

Gabriele Ferri

Game Scholar and Semiotician

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Place and date of birth **Bologna (Italy), October 19th, 1980.**
Gender **Male.**

Education

- 2007 - 2011 **Ph.D., Semiotics**, *University of Bologna, Italy / Istituto di Scienze Umane, Firenze, Italy.*
2009 **Visiting Ph.D. Student**, *Georgia Institute of Technology, Atlanta, USA.*
2007 **Visiting Researcher**, *Georgia Institute of Technology, Atlanta, USA.*
2002 - 2006 **M.A., Semiotics**, *University of Bologna, Italy.*
1999 - 2002 **B.A., Communication**, *University of Bologna, Italy.*

Areas of Research

Computer game analysis.

Combined approach incorporating pragmatist semiotics and procedural criticism.

Semiotics of interactive systems.

Applied pragmatist semiotics for non-linear narrative analysis.

Pervasive gaming practices.

Urban games and new approaches to procedural player engagement.

Interactive storytelling.

New models for non linear narratives.

Academic Employment

- 2012 **Game Design and Analysis Lab: Advergames**, *BA in Communications, University of Bologna, Italy.*
Laboratory and workshop (6 ECTS credits).
- 2011 - today **Games for Change Design Workshop**, *MA in Communications, University of Modena and Reggio Emilia, Italy.*
Laboratory and workshop (3 ECTS credits).
- 2011 - today **G|A|M|E Journal - Games as Art, Media, Entertainment.**
Member of the Editorial Board.
- 2011 **Game Analysis Lab**, *BA in Communications, University of Bologna, Italy.*
Laboratory and workshop (6 ECTS credits).
- 2010 **Inter-Cultural Urban Game Design Lab**, *MA in Communications, University of Modena and Reggio Emilia, Italy.*
Laboratory and workshop (3 ECTS credits).
- 2010 - today **Tutor**, *School of Literature and Philosophy, University of Bologna, Italy.*
Member of the committee for student admission and testing.
- 2009 - 2010 **Game Analysis Lab**, *BA in Communications, University of Bologna, Italy.*
Laboratory and workshop (5 ECTS credits).
- 2008 - 2010 **Tutor**, *BA in Communications, University of Bologna, Italy.*
Responsible for student orientation, internships and placement.

Professional Contributions

- 2012 **Augmented Human International Conference (AH 2012).**
(forthcoming) Member of the Program Committee. Megève, France.
- 2011 **Towards a Unified Theory for Interactive Digital Storytelling: classifying artifacts.**
Workshop co-organizer at ICIDS 2011 Conference, Vancouver, BC, Canada.
- 2011 **Newsgames Barcamp.**
Event co-organizer and member of the program committee at PLAY 2011, Modena, Italy.
- 2010 **Towards a Shared Design Vocabulary for Interactive Digital Storytelling.**
Workshop co-organizer at ICIDS 2010 Conference, Edimburgh, UK.
- 2010 **Playing the City / La Città in Gioco.**
Event co-organizer and member of the program committee at PLAY 2010, Modena, Italy.
- 2009 **Do we Need a new Narratology for Interactive Digital Storytelling?.**
Workshop co-organizer at ICIDS 2009 Conference, Guimaraes, Portugal.

Game Design and Performances

- 2011 **Legend, Multi-cultural Urban Game. Maranello, Italy.**
Lead designer, event co-organizer. Joint project between the Municipality of Maranello, Italy, and the University of Modena and Reggio Emilia.
- 2011 **Pie' Veloci, Sustainable Mobility Game. Bologna, Italy.**
Lead designer, event co-organizer. Joint project between the Municipality of Bologna, Italy, and Sottobosco.info.
- 2011 **Progetto: Contagio, Serious Game. Nevent, Modena, Italy.**
(forthcoming) Game designer, Semiotic consultant. Project financed by Nevent Studio, Modena, Italy.
- 2011 **Festa delle Culture, Multi-cultural Urban Game. Maranello, Italy.**
Lead designer, event co-organizer. Joint project between the Municipality of Maranello, Italy, and the University of Modena and Reggio Emilia.
- 2011 **Noborders, Multi-cultural Urban Game. "A. Motti" Institute, Reggio Emilia, Italy.**
Lead designer, event co-organizer. Joint project between the Province of Reggio Emilia, Italy, and the University of Modena and Reggio Emilia.
- 2011 **MiG. Mettiti in Gioco!, Multi-cultural Urban Game. Castelnovo Monti, Italy.**
Lead designer, event co-organizer. Joint project between the Province of Reggio Emilia, Italy, and the University of Modena and Reggio Emilia.
- 2010 **Highscore, Flash Mob and Urban Event. Far Game 2010 Conference, Bologna, Italy.**
Lead designer, event co-organizer.

