

Curriculum Vitae

João de Sá Bonelli, PhD

Pontifical Catholic University of Rio de Janeiro (PUC-Rio)

Department of Arts & Design (dAD)

Rio de Janeiro, Brazil



joao-bonelli@puc-rio.br

<https://www.puc-rio.br/>

<https://dad.puc-rio.br/>

<https://www.linkedin.com/in/joao-bonelli/>

+55 (21) 98141-6885

João de Sá Bonelli is a Designer, Teacher and Researcher working in the fields of Interaction Design and Digital Media Design. He has a PhD in Design from the Catholic University of Rio de Janeiro (2016), a Master's degree from New York University's Interactive Telecommunications Program (2002) and an undergraduate Graphic Design degree from PUC-Rio (1996). He is currently the Adjunct Academic Coordinator of the Design Undergraduate Program at PUC-Rio's Department of Arts & Design. In this university, he has Implemented the LIFE Interaction Design Lab in 2013, the first Physical Computing lab in an undergraduate design course in Brazil. He has received the Horizon Latin.x award at the Brazil Immersive Fashion Week in 2023 and 2021, for the virtual fashion shows 'Muda' and 'Futurível Brasilis' produced at PUC-Rio. He has received the Maker of Merit award at Maker Faire Rio 2018 and the Most Memorable Project award at Microsoft Design Expo 2015. In the LIFE Lab, in a partnership with PUC-Rio's NEXT Lab, he has produced the 3&DBot, world's first 3D printing robot, which was exhibited in the Milan Design Week in 2014. He has published research such as the chapter 'A Physical Computing Teaching Initiative in Brazil' from the book 'Teaching Computational Creativity' edited by Cambridge University Press; and the chapter 'TattooAR: Augmented Reality Interactive Tattoos' from the book 'Design, User Experience and Usability: Users and Interactions' edited by Springer. He has co-chaired the Cumulus Roma Design Cultures International Conference in 2021, collaborating in the 'Design: Sciences of the Artificial' track.

PUC-Rio is one of the largest private higher education universities in Brazil, and was the first private higher education institution in the country, founded in 1940. It has been ranked the best private university in Brazil in the QS World University Rankings 2024. PUC-Rio's Graduate Program in Design was the first Master and Doctor degree graduate program in Design in South America. The Department of Arts & Design at PUC-Rio was elected the Best Design School in Latin America, in the Latin American Design Awards 2024.

Education

PhD. in Design

Department of Arts & Design, Pontifical Catholic University of Rio de Janeiro, 2016.

Master's in Interactive Telecommunications

Interactive Telecommunications Program (ITP), Tisch School of the Arts, New York University, 2002.

Certificate in Film Production (incomplete)

School of Continuing and Professional Studies, New York University, 1997.

Bachelor's degree in Industrial Design - Visual Communication

Department of Arts & Design, Pontifical Catholic University of Rio de Janeiro, 1995.

Awards and Nominations

Patron of the 2023 Design Graduation Ceremony

Pontifical Catholic University of Rio de Janeiro, 2023.

Horizon Latin.X Award

Brazil Immersive Fashion Week, 2023 and 2021.

Best Scientific Research award at the XXX Seminary of Scientific Research PUC-Rio / Brazilian National Council for Scientific and Technological Development - CNPQ

Pontifical Catholic University of Rio de Janeiro, 2022.

Maker of Merit

Maker Faire Rio de Janeiro, 2018.

Best Scientific Research award at the XXV Seminary of Scientific Research PUC-Rio / Brazilian National Council for Scientific and Technological Development - CNPQ

Pontifical Catholic University of Rio de Janeiro, 2017.

Most Memorable Project at Microsoft Design Expo

Microsoft Research. Seattle, 2015.

Patron of the 2014 Design Graduation Ceremony

Pontifical Catholic University of Rio de Janeiro, 2014.

