MASSIMILIANO FUSARI, PhD

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ACADEMIC SCHOLAR AND RESULTS-DRIVEN STRATEGIST
FOCUS IN VISUAL STORYTELLING AND DIGITAL MARKETING
£ 1.8M OF RESEARCH GRANTS WITH THE MEDIA INDUSTRIES
25+ YR. OF PROFESSIONAL EXPERIENCE IN MEDIA PRODUCTION

EXPERTISE

FULL PROFESSOR — H-FARM COLLEGE, Venice, Italy — *2021 Onward*

Course director for the College's MSc, with leading responsibilities on writing and delivery of both BA and MA modules focusing on **Visual Storytelling, Digital Marketing and Strategy.** Delivery of a bespoke mini-MA in *Visual Storytelling* alongside a wide-range of dedicated activities for H-Farm College's partnered EU universities

VISUAL STORYTELLING CONSULTANT — THEVISUALSTORYTELLING.ACADEMY — *2012 Onward*

Trainer and consultant on enhancing analytical competencies and developing media production skillsets, with a dedicated focus on strategic visual storytelling in digital diplomacy and gender mainstreaming. Clients include the Kosovo Government, the Council of Europe, the UN Agencies UNESCO and ILO, the Diplo Foundation, the Digital Catapult, and the Italian MFA's Diplomatic Institute. Bespoke delivery is modularly arranged into frontal training, simulation and case studies review, with hands-on activities as per client's need

PHOTOJOURNALIST — MASSIMEDIA.COM — *1994 Onward*

Journalistic, multimedia and interactive digital productions for independent projects and on assignment. International project management from Morocco to China, including logistics, procurements and media consulting for political campaigning and multichannel public communication on digital platforms. Clients include: research institutes and public sector partners, UN Agencies, international NGOs and media enterprises

EDUCATION

PRACTICE-BASED PHD – UNIVERSITY OF EXETER, Exeter, UK — 2014

Funded by the University of Exeter with research grants from the Link Fund and The British Academy
Title: *Practice-Led Strategies To Use Visual Storytelling for Cross-Cultural Communication*

DOCTORATE – UNIVERSITY OF VENICE, Venice, Italy — 2011

Funded with a scholarship from the European Social Fund (ESF)
Title: *The Photojournalist As A Digital Anthropologist Across Cultures*

MASTER OF ARTS – SOAS, UNIVERSITY OF LONDON, London, UK — 2001

Funded with a Career Development Bursary from the University of Venice – Distinction
Title: *The Anthropology Of Digital Media - Cyber-Space Vs. Cyber-Realities*

PREVIOUS ACADEMIC ROLES

ASSOCIATE PROFESSOR

University of Westminster, London, UK   **2016 – 2021**

Director of the *Digital and Interactive Storytelling LAB*, with leading responsibilities on teaching innovation and students' career. Wide-ranging of dedicated teaching activities with writing and delivery of both BA and MA modules on [1] multicultural communication analysis and digital media productions (photo, video, audio and text), with a research focus on visual media and the usage of storytelling for institutional and social impact; [2] creativity in everyday practice and in support of professional development; [3] project management and budgeting tailored for the creative and media industries. Research focus on integrating requirements from the creative industries for academic delivery. Awarded grant to produce the mobile App – *The Meta-Image*

ADJUST PROFESSOR

SOAS - University of London, London, UK   **2014 – 2016**

MA module on *Contemporary Visual Cultures Of The Middle East* to deliver bespoke elements on visual literacy with specific cultural competencies, and enhance analysis and production of digital media on and about the ME

University of Exeter, Exeter, UK   **2011 – 2013**

While working on my second PhD, I wrote and delivered a BA module on *Visual Communication And Islam* to develop analytical skillsets for research activities and analysis of visual communication on and about the ME

La Statale - University of Milan, Milan, Italy   **2011 – 2013**

Theory And Practice Of Visual Communication is my first module for BA students to integrate analytical skillsets in visual communication and storytelling with practice-based competencies in digital media production

SELECTED VISITING ACADEMIC ROLES

La Cattolica - University of Milan, Milan, Italy   **03/2019**

Visual Literacy For Public Communication was an intensive MA module on developing bespoke visual literacy skillsets for public diplomacy dedicated campaigns and digital activities

Shanghai Institute for the Visual Arts (SIVA), Shanghai, China   **06/2018**

The Image As Storytelling was an intensive hands-on residential module for students at the School of Arts to learn the specifics of interactive storytelling and produce a completed immersive portfolio

