute & State University, **Blacksburg**, US

□ "Generative Art", lecture at Art Institute of **Chicago**, US

□ "Generative Art", Lecture at New York University, **New York**, US

□ "Generative Art, from forming to transforming", lecture at Volen Center, Brandeis University, **Boston**, US

- “Generative Design approach“, talk at CDI, Harvard University, **Boston**, US
- “Generative Design“, lecture at **Kassel** University, Germany
- “Generative Design“, lecture at Interactive Design Institute, **Ivrea**, Italy
- “Generative Design“, lecture and exhibition at School of Design of **Shawbisch Gmuend**, Germany
- “Generative Design“, lecture at MOM, **Copenhagen**
- “Generative Art“, lecture and exhibition at Massenzio Arte, **Roma**
- “Generative Natural Flux“, opening lecture at Generative Art Conference, **Milano**

2002

- “Generative Art, Visionary variations“, “Generative Architecture“, “Generative Design and Intelligent Production“, Lectures and exhibition at Lecture Theatre, Visual Art Centre, **Hong Kong** Museum.
- “Generative Architectural Design“, lecture at School of Architecture of the Chinese University of **Hong Kong**.
- workshop with students of the Chinese University of **Hong Kong** at Visual Art Centre, HK.
- “Generative Architectural Design“, lecture at the Faculty of Architecture, University of **Neaples**
- “Generative Art and Architectural Design“, lecture to the students and professors of LAIAD, Los Angeles Institute of Architecture and Design, at his exhibition at MF Gallery, **Los Angeles**.
- “Philosophy of Generative Design in EuropeChina exchange“ in the conference “Progetti di cooperazione scientifica e tecnologica tra Italia e Cina“, **Milano** Polytechnic University.
- “Genesis of Unicum and New Naturality“, invited lecture in the international conference: The genesis of forms in the sciences and the arts. **Urbino**, Italy
- “Generative Art, preludi, Natural Mirrors“, Isea2002, **Nagoya**, Japan
- “Designing and managing the Urban Identity with Generative Approach in Architecture and Town Design“, invited speaker in **Macau** Cultural Centre.
- “Clarity, Complexity, Harmony and Safety: Generative Identity’s codes build livable cities“, invited speaker at Cities Asia Summit 2002, **Singapore**
- “Ideal Cities“, opening lecture at 5th Generative Art Conference, **Milano**
- “Generative Design“, workshop at International Nonlinear Sciences Conference, **Vienna**

2003

- “Generative Art, visionary variations of Washington DC“, lecture to present his personal exhibition at IDB Cultural Center, **Washington DC**
- “Generative Design“, lecture at Alexandria Architecture Center, **Alexandria** Va.
- “Generative Design approach“, lecture at Ball State Univ., **Muncie**, Indiana
- “Generative Design“, lecture at School of Design, UCLA, **Los Angeles** Ca.
- “Morphogenetic Visionary Architecture“, personal exhibition and lecture at Pacific Design Center, **Los Angeles**.
- The Politecnico di Milano University, center of Cultural Activities and Scientific movies, realizes the movie “Talents of Politecnico di Milano: Celestino Soddu”
- He presents in Macau of the project of the Master IDEAS, Identity and Dynamic Evolutions of Artificial Systems.
- Coordinator of the Asialink workshop in **Shanghai**, Tongji University.
- lecture at Tongji University, **Shanghai**
- Coordinator of the Asialink workshop in **Tianjin** University, China
- Lecture at Tsing Hua University, **Beijing**
- Invited lecture at “Technoloty and Forms of Art and Science“ conf., Univ. of **Salerno**.
- Lecture at University of **Trento** and High School Apeiron
- Lecture about Gen Architectural Projects at the University of **Tel Aviv**.
- Chair of the international annual conference GA2003 at Politecnico di **Milano** University.

2004

- “ Visionary Variations and Generative Approach“, Exhibition and Lecture at the Gallery of the 1st Faculty of Architecture of **Rome** University La Sapienza.
- Presentation of “Visionary Variations“ at the workshop “Simulation, Cognition and VR: a new configuration in the study of complex artificial environments“, **Venezia**.
- lecture at **Xi’an** University, China. In the same occasion he received the title of honorary professorship of Xi’an University of Architecture and Technology.
- Chair of the seminar “Identity&Design“ at the Italian Embassy in **Beijing**. Personal exhibition of Architectural projects at the Italian Cultural Institute.
- Lecture at the School of Design of Hunan University, **Changsha**
- Lecture at Shanghai University, **Shanghai**.
- “Visionary Variations of Milan“, personal exhibition at IFC International Finance center of **Hong Kong**.
- Chair of the seminar “De Identitate“ at **CRUI** in **Rome**.
- Workshop on European and Chinese cultural identity in **Rome**, as coordinator of “EuroChina exchange”
- lecture “Arte Generativa e Variazioni Visionarie“ for the “Notte Bianca di **Roma**”.

