

Nello Barile – CV



Qualifications

- PhD in “Media Studies. Advanced Research, Management of Resources and Education” “La Sapienza” University, Rome, XV Cycle, 18/3/2003; • MA in Sociology [Old University System 4 years], (media and communication), University “La Sapienza”, Rome.

Current Position

- Associate Professor (2017-2020) IULM University, Milan;
- Assistant Professor (2013-2017) - IULM University, Milan;
- Aiffiliate Researcher at the Franklin University of Switzerland (Lugano)
- National Scientific Qualification as Associate Professor in Communication and Sociology of cultural processes (L14-C);

Teaching Responsibilities:

- Adjunct Professor in Media and Critical Studies and of Political Communication at Franklin University of Switzerland (2014-2019)
- Istituto Marangoni (Milan), teacher of Digital communication, Innovation manamgement and Future of fashion (2016-2018)
- Media Studies and Sociology of Cultural Processes, 2007-2014, (Graduate) Students in Public Relations and Advertising (IULM)
- Sociology of Art and Media, 2014-2015, (Graduate) students of Art and Tourism (IULM)
- Previous Teaching Experience • Postmodern Sociology, Erasmus and PhD Students of Sociology, University Paul Valery, Montpellier (FR), 2012.

- New Branding Strategies, PhD students, organised by Eugenia Paulicelli: CoDirector of the Concentration in Fashion Studies, PhD at the Graduate Center - City University of New York, 2009;
- Fashion Studies, for PhD students of Escola Comunicações e Artes da Universidade de São Paulo, ECA-USP, Brasil, 2009.
- Social Change and Cultural Consumption, (6 CFU), MA of Cultural Management, Science of Communications, IULM University, Milan, 2006-2008. • Fashion Management, (5 CFU), BA “Art and Spectacle”, Humanities, Università degli studi di Roma "La Sapienza", 2005-2008;
- Sociology of Consumption, PhD in Marketing, IULM University, Milan, 2006 • Brand Communication, MA in "Made in Italy Management”, Science of Communication, “La Sapienza” Rome, 2004-2007;
- Sociology of Consumption, Music Industry Management (MA), Science of Communication, “La Sapienza”, 2004-2006.
- Music Video Management (BA), Link Campus University of Malta, 2002-2006. • Sociology, IED European Institute of Design, Rome, 2003-2006. Other Research and Organizational Employment
- Coordinator of a Master Program in Management of Creative Processes, IULM University, Milan, 2006- 2011.

Research activities

- (2017) Special Projects di founded by IULM University and co-founded by e UNIMED (Union of Mediterranean Universities). Titolo: “Social media, integration and conflicts”.
- (2017) Member of FaCe, research observatory of IULM University, founded by Regione Lombardia
- (2017) n collaborazione con il Research Laboratory for Technology, Image-making, and Fashion (TIF) Franklin University di Lugano.
- (2016).”Toward the Ontobranding Perspective”, euRobotics “Socially Intelligent Robots and Societal Application” topic group meeting founded by the European Commission, Softbank Robotics (formerly Aldebaran Robotics), Paris, France.
- (2005) Director of the research project entitled “Made in Italy: from country of origin to metabrand”, funded by the Young Research Promotion Sector of CNR, the

Italian National Centre of Research.

- (2005) Researcher in the PRIN (Research Project of National Interest) financed by the Italian Ministry of the University, entitled “Imagery of transition from Cultural Industry to the Network Society”.
- Co-Investigator in the Project “Iconography of Work” financed by the Italian workers Union (CGIL), published in the Catalogue of the exhibition Rossa. Images and communication of work 1848-2006.

