



**POLITECNICO
MILANO 1863**



UMBERTO TOLINO

Vice Rector for Communication and
Cultural Events at the Politecnico di Milano

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A designer and researcher in the fields of communication and digital design, Umberto Tolino is an Associate Professor at the Politecnico di Milano. His projects have been included in six editions of the ADI Design Index and selected for various exhibitions, such as “The New Italian Design” at the Triennale Milano and “Farnesina Design Collection”. He has also received an ADI Compasso d’Oro honourable mention and a Red Dot Design Award.

With over twenty years of experience in the School of Design at the Politecnico di Milano, his teaching focuses on digital communication and interaction design. He also teaches Brand and Digital Design in post-graduate programmes at POLI.design and is a Visiting Professor at Unisinos University of Porto Alegre in Brasil.

His research focuses on the relationship between digital dimensions and communication systems as drivers of social and technological innovation. The applications range from digital innovation and visual identity to strategies for social media applicable to the public sector. Having participated in various national and international research projects, he actively contributes to academic discourse through numerous publications.

With extensive experience in technology transfer and university-industry relations, he has worked with numerous international brands (including Adidas, Philips, Ubisoft, Unicef, and Vans) and prominent public institutions (such as Regione Lombardia, Comune di Milano, Camera di Commercio di Milano, Triennale Milano, and Parco Nord Milano).



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Before being appointed Vice Rector for Communication and Cultural Events at the Politecnico di Milano, he was a member of the Board of Directors of Fondazione Politecnico di Milano, where he focused on fostering relationships between the academia and industry.

Vision

“The communication of a scientific institution relies on a strategic and forward-looking approach, aimed at enhancing its reputation and impact on both local and global levels”. These words capture the importance of the public image of one of Italy’s foremost universities on the international stage. In his vision, communication at the Politecnico di Milano is a strategic tool for advancing growth and reinforcing its core values.

The Politecnico is an example of how academic institutions can drive positive change in society and how communication processes are essential for fostering cultural development, reflecting an interdisciplinary, collaborative and inclusive approach. In a highly competitive environment, effective communication is the key to solidifying academic recognition and positioning, thereby increasing the university’s attractiveness to students and faculty, both nationally and internationally. This dedication to excellence and innovation positions the Politecnico di Milano as a leader in raising awareness of shared values, fostering engagement and stimulating and shaping public discourse through modern communication channels.

Promoting and supporting access to cultural and educational initiatives open to the general public means fostering continuous learning opportunities that lay the groundwork for a society that values creativity and critical thinking, while enhancing social cohesion and encouraging a sense of collective responsibility. In this context, internal communication is also a crucial element for strengthening the sense of belonging and the unity of the academic community, facilitating collaboration among various academic bodies, promoting dialogue and connections between



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faculty and students, and encouraging cooperation with administrative staff within a network that encompasses all territorial campuses.

The responsibility for Communication and Cultural Events is thus integrated into the university's communication processes, with a programme of activities that combines education, research and sustainable development at the core of a shared and cohesive identity.



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