- **Wuxi**, talk about generative design at the Design Week.
- he get the professorship at **Shanghai** University.
- lecture "Genetic algorithms in design" at the School of Engineering of the University of Campinas, **Sao Paulo**.
- lecture "Generative Creative Processes" at the auditorium of the Art Institute of Campinas, **Sao Paulo**.
- Key Speech "'Argenia, Artificial DNA and Visionary Variations", for SIGRADI, VII congresso igeroamericano de grafica digital, Unisisos, Sao Leopoldo, **Porto Alegre**.
- Chair of the VII Generative Art International Conference, GA 2004 in **Milano**.
- 2005
- His personal exhibition "Milan Visionary variations" start up at Commerce Chambre of **Milano**. The catalog is printed by Gangemi Publisher in Europe and US.
- invited speaker at "Mathematics, Art and Cultural Industries", International conf. at Calabria University, **Cetraro**.
- Invited lecturer at Technical University of **Eindhoven**, Faculty of Architecture.
- invited key note speaker at "Art+Math=X", University of Colorado, **Boulder**.
- invited speaker at "Precedents and Identity", Technical University of Delft.
- Chair of the VIII Generative Art International Conference, GA 2005 in **Milano**.
- 2006
- He was invited in **Delhi** for presenting his Asialink program.
- Lecture at **Shanghai** University
- Chair of the IX Generative Art International Conference, GA 2006 in **Milano**.
- 2007
- invited as key note speaker in **Daugavpils** University, Latvia
- invited speaker at **Shanghai** University
- invited speaker at **ChongQing** University.
- Chair of the X Generative Art International Conference, GA 2007 in **Milano**.
- 2008
- speaker at **Bratislava** University, Slovakia
- invited lecturer at **Bandung** by Indonesian Ministry
- invited speaker at **Lviv** Polytechnic, Ukraine
- "western" consulting in **Shanghai** for the China Pavillion exhibition at Expo2010.
- invited at HKPolyU, **Hong Kong**, for a 4 days workshop.
- Chair of the XI Generative Art International Conference, GA 2008 in **Milano**.
- invited teaching professor for a HKPolyU students trip in **Yunnan** with the topic of how to use own cultural heritage for improving design identity.
- 2009
- Organizes the Generative Art Visionary Evening in **Lecco** at the public platform on the lake
- Invited paper at proceedings of NP:: **Daugavpils** University, Latvia
- Chair of the XII Generative Art International Conference, GA 2009 in **Milano**.
- Exhibition of Visionary Architectural Projects at Domus Argenia Gallery, Serramanna, **Gagliari**
- 2010
- Organizes the Generative Art Visionary Evenings in **Lecco** at SalaDonTicozzi and in Garibaldi square
- organizes the roundtable "Contrapunctus" at Nexus2010, **Porto**, Portugal
- Chair of the XIII Generative Art International Conference, GA 2010 in **Milano**.
- Presentation of "Visionary Cagliari" at **Cagliari** University.
- 2011
- Invited speaker at 1st International Conference "Art, Science and Technology: Interaction between Three Cultures", ORT Braude College, **Karmiel, Israel**, 2011
- keynote speaker at 1st International conference of Sustainable Intelligent Manufacturing, **Leiria, Portugal**, 2011

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- C.Soddu, "La patina del tempo" (the time patina) in "Recuperare" magazine n.9 1984.
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- C.Soddu, "L'idea di spazio nelle rappresentazioni d'arte", (the space idea in art representation), in "Critica d'arte" magazine, n.16, gennaio/marzo 1988.
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C.Soddu, "Simulazioni per immagini tridimensionali computerizzate della dinamica di evoluzione formale dell'ambiente urbano", (3D simulation of dynamic evolution of urban shape), proceedings of the conference "l'immagine nel rilievo, Sezione L'immagine Computerizzata", Roma 1989

C.Soddu, "Rappresentazione e rilievo per immagini tridimensionali computerizzate della morfogenesi storica urbana" (computer 3D representation of the morphogenesis of urban evolution), in the proceedings of "il Rilievo Tra Scienza e Storia" Perugia 1989, then published in the magazine XYZ 1991.

C.Soddu, "Identita' come specie: la morfogenesi dell'immagine urbana con sequenze di modelli 3D di citta' aleatorie", (Identity as species: the morphogenetic evolution of urban image using 3D models of random cities), in the proceedings of "Identita', Differenza, Fraintendimento" Palermo 1989.

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C.Soddu, "Citta' Aleatorie", (random cities), Masson Publisher. 1989 (book in Italian)

C.Soddu, "Citta' Aleatorie: strumenti di rappresentazione della dinamiche dell'immagine urbana", (random cities, the representation tool of town shape dynamics), in the magazine "Territorio" n.3 1989

C.Soddu, "Citta' Aleatorie", in "Computer and Art", Exhibition 1990, Lugano, Dalle Molle Foundation for the quality of life, George Mason University.

C.Soddu, "Il progetto di specie. Strumenti propositivi e di controllo delle potenzialita' dell'acciaio nell'architettura e nel design", (the design of species. The creative tool to increase the possibility of using steel in architecture and industrial design), in the magazine "Acciao", April 1990.

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C.Soddu, "Il progetto ambientale attraverso i codici morfogenetici del naturale artificiale", (the environmental design using morphogenetic codes of natural/artificial systems), in the book "Poiesis, l'informatica nel progetto euristico", Citta' Studi Publisher, Milano 1993.

C.Soddu, lecture and art installation at the Gestaltung Museum of Zurich, "Morphogenetisches Design: Architekturen" in "New Realities - Neue Wirklichkeiten II ArchitekturAnimationenInstallationen" 27 Jan/4 Apr 1993, Museum fur Gestaltung Zurich.

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C.Soddu, "The design of morphogenesis to design the genetic code of the artificial environment", in 33rd European Congress of Regional Science Association, Moscow, August 1993.

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C.Soddu, "Argenia, il progetto genetico dell'auto naturale" in the proceedings of the congress "Mobilita' ed evoluzione dell'ambiente del XXI secolo, Motor Show Bologna 1997. Published in the book "Mobilita' del XXI secolo", Promotor publisher, Bologna 1997

C.Soddu, E.Colabella, "A Natural Approach to Industrial Design: Argenic Design", in New Simplicity?, Helsinki Aug 1997.

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C.Soddu, Lecture at the International Convention on Mediterranean Design, Reggio Calabria 19 June 1998, about "Argenia, a new approach to identity and recognizability of industrial designer".

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