



## CELESTINO SODDU

### CURRICULUM VITAE

December 2007

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

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

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Celestino Soddu was born in S. Maurizio di Brunate, Como (Italy) in 1945.

He 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 Pigra (Como), in Serramanna (Cagliari) and in Rome and his professional activity was established in 1971.

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.

### 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<sup>th</sup> year (Master degree). He taught also “Design Studio Lab” at the Master in Building Engineering (English Language teaching). In 1997 he founded and, at present, he is the director of the Generative Design Lab at the Department of Architecture and Planning of the Milan Polytechnic University. The topic of this Lab is approaching the most advanced possibilities in the topic of architectural design and of town identity design. In 2002 he had funds from European Community 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 was about the design of species, the design of the morph genetic 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 3dmodels 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](http://www.generativedesign.com) and [www.soddu.it](http://www.soddu.it)) where it is possible to find his researches and the works of his students. Each student of his courses and of the final degree master thesis update his work weekly using a personal home page in the site. Now 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.

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.

Beginning in 1998 he is the chair and organizes, with his Generative Design Lab, the annual International Generative Art Conference (from GA’98 since GA2007, the 10<sup>th</sup> GA event) at the Milan Polytechnic

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>

In 2001, as Professorial Research Fellow at Hong Kong Polytechnic University, he improved his generative software to realize, as direct output, an endless sequence of unique and unrepeatably physical objects made by rapid prototyping devices.

In 2001 he made lectures in Hong Kong, Shanghai, Beijing, San Francisco, Santa Fe, Virginia Tech. State University, New York, Boston, Kassel, Ivrea, Rome, Schwebish Gmuend, Copenhagen and Milan.

In 2001 he presented his last works in a sequence of exhibitions in Rome, Milan, Germany.

In February-March 2002 he presented his generative projects and artworks in the exhibition "Generative Art, Visionary Variations by Celestino Soddu", at Hong Kong Museum, Visual Art Centre and, in May 2002, at MF Gallery, Los Angeles, US, giving lectures to the local Universities.

In February-April 2003 he presented his generative projects in exhibitions at IDB Cultural Center, Washington DC, at Pacific Design Center, Westweek 2003, Los Angeles, at Pontificia Universidad Catolica del Peru, Lima.

In March 2004 he presented his architecture projects in Rome, at 1<sup>st</sup> Faculty of Architecture of University of Rome La Sapienza, in April 2004 at the Italian Embassy in Beijing, in June 2004 he presented his architecture projects of Milan at the International Finance Center of Hong Kong and, in May 2005 at the Commerce Chambre in Milan.

### Some lectures and communication activities:

2001

- "Generative Design", lecture at School of Design of **Hong Kong** Polytechnic University 29 January 28 March, Professorial Research Fellow at **Hong Kong** Polytechnic University
- "Architectural Generative Design", lecture at School of Architecture of 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**
- Chair of the international annual conference GA2001 at Politecnico di **Milano** University.

2002

- “Generative Art, Visionary variations”, Lecture and exhibition at Lecture Theatre, Visual Art Centre, **Hong Kong**
- “Generative Architecture”, Lecture and exhibition at Lecture Theatre, Visual Art Centre, **Hong Kong**
- “Generative Design and Intelligent Production”, Lecture and exhibition at Lecture Theatre, Visual Art Centre, **Hong Kong**
- “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 Europe-China 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 5<sup>th</sup> Generative Art Conference, **Milano**
- “Generative Design”, workshop at International Nonlinear Sciences Conference, **Vienna**
- Chair of the international annual conference GA2002 at Politecnico di **Milano** University.