Intel Design Competition - Embodiment and expression. Second Prize

Intel People and Practices Research Lab (PaPR). Portland, 2001.

Dean's Fellowship for study in the Interactive Telecommunications Program

Tisch School of the Arts, New York University. New York, 2000-2002.

Professional Experience

Pontifical Catholic University of Rio de Janeiro (PUC-Rio) - Department of Arts & Design (dAD)

Adjunct Coordinator of the Design-Digital Media Undergraduate Program. Since 2017.

Academic Supervisor of the Design: Interaction and Digital Experience Undergraduate Program. Since 2022.

Academic Supervisor of the Design: Digital Media Undergraduate Program. Since 2017.

Academic Supervisor of the Design: Experimental Practices Academic Path. Since 2022.

Academic Supervisor of the LIFE Physical Computing Lab (Laboratório de Interfaces Físicas Experimentais). Since 2012.

Teacher: Final Design Project (since 2010), Experimental Practices II and III (since 2022), Perspectives in Service Design (since 2021), Physical Computing (since 2008), Smart Objects Design (since 2018), Design and the Expansion of the Senses (from 2008-2021), Video Editing and Postproduction (from 2008 to 2016), Design Project Basic Development (from 2010 to 2016).

Elected Member of the Department's Academic General Commission. From 2008 to 2009, from 2020 to 2022 and from 2023 to 2024.

Muarê Studio

Creative Director of the multimedia design studio based in Rio de Janeiro, with 10 years of experience in the cultural production sector. Works presented in museums such as Chicago MCA (USA), The Barbican Centre (UK), Inhotim Cultural Center, Oi Futuro and MAM Rio (Brazil). Works developed for Brazilian recognized artists such as Gilberto Gil, Marisa Monte, Ney Matogrosso, Djavan and Titãs, and to clients such as Sony Music, Warner Music, MTV and HBO. From 2002 to 2012.

Selected Publications

Experiências Transdisciplinares de Ensino em Museus e Exposições (Transdisciplinary teaching experiences in Museums and Exhibitions)

In: Anais do XV Congresso Brasileiro de Pesquisa e Desenvolvimento em Design - P&D Design. Recife: Even3, 2024.

Mapa da Saudade: a map to visualize subjectivity data during the COVID-19 Pandemic.

In: 10º MXRio Design Conference 2023, Ciudad de México. Blucher Design Proceedings. São Paulo: Editora Blucher, 2023. p. 416.

Ensino de Programação Criativa Aplicado à Prática do Estudante de Design (Teaching Creative Coding Applied to the Design Student's Practice)

Blucher Design Proceedings. São Paulo: Editora Blucher, 2022. v. 10. p. 3560-3582.

Design Especulativo como ferramenta de reflexão sobre futuros possíveis (Speculative Design as a Tool for Reflection upon Possible Futures).

Blucher Design Proceedings. São Paulo: Editora Blucher, 2022. v. 10. p. 4994-5020.

A Virtual Reality or a Better Reality?

Design Cultures Cumulus Conference Proceedings. Roma: Cumulus the Global Association of Art and Design Education and Research, 2021. v. #1. p. 53-55.

A Physical Computing Teaching Initiative in Brazil.

In: FILIMOWICZ, Michael and TZANKOVA, Veronika. (Org.). Teaching Computational Creativity. 1ed. Cambridge: Cambridge University Press, 2017, v. 1, p. 107-141.

Teaching Computer Programming for Designers.

Design Principles and Practices: An International Journal - Annual review, v. 9, p. 1-13, 2016.

TattooAR: Augmented Reality Interactive Tattoos.

In: Aaron Marcus. (Org.). Lecture Notes in Computer Science. 1ed.: Springer International Publishing, 2015, v. 9187, p. 667-674.

The Reflective Practice in Interaction Design at PUC-Rio's Design Program.

International Journal of Education and Research, v. 1, p. 55-66, 2013.