Publications

- 2012 **First Steps Towards a Unified Theory for Interactive Digital Narrative.**
(in press) (with Koenitz, H., Haar, M., Sezen, T.) Special Issue of Transactions on Edutainment: Interactive Digital Storytelling.
- 2011 **Towards a Unified Theory for Interactive Digital Storytelling.**
(with Koenitz, H., Haar, M., Sezen, T.) ICIDS 2011 Conference, Vancouver, Canada.
- 2011 **Check-in Everywhere. Places, People, Narrations, Games.**
(with Caruso, G., Fassone, R., Salvador, M.) CSONLINE.
- 2010 **Towards a Shared Design Vocabulary for Interactive Digital Storytelling.**
(with Koenitz, H., Haar, M., Sezen, T.) ICIDS 2010 Conference, Edimburgh, UK.
- 2010 **Satira politica tramite videogiochi.**
AISS 2009, Italian Association for Semiotic Studies, Bologna, Italy.
- 2009 **Between procedures and computer games: semiotics of practices as a unifying perspective.**
(in press) IASS 2009, 10th World Congress of Semiotics, La Coruna, Spain.
- 2009 **Do we Need a new Narratology for Interactive Digital Storytelling?.**
(with Koenitz, H., Haar, M., Sezen, T.) ICIDS 2009 Conference, Guimaraes, Portugal.

- 2009 **L'Arco e i Trecento: politica, democrazia e competizione nello spazio semantico del Partito Democratico.**
(with R. Fusaroli), in Versus, Quaderni di Studi Semiotici, Milano: Bompiani.
- 2009 **On Petroleum and the Uncanny: critical and satirical gaming practices.**
DiGRA 2009 Conference, London, UK.
- 2009 **Which narrations for persuasive technologies? Habits and procedures in Ayiti: The Cost of Life.**
(with R. Fusaroli), AAAI Symposium on Intelligent Narrative Technologies II, Stanford, USA.
- 2009 **Between Interpretive Cooperation and Procedurality.**
in Compagno, D.; Coppock, P. (eds.) *E/C - Special Number "Computer games, between text and practice"*, AISS.
- 2007 **Narrating machines and interactive matrices: a semiotic common ground for game studies.**
in Baba, A. (ed.) *Situated Play*, Tokyo: The University of Tokyo.
- 2007 **Making sense of a game: a preliminary sketch for a semantic approach to games.**
in Bernhaupt, R.; Tscheligi, M. (eds.) *Proceedings of the International Conference on Advances in Computer Entertainment Technology – ACE 2007*, New York: ACM.
- 2006 **Macchine narranti. Videogiochi e produzione di occorrenze testuali.**
in *E/C rivista dell'Associazione Italiana Studi Semiotici online*, <http://www.associazionesemiotica.it/ec>.
- 2005 **Cibo officinale: un farmaco di automedicazione piacevole.**
in Marrone, G. (ed.) *Il discorso della salute*, Roma: Meltemi.

Presentations

- 2012 **Serious Urban Games. From play in the city to play for the city.**
(forthcoming) (with Coppock, P.) ECREA, Media and the City Workshop, Milan, Italy
- 2012 **Check-in Everywhere: Places, People, Narrations, Games.**
(forthcoming) (with Caruso, G., Fassone, R., Salvador, M.) ECREA, Media and the City Workshop, Milan, Italy
- 2011 **Serious Games and Serious ARGs.**
Invited Speaker at Videogame Design Day, University of Genoa, Italy
- 2011 **On the Edge of Games.**
Invited Speaker at GameCamp2011, Centro Culturale Candiani, Mestre, Italy
- 2011 **Check-in Everywhere. Perspectives on gamified practices.**
(with Caruso, G., Fassone, R., Salvador, M.) Invited Speakers at Media Mutations III, University of Bologna, Italy
- 2011 **I videogiochi salveranno (davvero!) il mondo.**
Invited Speaker at Knowcamp, Modena, Italy
- 2010 **That black sticky stuff. Considerazioni semiotiche sull'advergaming.**
Invited Speaker at Videogiocando, Reggio Emilia, Italy
- 2008 **Life in Haiti is a serious game. Aesthetics of frustration meets effective didactics.**
(with R. Fusaroli), ESSE 2008 Conference, Aarhus, Denmark
- 2008 **Documentary, drama or computer game? A semiotic and procedural analysis of "Bow Street Runner".**
FROG 2008 Conference, Vienna, Austria

Associations

- Member **DiGRA - Digital Games Research Association.**
- Member **AISS - Associazione Italiana di Studi Semiotici.**