University of Ferrara, Ferrara, Italy   **02-04/2017**

Digital Communication – Ethics And Aesthetics was a distance-learning MA module to discuss and review the unique ethical challenges professionals in the Italian PA face daily in their digital activities

LUISS Business School, Rome, Italy   **2014 – 2015**

Digital Communication For Multimedia Politics was a series of intensive hands-on modules with frontal and flipped delivery for students to develop competencies in digital media for their bespoke application to digital IR

INSTITUTIONAL TRAINING

VISUAL STORYTELLING FOR STRATEGIC COMMUNICATION

The Digital Catapult, London, UK **from September 2019 onward**

Training, mentoring and consulting for the UK Government's Agency for digital development of SME

VISUAL STORYTELLING FOR SOCIAL COMMUNICATION

Data Society, NY, USA **10/2021**

Training and mentoring on the opportunities the visual form offers to social enterprises and digital campaigning

VISUAL LITERACY FOR DIGITAL CAMPAIGNING ON GENDER MAINSTREAMING

The Kosovo Government / NIRAS with funding from SIDA, Pristina, Kosovo **06/2019 & 01/2020**

Bespoke training activities on visual communication and digital storytelling for institutional gender mainstreaming

VISUAL DIPLOMACY - OPPORTUNITIES FOR DIPLOMATIC DIGITAL PRACTICE

The Diplo Foundation, Geneva, Switzerland **10/2019 & 02/2021**

Bespoke webinars for professional diplomats to develop visual literacy skillsets and digital campaigning strategic thinking

DIGITAL POWER BROKING FOR ONLINE STORYTELLING

Torino World Affairs Institute (T.Wai), Turin, Italy **11/2018 & 10/2021**

How to engage Third sector partners and institutional actors when strategizing a digital campaign

MEDIA STRATEGIES FOR GENDER EQUALITY IN DIGITAL CAMPAIGNING

The UN International Training Centre of the ILO, Turin, Italy **11/2018**

Comprehensive training delivery for UN personnel to develop visual storytelling skillsets in gender digital mainstreaming

VISUAL COMMUNICATION AND DIGITAL STORYTELLING FOR GENDER EQUALITY

The UN International Training Centre of the ILO, Turin, Italy **11/2017**

Training activities for international NGO personnel to develop visual storytelling skillsets in gender digital mainstreaming

DIPLOMACY 2.0

The Diplomatic Institute, Italian Ministry Of Foreign Affairs, Rome, Italy **2012 – 2016**

Bespoke training for Italian diplomats to develop hands-on and analytical skillsets in digital storytelling for public campaigns

SELECTED PAPERS, SEMINARS AND CONFERENCES

STRATEGIC VISUAL STORYTELLING FOR ENVIRONMENTAL ISSUES
Keynote for The Council of Europe's Youth Associations, Budapest, Hungary   15/11/2019

A PHOTOGRAPH IS WORTH A THOUSAND…*LIES!*
Keynote for The Commonwealth of Connected Learning, Valletta, Malta   10/10/2019

HOW TO DO *VISUAL* DIGITAL DIPLOMACY?
School of Oriental and African Studies – SOAS, University of London, London, UK   09/07/2019

THE FUTURE OF DIGITAL JOURNALISM
Invited Public Lecture, BBC, London, UK   24/04/2018

STRATEGIES AND TACTICS FOR MULTIMEDIA STORYTELLING
Beijing Normal University, Beijing, China   05/06/2018

***300* – A CASE STUDY IN VISUAL SEMIOTICS**
L'Orientale – University of Naples, Naples, Italy   09/05/2018

VISUAL STORYTELLING FOR SOCIAL JUSTICE
Keynote, International Labour Organization, The United Nations, Geneva, Switzerland   10/01/2018

DIGITAL STORYTELLING BETWEEN THEORIES AND PRACTICE – THE META-IMAGE
Invited Lecture, CoDE, Cambridge University, Cambridge, UK   06/06/2017

TO WHAT EXTENT DO IMAGES PICTURE? OR, DO PICTURES IMAGINE?
Invited Lecture, LSE, London, UK   21/05/2015

POST-PRODUCED CULTURES – REPRESENTING THE VISUAL IN ANTHROPOLOGY
Seminar Lecture, Royal Asiatic Society, London, UK   15/01/2014