Conferences

- (2019) “Archeology of imperfect media. Interfaces between AI and Skeumorphic design“, in Quand l'interface nous échappe. Archives nationales, 59 Rue Guynemer, 93383 Pierrefitte-sur-Seine, métro Saint-Denis Université, Université Paris 8, Lundi 25 novembre.
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- (2019) “PUNK CAPITALISM WITH NO ENEMIES. THE ROLE OF NEW PIRATES IN A NEOTOTALITARIAN SOCIETY“ IN Piracy and Beyond. International Conference. Exploring 'Threats' in Media and Culture. Department of Educational Studies, Higher School Of Economics, Moscow.
- (2019) “Lo-fi politics. Populism, electoral fluidity and post-cosmetic images of new hyperleaders”, Moscow Readings. DIGITALIZING MEDIA: COMMUNICATION, AUDIENCES, POLICIES. Held by Lomonosov University. October, 17-18.
- (2019) “Hi-tech in lo-fi. emotional AI, skeuomorphic design, and media archeology, “Communicating with Machines: Boundless Imagination, Pre-Conference for the 2019 International Communication Association Conference, Washington Hilton Hotel, Washington DC, USA | May 24,(Friday). https://humanmachinecommunication.com/program/hmc_preconference_2019.pdf
- (2019) “Lo-fi politics. “Polarization, electoral fluidity and post-cosmetic image of the Italian populist leaders”, Media in Transition 10, held by MIT's Comparative Media Studies program, “Democracy and digital media”. <http://media-in-transition-10.mit.edu/>
- (2018) “Digital nomadism and its enemies: criticizing postmodern enthusiasts and neoliberal thinkers”, Keynote speaker in the conference Nomadims, mobilities and media, held by Journalism and Mass Communication Department of The American University of Central Asia, Bishkek, August, 29-30. <https://nmm.auca.kg/keynote-speaker/>

- (2017) “Re-mediating Ontobranding. Fashion, Artificial Intelligence and the importance of the consumer localized experience” in ZONEMODA CONFERENCE S, M, L, XL – SIZING, May 3-4- 5, 2017, University of Bologna, Rimini Campus, Department for Life Quality Studies, International Research Group "Culture Fashion Communication".
- (2017) “The power of inequality. Fashion, creativity and new forms of exploitations”, in The Industrialization of Creativity and its Limits: Value, Self- expression and the Economy of Culture in Times of Crisis National Research University Higher School of Economics (St. Petersburg Branch and Faculty of Communication, Media and Design, Moscow) International conference, Saint Petersburg, June 23-24.
- (2017) “Evolution of the brand system” in “Sociology of communication and public relations” in New Horizon and Boundaries of Communication, Conference at Univeristy of Udine/Gorizia, May 18-19.
- (2017) Chairman of the cnference “Baudrillard and the media theory”, IULM University, March 6.
- (2016) "The automation of taste: A theoretical exploration of mobile ICTs and social robots in the context of music consumption", in “Marketing and Communication Networks Research Lab 6°.
- (2016) Re-mediating Ontobranding. Fashion, Artificial Intelligence and the importance of the consumer localized experience” in "The Power Of Inequality. Class Polarization And Cognitive Exploitation In The Evolution Of The Fashion System".
- (2016) “Emotional AI, creativity and cognitive capitalism. Criticizing the neoliberal notion of performance” in Meeting, Marketing &Communication Networks”, Toulouse Business School 4.30pm, in Sebastopol, Salle du Conseil, December 6th (2.30pm).
- (2016) “I am Her(e): Physical/cognitive robots and human intimacy in the imagery of Spike Jonze’s movies” in What Social Robots Can and Should Do, International Research Conference, in Robophilosophy 2016, Aarhus Univeristy, Denmark, October 17-21.
- (2016) “Surrounding conflicts: The Sphere as a controversial metaphor of a new mediatic globalenvironment” in INTERNATIONAL CONFERENCE CFP - PROTEST PARTICIPATION IN VARIABLE COMMUNICATION ECOLOGIES, Università degli Studi di Sassari, Aule del Complesso di Santa Chiara – Alghero, 24-26 of June.
- (2016) “The age of ontobranding”, in Lab ELISAVA, with Ezio Manzini and John Thackara, ELISAVA School of Design and Engineering of Barcelona, 25 nov (<http://desislab.elisava.net/project/manzini-thackara-present-desis-lab-elisava/>).

