



**POLITECNICO  
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**UMBERTO TOLINO**

Vice Rector for Communication and  
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# Umberto Tolino

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

A designer and researcher in the fields of communication and digital design, he has authored projects featured in six editions of ADI Design Index and was selected for the exhibitions “The New Italian Design” at the Triennale Milano and “Farnesina Design Collection” at the Italian Ministry of Foreign Affairs. He has also received an ADI Compasso d’Oro honourable mention and a Red Dot Design Award.

With over twenty years of teaching experience in the School of Design at the Politecnico di Milano, he has lectured on digital communication and led advanced interaction design studios. He also teaches Brand and Digital Design in the graduate programmes at POLI.design.

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 collaborated with international brands and significant public institutions.

Currently serving as Vice Rector for Communication and Cultural Events at the Politecnico di Milano, he has also served as member of the Board of Directors of Fondazione Politecnico di Milano.