POST PRODUCTION IN VISUAL ETHNOGRAPHY: THE HAWZA ISSUE
Seminar Lecture, University Of Oxford, Oxford, UK   29/03/2012

CHALLENGES TO VISUAL ETHNOGRAPHIES: A PHOTOGRAPHER'S PERSPECTIVE
Invited Lecture, Photo Committee, RAI - Royal Anthropological Institute, London, UK   10/06/2011

FIXING THE UNFIXED: MEANING AND MIS-UNDERSTANDINGS IN PHOTOGRAPHY
Seminar Lecture, Unfixed Project, Centre For Contemporary Art, Rotterdam, Holland   15/11/2010

FROM ACCOUNT TO NARRATIVE: VISUAL INTERACTIONS IN PUBLIC ANTHROPOLOGY
Seminar Lecture, European Anthropologists Association, Dublin, Ireland   26/08/2010

FORMS OF REPRESENTATION OF THE BEKTASHIS: A VISUAL ANTHROPOLOGICAL EXPLORATION
Seminar Lecture, European University Of Tirana, Tirana, Albania   24/10/2009

PHOTO : POEM = FILM : NARRATIVE. PRACTICES IN MONTAGE
Seminar Lecture, University Of Aarhus, Aarhus, Denmark   27/08/2009

HOW TO REPRESENT THE HAWZAS *VISUALLY*
Seminar Lecture, The British Academy, London, UK   02/06/2009

ACADEMIC GRANTS

QUINTIN HOGG TRUST – £ 500,000: Co-P.I. for the grant *Computational Journalism*
Building Of A VR/AR Lab And The Mobile Application 'The Meta-Image' 2019 – 2022

UNIVERSITY OF WESTMINSTER – £ 6,400: *Strategic Fund for Impact Activities* 2019 – 2024

ARTS AND HUMANITIES RESEARCH COUNCIL – £ 600,000: Contributor for the grant *The American Dream*
P.I.: Prof Rosie Thomas – *Planning Of The Interactive Storytelling Platform* 2018

ECONOMIC AND SOCIAL RESEARCH COUNCIL – £ 250,000: Contributor for the grant *Muslim Trust and Cultural*
Dialogue ES/K000322/1 - P.I.: Prof Peter Morey – *Interactive Transcultural Communication* 2015 – 2016

ARTS AND HUMANITIES RESEARCH COUNCIL – £ 400,000: Contributor for the grant *The Arab World in Transition*
AH/K000098/1 - P.I.: Prof James Piscatori - *Interactive Communication Of Islam* 2013 – 2014

LINK FUND – £ 2,000: *Outreach Activities For Public Communication Of The Muslim World* 2012

UNIVERSITY OF EXETER – £ 23,000: *PhD bursary* 2011 – 2013

PRINCE AL-WALEED FUND – £ 2,000: *The Shi'a Seminaries Of Bahrain – A Visual Ethnography* 2012

PRINCE AL-WALEED FUND – £ 2,000: *The Shi'a Seminaries Of Syria – A Visual Ethnography* 2011

BRITISH ACADEMY – £ 5,000: *Visual Communication Of The Muslim World* 2010 – 2011

EUROPEAN SOCIAL FUND – c. £ 47,000: *Doctorate Scholarship* 2008 – 2011

UNIVERSITY OF VENICE – c. £ 12,000: *Career Development Bursary* 2000 – 2001

PEER-REVIEWED PUBLICATIONS

AESTHETICS AS STORYTELLING – PRODUCTION AND ANALYSIS *Scheduled for 2023*
Contracted monograph for Intellect, 50,000 words with a large visual archive

VISUAL STORYTELLING FOR DIGITAL DIPLOMACY - THE KONY 2012 CAMPAIGN 2021
Grech A. (ed.) The Post-Truth Society, *London: Emerald Books ISBN 978-1-80043-907-8*

WHICH VISUAL TRANSMISSION OF KNOWLEDGE FOR A HAWZA KNOWLEDGE? *Accepted*
Gleave R. (ed.) Knowledge and Authority in Shii Islam, *London: I.B.Tauris. ISBN 978-1-784-53281-9*

AUDIENCING YOUTUBE: WHAT POLITICS OF REPRESENTATION FOR TOURISM IN QATAR? *Accepted*
Spiess, Al-Mubarak, Weber (eds.) Tourism Development in the GCC States, *NY: Springer. ISBN 978-1-4614-7453-1*

