

Luca Giacolini

design · technology · research

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Designer, technologist and researcher working at the intersection of [physical space](#), [emerging technology](#) and [human experience](#). Over 8+ years across interactive exhibitions, spatial brand environments and research-led innovation projects – from coordinating the Venue Look of the Games at [Milano Cortina 2026](#) to crafting brand experiences for Bulgari, Google, Lavazza and ENI at [Carlo Ratti Associati](#) and [MAIZE | H-FARM](#). Beyond client work, independent and experimental research fuels my curiosity and I am a visiting Lecturer in Interaction Design at [Domus Academy](#), Milan.

01 work

Fondazione Milano Cortina 2026

senior spatial designer

Milan - Cortina d'Ampezzo, Italy

may 2024 – march 2026

Coordinated the Venue Look of the Games (brand image) across competition venues, athletes villages, sport equipment and victory-ceremony podium for the 2026 Olympic and Paralympic Winter Games in Cortina d'Ampezzo. Oversaw brand identity and spatial design across several touch-points, managing relationships with contractors, venue operators, broadcasters and internal stakeholders within a complex, fast-moving organization.

MAIZE | H-Farm Innovation

senior designer & technologist

Milan, Italy

january 2022 – may 2024

Within a strategic design firm, operated as a senior member of multidisciplinary consulting teams, translating strategic briefs into spatial and interactive design solutions for clients spanning fashion, luxury and pharmaceuticals – including Bulgari, Max Mara and Loro Piana. Designed immersive brand experiences (interactive art installations, temporary exhibitions, flagship retail) and led the full design lifecycle from concept through prototyping to on-site delivery.

S4FE – safer together

head of design, co-founder

Turin, Italy

january 2021 – december 2023

Co-founded an IoT startup using computer vision and machine learning to analyse the quality of a physical space layout in support of people's wellbeing. Led creative and product design of two iterations of commercially-ready products, and coordinated marketing and commercial activities, culminating in the Fortune Italia Best Innovation Award 2022 and partnerships with RCS Sport (Giro d'Italia) and Museo Egizio in Turin, Italy.

Carlo Ratti Associati

senior interaction designer

Turin, Italy

january 2020 – november 2021

Led creative projects for international clients including Google, ENI and Lavazza, ensuring alignment with brand vision and goals. Managed client relationships and project timelines across multi-disciplinary, international teams.

interaction designer

october 2017 – january 2020

Contributed to a broad portfolio of internationally exhibited projects spanning interactive installations, product design and spatial interventions at one of Italy's leading design and innovation offices. Supported creative teams in designing products and exhibitions, with a strong focus on the creative and prototyping stages.

02 education

Bartlett School of Architecture, UCL

architectural design, M.Arch.

London, United Kingdom

2016 – 2017

Within the Interactive Architecture Lab, studying and researching the interaction between architecture, humans and tech. Thesis on companionship between humans and robots in domestic environments.

Eindhoven University of Technology

industrial design, B.Sc.

Cum Laude

Eindhoven, The Netherlands

2012 – 2016

Focused on human-computer interaction, rapid prototyping and digital fabrication.

Carnegie Mellon School of Design

industrial design, exchange

Pittsburgh, United States

spring 2015

Focused on traditional industrial design research, craftsmanship and interaction design.

MIT Center for Bits and Atoms

fab academy diploma

Siena, Fab Lab Toscana, Italy

spring 2016

Semester-long diploma on advanced digital fabrication led by Neil Gershenfeld.

FUSION, Creative Europe

master course scholarship

Limerick, Ireland

spring 2021

Up-skilling masterclass across Italy, Ireland and Portugal on wearable technology design and manufacturing, funded by Creative Europe.

03 teaching

Domus Academy Milano

visiting lecturer

Milan, Italy

2025 – ongoing

Delivering lectures and project-based studios in Interaction Design and Tangible Interaction Design to an international postgraduate cohort.

HfG Karlsruhe

visiting lecturer

Karlsruhe, Germany

2017

Delivering workshops in Interaction Design including rapid prototyping and creative electronics.

04 publications

sider 2016, Malmö, Sweden

Squamae: a prototype to compare physical-based to graphical-based feedback modalities

ecce 2015, Warsaw, Poland

"Game of Stimuli": an exploratory tangible interface designed for autism

nime 2014, London, United Kingdom

Experio: a design for novel audience participation

desform 2013, Wuxi, China

Experio: a laser-triggered dance music generator

achi 2016, Venice, Italy

Tangible technologies for the development of play skills in autistic children