- (2016) "The Leader as an Open Brand : The Communication of the Italian Prime Minister Matteo Renzi, between Top Spins and Design of Experiences", also Chaiman of the session 3-1, in Media Requiem: Revisiting Media and/or Democracy 2016 KABS – Korean association for Broadcasting and Telecommunication studies- Annual Spring Conference, Chonbuk National University, Jeonju, South Korea, Friday, April 22 – Saturday, April 23.
- (2015) "A History of Waste. Fashion, Culture and Luxury as a Clash between Democratic and Elitarian Forces", in Fashion Through History, Conference held by the Department of History of the Faculty Language and Philosophy, of Rome "La Sapienza", may 20-22.
- (2011) "Fashion is the medium", in memory of Marshall McLuhan, Conference Organised by University of Sao Paulo (ECA-USP), entitled "Não há passageiros na espaçonave Terra. Somos todos tripulação" - McLuhan e as formas comunicativas do habitar" in O Século McLuhan, 02-03 of May 2011
- (2011) My Robotic Feelings: A Pattern Recognition about Human and Artificial Emotional Capital, in Social Robots and Emotion, Transcending the Boundary between Humans and ICTs, Department of Communication and Media Studies at Franklin College Switzerland, <http://www.fc.edu/content/about-franklin/news-events/q/id/138>
- (2009) "From posthuman consumer to the ontobranding dimension", Paper for "Mobile communication and social policy. An international conference", Center for Mobile Communication Studies, Rutgers University. New Brunswick, New Jersey, USA - October 9-11;
- (2009) "New trends in consumption and digital communication" - Seminar at PhD Program in Comparative Literature and Women's Studies Certificate Program The Graduate Center- City University of New York, organized by Eugenia Paulicelli: Co-Director of the Concentration in Fashion Studies at the Graduate Center – 09/30, New York City;
- (2009) "New strategies of branding and communication" in the "International Symposium on the Situation and Research of Digital Communication", Research Centre of Shanghai Normal University, 17/01/2010.
- (2009) Chair of the International Conference: "Alimentation, cultures enfantines et education", Centre Européen des Produits de l'Enfant (CEPE), Colloque International", 1 - 2 avril 2010.
- (2009) "Made in Italy as a Metabrand. Culture, Identity and Industry in the generation of a new world image" in AAIS - American Association of Italian Studies - Annual Meeting Session 10B: "MADE IN ITALY" AND ITALIAN IDENTITIES IN A GLOBAL

PERSPECTIVE"; Organizer: Eugenia Paulicelli (Queens College and The Cuny Graduate Center), St. John's University, NYC May 7-10.

- (2005) Chair and member of the Scientific and Organisational Board of the International Conference "Il Dandy e i suoi spettri: eredità e proiezioni verso il futuro", born from a collaboration between the University "La Sapienza" di Roma and University of Bologna and the The British Council.

Publications

- (2019) *Politica a bassa fedeltà. Populismi, tradimenti dell'elettorato e comunicazione digitale dei leader.* Mondadori Università, Milano.
- (2018) co-author with S. Sugiyama, "Wearing Data: from McLuhan's "Extended Skin" to the Integration Between Wearable Technologies and a New Algorithmic Sensibility, in *Wearing Data. The Journal of Dress, Body and Culture*, ISSN: 1362-704X (Print) 1751-7419 (Online) Journal homepage: <http://www.tandfonline.com/loi/rfft20>.
- (2017) "Branding, selfbranding, making. The destiny of prosumers from the strategies of global companies to the innovation of the digital manufacturing" in *The Spectacle 2.0: Reading Debord in the Context of Digital Capitalism*, ed. Marco Briziarelli and Emiliana Armano, London: Westminster University Press.
- (2017) "Imagination of our Present: Jean Baudrillard from the The System of Objects to the Domotics and the Internet of Things", in *Italian Sociological Review*, Vol. 7, N. 15, ed. Paolo Di Nicola.
- (2017) "Tempo Reale" in *Baudrillard ovunque*, a cura di V. Codeluppi e M. Polesana, Milano, Meltemi.
- (2016) *Il marchio della paura. Immagini, consumi e branding della guerra all'Occidente*, Milano, EGEA (Università Bocconi).
- (2016) "I Am Her(e). Physical/Cognitive Robots and Human Intimacy in the Imagery of Spike Jones' Movies", co-author S. Sugiyama, in *What Social Robots Can and Should Do: Proceedings of Robophilosophy Conference*, J. Seibt, M. Nørskov, S. Schack Andersen (edt.).
- (2016) *Il marchio della paura. Immagini, consumi e branding della guerra all'Occidente*, Milano, EGEA (Università Bocconi).
- (2016) "I Am Her(e). Physical/Cognitive Robots and Human Intimacy in the Imagery of Spike Jones' Movies", co-author S. Sugiyama, in *What Social Robots Can*