FROM THE PHOTOGRAPH TO THE META-IMAGE. MY PRACTICE FOR A NEW DIGITAL EPISTEMOLOGY 2017
Fusari, M. Proceedings to Immagini? *Basel: MPDI. DOI 10.3390/proceedings1090889*

REPRESENTING THE BEKTASHIS - EXPLORING EPISTEMOLOGIES IN VISUAL ANTHROPOLOGY 2016
Guidetti, M. (ed.) A mari usque ad mare, *Venice: Venice UP, pp. 339-410. DOI 10.14277/978-88-6969-085-3*

AESTHETICS IN THE VISUAL: IN SEARCH OF A PRACTICE-BASED EPISTEMOLOGY 2012
Visual Communication, *Volume 11, Issue 1, London: SAGE, pp. 78-89. DOI: 10.1177/1470357210382365*

EPISTEMOLOGICAL FRAGMENTS - THE STRUCTURALISTIC/POST-STRUCTURALISTIC ISSUE 2011
Filippi G. (ed.) L'uomo in Oriente, *Venice: Venice UP, pp. 239-248. ISBN 978-88-7543-283-6*

FORMS OF CLOSURE AND OF CULTURAL HEGEMONY IN *NOT WITHOUT MY DAUGHTER* 2009
Phoenix in Domo Foscari, *Venice: Venice UP, Vo. 1: pp. 115-140. ISBN 978-8-889-54367-2*

NOTABLE MEDIA EXPERIENCE

MASSIMEDIA.COM – Owned Company, International   1994 – Present

INTERACTIVE MULTI-AUDIENCES PRODUCTIONS

Affiliations include: UN Agencies - UNESCO, IOM and ILO; Research bodies - ESF, AHRC and British Academy; Private partners - The Aga Khan, State Agency AdN-Kronos, The Guardian, Iranian State Radio, Italian State TV

Communication consultant for impact activities and public engagement on cultural heritage preservation for the US-based NGO *The Nubia Initiative* and *pro-bono* for UNESCO UK

Training, analysis & production in multimedia, multicultural communication and comprehensive digital strategies for research projects on social issues

International project management from Morocco to China, including logistics, procurements and media consulting for political campaigning, impact activities and public communication on digital platforms

LATEST INTERACTIVE PROJECT: THE TENTMAKERS OF CAIRO

MULTIMEDIA JOURNALIST

Covering daily news and long-term photographic projects on anthropology and social issues in the Middle East

Head Host Journalist and Radio Announcer at the Iranian State Radio

Facilitator for skills development in photography, video, online and multimedia, interactive productions

MEDIA CONSULTANT

IOM Regional Coordinator on refugees' voting awareness for the Out Of Country Iraqi Election campaign

Logistics management for the setting up of seven field offices in Iran; engagement of Iranian audiences on refugees' voting awareness for the IOM's Out Of Country Afghani Election campaign

European Media officer for the NGO NASYO on awareness campaigning on Iraq

SKILLS

PHOTOGRAPHY

Pre-production, production, and post-production of anthropological, political and social photojournalism

Professional expertise in both analogue and digital photography

VIDEO

Pre-production, production, and post-production of public, multicultural and political video communication

Skilful in production with DLSR cameras from shooting to post-production and digital distribution

WEB

Digital and multimedia productions for interactive and immersive online platforms and mobile apps

Website production, maintenance, management and audience analysis through Google Analytics and SEO

LANGUAGES

ENGLISH *Proficient* | ITALIAN *Native* | ARABIC *Intermediate* | PERSIAN *Fluent*

SELECTED PHOTOGRAPHIC EXHIBITIONS

VISUAL STORYTELLING ACROSS CULTURES – A 20 YEAR LONG JOURNEY FROM CAIRO TO CHINA

The Streaming Museum, New York, USA	June 2017
United Nations Church Centre, New York, USA	May 2017

THE TENTMAKERS OF ISLAMIC CAIRO

The Oriental Museum, Durham, UK	Permanent Collection
The Brunei Gallery, London, UK	April – June 2015
The Italian Cultural Institute, Brussels, Belgium	April 2014
The Cathedral, Durham, UK	March 2014

BEHIND THE CAMERA – IN FRONT A HAWZA

The Royal Asiatic Society – RAS, London, UK	September – December 2013
The Brunei Gallery in partnership with SOAS, London, UK	April – June 2013
The British Museum, London, UK	July 2012
University of Oxford, Oxford, UK	June 2012
University of Durham, Durham, UK	April – May 2012
University of Exeter, Exeter, UK	February – March 2012

