

Giovanni Carrada

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Giovanni Carrada is an independent author, curator, and consultant who specializes in the communication of complex topics and issues to a wide public.

His main interest is innovating communication by using a range of media and building bridges between different topics and sensibilities.

His aim is to find original solutions that raise interest, tell stories, explain and engage the public, without sacrificing any of these things.

Since he has been doing this with science for a long time, he has developed a passion for tough communication problems.

TELEVISION AND VIDEO

Since 1994 he has been writing for Superquark, Italy's leading science popularization TV programme, broadcast by RAI 1. For RAI, he has also conceived and written documentaries and information campaigns on issues ranging from food to the European Union.

In 1993 he was the author of "Tesori di Famiglia", a TV programme on the civilizations of the past, broadcast by Telemontecarlo.

He also often conceives and scripts videos for private companies, trade associations, charities and research projects.

ART AND SCIENCE

In 2010 he has invented a new exhibition format for the Golinelli Foundation that mixes contemporary art with science and has since curated with Cristiana Perrella six major exhibitions in Bologna (Modern Art Museum) and Milan (Triennale Museum) on humans' impacts on life, our relationship with technology, the ages of human life, the mental resources we need to thrive in a post-industrial economy, taste and nutrition, and freedom and the brain. He is currently working on a new exhibition on the uncertainties of the future.

MUSEUMS AND EXHIBITIONS

He has created two complex multimedia installations on historical topics for FAI, Fondo Ambiente Italiano (Italy's National Trust) in Matera and San Gimignano. He is now developing a third one, in Cagliari, due to open in 2017.

For MUSE, the science museum in Trento, he has curated the permanent gallery on evolutionary biology and a temporary exhibition on food issues.

In 2002 he has been responsible for content development of Rome's Science City, a major museum project. Although the project was never realized, he spent one year touring museums in Europe and North America, studying and discussing the issues of educational museums, and developing a passion for all kinds of museums.

From 1998 to 2004 he has conceived and worked on the development of a number of science, history and archaeology installations and exhibits for Mizar srl, di Paco Lanciano. Among them was "Sharks" (2001-2002), in Rome's Palazzo delle Esposizioni and Milan's Arengario, that was visited by more than 300.000 people.

CONSULTING

Since 2003 he has been consulting on communication strategy and design for private companies, trade associations, the DG Research of the European Commission, the World Health Organization, scientific projects, and research institutions.

TEACHING

Since 2013 he is a *visiting fellow* at the University of Southampton (UK) and works on communication of medicine issues.

From 2002 to 2008 he was contract professor of science communication at the University of Siena, and has also given seminars at the universities of Bologna, Torino, Trento, Teramo, Lecce, Camerino e Roma Tor Vergata.

Since 2005 he has been training scientists and public information officers at research institutions and private companies.

BOOKS

He wrote five science popularization books on satellite TV (*Televisione dallo spazio*, 1996, with Giuliano Berretta), nutrition (*I miti dell'alimentazione*, 1997, with prof. Carlo Cannella), the science of sex (*La scienza dell'amore*, 1999, with prof. Emmanuele A. Jannini), communication skills for scientists (*Comunicare la scienza, kit di sopravvivenza per ricercatori*, 2005, also published in English by the DG Research of the European Commission), and popular chemistry for the International Year of Chemistry (*Sette incontri impossibili*, 2011).

Before or besides all that, he wrote for several newspapers and magazines, wrote four theatre pieces, curated public events, was scientific consultant of the Italian edition of National Geographic, and science editor for a mass market publisher.