and Should Do: Proceedings of Robophilosophy Conference, J. Seibt, M. Nørskov, S. Schack Andersen (edt.).

- (2015) Barile, N., & Sugiyama, S. The automation of taste: A theoretical exploration of mobile ICTs and social robots in the context of music consumption. *International Journal of Social Robotics*, 407-416. 10.1007/s12369-015-0283-1

- (2014), Brand Renzi. *Anatomia del politico come marca*, Milano, Egea-Università Bocconi.

- (2013) From the Posthuman Consumer to the Ontobranding Dimension: Geolocalization, Augmented Reality and Emotional Ontology as a Radical Redefinition of What Is Real” in *intervalla: volume 1. Social Robots and Emotion: Transcending the Boundary Between Humans and ICTs*. Editors Satomi Sugiyama & Jane Vincent.

- (2012). 1968- Jean Baudrillard. *Il sistema degli oggetti..* In: *Mediologia. Una disciplina attraverso i suoi classici*. p. 1-264, NAPOLI:Liguori, ISBN: 978-88-207-5601-7

- (2012). "The social network. Le precondizioni di un nuovo regime emozionale". In: *Galassia Facebook. Comunicazione e vita quotidiana*. p. 1-172, ROMA:Nutrimenti, ISBN: 978- 88-6594- 134-8

- (2012). *A Knot to Untie: Social Power, Fetishism, Communication in the Social History of the Tie*. In: *Exchanging Clothes: Habits of Being II*. p. 193-211, MINNEAPOLIS:University of Minnesota Press, ISBN: 978-0-8166-7806-8

- Abruzzese, A., Barile, N. Fortunati, L., Gebhardt, J. and Vincent, J. (Editors) (2012). *The New Television Ecosystem* . vol. 7, p. 1-223, Frankfurt am Mein:Peter Lang GMBH, ISBN: 978-3- 631-61657-4.

- (2011). *Sistema moda: oggetti, strategie e simboli: dall'iperlusso alla società low cost*. p. 1-186, MILANO:EGEA, ISBN: 9788823832794

- (2010). *Il posto del consumo: note sul rapporto tra marche e territorio in Italia e all'estero*. In: *Consumi e trasformazioni urbane tra anni Sessanta e Ottanta*. p. 29-61, BOLOGNA:BUP, ISBN: 9788873955320

- Barile N (2010). *Network come neotot: la socialità in rete e gli avamposti di un nuovo fascismo emozionale*. *AUT AUT*, vol. 347, p. 77-91, ISSN: 0005-0601

- Barile N (2009). *Brand new world: il consumo delle marche come forma di rappresentazione del mondo*. vol. 1, p. 1-191, MILANO:Lupetti, ISBN: 978-88-