THE BEKTASHIS

Photo-festival, Fabbrica del Vapore, Milan, Italy	March – April 2011

REAPPEARANCES – THE UNESCO MISSION IN ALBANIA

Politecnico, Milan, Italy	November 2010
Bergamo Scienza, Bergamo, Italy	October 2010
Municipality, Lake Como, Italy	March – April 2010
Castello Svevo, Bari, Italy	April – May 2009

THE SHANGHAI DRAGON

Turin International Festival of Photography, Turin, Italy	September – October 2009

CHINA HERE AND THERE

Circuitazione Istituto Italiano per la Cultura, Bolzano, Italy	September – October 2008

MODERNITY OF CHINA: BEIJING VS. SHANGHAI

TECA Multimedia Centre, Verona, Italy	July 2008

A SIGN OF GRACE

Istituto Italiano per la Cultura, Centro Trevi, Bolzano, Italy	October - November 2007

SELECTED PUBLISHED PHOTO ESSAYS

The Asymptote, Photographic essay for the mobile app 'The Asymptote Man'	2018
The Tentmakers of Islamic Cairo - Photographic Catalogue	2014
The Hawza, 'Visual Communication' Volume 11, Issue 1, February 2012, London: SAGE	2012
The Community Of The Bektashi, 'Terre Di Mezzo' Monthly N. 19, 2010/12	2010
Defining Picture For The Website - http://www.thehawzaproject.net/	2009
L'arte Sacra Della Cina, '30 Giorni' Monthly N. 1, 2009/01	2009
The Albanian Monastery Of Mesopotam - http://www.balkantravellers.com/	2008
Beijing Art District - http//www.bumerang.it/	2008
Portrait Stefano De Luigi - http://www.worldpressphoto.org/	2008
TV main theme for the News program 'Tempura' - Italian National Broadcasting Channel 'Rai News 24'	2007
Cina. La Ragazza Che Ha Trovato 100 Milioni Di Amici, 'Il Venerdì' Weekly Of The Daily La Repubblica	2007
Cina. Che Fatica Studiare De Campioni! 'Sportweek' La Gazzetta Dello Sport	2007
Cover page and portfolio – in Nordio M. (ed.) 2006 Sguardo a Oriente Venice	2006
10-pages photo essay - Edited by Bonanzinga P. in 'Fotografia Reflex' monthly N. 2, 2006/02	2006
Photographic Catalogue for The Exhibition - Transiti Tra Spazio E Tempo, Bolzano, Italy	2005
Picture For The Website Front Page - Out-Of-Country Voting For The Iraqi Refugees Program, IOM/UN	2005
Pakistan, 'AKI Crises Today,' 2004/06	2004
First Chance, 'The Herald' Monthly N. 4, 2003/04	2003

CERTIFICATIONS

TRAINED FACILITATOR IN THE LEGO® SERIOUS PLAY® METHODOLOGY Inthrface Online Training	2021
PRINCE2 PROJECT MANAGEMENT CERTIFICATE (FOUNDATION & PRACTITIONER) University Of Westminster, London, UK	2019
THE HIGHER EDUCATION ACADEMY FELLOWSHIP University Of Westminster, London, UK	2017
LEARNING AND TEACHING IN HIGHER EDUCATION (LTHE1) & (LTHE2) University Of Exeter, Exeter, UK	2010-2011
FILM-MAKING FOR VISUAL ANTHROPOLOGY University Of Manchester, Manchester, UK	2009
UNITED NATIONS' SECURITY IN THE FIELD PROGRAM The United Nations Online Training	2005
TOOLS AND SKILLS IN INTERNATIONAL LAW, CONFLICT ANALYSIS AND NEGOTIATION TECHNIQUES Sant'Anna School – University of Pisa, Pisa, Italy	2004

The undersigned declares that s/he knows the penal sanctions resulting from false statements, training and/or use of false documents referred to in Article 76 of the Presidential Decree of 28.12.2000, No. 445, as well as the forfeiture of any benefits resulting from the measure of false statements prepared by Article 75 of the Presidential Decree of 28.12.2000, number 445.

I, the undersigned, give my consent to the processing of the personal information provided for the purposes of the activities related to this selection procedure in compliance with the Regulation EU 2016/679 and the Italian Legislative Decree No. 196/2003.