Selected lectures, presentations and academic events

Jury, Cumulus Green Competition

Cumulus Global Association of Design Schools, 2024.

Paper presentation: Mapa da Saudade: a map to visualize subjectivity data during the COVID-19 Pandemic

10º Congresso Internacional MXRio Design Conference. Ciudad de México, 2023

Chair of the 'Design Culture of Artificial' track at the Cumulus Association of Design Schools annual conference

Cumulus Roma Design Cultures Conference. Rome, 2021.

Lecture 'Visualização de Dados do Coronavírus' (Data visualization of the Coronavirus Pandemic) and member of the organizing committee

Processing Community Day Rio de Janeiro, 2020.

Member of the organizing committee of the Processing Community Day

Processing Community Day Rio de Janeiro, 2019.

Lecture ‘Programação criativa e ensino prático-experimental de programação para designers’ (Creative coding and the practical-experimental teaching of programming to designers)
Picnic Brasil. Rio de Janeiro, 2018.

Paper presentation ‘Design and its Capacity to Make Things Seem Other Than They Are’
10th International Conference on Design Principles and Practices. Rio de Janeiro, 2016.

Member of the organizing committee, 10th International Conference on Design Principles and Practices
Pontifical Catholic University of Rio de Janeiro (PUC-Rio), 2016.

Paper presentation ‘Teaching Programming for Designers: a Case Study’
9th International Conference on Design Principles and Practices. Chicago, 2015.

Presentation ‘MESH Memory Sharing’
Microsoft Design Expo. Seattle, 2015.

Paper presentation ‘TattooAR: Augmented Reality Interactive Tattoos’
17th International Conference on Human-Computer Interaction - HCI International. Los Angeles, 2015.

Selected Works and Exhibitions

Antropocruzo: From the Manto Tupinambá to the Grande Rio Carnival Parade
Interactive Installation presented at Saphira Ventura Gallery. New York, 2024.
Interactive installation presented at Rio Innovation Week. Rio de Janeiro, 2024.

Multisensorial Interactive Branding for the Rio de Janeiro 2016 Paralympics
Rio de Janeiro, 2016.

3&DBot
World’s first autonomous 3D-printer robot, presented at the Milan Design Week, Rio+Design Exhibition, 2014.

Arpoador
Interactive Installation presented at the Milan Design Week, Rio+Design Exhibition, 2013.

Visualização Tridimensional Interativa (Interactive Tridimensional Visualization)
Interactive installation presented at the Brazilian Design Biennial. Belo Horizonte, 2012.

O Gabinete de Curiosidades de Domenico Vandelli (Domenico Vandelli’s Cabinet of Curiosities)
Video installation presented at Rio de Janeiro Botanical Garden’s Museum of the Environment and at Centro Cultural Inhotim. Rio de Janeiro and Brumadinho, 2009.

Expo Caymmi
Video installation presented at Instituto Cultural Antonio Carlos Jobim. Rio de Janeiro, 2009.

Glaziou e os Jardins Sinuosos (Glaziou and the Sinuous Gardens).
Video installation presented at Rio de Janeiro Botanical Garden’s Museum of the Environment, 2008.

Art Breaks MTV e a Cultura Visual Contemporânea (MTV’s Art Breaks and Contemporary Visual Culture).
Interactive installation presented at Centro Cultural Oi Futuro. Rio de Janeiro, 2008.

Alegria vai lá - Tropicália: A Revolution in Brazilian Culture
Interactive installation presented at the Museum of Contemporary Art, Chicago; Barbican Centre, London; Bronx Museum, New York; and Museum of Modern Art, Rio de Janeiro. 2006-2007.

Playing an Orchestra with a Mouse
Web art selected for the Rhizome Artbase. New York, 2002.
Work presented at the Festival Internacional de Linguagem Eletrônica -FILE (International Festival of Electronic Language). São Paulo, 2002.