8391-264-1

- Barile N (2009). La mentalité néototalitaire l'affrontement des barbaries. LES CAHIERS EUROPÉENS DE L'IMAGINAIRE, p. 118-125, ISSN: 2101-6178
- Barile N (2009). Mythe et Actualité du Made in Italy: intervista a V. Steele. LES CAHIERS EUROPÉENS DE L'IMAGINAIRE, p. 154-161, ISSN: 2101-6178
- Barile N (2009). La sostenibile leggerezza del brand tra comunicazione responsabile e green wash. In: Pol.is, n.4/2009. vol. 4, Bevivino, ISBN: 9788895923413.
- (2009). Umano troppo umano: I brand e gli abiti dei supereroi nella transizione dalla società dello spettacolo al regime post-spettacolare. In: Abito e identità: ricerche di storia letteraria e culturale. p. 225-243, PALERMO:ILA PALMA, ISBN: 9788877046550
- (2009). Le fasi della pubblicità in Italia. In: La cultura italiana: Economia e comunicazione. p. 535-553, TORINO:UTET, ISBN: 978-88-02-08127-4
- (2009). Dal tormento all'estasi: un excursus sulle tecnologie del dolore tra guerra virtuale, chirurgia estetica e i nuovi rituali delle "bestie da confessione". In: Blue Lit Stage: realtà e rappresentazione mediatica della tortura. ETEROTOPIE, p. 93-108, Udine:MIMESIS, ISBN: 9788884838957
- (2009). Siamo tutti neotot? Dall'ontologia emozionale a Burn after reading. In: Next: identità tra consumo e comunicazione. p. 175-194, BOLOGNA:Lupetti, ISBN: 9788895962214
- (2008). A disillusao do fim: quando o real irrompe de novo, mas nao totalmente. In: Do Publico para as redes: a comunicação digital e as novas formas del participação social. vol. 1, p. 223-225, Sao Paulo:Diffusao, ISBN: 978-85-7808-035-8
- (2008). The Essence of fetishism. In: Metáforas da Arte. p. 129-136, Sao Paulo:Universidade de Sao Paulo (Br), ISBN: 978-85-7229-034-0
- (2008). Prove tecniche di selfbranding: dal social networking 2.0 all'impegno civico della street culture. In: Il consumo come produzione. SOCIOLOGIA DEL LAVORO, vol. 108/4, p. 211-228, Milano:Franco Angeli, ISBN: 9788846491718
- (2007). Indossare l'orgoglio. L'abito da lavoro nella modernizzazione della società italiana. In: Rossa: immagine e comunicazione del lavoro, 1848-2006. p. 411-443, MILANO:Skira, ISBN: 978-88-6130-502-1
- (2007). Un nodo da sciogliere: storia sociale della cravatta: tra potere, feticismo e comunicazione. In: Barile Nello. Abito e identità : ricerche di storia letteraria e

culturale. p. 55- 77, PALERMO:ILA PALMA, ISBN: 9788877046789

- (2007). La disillusione della fine: quando il reale irrompe nuovamente ma non "del tutto". QUADERNO DI COMUNICAZIONE, vol. 7, p. 33-44
- (2006). Made in Italy: da country of origin a metabrand. In: Barile Nello. Fatto in Italia : la cultura del made in Italy (1960-2000). p. 133-165, Roma:Meletemi, ISBN: 9788883534959 22. Monografia o trattato scientifico
- (2005). Manuale di comunicazione, sociologia e cultura della moda: Vol. II, Moda e stili. Roma:Meltemi, ISBN: 8883533615
- (Editor) (2005). Fetish: moda, sesso e potere. Valerie Steele, Roma:Meltemi, ISBN: 88- 8353-374-7 29.
- Barile N (2005). Al di là del corpo virtuale: sulla sfida del reale ai domini della rappresentazione. In: Barile Nello. Ipercorpo: spaesamenti nella creazione contemporanea. p. 35-41, ROMA:Editoria & Spettacolo, ISBN: 88-89036-29-X
- Barile N (2005). Nascita e tramonto degli street style. INNOVAZIONI, p. 159-162
- (2005). La marca: commutatore metonimico tra immaginario e vita quotidiana. In: Nello - Barile. La società immateriale: lavoro, consumo e luoghi sociali. vol. 99, p. 109-118, MILANO:FrancoAngeli, ISBN: 88-464-7199-7
- (2004). Fenomenologia del consumo globale. ROMA:Edizioni Interculturali, ISBN: 8888375643
- (2003). La valenza cognitiva del consumo. In: c:cube. cultura:comunicazione:consumo – in Dissonanze. vol. 3, p. 90-101, MILANO:Bevivino Editore, ISBN: 88-88764-15-1
- Co-editor with Abruzzese A., (2001). Communifashion: sulla moda, della comunicazione. ROMA:Sossella, ISBN: 88-87995-14-1 Rome, 19/05/2014