2003

- “Generative Art, visionary variations of Washington DC”, lecture to present the exhibition at IDB Cultural Center, **Washington DC**
- “Generative Design”, lecture at Alexandria Architecture Center, **Alexandria** Va.
- “Generative Design approach”, lecture at School of Architecture, Ball State University, **Muncie**, Indiana
- “Generative Design”, lecture at School of Design, UCLA, **Los Angeles** Ca.
- “Morphogenetic Visionary Architecture”, lecture at Pacific Design Center, **Los Angeles**, Ca, during the West Week.
- The Politecnico di Milano University, center of Cultural Activities and Scientific movies, realizes the movie “Talents of Politecnico di Milano: Celestino Soddu”
- Presentation in Macau of the project of the Master IDEAS, Identity and Dynamic Evolutions of Artificial Systems, Master at PhD level by Politecnico di Milano University and Macau University, directed by Celestino Soddu.
- Coordinator of the Asia-link workshop in Shanghai, Tongji University.
- lecture at Tongji University, **Shanghai**
- Coordinator of the Asia-link workshop in **Tianjin** University, China
- Lecture at Tsing Hua University, **Beijing**
- Invited lecture to the conference “technology and Forms of Art and Science”, University of **Salerno**.
- Lecture at University of **Trento** and High School Apeiron
- Lecture at the University of **Tel Aviv**.
- Coordinator of international seminar Asia-link with the participation of all the Generative Design labs belonging to the network (Milan, Kassel, Eindhoven, Shanghai, Tianjing).
- Chair of the international annual conference GA2003 at Politecnico di **Milano** University.

2004

- ” Visionary Variations and generative Approach”, lecture at the Gallery of the 1st Faculty of Architecture of **Rome** University La Sapienza, for presentino his exhibition of architecture projects “Visionary Variations”

- 3 April 2004, presentation of Visionary Variations at the workshop “Simulation, Cognition and VR: a new configuration in the study of complex artificial environments”, **Venezia**, 2-4 Apr 2004.
- lecture at **Xi’an** University, China. In the same occasion he received the title of honorary professor of Xi’an University of Architecture and Technology.
- he organizes and is the chair of the seminar “Identity&Design” at the Italian Embassy in **Beijing**. In this occasion he presented his architecture project in a personal exhibition 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 of his architecture project for Milan at IFC International Finance center of **Hong Kong**.
- he organizes and is the chair of the seminar “De Identitate” at **CRUI** in **Rome**.
- he organizes the workshop on European and Chinese cultural identità in **Rome**, as coordinator of the European program “Euro-China exchange”
- lecture “Arte Generativa e Variazioni Visionarie” for the “Notte Bianca di **Roma**”.
- **Wuxi (Shanghai)**, 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 igeramericano 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 conference at Calabria University, **Cetraro**, CS
- Invited lecturer at Technical University of Eindhoven, Faculty of Architecture, The Netherlands.
- invited key note speaker at “Art+Math=X”, University of Colorado, Boulder.
- invited speaker at “Precedents and Identity”, Technical University of Delft, School of Architecture, The Netherlands.
- Chair of the VIII Generative Art International Conference, GA 2005 in **Milano**.

2006

- He was invited in **Delhi** for presenting his Asia-link 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.

- invited key note speaket at Generative Art meeting in **Bandung, Indonesia**
- consulence about the character and identity of the incoming China Pavillion at **Shanghai** 2010 world exhibition
- workshop at **Kong Kong** Polytechnic University and cultural trip around China with students of Design School. Topic: how to use their Chinese cultural references for their design Identity.
- Chair of XI Generative Art Conference, GA 2009 in **Milano**

## Bibliography

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- C.Soddu, "Simulation tools for the learning approach to dynamic evolution of town shape, architecture and industrial design", in "Proceedings. International Conference on computer aided learning and instruction in science and engineering", published by Press Polytechniques et Universitaires Romandes. Lausanne 1991.
- C.Soddu, E.Colabella, "Il progetto ambientale di morfogenesi", (the environmental design of morphogenesis), Progetto Leonardo Publisher 1992 (book)
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C.Soddu, E.Colabella, "Argenic design", paper at the International Conference "Contextual Design – Design in Contexts", The European Academy of Design, Stockholm 13-15.4.1997

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

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